



**UNT**<sup>®</sup>

**MAYBORN SCHOOL  
OF JOURNALISM**

**The Year in Review: 2021-22**

**YOUR STORY STARTS HERE.**





## GREETINGS, MAYBORN FAMILY!

On August 23, we welcomed back students to the UNT campus and the Mayborn School of Journalism. However, the 2021-2022 school year turned out to be yet another hybrid year. We were back, but we weren't BACK. The School did its best to help the students balance the craving to be in the company of others, with the hesitation of being in the company of others. We began with five weeks of kick-off events that included a selfie station, snacks, swag-bag give-a-ways, a student organization fair and a student thank you note writing campaign – all trying to ease the students back into in-person experiences in fun ways. It was a bit of a challenge getting the students to reconnect, but there was a renewed energy in the hallways of Mayborn!

This year soon became not about looking back, but about charting the School's path forward. The work of higher education does not stand still, and we used our time to imagine, write and pass a new five-year strategic plan. The plan solidifies our commitment to educating the next generation of diverse mass communicators. We serve and provide the North Texas industries and communities with accurate information, leading-edge research and well-trained communication graduates. We teach, we train, and we serve. This is what we do. Our mission has never wavered, and it has never been so important as we move into a post-COVID educational environment and economy. Please take some time to look up our new strategic plan on the Mayborn website, [journalism.unt.edu](http://journalism.unt.edu). As we prepare for reaccreditation in 2022-2023, the charting

of our path forward became a welcome task with the students at the center of the work. While we hosted another virtual Mayborn Nonfiction Literary Conference in October, in the spring, we held our first in-person Celebrate Mayborn since 2019. We gave away a staggering \$350,000 in scholarships at that event! I would be remiss if I did not take this opportunity to show gratitude to all who have supported the school. Thank you for showing up and giving. It is heartening to know that Mayborn can count on so many wonderful alumni and friends of the School in good times and in bad. You all were a much-needed constant, and I thank you.

I remain incredibly proud of how our faculty and staff traversed these COVID years. For our students, they worked incredibly hard and cared incredibly deep. For each other, they did their best to show up and support. For themselves, they continued to produce outstanding scholarly and creative research. In the following report, you will read page after page of accomplishments. I give all the credit to those who make up the school – the talented faculty and staff. They read the assignment.

Thank you again for all you do for the Mayborn School. We are going places, and we look forward to having you with us on our journey.

Andrea Miller, Ph.D.  
Dean

# MAYBORN BY THE NUMBERS

# 961

Total MSOJ population  
as of this report

**764 Full-time**

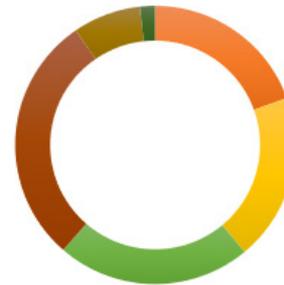
**197 Part-time**

## BY GENDER

Male = 373

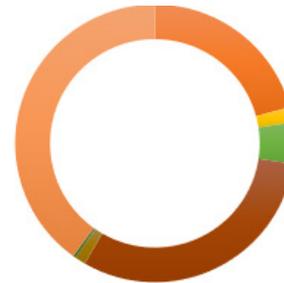
Female = 588

### UNDERGRADUATE ENROLLMENT BY CONCENTRATION:



- BCAST = 251
- DPJO = 194
- AD = 169
- PR = 168
- PHJO = 68
- TCert = 15

### TOTAL POPULATION BY ETHNICITY:



- White = 385
- Hispanic = 298
- African American = 200
- Asian/Pacific Islander = 46
- American Indian = 17
- Non-Resident = 12
- Other = 3

### TOTAL POPULATION BY CLASSIFICATION:



- Senior = 459
- Junior = 191
- Sophomore = 126
- Freshman = 97
- Graduate = 87
- Post-Bac = 1

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.

# ACCOMPLISHMENTS

**2021-22 was a remarkable year. Here is a partial list of what we accomplished during a year of global pandemic.**

- Held 17th Mayborn Literary Nonfiction Conference - the second virtual event in a row
- 2001 graduate Dustee Jenkins, head of Global Communication for Spotify, awarded a UNT Distinguished Young Alumni Award
- Mayborn, Dallas College and NBCU Academy host a kick-off event on navigating careers in communication
- Dean Miller wins PRSA Dallas Pegasus Award for “Educator of the Year”
- UNT NABJ wins Student Chapter of the Year
- Principal Lecturer Neil Foote is inducted into the NABJ Hall of Fame
- Student Arely Contreras had a Hearst Journalism Awards top 20 finish in the TV Features Competition
- Advisory Board member Theresa Kushner gives a substantial gift to the Better Together Fund to help students in dire financial need
- Faculty researched, wrote and passed a new five-year Strategic Plan
- Thorne Anderson’s documentary “Beyond Conviction” premieres on KERA, screened at UNT
- 100 students attend Mayborn Mentors Professional Networking Series event - the first in-person mentor event in almost two years
- Ad Club “Gravitas” team wins “Boldest Idea” in regional National Student Advertising Competition with the client Oculus
- Assistant Professor in Advertising Sara Champlin creates a new advertising degree that sails through the University Curriculum Committee (goes to Board of Regents in November 2022) with the hopes to launch in fall 2023
- The number of enrolled graduate students topped 100 for the first time
- 1991 graduate George Esquivel gives an endowed scholarship for advertising students who are also active in Latinx student organizations
- Mayborn on the Road held two alumni events - one in Houston, hosted by George Foster and one in Plano, hosted by Tina Young
- “Mission Mayborn” was the theme of our first in-person Celebrate Mayborn Awards and Scholarship Gala since 2019
- The School gave away an unprecedented number of scholarships to students - about \$350,000
- Digital/Print lecturer and North Texas Daily Advisor Randy Loftis promoted to Senior Lecturer
- Photojournalism lead and Mayborn Chair Thorne Anderson promoted to Full Professor
- Gray Television gives \$10,000 to sponsor a UNT-Gray Television News21 Fellow for two years
- North Texas Daily staff and Mayborn students come home from the Texas Intercollegiate Press Association convention in Fort Worth in March with 10 awards
- The Mayborn School of Journalism’s broadcast concentration as well as the Media Arts converged broadcast media students ranked #13 overall in the country by the Broadcast Education Association
- Phase II of the Chilton Studio space begins
- Mayborn welcomes a Career Coach, Eric Green, whose office is in the advising suite to help our students with career readiness



