



Jim Dale

Kary Greene

Cathy Turner

Tami Deaton

Tracy Everbach

Neil Foote

Carolyn Brown

Mark Donald

Gary Ghioto

Cathy Bl...

Bill Ford

Thorne Anderson

Joey

Randy Loftis

Scott Hamilton

Brice Campbell

Jacob Straka

Koji Fuse

Sheri Broyles

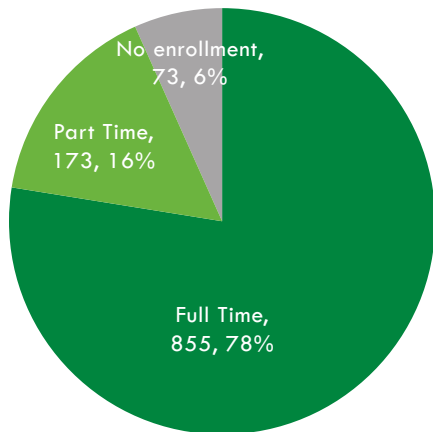
Karena Sara

The Year in Review: 2020-21

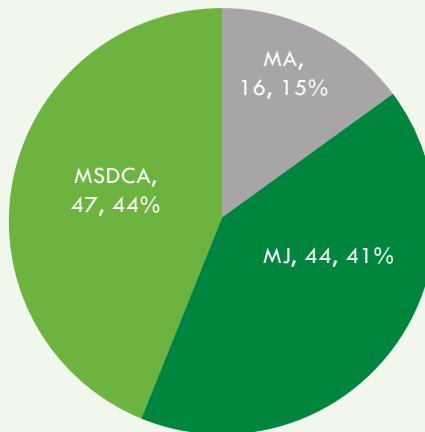
YOUR STORY STARTS HERE.

UNT's Mayborn School of Journalism serves a large, diverse student population broadly spread across all areas of journalism and communication: Broadcast, Digital, Photojournalism, Advertising and Public Relations. As a Minority-Serving Institution (MSI) and Hispanic-Serving Institution (HSI), we're training the next generation of professionals for newsrooms and agencies across the United States and the world.

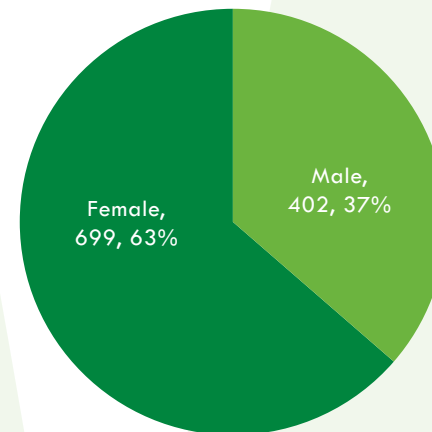
TOTAL POPULATION BY FT/PT STUDENT



GRADUATE ENROLLMENT BY DEGREE PLAN



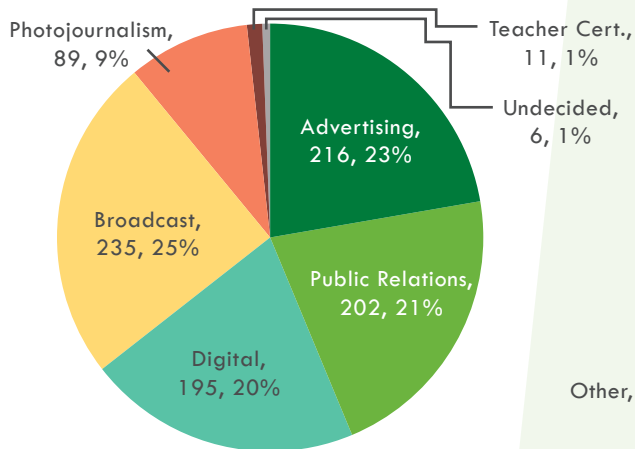
TOTAL POPULATION BY GENDER



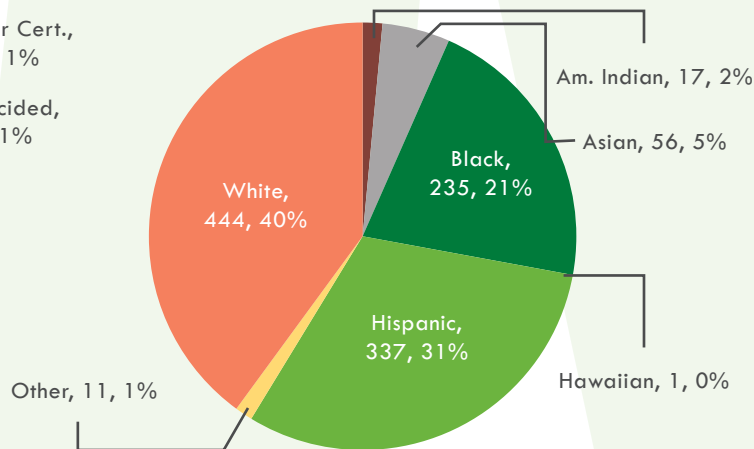
MAYBORN BY THE NUMBERS

(as of September 16, 2020)

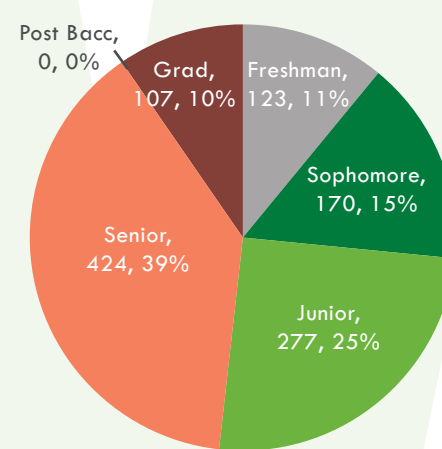
UNDERGRADUATE ENROLLMENT BY CONCENTRATION



ETHNICITY AS PERCENTAGE OF TOTAL POPULATION



TOTAL POPULATION BY CLASSIFICATION AS OF 9.29.19



GREETINGS, MAYBORN FAMILY!

What a difference two years make! I stepped in as Dean of the Mayborn School in the fall of 2019. Since that time, the university has been closed, we operated under COVID-19 protocols and modalities, and I assumed another temporary role as Interim Chair of the Media Arts Department. As I write today, I am happy to be back full-time in the Mayborn School. This allows me to turn my full attention to the School as we look forward to an “expanded” in-person college experience in Fall 2021. I keep saying that the upcoming year will be my “third-first” year – the prior two being so unexpected and challenging.

During this time, it has been confirmed to me that the Mayborn School truly is special. We lost friends and family to the pandemic, and many struggled with isolation. In the midst of it all, our faculty remained dedicated to making sure we continued to teach our students the skills of today and tomorrow, and delivered that education with care and empathy – whether online or in person. Our staff continued to come to campus to work after the university reopened and should be commended and thanked for their diligence. The Mayborn’s mission of educating and supporting the next generation of professional communicators remained steadfast. I am grateful for each and every one who made that happen.

