

*Greetings from...*



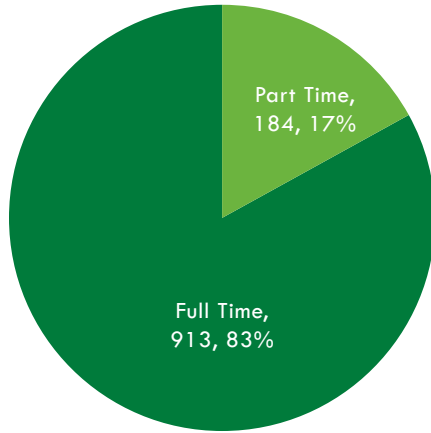
## The main title of the graphic is "THE MAYBORN SCHOOL OF JOURNALISM". The word "THE" is in a smaller, white, all-caps sans-serif font. "MAYBORN" is written in large, bold, orange-outlined letters. Each letter of "MAYBORN" contains a white-bordered photograph of a student. The photos show a student wearing a blue cap and mask, a student with glasses in a pink shirt, two students in green graduation gowns, a student with a green face mask, a student with glasses in a denim jacket, a student with a red face mask, and a smiling male student in a light blue shirt. Below "MAYBORN", the words "SCHOOL OF JOURNALISM" are written in a white, all-caps sans-serif font with an orange outline. The entire graphic is set against a background of a large, classical-style university building with a red roof and white columns, surrounded by green trees and a paved walkway with people.

The Year in Review: 2019-20

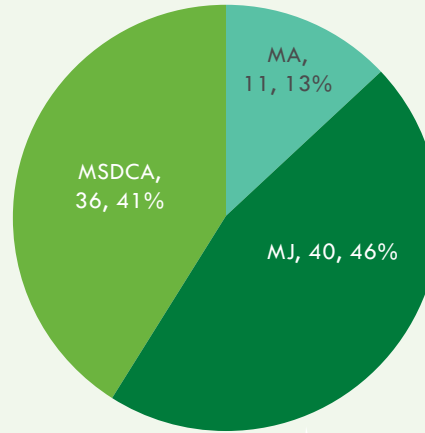
**YOUR STORY STARTS HERE.**

The Mayborn School of Journalism serves a large, diverse student population broadly spread across on all areas of journalism and mass communication: Broadcast, Digital, Photojournalism, Advertising and Public Relations. As a minority-majority institution at a major Hispanic-serving university, we're training the next generation of professionals for newsrooms and agencies across America and the world.

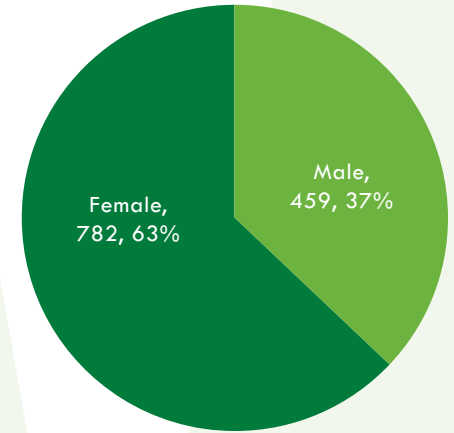
TOTAL POPULATION BY FT/PT STUDENT



GRADUATE ENROLLMENT BY DEGREE PLAN



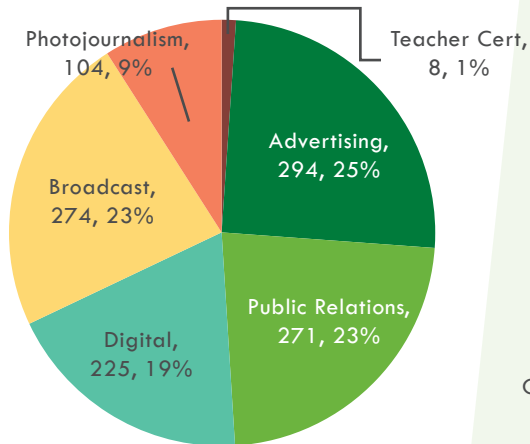
TOTAL POPULATION BY GENDER



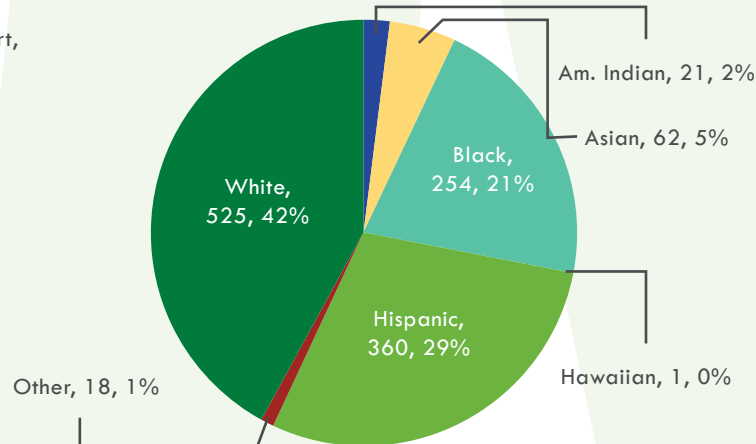
## MAYBORN BY THE NUMBERS

(as of September 2019)

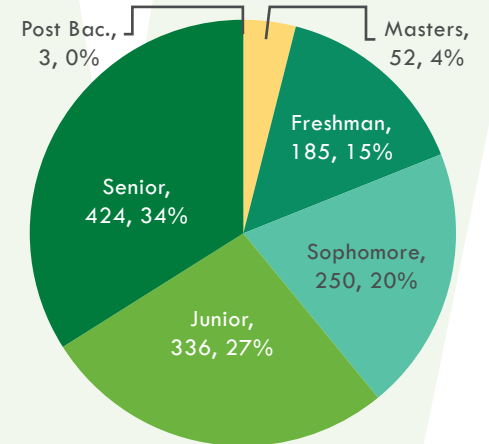
UNDERGRADUATE ENROLLMENT BY CONCENTRATION



ETHNICITY AS PERCENTAGE OF TOTAL POPULATION



TOTAL POPULATION BY CLASSIFICATION AS OF 9.29.19



# GREETINGS, MAYBORN FAMILY!



When I started this position one year ago, I had no idea what the future would hold. A sustained global pandemic has led to life-altering experiences for the Mayborn School, UNT and the entire world.