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# NOTES ON VISUALS

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 2021-22 story.





## STRATEGIC PLAN

The Mayborn faculty passed a new strategic plan this year that will guide the School through 2026. The plan is based on faculty, staff, alumni and student surveys, a student focus group, the Mayborn Diversity Plan (approved Feb. 2021), the Mayborn Research Roadmap (created April 2021), the school's prior strategic plan, faculty meeting workshopping, and one-on-one conversations with faculty and staff in 2020 and 2021. It is also patterned after both the UNT plan and the new CLASS strategic plan.

The faculty chose to focus on four key areas with goals and strategies to develop an innovative and dynamic curriculum, to promote diversity, equity and inclusion, to enhance and build leading-edge research and to enhance and build student and graduate success.

## EQUITY & DIVERSITY

As one of the four big goals, the faculty laid out a path to enhance D, E & I in the School.

The plan includes supporting an annual multi-media reporting project that chronicles stories about diverse communities in Dallas-Fort Worth, making Race, Gender and the Media a required course for all Mayborn students, and continuing to support the Colegrove Research grant for annual research projects on D, E & I in the media.

Additionally, the School started an inclusive curriculum initiative dedicated to the commitment that every class include diversity and inclusion elements.

# MORE TO CELEBRATE EVERY YEAR

In April, the School held its first in-person Celebrate Mayborn Scholarship and Awards Gala since 2019. The 12th annual event's theme was "Mission Mayborn." We chose this theme because space travel represents bravery and courage, innovation, limitless possibilities, and a long history with an exciting future. Ending another COVID year, this theme represented the School's resilience and strength through this journey.

The alumni and professional award winners, who were informed that they won back in 2020, had to wait two years to come to campus and be celebrated. But it was worth it! Here is a list of the awardees who were so patient: Dustee Jenkins won the C.E. Shuford Hall of Honor Award. Terri West was our Mayborn Medallion winner. Distinguished Professional Achievement Awards went to Sam Baker, Leona Allen Ford, Jacque Lambiase, and Robert Miller.

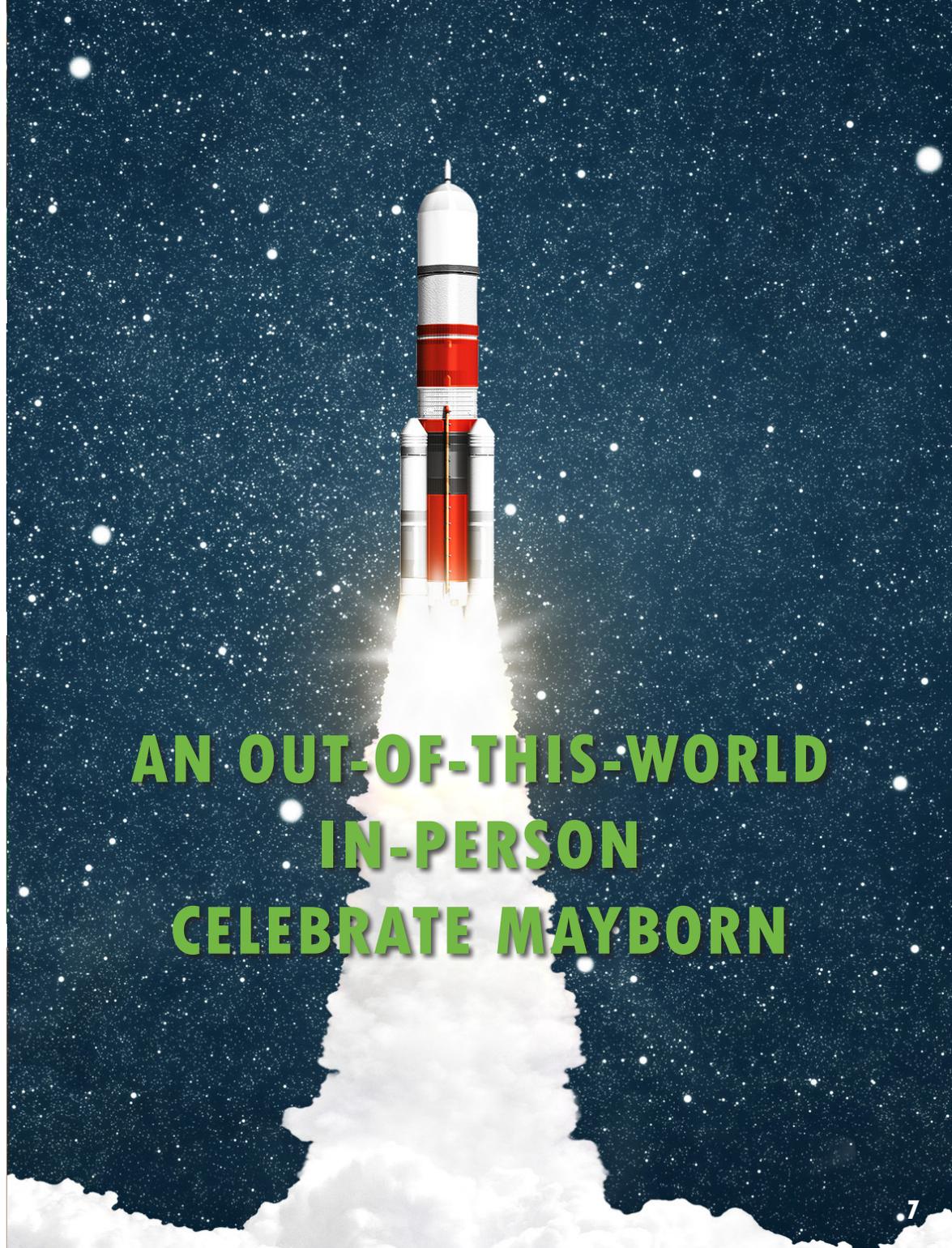
Michelle L. Smith and Renee Cossman received Career Service Recognition Awards. Our Rising Stars are Shawn Gadley and Eline de Bruijn Wiggins. Christina Rodriguez and Brooke Traister received Super Alum Awards and Alumni Appreciation went to Joe Terrell.