While many organizations saw contraction this year, the Mayborn School experienced amazing success. As budgets were cut, we raised nearly a million dollars in grants and other support. As extra work was put on our plates, the faculty research output was prolific. Again, the Mayborn

is full of extraordinary and talented faculty, staff and students, and I want to give all the credit to them. The following page lists our major accomplishments. It’s an exciting list for any year, let alone one of the most challenging in memory. Congratulations and thank you to all who kept the Mayborn on the move in the past year.

We continue to celebrate the 75th anniversary of Journalism at UNT. It is a proud milestone that deserves continued attention in the upcoming year. Visit our website to learn more about how we’ve honored our legacy this past year. Also re-enforced this past year is the fact that careers in journalism, strategic communication, television, advertising, public relations and photojournalism have never been more necessary. It is clear how crucial ethical and accurate information is in times of crisis. Never has what we do been more important.

I look forward to engaging with many of you in person this year. We may have lived and worked from a thousand different places, but we remained one. We will look back and remember this year, as will our students, for the rest of our lives.



Andrea Miller, Ph.D.
Dean



ACCOMPLISHMENTS

2020-21 was a remarkable year. Here is a partial list of what we accomplished during a year of global pandemic.

- Kicked off our 75th Anniversary Celebration with alumna Wende Zomnir as our ambassador
- Placed three students in the Hearst Journalism Awards individual competitions
- Student Jessica Strange won the National Society of Professional Journalists (SPJ) Mark of Excellence Award in Digital Photography
- Mayborn Photojournalism students named SPJ Mark of Excellence National Finalists for COVID-19: Newspapers, Magazine and Online Coverage
- Won six first-place SPJ Regional Mark of Excellence Awards
- Placed in five top categories in the Texas Intercollegiate Press Association (TIPA) competition
- Placed first in two categories at the Student Festival of Media Arts (Broadcast Education Association, or BEA)
- Student PR Agency AGenZ welcomed clients for the first full year, earning more than \$10,000 for future scholarships
- SWOOP celebrated its 10th year, earning \$15,000 from clients to go toward scholarships and study abroad for students
- Launched the Scripps Howard Emerging Journalists Program with a \$300,000 grant over the next three years - one of only two schools chosen
- Awarded nearly \$300,000 in student scholarships at the successful, virtual Celebrate Mayborn awards gala in April
- Hosted 11 Mayborn Mentor events led by our Advisory Board Education Committee
- Won the UNT Diamond Eagles Project that will fund a live TV production truck
- Took control of the shared Chilton Hall Television Studio space
- Welcomed many new scholarships including the Dorothy Bland & Virgil Smith Endowed Scholarship, the Graham Douglas Advertising Scholarship, and the Eric Nadel Texas Rangers Excellence in Sports Broadcasting Scholarship
- Awarded our first Freshmen/Transfer Scholarship
- Awarded our first “Better Together” Scholarships to students in dire financial need
- Successfully executed a three-day virtual Mayborn Nonfiction Literary Conference
- Mayborn faculty published four books, nine articles and 13 book chapters
- SWOOP and the Mayborn School created and dedicated the Dr. Sheri Broyles Advertising Library
- Dorothy Bland earned her doctorate
- Dr. Sara Champlin earned tenure and promotion to Associate Professor
- Dr. Champlin was also awarded an NSF grant (a big deal for a social scientist!)
- Dr. Newly Paul chosen as a Washington, D.C., Research Fellow
- Awarded three Barbara Colegrove Research grants to faculty for small projects that aim to address diversity, equity and inclusion issues
- Passed a new Diversity, Equity and Inclusion plan for the school
- Passed a new broadcast curriculum to take effect in fall 2022
- Graduate program enrollment topped 90 students for the first time ever
- Hired a joint-position between the Mayborn School and UNT Media Arts
- Selected to be a part of NBCU Academy with a \$500,000 grant over two years that includes \$300,000 in student scholarships (just over a dozen universities chosen nationally)
- Oh yes, and taught and mentored students through a pandemic - successfully converting all classes to remote instruction

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NOTES ON VISUALS

In a normal year, the Mayborn School is fortunate to be able to draw on a wealth of photography and visuals to produce our annual report - much of it provided by our award-winning photojournalism students.

This past year, however, has been the Year of Zoom (see cover) and connecting with students - and Mayborn friends and family - through the magic of technology.

The imagery presented in this report comes from a variety of sources and represents the theme that, while we may have been in hundreds of places, we're always all together as one.

CELEBRATE MAYBORN BACK TO THE FUTURE

2021



#CELEBRATEMAYBORN21



CAUSE FOR CELEBRATION

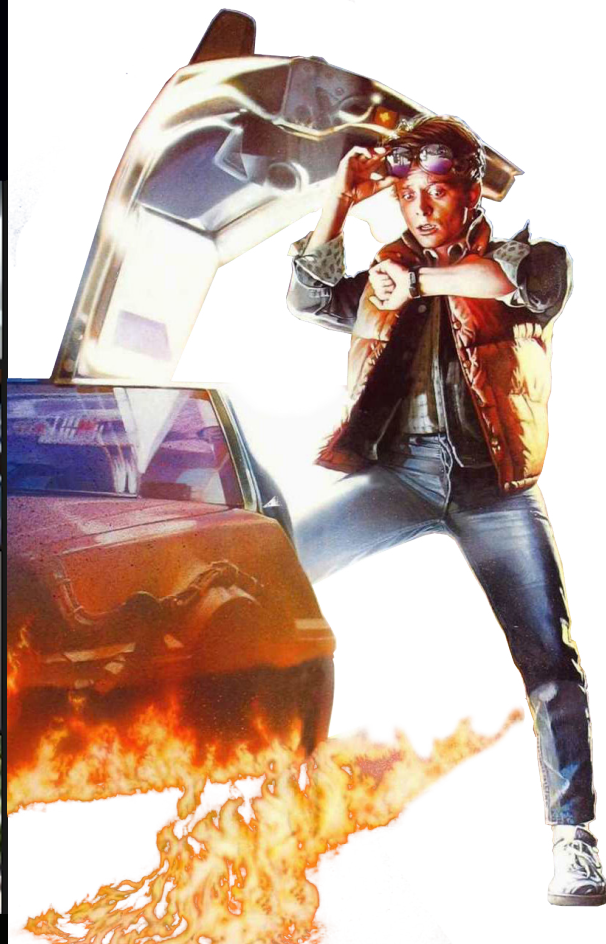
CELEBRATE MAYBORN

Nearly 300 Mayborn School students were recognized and presented with nearly \$300,000 in academic scholarships during our 10th annual Celebrate Mayborn awards gala in April. Normally held in a formal ballroom with lots of camaraderie and networking, this year's event was – of course – presented as a seamless, three-hour online festival featuring many Mayborn faculty members and others focused on one thing: Honoring our amazing students.

