

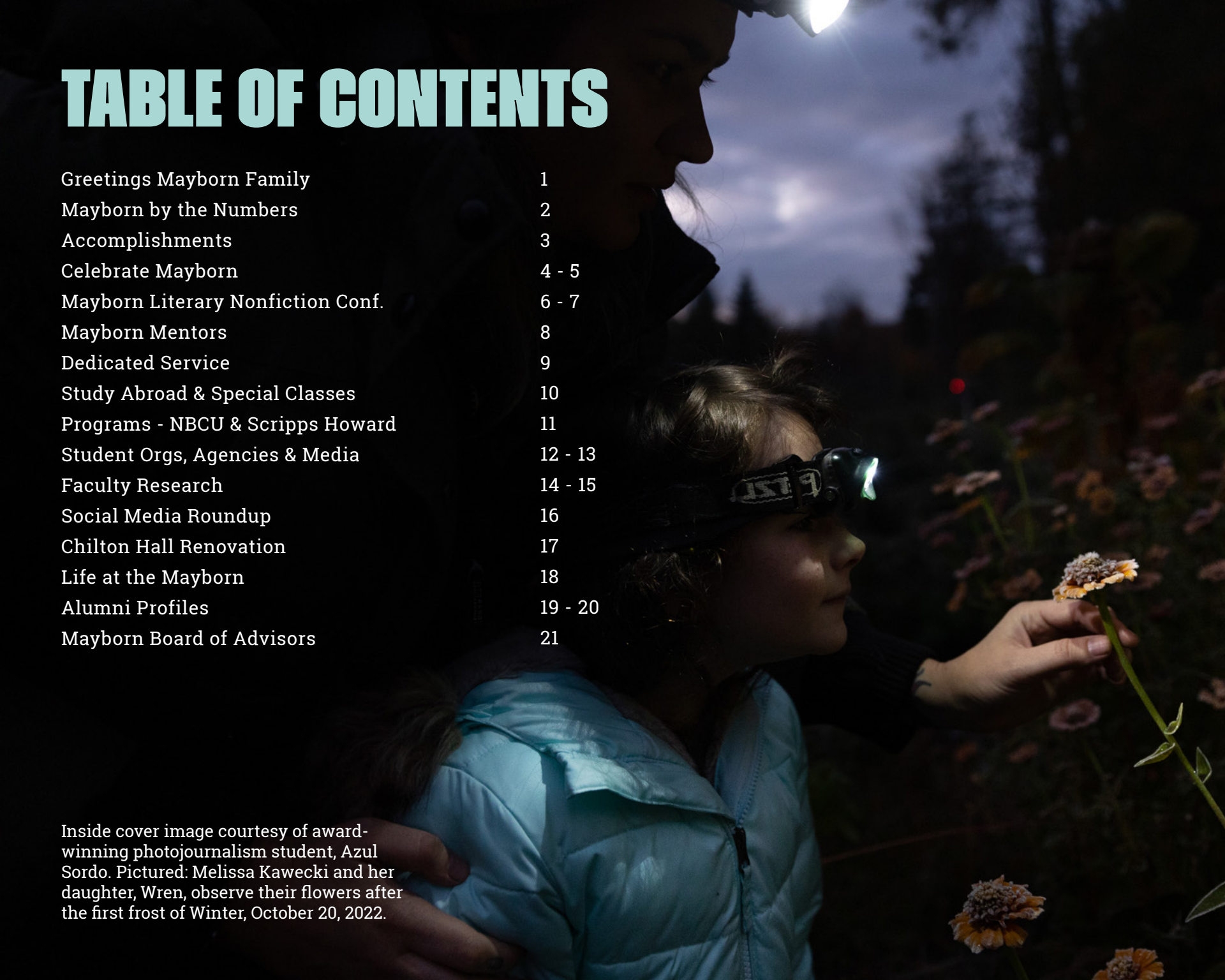
THE POWER OF CONNECTION



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Inside cover image courtesy of award-winning photojournalism student, Azul Sordo. Pictured: Melissa Kawecki and her daughter, Wren, observe their flowers after the first frost of Winter, October 20, 2022.



GREETINGS FROM THE MAYBORN SCHOOL

Another year has come and gone, busy and fulfilling from beginning to end. At the Mayborn School, we like to say your story starts here! On the following page, you will find a long list of stories told and lived this year. I would like to highlight a few of those chapters.

First, thank you to everyone who donated to UNT's first Day of Giving in May. We reconnected with dozens of alumni and welcomed donations to our highlighted initiatives. Mayborn was eight on the top ten list of givers, so thank you for valuing and supporting what we do and keeping Mayborn at the top of the campus agenda.

Second, we are thrilled to introduce a new degree in the Mayborn School. In fall 2023, we will launch a Bachelor of Science in Advertising and Brand Strategy. The process took almost two years, and I would like to thank Associate Professor Sara Champlin for her vision and hard work to make this long-time-in-the-making degree a reality. Spread the word, Mayborn alumni, to industry contacts, colleagues and prospective students!

Of special note are the bookends of the year. On August 9, we lost our beloved Advertising professor, Dr. Sheri Broyles. She was a light to all who knew her, especially thousands of students who had the honor of learning from "Dr. B." The theme of this annual report is "The Power of Connection" as we all look to fully re-engage in life post-COVID. Dr. B was engaged in life wholeheartedly. She did so much for the school

every single day, including reminding all of us of why we do this – our passion for teaching and helping to change young lives. This annual report is dedicated to her life well lived.