Additionally, we gave away nearly \$350,000 in student scholarships! It was an exciting and successful return to the in-person event.

**MISSION!  
MAYBORN**



**12<sup>th</sup> Annual Celebrate Mayborn 2022**



**AN OUT-OF-THIS-WORLD  
IN-PERSON  
CELEBRATE MAYBORN**



## MAYBORN MENTORS

The Mayborn Advisory Board Education Committee once again helped plan five virtual Mayborn Mentor events for students in the fall semester ranging in topic from sports to crisis. Then in spring, we held our first in-person event in two years. Partnering with UNT's Career Center as part of its Professional Networking Series, we hosted a panel of professionals (one from each concentration) speaking on the current state of the workforce and how to network.

About 100 students attended, and the event allowed for plenty of time to share resumes and talk to the professionals before and after the panel.



# STUDY ABROAD - MAYBORN IN LONDON

This is the first year since the pandemic that Mayborn students have had the opportunity to travel abroad to study media and communications over the summer. Professors Mark Donald and Rebecca Poynter led a group to London, England to learn from some of the most notable organizations in the business, including CBS London and the Manchester United Football Club (which claims the largest social media following of any sports franchise in the world.)

The group also enjoyed a great deal of fun and cultural time, traveling outside the city to Windsor Castle, Cambridge and other notable sites.



# SCRIPPS HOWARD FOUNDATION EMERGING JOURNALISTS PROGRAM

Early in 2021, the Mayborn School of Journalism was one of only two universities 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.

Now in the second year of the three-year program, the Mayborn has set forth a variety of academic programs and student scholarships for emerging journalists.

After spending a week on campus in June learning from Mayborn faculty and mentors throughout the journalism field, this year's cadre of high school journalists have fanned out to learn from the experts serving in internships at various local media in the region.

A special thanks to Dr. Dorothy Bland, Principal Lecturer Neil Foote and workshop leader Leah Waters!

Scripps Howard students have worked in summer internships at some of the region's most influential news organizations, learning to report and write stories of interest.

For a full review of their work, visit [journalism.unt.edu/emergingjournalists](http://journalism.unt.edu/emergingjournalists) or scan the QR code.





This year saw our first full year as part of the NBCU Academy. We kicked the year off with a collaborative virtual round table discussion with partner Dallas College.

Our students had the opportunity to hear from and interact with Anzio Williams, Senior Vice President of Diversity, Equity and Inclusion for NBCU O&Os, Sameepa Shetty, CNBC

Producer, and Kristi Nelson, Anchor at NBC5 in Dallas-Fort Worth. They gave their best advice about planning a career in mass communication.

The School also welcomed Joey Cole, Executive Producer at NBC News Now as a featured speaker at Celebrate Mayborn.

The NBCU Academy program's goal is to help foster and train the next generation of journalists to more accurately reflect the audiences they serve. The multi-year agreement provides scholarships to students, special classes, and equipment as well as access to some of the best journalists in the business.

# FACULTY RESEARCH

## FORGING NEW FRONTIERS IN OUR PROFESSION

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. They serve on professional panels on topics including public relations, visual storytelling and diversity in journalism. The Mayborn welcomes any interested industry partners who could provide the “topic” or “challenge” for student-led research projects.



**KOJI FUSE**

As part of an ongoing research project, Drs. Koji Fuse and James Mueller presented two papers at national conferences comparing how the press of Japan and the United States have portrayed the relationship between the two countries. This project explores press coverage of the Gentlemen’s Agreement of 1907-1908 to examine how Japanese immigration into the United States and U.S. restrictions on Japanese immigration during the late 19th and early 20th centuries contributed to mutual distrust and animosity, eventually leading to the Pacific War.

Dr. Fuse also led a project on U.S. sitcom humor and single-handedly made more than several manuscript revisions for publication.



**JAMES MUELLER**

Outside of his work with Dr. Fuse, Mayborn Associate Dean Dr. James Mueller published two chapters in the book, *Adventure Journalism in the Gilded Age: Essays on Reporting from the Arctic to the Orient*, published by McFarland. The book was named “Best Edited Collection in Popular and American Culture” for 2022 by the Popular Culture Association.