Hosted by Principle Lecturer Neil Foote, this year's festivities – themed “Back to the Future” in recognition of our 75-year history and vision for tomorrow – highlighted our many accomplishments over the previous year and included videos from Wende Zommir, UNT President Neal Smatresk and alum Vinny Minchillo among others.

We recognized our Outstanding Students in each of our academic tracks – Broadcast, Print, Photojournalism, Advertising and Public Relations – shared student-produced videos that highlighted our many student organizations, and acknowledged new members of our student honor societies. Thanks to the virtual format, many others who normally could not have attended the event were able to join in the celebration, including members of our Board of Advisors and other valued supporters. Zoom Webinar analytics showed that hundreds of viewers enjoyed the event from end to event. The full event was also live-streamed.

To create a sense of in-person revelry, participants were also encouraged to share photos and congratulations on Twitter at #CelebrateMayborn2021. A special feature of the show was an interview with recently retired Executive Editor of the *Washington Post*, Marty Baron. Interviewed by Professor Foote, Baron shared timeless and insightful thoughts on the future of journalism and communication, inspiring all students of accurate, fair and honest storytelling. To view the 2021 Celebrate Mayborn event in its entirety, visit journalism.unt.edu/CelebrateMayborn2021.



EQUITY & DIVERSITY

ALWAYS A PART OF THE MAYBORN

The Mayborn School embarked on several initiatives this year to address and highlight the importance of diversity, equity and inclusion to our faculty, staff and students. Sparked by the current time that has highlighted systemic racism and led to unprecedented protests for change, along with the ongoing COVID-19 pandemic that has disproportionately impacted minorities, the Mayborn School reallocated funds to award research grants, as well as to write a new diversity plan – both designed to reflect our commitment to supporting research, dialogue and action in this area.

The School awarded more than \$4,000 in research money to three projects thanks to the Barbara B. Colegrove Research Fund. The grants provided funding for scholarly research and creative projects within the Mayborn School that contributed to the gathering of knowledge and understanding in the areas of race, equity, diversity and inclusion in the mass communication industries as well as the larger community. Each research project also included at least one Mayborn graduate student as a member of the research team.

One such project was “The Political Consequences of Minority Women’s Self-Presentation Strategies on Social Media Platforms,” by Dr. Newly Paul and graduate student Ruchi Shewade. Also chosen was “Diversity and Inclusion at a Student Newspaper: The North Texas Daily” by Dr. Tracy Everbach, Associate Professor and NT Daily Advisor, Randy Loftis and graduate student Madison Hurd.

The third project, proposed by Dr. Koji Fuse, Principal Lecturer Neil Foote, Adjunct Katharine Skinner-Luker, and graduate students Brielle Thomas and Rebecca Najera was “Frames and Fantasies of Anti-Black Brutality: A US-Japanese Cross-Cultural Comparative Analysis of Rodney King and George Floyd Newspaper Coverage.”



FORMALIZED PLANS TO ENHANCE DIVERSITY

The research awards are part of a gift from Barbara B. Colegrove of Addison (seen below), a retired UNT journalism instructor and longtime supporter of UNT Journalism. Colegrove joined the North Texas journalism faculty as a visiting lecturer in 1961 after working as a reporter and researcher for *Time* magazine and receiving her Master of Science degree from the Columbia School of Journalism in 1952.

The death of two former students - Margaret "Maggie" Brown Kennedy ('63) and Stanley Houston ('65) - prompted her and her husband, the late Don Colegrove, to create a journalism scholarship endowment at UNT in 1998. Prior

to her death in 2017, Colegrove also set up a research account that funded the aforementioned projects.

The Diversity Committee, chaired by Principal Lecturer Neil Foote, also wrote a new Diversity Plan for the school that establishes a roadmap to creating a more inclusive environment.

The faculty wrote "As part of our ongoing mission to ensure that the Mayborn School of Journalism is aligned with the University and this increasingly diverse and globally connected world, we are committed to ethnic, sexual orientation and gender diversity, reflecting all socioeconomic levels and in all aspects of our administration, faculty, staff and students."

The plan includes a commitment to recruiting, hiring and retaining faculty of color to better reflect our diverse student body, as well as ensuring every Mayborn class includes a diversity element. The plan was passed by a unanimous vote in February 2021 and will be incorporated in the school's strategic plan, which will be created in the 2021-2022 school year.



FORGING THE NEXT GENERATION WITH SCRIPPS HOWARD

Early in 2021, the Mayborn School of Journalism was one of only two universities nationwide to be selected to be a part of the Emerging Journalists program, an initiative by the Scripps Howard Foundation to help create the newsrooms of tomorrow. This three-year program provides \$300,000 to fund a variety of academic programs and student scholarships.

We created a three-year curriculum that joins the school's faculty together with various local and regional media outlets to produce a rigorous in-field training program designed to produce top-tier journalism graduates who are ready to occupy important entry-level jobs from Day One.

THE MAYBORN SCHOOL'S FIVE-PART PROGRAM IS DESIGNED TO:

- 1 Create a strong mentor network between students and working journalists.
- 2 Host a series of high school workshops that will encourage and recruit new cadres of students. The first workshop was held in July of 2021.
- 3 Provide "career bootcamps," in partnership with the national associations for Black and Hispanic journalists.
- 4 Yield opportunities for students to have their work published by major news organizations.
- 5 Deliver outreach and continuing education programs for regional high school teachers.

"Newsrooms are best when they reflect the communities they cover," Liz Carter, president and CEO of the Scripps Howard Foundation said. "We believe these programs and their focus on real-world experience are an important step toward advancing equity, diversity and inclusion in the journalism industry."

Dr. Dorothy Bland and Principal Lecturer Neil Foote served as Primary Investigators (PIs) on this program and are coordinating activities for the Mayborn School.

LEARN MORE

journalism.unf.edu/emergingjournalists



PARTNERING FOR PROGRESS WITH NBCUNIVERSAL

The Mayborn School of Journalism is honored to join 16 other major national journalism schools as part of NBCUniversal News Group's NBCU Academy.

The NBCU Academy is a multi-year partnership with Historically Black Colleges and Universities, Hispanic-Serving Institutions and colleges with significant Black, Indigenous and People of Color populations and signals Comcast and NBCU News Group's commitment to diversity, equity and inclusion.

"Creating an inclusive culture for journalism that represents the communities we serve is at the very core of what we do," said NBCU News Group Chairman Cesar Conde. "Through NBCU Academy, we have the opportunity to widen our extraordinary legacy by building on-ramps for a talented generation of journalists and storytellers who - for so long - may have been overlooked."

The two-year program at the Mayborn School will provide significant scholarships for participating students, allow us to invest in equipment and develop new curriculum and faculty support for program implementation.