I am so proud of our faculty and staff for the way they stepped up in the transition to all online classes. In a matter of weeks, they not only converted their classes, but helped lead our students through unprecedented and uncharted territory.

Next, they also stepped up in the wake of calls for equity by working on recommendations to make the Mayborn a more inclusive and welcoming place. The Mayborn has a majority minority student body, and we are increasing our efforts for all voices to be heard and valued.

With the help of the Mayborn Advisory Board, we hosted a mentor dinner in 2019 that brought together media professionals with almost 70 students. It was such a success that a new program will be launched this year.

Our annual Celebrate Mayborn awards gala was canceled, but that didn't stop us from awarding more than \$250,000 in student scholarships. May graduation was canceled. So we created an online video celebration. The *North Texas Daily* could no longer print, so our students took their reporting entirely online. The Mayborn Literary Nonfiction Conference will also go completely online and be held this fall.

Fall 2020 marks the 75th anniversary of journalism at UNT and we are planning a year-long celebration. A generous patron has given us \$75,000 to start a scholarship for freshmen or transfer students. We are looking to match that gift – another \$75,000 for our 75th.

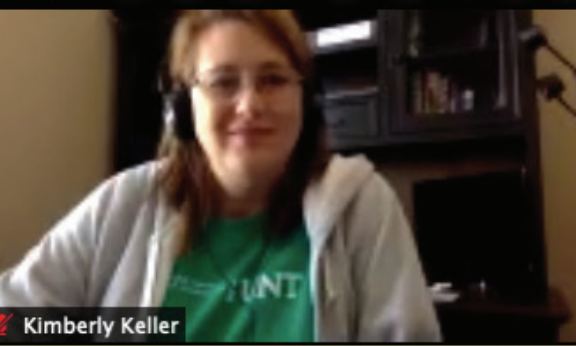
Next year, I will revisit the phrase “what a difference a year makes.” Please stay engaged with us. Remain positive. And thank you for your remarkable and unwavering support of the Mayborn School.

A handwritten signature in black ink that reads 'Andrea Miller'.

Andrea Miller  
Dean



IN A WORLD OF CHALLENGE



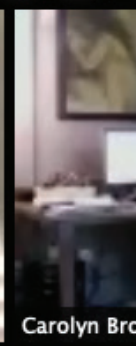
Kimberly Keller



Tracy Everbach



Neil Foote



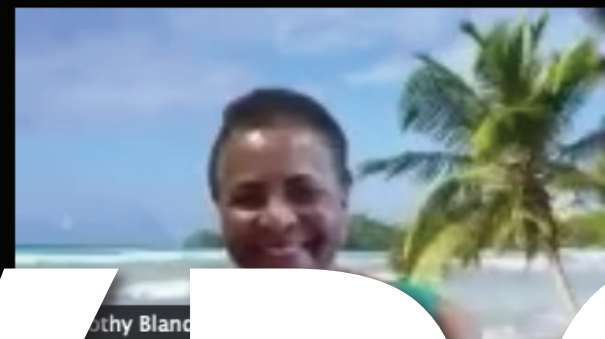
Carolyn Bro



Andrea Miller



Gary Ghio



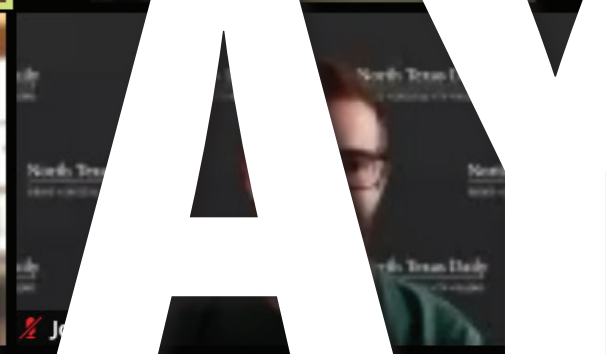
Mothy Bland



Randy Loftis



Jim Mueller



Jo



SEES OF

THE MAYBO



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## IN THIS REPORT

The 2019-20 academic year, while a great success for students, faculty and staff, presented unprecedented challenges as the nation came to a halt mid-March because of the Coronavirus pandemic.

The Mayborn School rose to the occasion, joining the rest of UNT in converting 7,500 courses to online format in under two weeks. Faculty and students adapted well to this unique, new learning environment, mastering online tools like Zoom to provide powerful, interactive learning to areas of journalism and communication that normally would require close interpersonal activities.



**UNT**  
**EST. 1890**  
 UNIVERSITY  
 OF NORTH TEXAS

THOMAS BRADSHAW SCHOOL  
 2000 TEXAS HIGHWAY  
 CAMPUS BOX 21010  
 FORT WORTH, TEXAS 76101-0101

Dear Mr. Taylor:  
 We are pleased to announce that you have been selected to receive the Mayborn Graduate Scholarship for the 2020-2021 academic year. This scholarship is awarded to outstanding graduate students who demonstrate exceptional academic achievement and leadership potential. We are excited to support your continued education and professional development at UNT.

Congratulations! We have been impressed by your academic record and leadership potential. We are excited to support your continued education and professional development at UNT.

If you have any questions regarding this scholarship, please contact the Office of Graduate Admissions at (817) 259-2101.

Sincerely,  
 [Signature]  
 Vice President for Graduate Admissions and  
 Dean of the Thomas Bradshaw School

Each year in the spring, the Mayborn family gathers to celebrate our students' success and to award scholarships and other honors. Despite the pandemic shutdown, Mayborn students received nearly a quarter-million dollars in scholarships in 2019. Pictured here, Mayborn senior Deken Taylor proudly shows a scholarship letter. Taylor, now in the Mayborn's graduate program, is a Mayborn Scholar for this academic year. Scrappy the UNT Eagle always joins in the celebration.



# MAYBORN STUDENTS CELEBRATE SUCCESS

## More than \$250,000 in Scholarships Presented

Even though we couldn't meet in person for our annual Celebrate Mayborn Awards Gala, the Mayborn School recognized the academic achievements of our students virtually, sharing congratulatory messages from faculty and presenting more than a quarter-million dollars in academic scholarships.

We celebrated their accomplishments on our [webpage](#) and through [social media](#).

And while our graduating students might have missed the opportunity to physically "walk" and receive a diploma, we proudly congratulated them via another special [webpage](#) and [social media](#). Mayborn faculty collectively - and humbly - thanked our 2020 graduates for the opportunity to teach and learn from them over the course of their education.