**DOROTHY BLAND**

Dr. Dorothy Bland, in collaboration with Dr. Marquita Smith of the University of Mississippi and Dr. Uche Onyebadi of Texas Christian University, published a chapter titled “Stirring up ‘Good Trouble:’ Black songs of protest and activism in 21st century U.S.” in the book *Political Messaging in Music and Entertainment Spaces Across the Globe*.

Dr. Bland also served as the co-editor for the LSU Media Diversity Forum on African American and diversity issues, writing two articles including “Juneteenth Reflections on Three R’s: Respect, Resilience and Research” and “Judge Ketanji Brown Jackson and Teachable Moments.”

In addition, Dr. Bland presented at the Association for Education in Journalism and Mass Communication (AEJMC) Conference, sharing her paper titled “Infusion of Inclusion,

Diversity and Equity Culture in Journalism and Mass Communication.” She also served on several panels at the Conference, including “Partnering with the Professions: The Key to Student Success,” “O, The Oprah Magazine: The 20-year run, Oprah factor and the portrayal of women of color in magazines,” “To Plead Their Own Cause: A Conversation about Black Journalism Scholarship and Building Bridges with the National Association of Black Journalists,” “Women in Everything, Everywhere All at Once: Visibility in Activism, Work and Popular Culture,” “The State of Black-owned Broadcasting and the Rise of OTT,” and “Examining Journalism Practices and Institutions.”



**SARA CHAMPLIN**

In addition to her own work in health communication and pro-social advertising, Dr. Sara Champlin is a major supporter of student-led research. One of her passions is creating hands-on research opportunities for undergraduate students, so that they have the tools to investigate the research questions most important to them. This will be one key focus in the new advertising degree, launching in Fall 2023.

Similarly, Dr. Champlin served as advisor to graduate student Talia Snow while Snow studied how companies design and market gender-neutral clothing lines and their commitment to inclusivity.



**NEWLY PAUL**

Dr. Newly Paul authored several papers, including “Is news for men? Effects of women’s participation in news-making on audience perceptions and behaviors,” “Is more better? Effects of newsroom and audience

diversity on trait coverage of minority candidates,” and “When love wins: Framing analysis of the Indian media’s coverage of Section 377, decriminalization of same-sex relationships.”

Dr. Paul also partnered with Mayborn’s Dr. Gwen Nisbett and Dr. Schartel-Dunn of Winona State University to publish two chapters, including “The escapism and social bond of pandemic binge watching” in *Persevering through the pandemic: Communication, creativity and connection*, published by Lexington Books, and “Athletes as Activists: Exploring Audience Evaluations of Black Celebrity Athlete Activism” in *Not Playing Around: Intersectional Identities, Media Representation, and the Power of Sport*, published by Lexington Books and co-authored by Mayborn’s Dr. Tracy Everbach.

Dr. Paul presented several papers at various conferences, including “Your WeChat, my politics: The role of Chinese-language social media in U.S. political participation” at SPSA, “Examining athlete influencers and social justice activism” and “Did you see that?! Netflix’s Tiger King and the social bond of pandemic binge watching” at SSCA, “Newsroom diversity and audience perceptions” at ICA, and “Third-person effects among Chinese American WeChat users” at AEJMC. In addition, Dr. Paul was awarded the prestigious Lillian Lodge

KopenhaVer Outstanding Early-Career Woman Scholar award. This honor is given to early-career scholars who demonstrate outstanding research and potential for future scholarship.



**GWEN NISBETT**

In addition to her work with Dr. Paul, Dr. Gwen Nisbett published four journal articles and three book chapters, expanding her research on the intersection of mediated social influence, political engagement and popular culture.

Dr. Nisbett, alongside Dr. Tracy Everbach and Dr. Karen Weiller-Abels, presented their paper “#SayHerName: The WNBA and Black Women Athletes’ Social Activism,” to the Critical and Cultural Studies Division of AEJMC.

She presented two additional papers at the AEJMC Conference and one at the International Communication Association Conference. Drs. Nisbett and Paul were awarded top-paper in the largest division at AEJMC, the Mass Communication and Society division.



**TRACY EVERBACH**

Dr. 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 of the work are Drs. Andrew Colombo-Dougovito and Karen Weiller-Abels of the UNT Department of Kinesiology, Health Promotion and Recreation. Dr. Everbach

published a chapter, “Believable: Feminist Resistance of Rape Culture in Netflix’s Unbelievable” in a book from SUNY Press titled *Screening #TimesUp: Exploring Rape Culture in Hollywood Film*.

In addition, she published an article titled “What will it take for newsroom leaders to support and defend journalists?” in *Journalism & Mass Communication Monographs*. Dr. Everbach, in collaboration with Weiller-Abels, Madison Hurd and Miranda Holland, presented “LPGA Players’ Standpoint on the Quest for Equity in Golf” to the Sports Communication Interest group of AEJMC.



**THORNE ANDERSON**

Mayborn Endowed Chair for Narrative Storytelling, Thorne Anderson, produced a documentary commissioned by Independent Television Services titled *Beyond Conviction*. This “solutions journalism” film offers an

in-depth look into the lives of victims and perpetrators of domestic abuse, as well as insights into the paths to reform and new avenues to help victims heal and perpetrators receive effective treatment. A film screening was held on campus in March.

Anderson is currently working on a number of upcoming projects yet to be announced.

# STUDENT ORGS, 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. AGENZ PR is the newest Mayborn student-managed professional practicum, established in 2019 for PR students' professional development.

Each Wednesday students meet together for professional development with PR professional speakers, agency and organizational tours and a round table of lessons learned and best practices from each client team.