Principal Lecturer Neil Foote served as the Primary Investigator (PI) on this program and is coordinating with other Mayborn faculty as we welcome our first group of NBCU Academy Scholars.

The program at the Mayborn School officially begins with the 2021-22 academic year.

To learn more, visit journalism.unt.edu/nbcuacademy.

NBCU ACADEMY



FACULTY RESEARCH

FORGING NEW FRONTIERS OF OUR PROFESSION

As a Carnegie Tier 1 Research university, the University of North Texas is at the forefront of advanced research into areas ranging from Environmental and Public Health to Information Science and Chemistry. At the Mayborn School, our faculty continually works to advance the frontiers of the journalism and communications industries, producing dozens of academic research papers and journal articles, writing and publishing books or chapters and delivering presentations.

In addition, Mayborn professors are hard at work in industry – writing, shooting and editing stories that matter. And serving on professional panels on topics including public relations, visual storytelling and diversity in journalism.



Drs. Gwen Nisbett and Tracy Everbach published a chapter, “Exploring Culture through Prosocial Storytelling,” about how to make student travel an engaging and immersive learning experience in the book *Classroom on the Road: Designing, Teaching, and Theorizing Out-of-the-Box Faculty-Led Student Travel*. They wrote about the Mayborn School’s study abroad programs in London, Madrid, Japan, and Mexico.

Nisbett and Everbach also partnered with other UNT faculty to publish a chapter, “Rebel! Rebel! How Megan Rapinoe’s Celebrity Activism Forges New Paths for Athletes,” in a book titled *2019 FIFA Women’s World Cup: Media, Fandom and Soccer’s Biggest Stage*.

Tracy Everbach, along with two co-authors from UNT, secured a book contract with Lexington Books for a collection called *Not Playing Around: Intersectional Identities, Media Representation, and the Power of Sport*, to be published in 2022. Co-authors are Andrew Colombo-Dougovito and Karen Weiller-Abels of UNT’s Department of Kinesiology, Health Promotion, and Recreation.



Principal Lecturer Neil Foote served as Principal Investigator for our NBCU Academy partnership and as Co-Principal Investigator for the Scripps Howard Emerging Journalist program (see previous pages) and, in addition, served as a panelist or moderator for many symposia, including “PR Vets Assess DEI Initiatives – One Year Later (video)” and “Building a CommTech Organization: Bringing Together the Tools, Teams and Strategy.” Foote was also elected Board Chair for Journal-isms™, a 501(c)3 dedicated to exploring the “intersection of media-journalism-race-society” within Black, Hispanic, Asian American and Native American groups.



Among many awards and honors, Mayborn Endowed Chair for Narrative Storytelling Thorne Anderson earned top national honors from the National Press Photographers Association for two long-form documentaries: “The Price of Prison: Ed Ates,” and “The Price of Prison: Marc Wilson.” Anderson also produced a documentary for the Independent Television Service Film Commission (funded by the Corporation for Public Broadcasting) for the Independent Lens series “Stories for Justice.” Anderson’s film, “Beyond Justice,” focuses on efforts to deal with domestic violence in a rural Texas community.



Dr. Newly Paul authored a paper titled, “Politics of a Plate: How an Indian Food Blog Explored Issues of Identity, Community and Food Politics during the Pandemic” which was one of only 12 papers selected from a field of 60 publication in a special issue of the Journal of Applied Communication Research. Dr. Paul also partnered with Dr. Gwen Nisbett to author several papers, including “Jessica Jones: Exploring Marvel’s dark anti-hero and the portrayal of complex women Association” and “The numbers game: How local newspapers used statistics to frame the coronavirus pandemic” presented at the Association for Education in Journalism and Mass Communication Education conference.



Working in collaboration with Dr. Gabriel Tait of Ball State University and Dr. George Daniels of the University of Alabama, Dr. Dorothy Bland earned the top paper award in the AEJMC Magazine Media Division for the research paper titled “Fifty years of Black

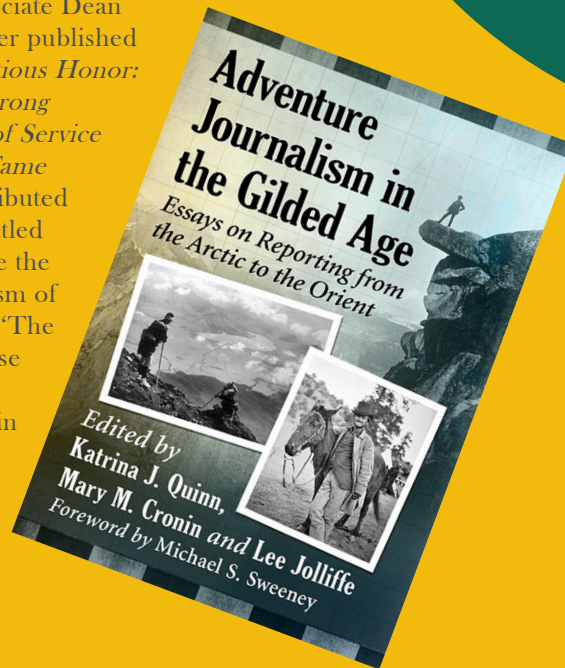
Enterprise Magazine Covers: A Visual Analysis of Black Business.”

Dr. Bland also partnered with Marquita Smith from the University of Mississippi to produce a research paper “Good Trouble? Media Lessons from 21st Century Black Protest Songs” for the Broadcast Education Association (BEA) 2021 Conference. A book chapter will also be published in 2022 related to Black protest songs.



Mayborn Associate Dean Dr. Jim Mueller published a book, *Ambitious Honor: George Armstrong Custer's Life of Service and Lust for Fame* and also contributed two chapters titled “To Better See the

World: The Adventure Journalism of Eliza Ruhamah Scidmore” and “The First Bold Adventure in the Cause of Humanity’: Henry Morton Stanley’s Adventure Journalism in Africa” to the book *Adventure Journalism in the Gilded Age: Essays on Reporting from the Arctic to the Orient*.



STUDENT AGENCIES & MEDIA

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 *Daily* 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.





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.