### Select Awards Highlights:

Students from the Mayborn School, along with colleagues from UNT's Media Arts Department, continue to win big in the annual [Region 8 Mark of Excellence Awards](#) from the Society of Professional Journalists.

This year, students received [National Winner](#) and [National Finalist](#) honors, along with many [Region 8](#) awards.

Among these, the @ntdaily earned honors in the Breaking News category for "[Hate Comes to Campus](#)," and Mayborn broadcast students also took top honors for in-depth [coverage of COVID-19](#).

Mayborn Advertising Students continued to excel at creative storytelling, joining students from UNT's College of Visual Arts and Design (CVAD) to earn sixty-two percent of the total prize money given by the National Student Show and Conference. Advertising concept "[Slap Your Buds](#)" for Lawry's received top honors.

Students across all programs at the Mayborn received honors, awards and scholarships throughout the year. Key among these: Carter Mize from the *North Texas Daily* earned Third Place in the Hearst Breaking News competition for a timely story on a Denton police shooting. Broadcast student Carlynn Greene received a \$3,000 scholarship from the Texas Association of Broadcasters for reporting and for setting up her own mechanism for [connecting students with scholarships](#). Also, Photojournalism students took the opportunity after the campus shut-down in mid-March to document the changing world around them with an astonishing series titled "[Limbo](#)."



Clockwise from above left: Students from the Mayborn’s AgenZ “Gen-Z” focused public relations agency gain insights from Renee Cossman of Cossman Public Relations. The Mayborn’s chapter of National Association of Hispanic Journalists (NAHJ) regularly hears from industry experts, including Rebecca Aguilar, recently named the first Hispanic president of the Society of Professional Journalists (SPJ).

Mayborn Broadcast students review and edit scripts prior to going on-air. Following the pandemic shutdown in March, Mayborn Photojournalism students responded with a series of photo essays titled “Limbo.”



# Limbo

Pandemic Perspectives from UNT Photojournalism Students



# STUDENT ORGANIZATIONS, MEDIA AND AGENCIES: HANDS-ON PRACTICAL EXPERIENCE

Mayborn curricula are designed to give students a professional degree – meaning they’re all set to roll up their sleeves and begin productive work in journalism and mass communication directly upon graduation. But the work begins long before, in one of our many active student organizations, media groups and student-run agencies.

## Student Organizations

The majority of Mayborn students participate in one or more of our student organizations, all dedicated to specific areas of interest. Collectively, leaders from these groups come together to serve on the Mayborn’s Student Council, a governing body that gives students the opportunity to work across disciplines and learn leadership.



## Student-Led Agencies

From SWOOP, our student-run advertising agency, to HATCH Visuals, our photography agency, Mayborn students learn how communications agencies work in the real world.

The agencies perform real projects for real clients to earn real money for scholarship programs.

New this year, Mayborn students established AgenZ PR, a working public relations organization with a focus on Generation Z and how this group thinks, acts and communicates in today’s fast-paced world.

AgenZ focuses on providing data, content and social media for clients working to reach a young and vibrant audience.



## Student Media

Mayborn students – editors, reporters, designers, photographers and social media developers – working for the *North Texas Daily*, the official student news publication of the University of North Texas.

The @ntdaily regularly wins major national awards and produces stories that are picked up by national news organizations.

Broadcast students learn the daily operations of television news working for NTTV. Producers and reporters cover sports, local events, popular culture and national stories ranging from elections to entertainment.



# FACULTY RESEARCH: DEFINING THE LEADING EDGE OF OUR PROFESSION

The University of North Texas is a Carnegie Tier 1 research institution, producing advanced research in fields ranging from engineering and information science, to healthcare and the environment. At the Mayborn School, our faculty is actively engaged in broad-reaching research that directly impacts journalism and strategic communications.

During 2019-2020, **Dr. Sara Champlin** had seven peer-reviewed articles published in journals such as the *Journal of Advertising*, the *Journal of Health Communication*, the *International Journal of Strategic Communication*, and *Health Promotion Practice*. Additionally, she was honored to have her philosophy of teaching published in the *Journal of Advertising Education*. Dr. Champlin was also excited to lead the acquisition of our new technology for the Innovation Lab. She continues to be active with the Association for Education in Journalism and Mass Communication (AEJMC), the Health Literacy Annual Research Conference (HARC), and other initiatives.

Named one of the top 35 Women in Higher Education by *Diverse Issues in Higher Education* in 2019, **Dr. Dorothy Bland** served on a number of high-profile panels or presented to groups ranging from the Texas Association of Journalism Educators and the Hispanic/Latino Media & Marketing

International Conference to the AEJMC and ONA. At the request of the University of Ghana, Dr. Bland delivered a series of lectures to master's and Ph.D. students representing communication studies, information science, political science and the public in March 2019. Dr. Bland also developed a new course at the Mayborn School, "Covering Crisis, Trauma and Recovery," that produced a series of "First Responder" stories for the *Denton Record-Chronicle*.

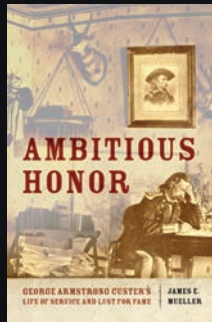
Writing with professors from UNT's Department of Kinesiology, Health Promotion and Recreation, **Dr. Tracy Everbach** is the recipient of the Top Faculty Paper Award from the AEJMC's Commission on the Status of Women. Dr. Everbach also received the Donna Allen Award for Feminist Advocacy from the AEJMC. During the 2019-20 academic year, Dr. Everbach contributed a number of articles or book chapters to academic publications, including the *Encyclopedia of Journalism*, *Gateway Journalism Review* and others. Her latest book, "Testing Tolerance: Addressing Controversy in the Journalism and Mass Communication Classroom," co-authored with Candi Carter Olson of Utah State University, was published in July.

**Dr. Newly Paul** was named 2019 winner of the Walter Lippmann Best Published Article Award from the American Political Science Association and also wrote the first-place faculty paper for the Southern States Communication Association - Political Communication Division - in 2020. Dr. Paul also authored or co-authored a number of book chapters, journal articles, book reviews and presentations on political topics, including: "Latinos in Twitter News: The Effects of Newsroom and Audience Diversity on the Visibility of Latinos on Twitter" for the *Howard Journal of Communications* and "I Can Feel What You Feel: Emotion Exchanges in Twitter Conversations Between Candidates and the Public" for the *Journal of Political Marketing*.