The client income of AGENZ PR has provided the following student benefits:

Provided PR Week subscription for students and faculty | Established AGENZer Study Abroad Scholarship | Provided three students scholarships to attend for 75th PRSA conference held in DFW Finale tour of Dallas Cowboys PR organization

## Student Media

Mayborn students - editors, reporters, designers, photographers and social media developers - work 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. This year they introduced a weekly newsletter, The Roundup, reminding readers of what they might have missed during the week.

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

This year students executed the first live broadcast in the Chilton Hall Studio, airing on DCTV and marking the first broadcast back since the pandemic.

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.

UNT's National Association of Black Journalists took home the Student Chapter of the Year award for the 2021-2022 school year. Additionally, NABJ advisor Neil Foote was inducted to the National Association of Black Journalists Hall of Fame. Congratulations!



# CHAPTER OF THE YEAR



# AWARDS



## **Dustee Jenkins**

2001 graduate Dustee Jenkins, head of Global Communication for Spotify, was awarded the Distinguished Young Alumni Award at the 2021 UNT Alumni Association's Distinguished Alumni Achievement Awards. This award

is presented to alumni under the age of 40 for professional achievement that has merited the honor and praise of peers and colleagues.

Prior to her position at Spotify, Jenkins spent time honing her skills in a variety of positions, including: seven years at Target as senior vice president and chief communications officer, Director of Media Relations at Public Strategies and Director of Communications for the U.S. Department of Housing and Urban Development.

Jenkins visited the Mayborn in November to talk with students and share lessons learned from the workplace. Learn more about how Jenkins' love of storytelling propelled her to success here: [bit.ly/3PAexkd](https://bit.ly/3PAexkd)



## **Andrea Miller**

Dean of the Mayborn, Andrea Miller, was awarded the Pegasus Award as "Educator of the Year" by PRSA Dallas. This win embodies the spirit of the faculty, staff and alumni who are doing awesome things on behalf of Mayborn students.

Congratulations, Dean Miller!

## **Neil Foote**

Neil Foote, principal lecturer at the Mayborn School of Journalism, was inducted to the National Association of Black Journalists Hall of Fame. Foote was one of eight members recognized in 2021 for their work in communication and journalism.



## **Randy Loftis**

Mayborn Senior Lecturer, Randy Loftis, was awarded the 50th 'Fessor Graham Award bestowed by the UNT Student Government Association (SGA). This award is named for the late Professor Floyd Graham and is presented to a faculty

member for outstanding service to students. This award is the highest honor given by the student body.



## **Newly Paul**

Dr. Newly Paul, assistant professor of print/digital media at the Mayborn, was selected as the 2022 recipient of the Lillian Lodge Kopenhaver Outstanding Early-Career Woman Scholar award. This honor is given to early-career scholars

who demonstrate outstanding research and potential for future scholarship.

Selected through a rigorous judging process by the Association for Education in Journalism and Mass Communication's Commission on the Status of Women, Paul stood out for her efforts in seeking tangible industry solutions and constant efforts to expand her skills.



## CHILTON HALL STUDIO

The first phase of the Chilton Hall Studio renovation was completed and classes held live newscasts for the first time since the pandemic hit in fall 2021. The studio is a shared and collaborative space with the Department of Media Arts.

The second phase of the renovation will take place in 2022-2023 and will include a classroom/newsroom, editing bay and a podcasting/influencer space. Stay tuned for details on that next year!

# 2021 MAYBORN CONFERENCE

To your Health: Healing the Nation, Healing the News, Healing Yourself was the theme of the 17th annual Mayborn Literary Nonfiction Conference. Once again, it was held virtually in October with a small in-person kickoff event at Interabang Books in Dallas.

The premiere writing conference and awards looked back at the great and important storytelling that took place during the pandemic.

The conference featured CBS News Chief Washington Correspondent Major Garrett, award-winning Washington Post writer DaNeen Brown, and Pulitzer Prize winner Eli Saslow, among others.

# TO YOUR HEALTH:

# HEALING

The Nation  
The News  
Yourself



2022 MAYBORN CONFERENCE

# Diary of a Storyteller:

Crafting

Words

that

Matter

Throughout much of 2021, we also planned ahead for our 2022 Mayborn Conference, themed “Diary of a Storyteller: Crafting Words that Matter.” Over the past few years, our worlds have been turned topsy-turvy. One fact remained consistent: Quality storytelling is alive and well, capturing the voices, the scenes and characters in captivating, descriptive and powerful ways.

Next year goes back to the basics, showing how to focus on writing craft that fuels greater creativity, the passionate exploration of people and places and drives the pervasive journey of all writers to tell great stories.

The lineup includes Anna Badkhen, whose seventh book, “Bright Unbearable Reality,” launches in October, New York Times feature writer Elizabeth Williamson, author of “Sandy Hook: An American Tragedy and the Battle for Truth,” and Jane Wolfe, author of the best-selling book, “The Murchison’s: The Rise and Fall of a Texas Dynasty.”

To learn more about our Mayborn Conference, visit [themayborn.com](http://themayborn.com).

# MAYBORN SOCIAL MEDIA ROUNDUP



We're pleased to be featuring @elvialimon at our upcoming Mayborn Literary Nonfiction Conference October 15/16, along with many other insightful and informative panelists and speakers. Register for \$99 at [themayborn.com](http://themayborn.com).



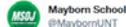
The Mayborn School warmly welcomes our second cohort of Scripps Howard Foundation Emerging Journalists. These high schoolers - aspiring journalists - will be here this week, learning from experts, before heading out to internships with local media over the summer. #MaybornProud.



Congratulations to the Mayborn School's Vöké Onoriose for being awarded the prestigious Gilman Scholarship by the U.S. State Department - one of only five this year at UNT. She'll study abroad and create a podcast. To learn more, visit [gilmanscholarship.org](http://gilmanscholarship.org). #MaybornProud.