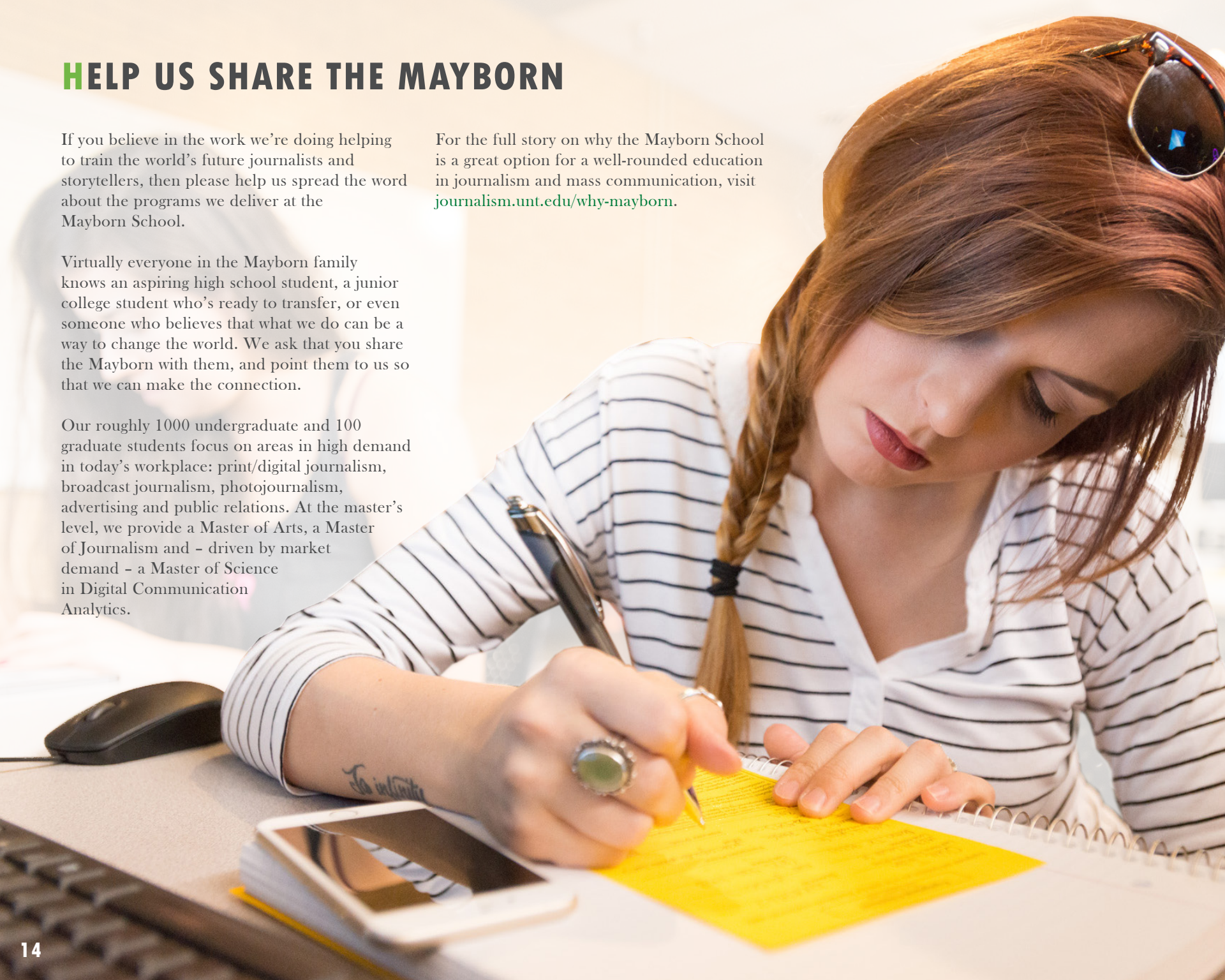
HELP US SHARE THE MAYBORN

If you believe in the work we're doing helping to train the world's future journalists and storytellers, then please help us spread the word about the programs we deliver at the Mayborn School.

Virtually everyone in the Mayborn family knows an aspiring high school student, a junior college student who's ready to transfer, or even someone who believes that what we do can be a way to change the world. We ask that you share the Mayborn with them, and point them to us so that we can make the connection.

Our roughly 1000 undergraduate and 100 graduate students focus on areas in high demand in today's workplace: print/digital journalism, broadcast journalism, photojournalism, advertising and public relations. At the master's level, we provide a Master of Arts, a Master of Journalism and - driven by market demand - a Master of Science in Digital Communication Analytics.

For the full story on why the Mayborn School is a great option for a well-rounded education in journalism and mass communication, visit journalism.unt.edu/why-mayborn.



HAPPY BIRTHDAY, MAYBORN!



In 1945, C.E. “Pop” Shuford established the first formal journalism program at the University of North Texas. Fresh from service in WWII, he recognized the need for highly trained journalist, storytellers and strategic communicators – and the Mayborn School has been delivering on that promise ever since.

We celebrated the 75th anniversary of journalism at UNT throughout the entire 2020-21 academic year, reconnecting with alumni, sharing at our signature events and encouraging students and alumni alike to “Honor the past, celebrate the future, educate the future and fund the future.” Our fundraising incentive program promises to match the first \$75,000 raised with an additional \$75,000 funded by a gracious donor.

Are you an alumnus who would like to share your past and present Mayborn story? Visit journalism.unt.edu/webform/tell-us-your-story to tell us about your life “then and now.”

As part of the Celebration of 75 Years of Journalism at UNT, the Mayborn Advisory Board Education Committee helped to coordinate almost a dozen Mayborn Mentor events that connected our students with working professionals in a variety of fields – over Zoom, of course. The Education Committee was created to help the Mayborn School expand its reach with the industries to make it the go-to Journalism school in the state of Texas.

Through maintaining a tight connection with local and regional industry professionals and alumni, the Mayborn Mentor events provide



students a pipeline from college to the workforce. These speakers and panels are meant to be interactive, career-focused opportunities that connect current students directly to successful alumni and corporations in the field.

“These Mayborn Mentor events will become one pillar of our real-world education as the school looks to the next 75 years,” Theresa Kushner and Trent Walters, founding co-leads of the board’s Education Committee, said.

For a full listing of mentors and YouTube videos of their discussions, visit journalism.unt.edu/mayborn-mentors.

2020

BRINGING TRUTH INTO FOCUS

MAYBORN LITERARY NONFICTION CONFERENCE

A CONFERENCE IN TRANSITION

2020 was a pivotal year for the Mayborn Literary Nonfiction Conference, a Mayborn hallmark event then in its 16th year. Because of the pandemic and ensuing uncertainty, the decision was made to move from the usual location in Grapevine, Texas, to an all-online format. We delivered the full three-day event - including an awesome lineup of speakers and presenters and our full writing contest awards presentation - from a television studio in Chilton Hall on the UNT campus in mid-October.

But while the format may have changed, the robustness and richness of the content definitely did not. Centered around the theme: “20/20: Bringing Truth into Focus,” the lineup included keynotes like National Book Award winner Sarah Broom, the *Washington Post*’s Gene Weingarten and legendary editor and subject of the movie “*Spotlight*,” Marty Baron. Along the way, panels explored subjects like *Storytelling the Age of Disinformation*, *When Race, Culture and Justice Collide* and *Sports and Social Justice*.

According to Zoom analytics, the audience for the all-online conference was roughly parallel to previous in-person attendance, although the numbers varied throughout the event. To keep transitions lively - in place of the normal networking and camaraderie - we featured historic videos and photographs from all earlier Mayborn conferences overlaid to music from UNT’s College of Music award-winning lab bands.

“All in all, it was definitely different, but definitely still good,” Neil Foote, Conference Director, said.