UNT Distinguished Teaching Professor **Dr. Sheri Broyles** - who recently announced her retirement after more than 25 years teaching advertising - authored a number of papers presented to the AEJMC, including: "Curriculum Drives Everything: Advertising Curriculum in ACEJMC Programs." This explores the curricula across 56 advertising programs at U.S. universities and colleges accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) looking at both required courses and electives that might be of value to other advertising programs.

**Dr. Koji Fuse** co-authored or presented papers including “A Cross-Cultural Semiotic Analysis of Transgender Representations in Hollywood, Bollywood, and Japanese Film Industries.”

Dr. Fuse also participated in academic panels including: “Media Diversity 2020: Images, Production, Teaching,” “Intercultural Communication Scholarship at the Crossroads: Critical Reflection on Generational Shifts in the Evolution of Japan-U.S. Communication Research,” and “Communication Ethics: Teaching at the Crossroads of Theory and Communicative Action.”



next year by McFarland. Dr. Mueller also recently completed a new book titled: “Ambitious Honor: George Armstrong Custer’s Life of Service and Lust for Fame,” published by University of Oklahoma Press. In the book, Mueller argues that Custer had the soul of an artist rather than a soldier, a trait that drove Custer to success—and, ultimately, to the failure that has overshadowed his notable achievements.

Associate Dean **Dr. Jim Mueller** presented papers including “Rutherford B. Hayes and the Civil War Press: Learning to Fight for Recognition” and wrote chapters for a book titled “Adventure Journalism in the Gilded Age” to be published



book explores crisis communication responses from both the public relations and journalistic perspectives. Dozens of journalists and PR professionals were interviewed to chronicle some of the most visible crises of the last few years including Ebola in America, the Blue Bell Ice Cream recall and race relations in Ferguson, Missouri.

Mayborn Dean **Dr. Andrea Miller's** third book, Public Relations and Journalism in Times of Crisis: A Symbiotic Partnership (Peter Lang) was published in 2019. Co-authored with Dr. Jinx Broussard (LSU), the case studies

## ALWAYS INNOVATING

This year the Mayborn was excited to expand our Innovation Lab with new technology. We

have now added two eye-tracking stations as well as a biometrics station. These systems allow us to observe how viewers respond in real time to visual stimuli such as social media feeds, images, and news articles.

Researchers will be able to capture groundbreaking data with this cutting-edge equipment and design innovative online experiences using the results.





## ENGAGING WITH THE PROFESSION: MAYBORN CONNECTS TO WORKING JOURNALISTS

Mayborn faculty are intricately connected with the industries our students are training to serve, from advertising and public relations to sports journalism and broadcasting.

Mayborn students are exposed to a wide variety of on-campus presentations from working practitioners and regularly visit newsrooms, agencies and broadcast studios.

This cross-pollination with industry enables our students to benefit from real-world experience and knowledge while also allowing the academic research produced by Mayborn faculty to advance the profession.

Associate Dean, Jim Mueller and Associate Professor Thorne Anderson, accept UNT's "IE Celebrity Award" for undergraduate program assessment. Anderson is chair of the Mayborn's Accreditation & Assessment committee which annually tests and compares incoming and outgoing journalism majors. "We do this to hold ourselves accountable; to make sure our students are learning what we promise to teach," Anderson said.



SPJ Presents  
**Confessions of a Sports Journalist**

Featuring:

Tim Cafu	Jordan Collard	Zach Cottam	Reece Waddell
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The Athletic	NT Daily	NT Daily	Denton Record-Chronicle
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Thurs.,  
**Oct. 24**  
 5 to 6  
 p.m.  
 Union  
**339**

Mayborn students and faculty are always engaged with working professionals. Clockwise from upper left: CBS Sports Director Mark Grant spoke to aspiring sports journalists, a sports reporters panel presented to the Mayborn's SPJ chapter, Principal Lecturer Neil Foote participated in a "Principles of News" panel, adjunct professor Joe Trahan of the Dallas Cowboys organization visits in the booth with sportscaster Gabriel Gabor and CEO of No Silo Communications Michelle Smith shares tips with Media Entrepreneurship students.



**Principles of NEWS**

Cornelius "Neil" Foote

## THE MAYBORN SHARES A WARM “THANK YOU” FOR DR. SHERI BROYLES

UNT Distinguished Teaching Professor Dr. Sheri Broyles has been changing lives in the Mayborn’s Advertising program for more than 25 years. She is celebrated by thousands of alumni as a gifted instructor, a caring mentor and a motivating spirit. This year, she announced her retirement, beginning in the Fall 2020 semester.