Congratulations to Mayborn Broadcast Journalism student Arely Contreras @conarely for earning a top-20 win in the prestigious Hearst TV Features competition. Check out all stories from "Voces Unidas de la Pandemia, Ecos Latinos de DFW" here: [vocespandemia.wixsite.com/dfwtx](http://vocespandemia.wixsite.com/dfwtx). #MaybornProud



The Mayborn School celebrates all of our Fall 2021 graduates, including those pictured here (photos courtesy of Dr. Dorothy Bland, Ph.D.). To join us in honoring all our new grads, visit [journalism.unt.edu/congratulation...](http://journalism.unt.edu/congratulation...) #graduation2021 #maybornproud



The Mayborn School celebrates the wonderful diversity of all our students during #pridemonth. #MaybornProud!



Mayborn Study Abroad social media takeover Part 3: After an exciting day at CBS London, we travelled outside the city today to visit Pembroke College at Cambridge University. England rocks. #MaybornProud.





The Mayborn School welcomes Eric Green as our full-time career coach. He earned a Bachelor of Science in Social Work from Southeast Missouri State and M.S in Organizational Development Psychology. More here: [youtube.com/watch?v=4C3Ao7...](https://youtube.com/watch?v=4C3Ao7...)



A big Mayborn shout-out to these graduate students who were selected to present papers at the AEJMC Midwinter Conference. From left: Jordan Maddox, Ruchi Shewade, Tiffany Martinez, Kate Pezzulli, along with Mayborn faculty member Dr. Koji Fuse. Not pictured is Karen Muns.



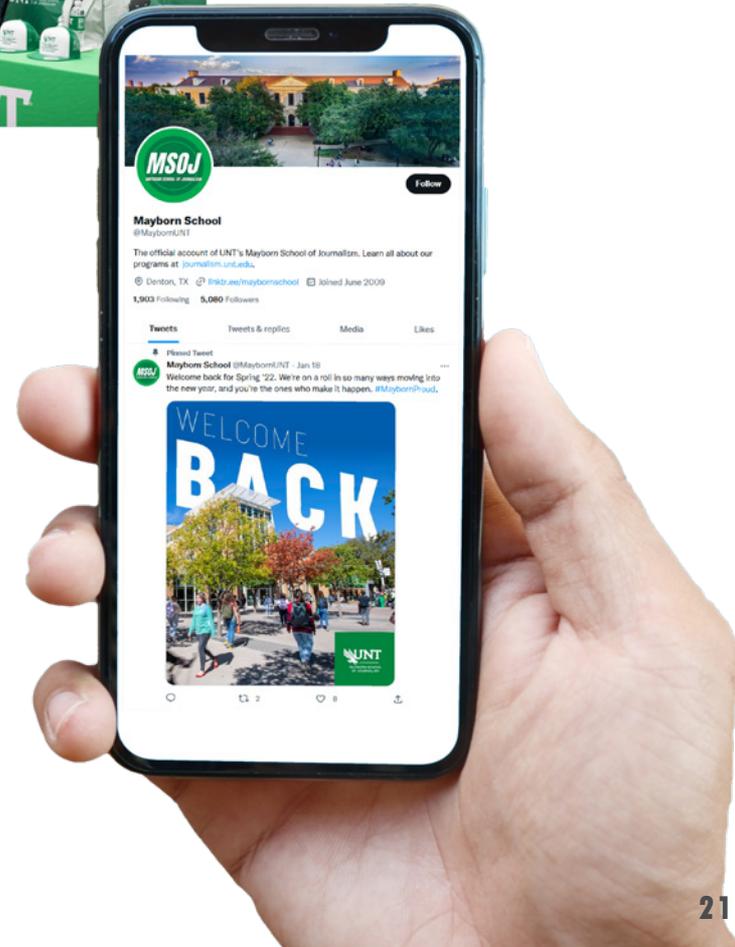
A huge shoutout to George Esquivel, alum and founder of @FCBrewing, for officially "signing" the George Esquivel Scholarship Endowment yesterday. The gift will help support Latinx students wishing to pursue a career in advertising. Thank you , George! #MaybornProud.



Congratulations Roy Jimenez on receiving a Golden Eagle Award! Keep up your hard work. #MaybornProud @RoyJimenez7



What an amazing, well-deserved honor for our NABJ student chapter! 🎉🎉🎉



# LIFE AT THE MAYBORN

On August 23, we welcomed back students to the campus and Mayborn.

We had five weeks of kick-off events that included a selfie station, snacks, swag-bag give-a-ways, a student organization fair and a student thank you note writing week.

The energy is back in the hallways of Mayborn!



2021 HOMECOMING

Theme:

**GROOVY**



#MaybornPro

# ALUMNI PROFILES

written by Mayborn graduate students and AGENZ students

## NICOLE HOOI- RODRIGUEZ

Around the time Nicole Hooi-Rodriguez was graduating from high school, her parents gave her three options.

“They were like, ‘You either join the military, you go to college, or you’re going to be homeless, so what is it?’” the 30-year-old recalls. “So, I was like, ‘All right, I guess I’m going to college.’”

For Hooi-Rodriguez, the University of North Texas was a perfect fit. Although she’d initially declared her major in journalism, she eventually changed it to fashion merchandising, graduating in 2013.

Yet Hooi-Rodriguez said she realized she shouldn’t have veered from journalism. She had dreams of a career in athletic communications, such as becoming a sports reporter.