To view the archived videos from the 2020 conference, visit themayborn.com/2020-conference-videos.



TO YOUR HEALTH:

HEALING

The Nation
The News
Yourself

PLANNING NOW FOR OUR 2021 CONFERENCE

FEATURED SPEAKERS



DENEEN BROWN



MAJOR GARRETT



MARTY BARON

Throughout much of 2021, we've also been planning ahead for our 2021 Mayborn Conference, themed "To Your Health: Healing the Nation, Healing the News, Healing Yourself." Looking back on the many seismic events of the past year, this theme allows us to present content that aligns in a meaningful way with many topics of interest to today's writers, authors, storytellers and journalists.

We'll be featuring CBS News Chief Washington Correspondent Major Garrett, DaNeen Brown, award-winning writer for the *Washington Post*, bestselling author Nicole Chung, Pulitzer Prize-winner Eli Saslow, Dr. Seema Yasmin, and many others - all of whom can bring unique perspectives to the topics of the day.

Again, the event will be held in a virtual format - except for an in-person panel hosted by our

bookseller partners, Interabang Books, in Dallas. This socially-distanced, mask-friendly event will include a panel of local writers and authors who will share their experiences writing important stories during a time of pandemic and quarantine.

To learn more about our 2021 Mayborn Conference, to be held October 15/16, visit themayborn.com.

MAYBORN SOCIAL MEDIA ROUNDUP

Mayborn School @MaybornUNT · Oct 29, 2020

The Latina/o and Mexican-American Studies (LMAS) program will be screening Mayborn professor Carolyn Brown's documentary film "The Salinas Project" at 7p.m. on Nov. 10! Brown will introduce the film and answer questions after the screening. RSVP here: [#UNT](https://bit.ly/UNTLMAS)



The Salinas Project
A FILM BY CAROLYN E. BROWN
DERONDA PRODUCTIONS, LLC

AN AWARD-WINNING DOCUMENTARY FILM BY UNT PROFESSOR OF JOURNALISM

The city of Salinas is one hour south of the wealthy Silicon Valley, and 20 minutes east of the affluent Carmel area. The city is

2 6

Mayborn School @MaybornUNT · Nov 4, 2020

The Mayborn and @DentonRC teamed up to provide election coverage! Check out the students' coverage here:



Election Day in Denton County: Reports from the field
As part of our comprehensive coverage of Election Day in Denton County, the Denton Record-Chronicle partnered with Mayborn School...

dentonrc.com

3 3

Mayborn School @MaybornUNT · Nov 19, 2020

Congratulations to Mayborn senior Josue Hernandez for being selected as a Great Grad for Fall 2020! Hernandez graduates in December and will be working for Ricchi Group as a social media strategist. Check out his story here: [#MaybornProud](https://commencement.unt.edu/great-grads-fa...)




3 11

Mayborn School @MaybornUNT · Apr 1

Please join the #Mayborn in congratulating UNT 2020 grad Mia Estrada for being accepted into the New York Times Journalism Institute program for the summer 2021! Check out her bio directly on their site here: nytco.com/person/mia-est...

#ExploreMayborn #MaybornProud #UNT



2 5 35

Mayborn School @MaybornUNT · Apr 9

A big shout-out to the Mayborn School's NAHJ chapter!

NAHJ UNT NAHJ @UNT_NAHJ · Apr 8

Muchísimas gracias to @JesseSanchezMLB for joining us all the way from AZ tonight! And thank you to TCU #NAHJ and everyone else who joined for our last meeting of the semester. We had a wonderful time!

😊
#MoreLatinosInNews



Anthony

3 7

Mayborn School @MaybornUNT · Apr 14

#Mayborn professor & researcher Dr. Gwen Nisbett recently worked on Innovations and Implications of Persuasive Narrative using a variety of theoretical, qualitative, and quantitative approaches. Read more about her work here: peterlang.com/view/title/726...

#MaybornProud #ExploreMayborn




6

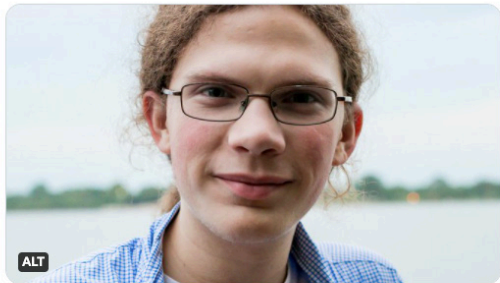


You Retweeted
UNT News @UNTnews · Jan 14
 UNT is partnering with @NBCUAcademy to foster more career pathways for diverse storytellers. We are thrilled to collaborate with #NBCUAcademy to provide our @MaybornUNT students the opportunity to advance their journalism education. Details: bit.ly/2XCYeef



2 25 58

Mayborn School @MaybornUNT · Jan 22
 Happy Friday! Please join the Mayborn in congratulating UNT Journalism student Kaleb Velez for being named one of PBS News Hour's 20 under 20 up and coming storytellers 1/2 #CelebrateMayborn75 #unt #Mayborn #denton



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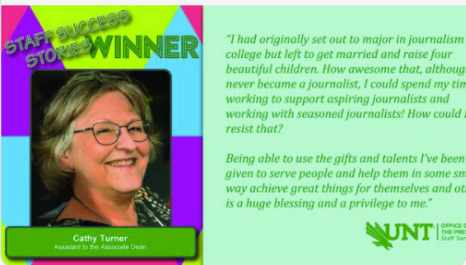
Mayborn School @MaybornUNT · Feb 17
 ATTN #Mayborn students: The deadline for next semester's scholarships is fast approaching. APPLY NOW for free money \$\$\$
journalism.unt.edu/academics/scho...
 #Celebrate75 #Denton #MaybornProud #UNT



2

Mayborn School @MaybornUNT · May 7
 Cathy keeps the Mayborn on the move. Congratulations, Cathy!

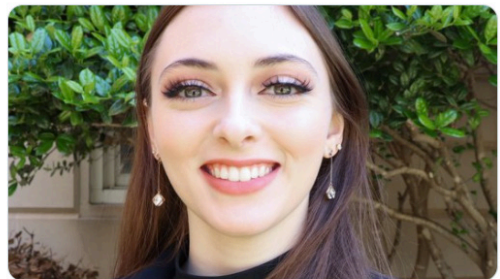
UNT Staff Senate @UNTStaffSenate · May 6
 Join us in congratulating #UNT staff member Cathy Turner, Assistant to the Associate Dean in @MaybornUNT, for this month's Staff Success Stories award! Check out the #UNTStaffSuccess website to learn more about this amazing @untsocial staffer! bit.ly/untstaffsuccess



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Mayborn School @MaybornUNT · May 28
 Congratulations to #Mayborn 2021 grad and former @ntdaily reporter & news editor Brooke Columbo for receiving a Fort Worth Report paid internship for this summer.