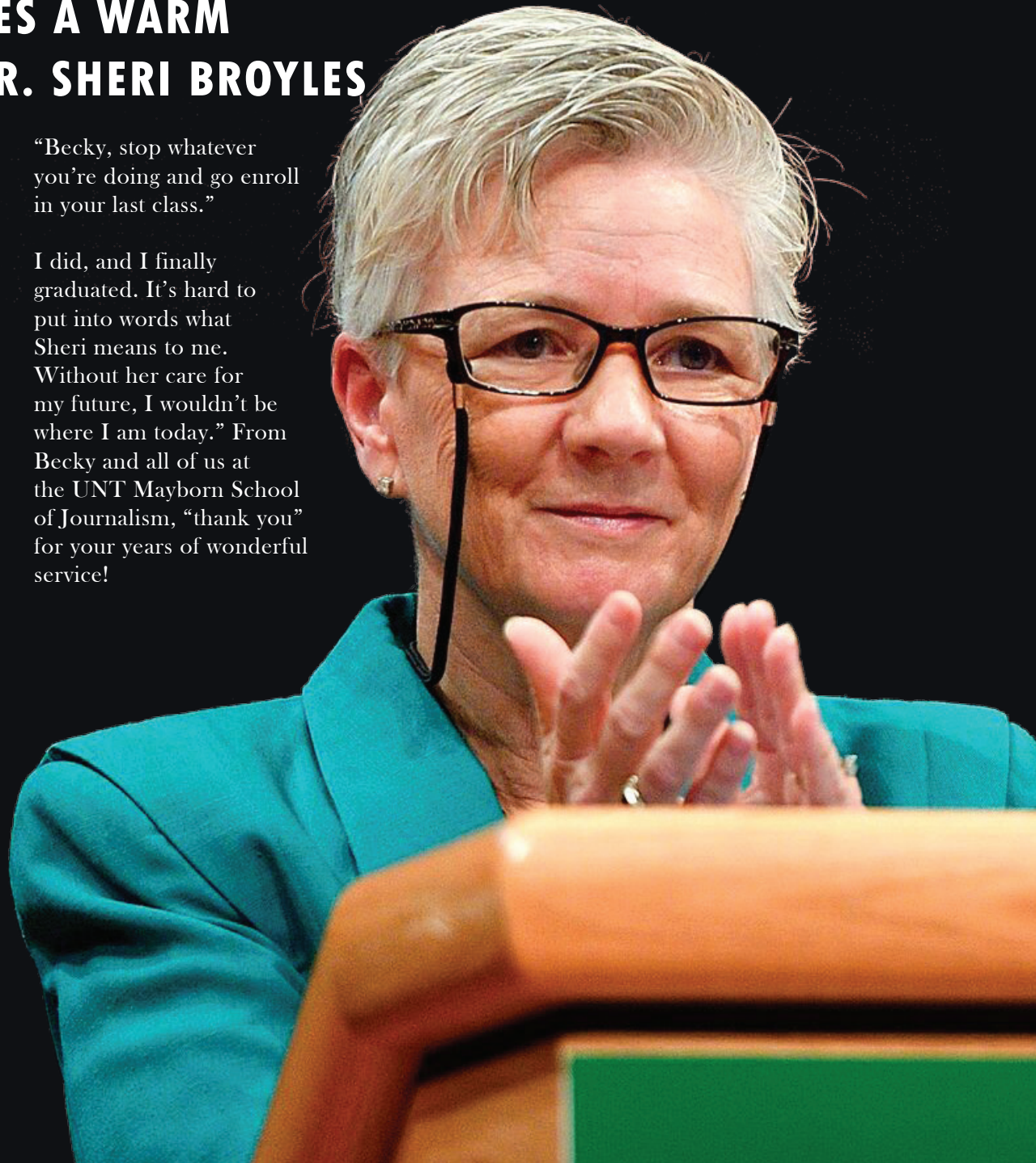


Former student Becky Kimbro ('08), who has risen to executive positions with a number of major league sports franchises and also serves on the Mayborn board, shares some thoughts:

“Sheri Broyles is the embodiment of a caring educator. In fact, she is the reason I graduated from college. I worked full time while attending UNT and accepted a job out of state just three credit hours short of graduating. As the years went by, Sheri remained a mentor to me, and always gently reminded me that I should finish my degree. When my career eventually brought me back to Texas, she called my office one afternoon and said,

“Becky, stop whatever you’re doing and go enroll in your last class.”

I did, and I finally graduated. It’s hard to put into words what Sheri means to me. Without her care for my future, I wouldn’t be where I am today.” From Becky and all of us at the UNT Mayborn School of Journalism, “thank you” for your years of wonderful service!



# FIVE GREAT REASONS TO STUDY AT THE MAYBORN SCHOOL

The Mayborn School's nearly 1,000 undergraduate and graduate students focus on five key areas of journalism and mass communication: Print and Digital Journalism, Broadcast and Digital Journalism, Photojournalism, Advertising and Public Relations.

At the graduate level, students dive deeply into areas like Digital Communication Analytics, the science of unraveling big data to gain insights into the numbers that drive much of our communication world today.

The central theme for everything we do at the Mayborn School is storytelling. Our touchstone motto says: **Your Story Starts Here.**

So whether reporting and writing material for a news broadcast or developing a photo essay, or creating an ad campaign or media program to "move the needles" for a key client, all Mayborn students leverage critical thinking, interview techniques and creative skills to produce work that conveys stories.

Ready to take a tour and hear from some of our faculty experts? Visit the **Virtual Tour** on our website to walk the halls. Also, on our site, attend a few mini-lectures and generally get the scoop on what makes the Mayborn special.

1



Distinguished Teaching Professor **Dr. Sheri Broyles** shares her thoughts on how creative thinking can set great advertising apart from the ho-hum.

2



Associate Professor and Mayborn Endowed Chair for Narrative Storytelling **Thorne Anderson** discusses the power of visual imagery and the Mayborn's approach to creating pictures that convey a thousand words.

3



Lecturer **Kim Keller** describes how stellar writing and an in-depth understanding of audiences combine to produce public relations campaigns that help clients achieve top-notch results.

4



Broadcast Lecturer **Brittany McElroy** explains the process of creating high-quality on-air content, from planning editorial to production and editing.

5



Principal Lecturer **Neil Foote** discusses how solid storytelling drives effective news reporting, writing and overall communication through a variety of old and new platforms.



Want to put yourself at the forefront of one of today's most important fields, with skills that take you virtually anywhere? Take our **Virtual Tour** today to learn more.

# LIFE @ THE MAYBORN

Mayborn SPJ Presents:  
**MAYBORN Goes to the Movies**  
(comfy pants edition)

Cary Grant

Rosalind Russell

**"HIS GIRL  
FRIDAY"**

April 16 @ 6:30 p.m.  
on Zoom

Zoom link & ID:

<https://unt.zoom.us/j/2271511480>  
Meeting ID: 227 151 1480

Escape your studies and join the Mayborn online through Zoom as we go to the movies in this presentation of SPJ's classic journalism movie series. We may be watching from a distance, but we still aim for the same deep discussions surrounding journalism and media ethics. And the movie is still **free!**



Special Guest: Michael Granberry,  
Arts Writer for The Dallas Morning News





Life at the Mayborn School is always active and interesting. Clockwise from far left: Our popular twice-annual “Movies” series presents journalism-themed movies hosted by movie critics and journalists from major newspapers – along with popcorn and pizza. Dean Andrea Miller hosts a regular “Donuts with the Dean” event to chat and learn; the Mayborn hosted alumni and visitors at an alien-themed tailgate party for UNT’s 2019 Homecoming; alumna Dustee Jenkins (’01) was recently named Executive Communications Director for Spotify; students visit with prospective employers at a Career Day event; and members of the Mayborn’s NAHJ chapter visit with reporters and producers at Univision/23DFW.



# MAYBORN ATTACKS!

## THE TAILGATE IS ON

November 2  
Apogee Stadium  
11 a.m. to 2 p.m.



# MAYBORN SOCIAL MEDIA ROUNDUP



**Mayborn School** @MaybornUNT · Aug 30, 2019  
 Congratulations to the Mayborn's Briana Castañón who was one of 21 students nationwide to participate in this year's Carnegie-Knight News Initiative. The team's project focused on news coverage of disaster recovery. Check it out: [cronkite.asu.edu/news-and-event...](http://cronkite.asu.edu/news-and-event...)