So, Hooi-Rodriguez decided to return to UNT in 2017 for a Master of Journalism degree. She counts herself “very fortunate” to have twice received the lucrative Mayborn Scholarship. “It was definitely a lot more fun than getting my bachelor’s, I’ll tell you that,” she said of her time at the Mayborn.

Hooi-Rodriguez was busy during her master’s studies. In addition to attending school, she was working full-time as a teaching assistant, interning with ESPN Radio, and planning a wedding.

“It was a pretty wild semester,” she said, “but I survived.”

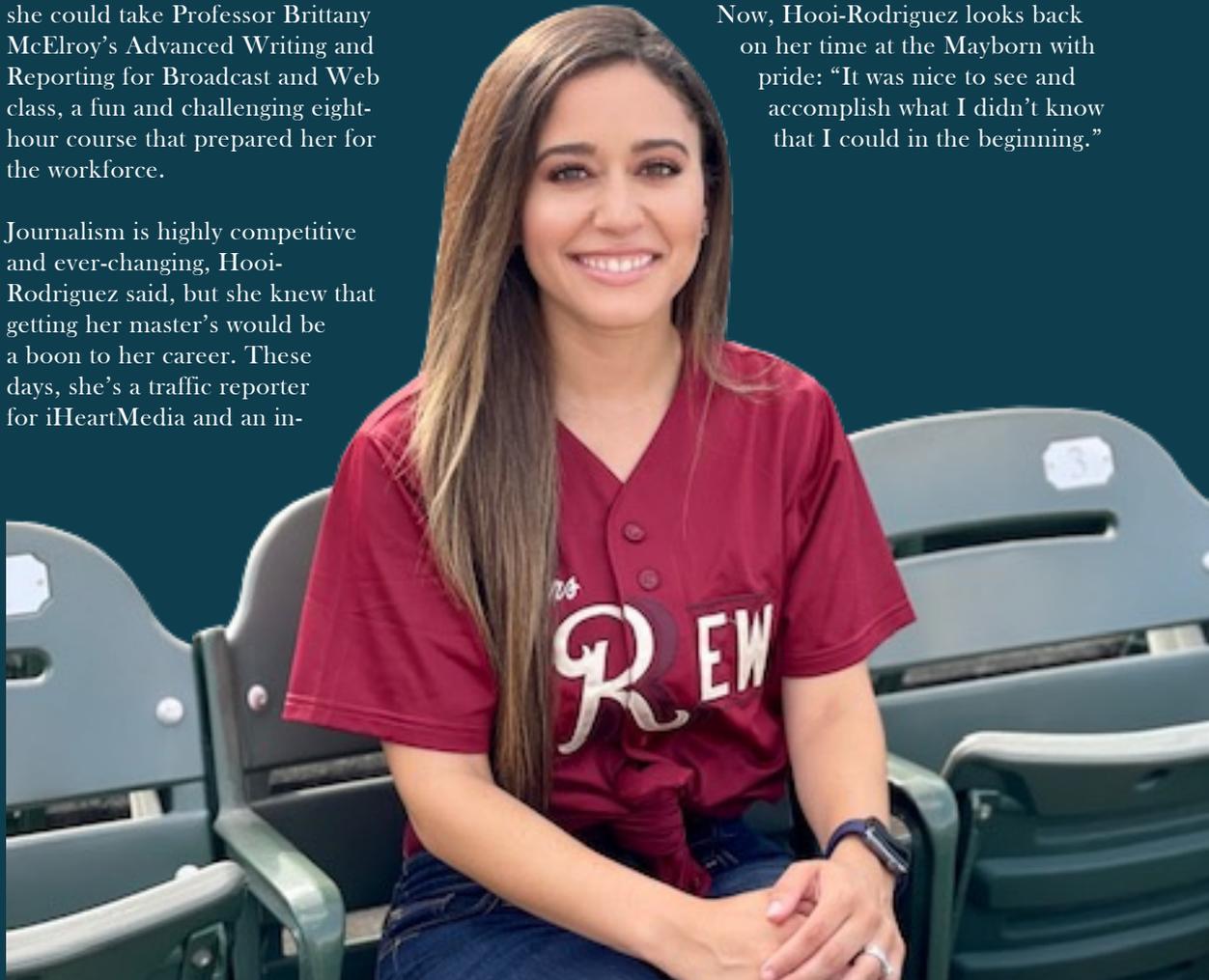
Looking back, Hooi-Rodriguez is thankful she was able to shadow Dave Barnett, a sports announcer who was also working on his own master’s degree. And although it might be among the scariest things she’s ever done, the experience she gained sideline reporting with North Texas football was also invaluable. Working with NTTV helped Hooi-Rodriguez hone her stage presence. Plus, she’s grateful she could take Professor Brittany McElroy’s Advanced Writing and Reporting for Broadcast and Web class, a fun and challenging eight-hour course that prepared her for the workforce.

Journalism is highly competitive and ever-changing, Hooi-Rodriguez said, but she knew that getting her master’s would be a boon to her career. These days, she’s a traffic reporter for iHeartMedia and an in-

game sports host for Frisco RoughRiders, a Minor League Baseball team.

Hooi-Rodriguez especially credits her former peers with helping to mold her into a better journalist. Dallas is a tough market to break into, she said, but she was able to secure her iHeartMedia position thanks in part to a Mayborn graduate’s endorsement.

Now, Hooi-Rodriguez looks back on her time at the Mayborn with pride: “It was nice to see and accomplish what I didn’t know that I could in the beginning.”



## TINA YOUNG

CEO Tina Young founded the Plano-based marketing and public relations company Marketwave in 1998. But before her nearly two decades as a marketing leader, Young was a student at the Mayborn School, where she nurtured the communication skills she relies on today.