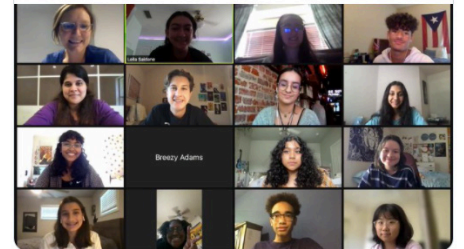
#ExploreMayborn #MaybornProud #UNT



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Mayborn School @MaybornUNT · Jul 21
 We're so proud of our inaugural class for the Scripps Howard Foundation Emerging Journalists Program who completed their summer workshop last week.

👏🌟 **Leah Waters is Wearing a Mask** 🌟 @waters_leah · Jul 16
 And that's a wrap! Incredible week with the young minds of the @ScrippsHowardFd @MaybornUNT Emerging Journalists program! These teens are now open to be placed in fully funded internships in the fall.



1

ALUMNI PROFILES

GEORGE ESQUIVEL

By Elise Adkins, Graduate Student

Like many students, George Esquivel struggled to find his path until his advisor placed him in a two thousand level advertising course that landed him in the Mayborn School of Journalism. With a minor in English and a passion for music, Esquivel identified with the creative aspects of advertising, particularly copywriting. Graduating in December of 1991 with a portfolio and a letter of recommendation from his professor, Jim Albright, Esquivel began his first job as a copywriter at Stafford/ Ream Inc. Later Esquivel transitioned to account services at Sibony.

In the following years, Esquivel also maintained his love of music by playing at the Flying Saucer pub in Dallas and Fort Worth with his friend and future business partner, Steve Porcari, a fellow UNT Alumni. Being around quality beers took Esquivel on a journey of developing respect for craft beers and he later dubbed this time as his “awakening into the world of beer.”

While he appreciated the flavors and brewing process, “it was the fact that Belgian monks had been brewing beer since the 1500s in the same monastery,” stories of “traditional German brewers that migrated to South America, and the whole story of the U.S. craft beer revolution after prohibition” that captivated Esquivel.

“What moved me along was expertise in Hispanic marketing,” said Esquivel. “There is a need for expertise in this area.” In 2012, Esquivel partnered with Porcari and Greg Leftwich to open their own craft brewery,

Four Corners Brewing Co. Their brewery engaged with local residents by incorporating ordinary community spectacles and the traditional Mexican game of Lotería into their branding and beer labels.

In 2018, Esquivel and his partners sold Four Corners Brewing Co. to Constellation, an industry leader with astounding growth rates and a dedication to multiculturalism. Today, Esquivel still gets to direct the brand and ensure that his customers “walk away with something more than just beer.” He also serves as a board member for the UNT Alumni Association and is part of the new Latinx Association Network that will support Latinx students in discovering their career interests.



MELISSA CROWE

By Simone Carter, Graduate Student

When Melissa Crowe began attending the University of North Texas in 2006, she initially thought she'd pursue a degree in music. However, that's not what life had in store for her.

Crowe had participated in her student newspaper during junior high, so one day she had an idea: She'd try her hand at journalism. "I thought, 'Maybe I could work for the Daily and just see what it's like on campus,'" Crowe said. "And I just loved it. I totally loved it."

Crowe says if it hadn't been for professors like Dr. Tracy Everbach, George Getschow and Neil Foote, she might not be where she is today.

Having grown up in a small Texas town, Crowe says she was forced out of her comfort zone when she began interning at *The Dallas Morning News* during her undergraduate studies. She says she still remembers reporting on her first house fire and crying alongside the home's owners.

"I used to be really embarrassed by that story," Crowe says. "But making those human connections and caring about the stories you're telling, that's something I've always valued."

Crowe also interned at the Dallas Observer before graduating in December 2009. Then, she began working at the *Tyler Morning Telegraph*, later becoming a local government reporter for the Victoria Advocate in South Texas. "I think the Mayborn really helped me make a foundation to jump off and start my career, and to build the courage to explore new things," said Crowe.

After a couple of years, Crowe was hired by software company Socrata, which produces backend systems used by myriad cities and states nationwide. Although she now works in marketing, Crowe says she still employs the writing skills she learned at UNT.

The Mayborn has also helped Crowe build relationships in her personal life. She says she made several lifelong friends during her time in school, even traveling with a group of alumnae to Ireland a couple of years ago.

"You really can make some incredible friendships at the Mayborn," Crowe says with a smile. "I love the Mayborn — always."



PHYLICIA ANDERSON

By Brielle Thomas, Graduate Student

Phylicia Anderson started her undergraduate career at the University of North Texas in 2005. A Kansas City, MO, native, Anderson decided to come to Texas to experience life in a new environment. She initially came to UNT to study psychology, but that changed after her first semester.

While she did not join the *North Texas Daily* staff, Anderson did have an article on the women's basketball team published during her time at UNT. Anderson also worked for UNT media relations.

"Best job ever. My dream job," Anderson said. "It was a lot of fun. I got to sit in the press box and see how everything is done from sports journalism and how different that world is from just regular journalism.

"My professors were fantastic and taught us everything about the field of journalism and what we could expect when we got out into the world." Anderson said. "They also taught us how to navigate the industry. It was a great program."

After graduating with her bachelor's degree in 2009, Anderson got a job at the *Lindsay Letter*, a newspaper by Gainesville, Texas, and worked there for four months until that publication shut down and was sold to the *Gainesville Gazette*. She then decided to pursue a master's degree in journalism.

Anderson is currently a journalism instructor in Denton ISD. "Here I've taught English, communication, speech and journalism," Anderson said. "Journalism is newspaper, yearbook, photojournalism, intro to journalism

- everything journalism. I also teach a creative writing course."

Something that Anderson has passed on from the Mayborn to her students is time management and deadlines.

"I try not to be so hard as far as the deadlines are concerned because I know they're not getting a bachelor's degree, but really learning how to manage your time effectively and the importance of meeting deadlines," Anderson said.

Anderson's advice for students to make themselves marketable is to be a great writer and be multi-talented. "It's a very competitive industry, so make sure you are a great writer and continue to ask questions. You also have to be multi-talented ... You have to know how to take a picture, so make sure you're taking those photography classes on the side."



DR. ASHLEY E. ENGLISH

By Rachel Linch, Graduate Student

Dr. Ashley E. English remembers the moment she discovered her passion for nonprofit communication. In the summer of 2005, English interned through the ExxonMobil Community Summer Jobs Program. At the time, she was an undergraduate at the Mayborn School.

She ended up interning for an organization that helped low-income adults become economically self-sufficient. One of English's jobs was to teach career development classes to women who were earning their GEDs.