1 comment 2 retweets 22 likes



**Mayborn School** @MaybornUNT · Aug 26, 2019  
 Welcome Fall 2019 students to the @MaybornUNT School of Journalism. #MaybornProud!



5 retweets 25 likes



**Mayborn School** @MaybornUNT · Sep 11, 2019  
 Congratulations!

**Dorothy Bland** @dbprof · Sep 11, 2019  
 Congrats @MaybornUNT student Nick Lalpui, a new CBS Sports Network campus rep.



5 likes



**Mayborn School** @MaybornUNT · Sep 12, 2019  
 We are so proud to see the Mayborn School of Journalism well represented at the Excellence in Journalism Conference this year!

Our very own Mayborn student Erika Torres attended and received the Ruben Salazar scholarship from @UNTAHJ  
 Way to go Erika!

#EIJ19 #maybornproud



Erika Torres

1 comment 1 retweet 12 likes



**Mayborn School** @MaybornUNT · Sep 13, 2019  
 A big thank you to WFAA's @RozierReports for visiting the Mayborn and spending some time with our Advanced Reporting students.

Rozier talked about his experience covering the El Paso mass shooting, tips for succeeding as a reporter and why he believes journalism is so important.



1 retweet 6 likes



**Mayborn School** @MaybornUNT · Oct 1, 2019  
 Libbie is ready for interviews! #NewsEngagementDay #Maybornproud #Newshounds



1 comment 3 retweets 12 likes



**Mayborn School** @MaybornUNT · Oct 24, 2019  
 Nearly 80 Mayborn students enjoyed the opportunity to network with seasoned professionals during Mayborn's Mentor dinner on Wednesday, October 23 at the University Union. The Mayborn's mentor network shared hundreds of years worth of combined experience with soon-to-be-graduates!



1 7 32

**Mayborn School** @MaybornUNT · Nov 11, 2019  
 The Mayborn School salutes all veterans and others who've served our country, including Mayborn Lecturer Rebecca Poynter, who was honored with two medals for helping to pass the U.S. Army Military Spouse Residency Relief Act, which was signed into law ten years ago today.



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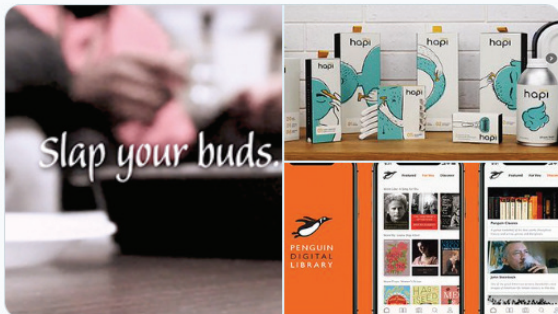
**Mayborn School** @MaybornUNT · Dec 5, 2019  
 UNT Mayborn senior journalism student Tre'von McWilliams on the sideline for the Advocare Classic featuring the Oregon Ducks and Auburn Tigers on August 31st at AT&T Stadium. Working toward a concentration in photojournalism, Trey routinely shoots photos for the Dallas Cowboys.



32 130

**UNT News** @UNTnews · May 22  
 Students from @UNTCVAD and @MaybornUNT won 62 percent of the total prize money in this year's National Student Show and Conference for their work in advertising, communication design and other areas!

Read more: [bit.ly/2Xm4d4G](http://bit.ly/2Xm4d4G)



3 11

**Mayborn School** @MaybornUNT · May 13  
 Congrats to the Mayborn's Joe Valdez for winning a National Mark of Excellence Award from the Society of Professional Journalists for Feature Video reporting. Stay tuned for updates on all of our amazing Spring 2020 award winners. #MaybornProud. [spj.org/moe19.asp?fbcl...](http://spj.org/moe19.asp?fbcl...)



1 8 28

**Mayborn School** @MaybornUNT · Mar 9  
 David Jordan, co-owner and previously homeless veteran, poses for a portrait at Patriot Sandwich Company on Feb. 18, 2019 in Denton, Texas.

Photo by Photojournalism senior Kara Dry for The Dallas Morning News. #maybornproud



2 7



## THE 2020 MAYBORN LITERARY NONFICTION CONFERENCE GOES VIRTUAL

After 15 wonderful years at the DFW Lakes Hilton in Grapevine, Texas, the 2020 Mayborn Literary Nonfiction Conference is moving online this year. Based on input from attendees in response to the Coronavirus, the event will be held October 16-18 in Cyberspace. While we'll miss the shoulder-rubbing and usual networking and comradery, the 2020 Mayborn Conference will reach a broader audience while still maintaining the standards for quality and quantity our loyal fans have come to expect.

**Our theme for this year couldn't be timelier:  
"20/20: Bringing Truth Into Focus."**

Journalism and storytelling are facing enormous pressures to remain focused and relevant. At a time when reporters and broadcasters are often referred to as enemies of the people, the importance of staying laser-focused on facts and truth is fundamental to keeping audiences informed and equipped to act.

2020 has been a momentous year. With a global pandemic, economic crisis and a movement for social justice and police reform, journalists and writers are working harder than ever before to cut through the clutter to bring truth into focus. You can be a part of it all for only \$99.

### **A Lineup of Keynote Speakers Ideally Suited to 2020**

**Sarah Broom** is the author of the 2019 National Book Award Winner and instant *New York Times* bestseller "The Yellow House," a brilliant, haunting and unforgettable memoir about the inexorable pull of home and family, set in a shotgun house in East New Orleans. Sarah's previous work has appeared in the *New Yorker*, *The New York Times Magazine*, *The Oxford American*, and *O, The Oprah Magazine* among others. Broom is also an alumna of the Mayborn School of Journalism.



SARAH BROOM



MAJOR GARRETT



GENE WEINGARTEN

# 2020 FOCUS

A graphic of a laptop with a magnifying glass over the word 'FOCUS'. The word '2020' is in large green letters, and 'BRINGING TRUTH INTO' is in smaller blue letters above 'FOCUS'. The word 'FOCUS' is in large black letters. The laptop is grey and shown from a slightly elevated angle.

ALL ONLINE. OCTOBER 16-18. ALL FOR \$99.