“There’s a lot of days where I sort of have a reporter hat on as I’m interviewing a client and trying to really pull out of them what is different about their brand, or what’s the message that we’re trying to get across?” Young said. “So those fundamental reporting skills are really valuable in my career path.”

When she started as a freshman at UNT in 1987, Young considered a career in news reporting, spending time on the North Texas Daily staff. It was in public relations courses, however, that she discovered her passion for helping clients. One of her early class campaigns, aimed at helping the Denton Housing Authority secure more funding, helped her realize the positive impact she could have in the industry.

After switching tracks and graduating, Young went on to work at an ad agency and later at global public relations firm Edelman. It was through those experiences that Young gained insight into how she would eventually shape her own company.

Long before the remote work revolution in 2020, Young was thinking about how to create a work culture based on flexibility and work-life balance. It’s something she’s been able to help clients with as they’ve embraced the workforce changes happening over the past two years as

Marketwave’s employee experience branch has expanded.

Having started her marketing career before the digital revolution, Young is no stranger to change — it’s something she has come to not only embrace but champion, helping employers reach their clients online in new ways.

Finding success is also something Young is passionate about helping future Mayborn graduates achieve. Building a personal brand, Young said, is among the most important things students can do now to help them land a job after graduating. Even if founding a company like Marketwave is an ambition a student harbors, Young said the relationships they form now can make all the difference in achieving those goals.

“The UNT program helped me do that,” Young says.

Young currently serves on the Mayborn Board of Advisors.



## TIESA R. LEGGETT

Tiesa Leggett was born in Fort Worth at Carswell Air Force base and is a proud former student of Our Mother of Mercy Catholic school in Fort Worth. Ms. Leggett is the eldest of 11 grandchildren and loves her faith, family, friends, and a good book. She began her career as a journalist before transitioning to the fields of public relations and public affairs. She worked for over 10 years in Tarrant and Johnson counties developing community outreach and education strategies for corporations and nonprofits. Her role includes strategic planning, budgeting, program development, policy creation, speechwriting, identifying and developing potential community partnerships.

Ms. Leggett served as the Vice President of Advocacy at the North Texas Commission where she led regional legislative issues such as aviation, eminent domain, transportation/infrastructure, and taxpayer-funded lobbying. She also worked as a local project coordinator for Blue Zones Project, by Healthways, a Sharecare company. Blue Zones Project is an initiative created to make healthy choices easier by impacting the environment, policy, and social networks. As a result, people can live longer, better, and communities can lower healthcare costs, improve productivity, and boost national recognition as a great place to live, work, and play. Tiesa worked in partnership with nonprofits to continue the work of connecting older adults with children and helped to acquire a federal grant to sustain the work in the southeast and east Fort Worth.

Ms. Leggett is the founding president of BRIDGE Fort Worth and was recognized as 40 Under 40 by the Fort Worth Business Press. She was appointed to the Blue-Ribbon

Citizens Committee, established by the Tarrant County Commissioner's Court, to review the future needs of the JPS Health Network. She is a member of the Fort Worth Chapter of The Links, Incorporated.

Ms. Leggett graduated from the University of North Texas at Denton with a Bachelor of Arts degree in journalism and holds a Master of Science degree with a focus on sustainability from the University of Texas at Arlington. She is busy starting her corporate social responsibility consulting firm and when she is not serving her community, you can find her blogging, dining at some of her favorite local restaurants, or enjoying Fort Worth's iconic music and arts scene.



## GEORGE ESQUIVEL

The Mayborn is proud to announce the creation of an endowed scholarship that will be awarded annually to undergraduate advertising students who are involved in a UNT Latinx student organization.

The endowment was made by Mayborn alum George Esquivel ('91), co-founder of Four Corners Brewing Company, and his wife, Joanna.

“Joanna and I are joyous in establishing the Esquivel Endowment,” Esquivel said. “Although we are the youngest in our respective families, we were the first to graduate from a four-year institution. We are believers in higher education but understand and appreciate the financial and emotional stresses that this goal can place on students and their families. Our intent is to alleviate some of the financial burden while encouraging families and students to work together toward this life-changing goal.”

As an undergraduate, Esquivel landed in the Mayborn School of Journalism where he found a passion for the creative aspects of advertising, particularly copywriting. He graduated in 1991 and began his career in advertising, eventually merging his love for the field with an interest in craft beer. Four Corners Brewing Co. launched in 2012, and Esquivel credits much of his success to the skills he began honing at the Mayborn.

Esquivel currently serves on the UNT Alumni Association Board of Directors as vice president of the UNT Latinx Alumni Network.

**RIGHT:** George Esquivel ('91) signs the new endowed scholarship into effect at a celebration event in May.



## 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!

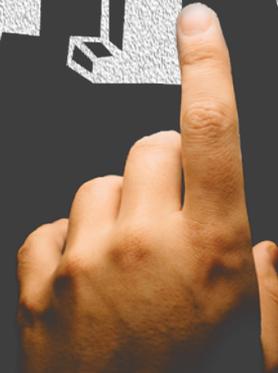
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## SUPPORT THE MAYBORN

For more information or to discuss ways you can support the Mayborn School, please contact Dean Andrea Miller at [Andrea.Miller2@unt.edu](mailto:Andrea.Miller2@unt.edu) or 940-369-5452.

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## ARE YOU A MAYBORN ALUMNUS?

Reach out and let us know - we'd like to stay in touch with you. Please call our main office at 940-565-2205. If you're interested in supporting the Mayborn, please reach out to Bryant Marion at [Bryant.Marion@unt.edu](mailto:Bryant.Marion@unt.edu).  
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