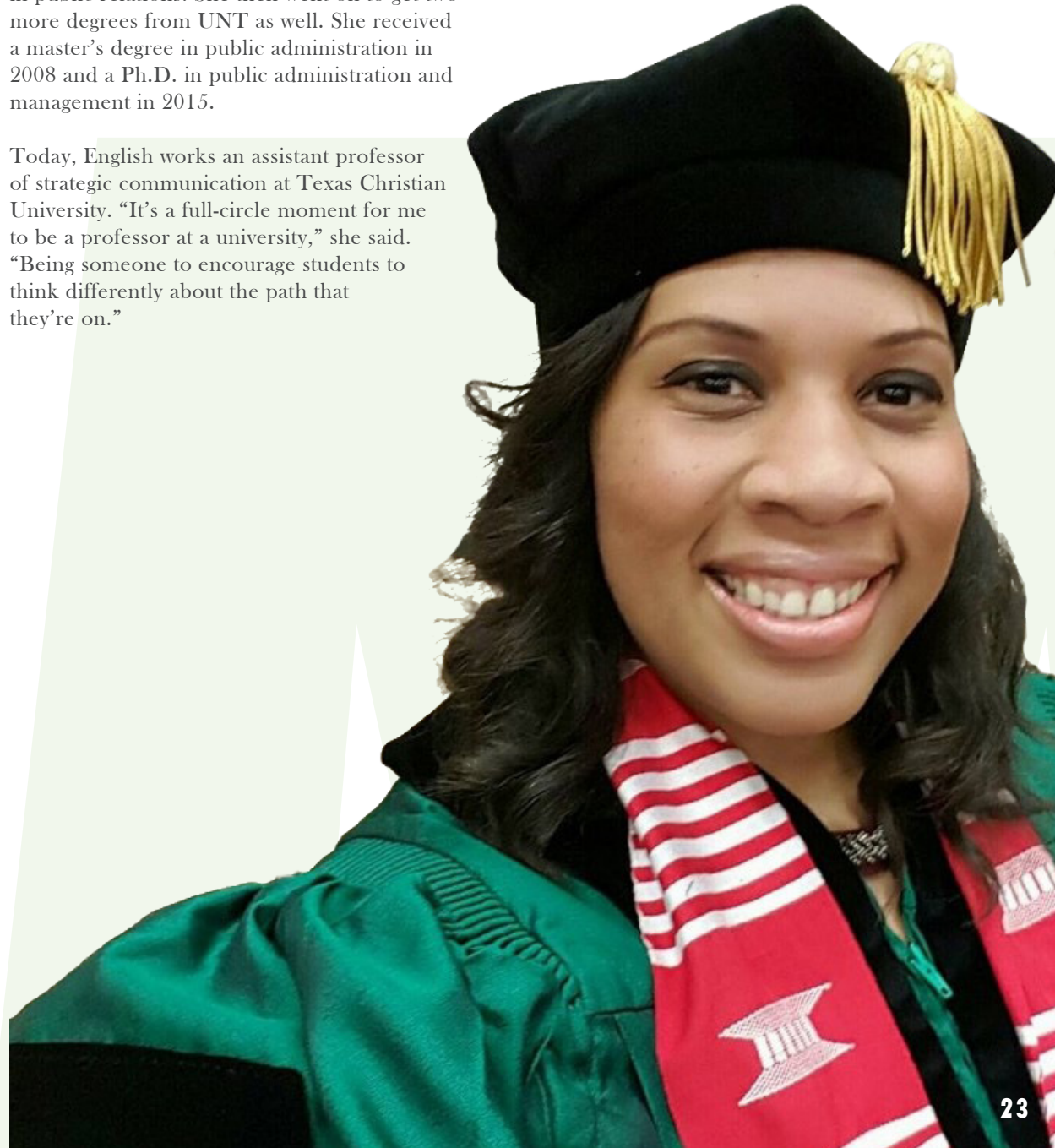
"I just remember really trying to think about the job searching skills they needed, about how to dress, readiness, networking, a host of things," English said. "So, I'm planning this presentation and I can barely sleep the night before. I'm just like, 'Why would they listen to a 20-year-old?'"

On the morning of the presentation English said she tried to brush her nerves aside, whispered a quick prayer and started presenting to the small room of older women. "I started speaking and it just almost became an out of body experience," English said. "I had so much fun, I felt so prepared for the moment and the women were so receptive."

When English walked out of the presentation, she knew she wanted to pursue a career in this kind of work. She said in that moment she felt like she found her calling in nonprofit communications. "I just said, 'Oh, my gosh, is this where you can work and make a living?'" English said. "It was unbelievable that I could do this type of meaningful work and be compensated."

English graduated from the Mayborn in 2006 with a B.A. in journalism and a concentration in public relations. She then went on to get two more degrees from UNT as well. She received a master's degree in public administration in 2008 and a Ph.D. in public administration and management in 2015.

Today, English works an assistant professor of strategic communication at Texas Christian University. "It's a full-circle moment for me to be a professor at a university," she said. "Being someone to encourage students to think differently about the path that they're on."





A PLACE IN OUR HEARTS

DR. REGINALD WESTMORELAND MEMORIAM

The Mayborn School celebrates the life of Dr. Reginald Westmoreland, a legendary professor at the Mayborn who passed away earlier this year. Westmoreland served on our faculty from 1964 to 1994, mentoring thousands of students who remember him fondly. While on the faculty, Westmoreland also served as the inaugural advisor to the Kappa Tau Sigma journalism honor society. He was the Chair of the Journalism Department from 1974 to 1988.

In addition to teaching, Westmoreland represented the journalism program at the University of North Texas on a number of panels and boards, including the Texas Journalism Education Council, the Association for Education in Journalism and Mass Communications, American Association of Schools and Departments of Journalism, and many others.

TAKING JOURNALISM ON THE ROAD



The Mean Green Mobile Media project, a joint venture between the Mayborn School, the Department of Media Arts and Mean Green Athletics, is moving forward thanks to the UNT Diamond Eagles Society — donors who work together to create high-impact change on campus.

Each year, Diamond Eagles members make \$1,000 contributions, which are pooled together to fund a project determined by a majority vote. This year's project, which is a mobile truck with the capability to cover live and streamed events, will create invaluable, real-world experiences for students in the media arts and journalism programs.

Mean Green Mobile Media will dramatically expand our capabilities and open new avenues for students who want to work in the production of live events, movies and television, both behind and in front of the camera.

The original idea came from the desire to cover UNT sporting events, but expanded to include news reporting and year-round coverage of UNT and community events — from happenings on the Denton Square to a live performance on campus.

The project is funded and building of the truck is underway. The goal is to eventually have classes tied to Mean Green Mobile Media. Thank you to the UNT Diamond Eagles Society!

ABOUT THE BOARD

The Mayborn School's Board of Advisors - many of whom are alumni - works in every aspect of the journalism and mass communication profession and brings a diverse range of insights to the responsibility of helping to guide the school into the future and connect our students with opportunities in the field. Our Board is firmly committed to helping us succeed in every way.

THANK YOU!

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

Please call Jim Dale at 940-565-4778. 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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