**Major Garrett** was named CBS News’ chief Washington correspondent in December 2018. As chief Washington correspondent, Garrett reports for all CBS News broadcasts and platforms. Garrett is also the host of “The Takeout,” a weekly multi-platform interview show on politics, policy and pop culture available on CBSN, top radio stations across the country, and all podcast platforms.

**Gene Weingarten** is a *Washington Post* journalist. He writes long-form stories as well as *Below the Beltway*, the weekly syndicated humor column. His previous books include “I’m With Stupid: One Man. One Woman. 10,000 Years of Misunderstanding Between the Sexes Cleared Right Up” (with Gina Barreca); “The Hypochondriac’s Guide to Life. And Death;” “Old Dogs: Are the Best Dogs;” and “The Fiddler in the Subway,” a collection of his best-known work.

Learn more about the nation’s premier gathering of writers, journalists, authors and storytellers online at [themayborn.com](https://themayborn.com).

# FROM ALL OF US AT THE MAYBORN SCHOOL, “THANK YOU, GEORGE” FOR YOUR DEDICATED SERVICE.

George Foster ('72) graciously served as Chairman of the Mayborn Advisory Board from 2018-20, providing strong leadership and direction for the school. In addition, Foster has always been willing to step into a Mayborn classroom to share stories and inspiration.

Handing over leadership to incoming Board Chairman Terri West ('82), Foster continues to share encouragement:

*“I learned a lot in my years at UNT. Besides the ‘faulty due-tos,’ never ending a sentence with a preposition or referring to a brand or entity as ‘they,’ the most important thing I learned was to be objective. Getting both sides of an issue.*”

*“Presenting the facts, and nothing but the facts, is an art. Not only an art of language, but an art of separating our own biases from reality and recognizing what our own notions might prevent us from seeing. Today, more than ever, with claims of fake media and the media mob, never has it been more important to bring truth to power.*”

*”Research it, review it (you and others) and fight for it.”*

From all of us at the Mayborn School,  
“Thank You, George” for your dedicated service.

## THE MAYBORN BOARD: STRIVING FOR STEWARDSHIP

<b>Doug Adams</b>	National Repertory Orchestra
<b>Patty Arellano-Tolotta</b>	Dallas College
<b>Sarah Burns</b>	Dallas Children's Advocacy Center
<b>Graham Douglas</b>	Vimeo
<b>David Dunnigan</b>	Allison + Partners
<b>George Foster</b>	Foster Marketing
<b>Becky Kimbro</b>	San Antonio Spurs
<b>Delva King, Ph.D.</b>	KG Concessions
<b>Theresa Kushner</b>	NTT Data
<b>Sue Mayborn</b>	Temple Daily Telegram and Killeen Daily Herald
<b>Leslie Obinegbo Mba</b>	Texas Instruments, Inc.
<b>Ross Ramsey</b>	<i>Texas Tribune</i>
<b>Cheryl Richards</b>	VisitDallas
<b>Kara Schectman</b>	Director of Marcom, Fears Nachawati
<b>Angela Smith</b>	Author and Freelance Strategic Communicator
<b>Virgil Smith</b>	SE Smith Edwards Group, LLC
<b>Veronica Sopher</b>	Fort Bend ISD
<b>Wendi Strong</b>	USAA
<b>Brian Sweany</b>	Sweany & Co.
<b>Trent Walters</b>	The Richards Group
<b>Terri West</b>	Texas Instruments, Inc.
<b>Mike Wilson</b>	<i>The Dallas Morning News</i>
<b>Tina Young</b>	Marketwave

## ABOUT THE BOARD

The Mayborn School's Board of Advisors - many of whom are alumni - represents every aspect of the journalism and mass communication professions and brings a diverse range of insights to the responsibility of helping to guide and move the school forward.

The Board is committed to ensuring that Mayborn students are prepared in every way to move directly into the field and succeed in every way.



## PATTY ARELLANO- TOLOTTA

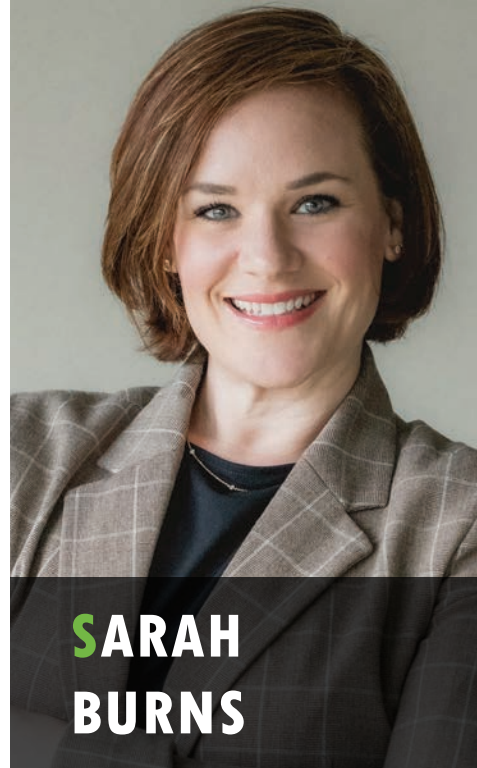
By Daniel Carr

Patty Arellano-Tolotta is a passionate first-generation college student who graduated from the Mayborn School of Journalism in 1991. She currently serves as the Chief Marketing Officer for the Dallas County Community College District. Arellano’s persistence through adversity and dedicated work ethic played a major role in getting her to where she is now.

Arellano-Tolotta appreciates many aspects of her time at UNT, including the overall

culture of the campus. “The school is so diverse, and I love that – not from a racial standpoint, but rather the types of people,” she said. “College was intimidating in the beginning for me because I struggled to find my place, but the Mayborn School really helped me with that.” The school’s focus on storytelling in a variety of formats is what sets it apart, she said. “The education I got from the journalism school set me up for success. “Because they taught me how to write as a basic foundation and taught me how to write for different audiences, they set me up to do a variety of things.”

“Those skills have continued to help me even until today,” she said. My job today is all about storytelling. Whether that’s through employee communications, telling our story to our board or to students, or even working with the media to get them to tell our stories.”



## SARAH BURNS

By Elma Radoncic

Sarah Burns is a passionate Public Relations professional who graduated from the Frank W. and Sue Mayborn School of Journalism at the University of North Texas in December 2004. She currently serves as the Chief Marketing Officer at the Dallas Children’s Advocacy Center. Her persistence, work ethic, and ability to build relationships has led to multiple roles – including her current role, in which she has served in for more than three years.

“I learned so many foundational things at the Mayborn School that I use every day,” Burns said. “The biggest would probably be to communicate well in everything you do and to create strong networks. I’m fortunate to still be friends and professional colleagues, in some instances, with people I went to school with.”

Burns has advice for current students. “Go to class – that’s key – or attend online, whatever happens,” Burns said. “Build relationships and pay your parking tickets – because they won’t give you your diploma. Don’t ask me how I know that. Also, always give back. Even though I paid for my school and it took me a long time to do so, UNT and the Mayborn School really invested in me. So, it’s important to give back.”



**These profiles were all written by students from AgenZ, the Mayborn’s student-run public relations agency.**





## KARA SCHECTMAN

By Rider Mendeke

Kara Schectman is a 2005 Journalism graduate from the Mayborn School of Journalism currently working as Director of Marcom, Fears Nachawati. She also has served as the Director of Marketing and Communications for the World Affairs Council in Dallas and Fort Worth. Her desire to tell stories and build relationships with others has led her to where she is today. “Virtually everything that is important to me, everything that I care about, came from

UNT,” Schectman said. “My husband, family, friends, and connections came from my time at The Mayborn. It reminds me of all the things that I love, and without UNT I wouldn’t have those things.”

After graduation, Schectman went to work as the marketing director for *Avid Golfer Magazine*. She then went on to teach high school English with Plano ISD. Her skill set continued to grow as she worked her way through different industries. “If I could go back, I would become even more involved,” Schectman added. “Being a part of organizations at the Mayborn helped me develop communications skills that transferred to an amazing career and help me build connections with many professionals.”

As a freelancer, Schectman now manages online communications for her clients through digital channels to increase their brand reputation and SEO.



## VERONICA SOPHER

By Roland Rivera

Veronica Sopher is a proud alumna from the Mayborn School who has not only found success after graduating, but her true passion. She currently serves as Chief Communications Officer for Fort Bend Independent School District.

Sopher is a proud immigrant whose family traveled to Kansas to work on the railroads. She decided to pursue journalism studies at the University of North Texas, feeling a sense of fulfillment in classes where

she learned to create and shape messages. By her sophomore year, she was determined to pursue a concentration in public relations.

At the Mayborn School, she was able to build her portfolio by participating in several internships, including at a Denton bank where she was hired after graduation as a marketing officer. After several more positions in the business world, Sopher followed her desire to give back and pursued a position as a public information officer for the Arlington Independent School District. “One of the things that my family believes strongly is that education is a great equalizer,” Sopher said. Seventeen years later she still works in education.

Sopher advises current students to not limit themselves when searching for job opportunities. “The ability to be a storyteller will take you very far and into a lot of different spaces you can’t even anticipate,” Sopher concluded.

# COMING UP? CELEBRATING 75 YEARS OF SUCCESS



As the Mayborn School celebrates 75 years of formal journalism and strategic communications training at UNT, alumna Wende Zomnir ('91), founder of Urban Decay Cosmetics, is helping to spearhead our communications and fundraising efforts.

With her leadership, our goal is simple: to reconnect with our alumni community and raise at least \$75,000 in new scholarships to support first-generation students at the Mayborn.

*Dear Mayborn Family,*

*As a Mayborn School of Journalism graduate, I'm excited to watch the 75th Anniversary celebrations unfold. I'm honored to be part of this moment as the 75th Anniversary Ambassador, and look forward to meeting many of you over the next year, whether virtually or (hopefully) in person.*

*As students of journalism, we all understand the meaning of a deadline better than most; although this moment in time doesn't allow us to gather for in-person events right away, the time is now for Mayborn 75!*

*I believe that celebrating our amazing Mayborn students, reflecting on our heritage at UNT, and building a community now is important. Whether virtual or in-person, we want you to be part of the festivities.*

*When I attended UNT in the late '80s, I found a home at Mayborn, connecting with professors and fellow students, many of whom are still part of my life. There were so many others who inspired me to be better and push myself harder. My time at Mayborn was a quintessential UNT experience: world-class facilities, amazing faculty, opportunities for real life experience, and peers who challenged me. And in 1989, I emerged a quintessential UNT graduate: Ready for the world!*

*My UNT and Mayborn education taught me to be resourceful and adaptable. After graduation, I was prepared to join a major global advertising*

*agency, and then go on to be a beauty entrepreneur as one of the founding partners at Urban Decay Cosmetics.*

*Mayborn kicked off an exciting and unexpected career path for me. As we look back at the past, and forward to the future through the 75th Anniversary, I can't wait to see how Mayborn students surprise us, and look forward to celebrating this new generation.*

*Wende Zomnir ('91)  
Founder, Urban Decay Cosmetic*

To learn more about how you can reconnect and play a part in our celebration, visit our website.



# SUPPORT THE MAYBORN



If you believe in the vital work of the Mayborn School to train the next generations of journalists and communicators, we welcome your consideration and support. Currently, the Mayborn School is focused in three directions that will require resources and effort.

First, a significant portion of our student body consists of transfer students from other programs and schools, including area junior colleges. Many of these best-and-brightest students are the first in their families to attend college. We are actively seeking scholarship partners so that we can ensure that these students are able to focus on studies and maximize the opportunities that the Mayborn provides.

Second, the Dean's Excellence Fund enables us to respond to urgent needs, such as equipment or software, that will keep our programs at the forefront of journalism instruction.

The fund allows the Mayborn to create closer connections between students and alumni and promote programs like our upcoming 75th anniversary celebrations. Importantly, these funds also serve to help our students to attend a variety of fellowships, conferences and national communication events.

Lastly, the University of North Texas is an RI research university striving to break new ground in a number of knowledge areas, including journalism. One of our short-term goals is to fund a research professorship devoted entirely to studying current and future methodologies in journalism and strategic communication. Opportunities to support the Mayborn School are virtually limitless.

For more information or to discuss ways that you can support The Mayborn School, please contact Karena Sara at [karena.sara@unt.edu](mailto:karena.sara@unt.edu) or 940-369-5226.





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Photos used throughout this report draw from a variety of sources – attributed where necessary – including, Zoom, social media, video and traditional photography. The Mayborn thanks all contributors for helping to tell our 2019-20 story.

## ARE YOU A MAYBORN ALUMNUS?

Reach out and let us know – we’d like to stay in touch with you.

Please call Karena Sara at (940) 369-5226. Or call our main office at (940) 565-2205.

Frank W. and Sue Mayborn | Mayborn School of Journalism | University of North Texas

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