While one important chapter ended, another one began. The year closed with the Mayborn School's successful reaccreditation, a process that occurs every six years. Our outside accrediting body, ACEJMC, looks at our efforts to ensure we are teaching students the values and skills of solid, ethical communication. We are proud that both our undergraduate and graduate degrees passed with flying colors!

This begins our next chapter and reaffirms our path forward. Finally, I have been reappointed to another 5-year term as dean of the Mayborn. The school has accomplished much in the last four years, and I look forward to continued success and growth. I am honored to be the leader and advocate for its amazing faculty, staff and students. Thank you for your continued support of me and the school's vision of educating and training the new generation of professional communicators.

Go Mean Green! Go Mayborn!

Andrea Miller



Dean



MAYBORN BY THE NUMBERS

TOTAL MSOJ POP. 928

FULL-TIME: 730 PART-TIME: 198

BREAKDOWN BY GENDER

MALE: 363 FEMALE: 565

POP. BY ETHNICITY

**AFRICAN AMERICAN: 219 AMERICAN INDIAN: 21
ASIAN / PACIFIC ISLANDER: 48 HISPANIC: 264
NON-RESIDENT: 17 OTHER: 5 WHITE: 354**

ENROLLMENT BREAKDOWN

270 BROADCAST

160 PUBLIC RELATIONS

142 ADVERTISING

62 PHOTOJOURNALISM

186 DIGITAL/PRINT

POP. BY CLASSIFICATION

145 FRESHMAN

159 SOPHOMORE

208 JUNIOR

336 SENIOR

79 MASTERS

1 POST-BAC

ACCOMPLISHMENTS

- The Mayborn School's undergraduate and graduate degrees **successfully achieved reaccreditation**, passing with flying colors!
- UNT NABJ won **Student Organization of the Year** at the Eagle Awards banquet
- **11 students traveled** to McAllen, TX as part of the NBCU Academy grant to **report on Texas-Mexico border communities**
- Mayborn introduced a **special NBCU Academy class** on Crisis Communication
- **Chilton Studio renovations** moved into final phase
- Celebrate Mayborn: Scholarship Gala gave away **\$200,000 in scholarships** and honored the NABJ National Student Chapters of the Year (2003 & 2022)
- Mayborn students won **10 TIPA awards**
- Mayborn students won **3 SPJ Region 8 awards**
- Alum **Austin Hedgcoth** won a **National SPJ Award** for In-depth TV Reporting
- Sr. VP and alum **Becky Kimbro** hosted **Mayborn Night** at the **San Antonio Spurs**
- Held **18th Mayborn Literary Nonfiction Conference** - a return to the in-person event featuring Ambassador Andrew Young
- **SPJ hosted Kathleen Kingsbury**, NYT Opinion Editor
- Welcomed correspondent **Priscilla Thompson** & host **José Díaz-Balart** from NBC as guest speakers
- The **SWOOP** Student Advertising Agency landed its first national client - the **Professional Golfers' Association of America (PGA)**
- Student **April Pierdant** secured a top-20 win in the **National Hearst TV Features Competition**
- Student **Mya Nicholson** selected for the **NABJ Student Projects Team** for the national conference
- **New degree in Advertising & Brand Strategy** approved
- **New concentration in Sports Journalism & Communication** created
- Professor **Thorne Anderson** won **Excellence in Research, Scholarship and/or Creative Activity** award at UNT CLASS Advisory Board Faculty Awards
- **Dr. Newly Paul** promoted to **Associate Professor**
- **Thorne Anderson** promoted to **full Professor**
- **Randy Loftis** promoted to **Senior Lecturer**
- **Dr. Dorothy Bland** won National Press Club **Distinguished Teaching in Journalism Award**
- Retired faculty member, **Bill Ford**, wins the **Golden Orchard**, a lifetime achievement award from the Dallas Society of Visual Communications



**KATHLEEN KINGSBURY,
NYT OPINION EDITOR
(AND SCRAPPY)**

CELEBRATE MAYBORN ALUMNI & INDUSTRY

This year, we held two separate Celebrate Mayborn events - the Student Scholarship Gala and the Alumni and Industry Awards. This provided the opportunity to highlight each group with a full evening of celebration.

In February, the School hosted the Alumni & Industry Awards dinner, highlighting working professionals ranging from recent graduates to highly seasoned and well-known journalists, advertising and public relations professionals.

DISTINGUISHED PROF. ACHIEVEMENT

NICOLE PAQUETTE
GILBERT BAILON
KATRICE HARDY

SUPER ALUM AWARD

REBECCA AGUILAR
JO ANN LIVINGSTON

RISING STAR AWARD

HAILEY SUTTON
DANIELA IBARRA
CYDNE ROBINSON



LIZ CARTER
MAYBORN MEDALLION

NEIL FOOTE
C.E. SHUFORD HALL OF HONOR



**ARIANNA
XAVIER**



ADVERTISING

**ARMANDO
BARRY**



BROADCAST

**MARIA
CRANE**



PHOTOJOURNALISM

**GIOVANA
RODRIGUEZ**



PUBLIC RELATIONS

**KELLY
TRAN**



DIGITAL & PRINT

**GRETA DIAZ
GONZALEZ VAZQUEZ**



MA/MJ GRADUATE

'22 - '23 OUTSTANDING STUDENTS BY CONCENTRATION

CELEBRATE MAYBORN SCHOLARSHIP GALA

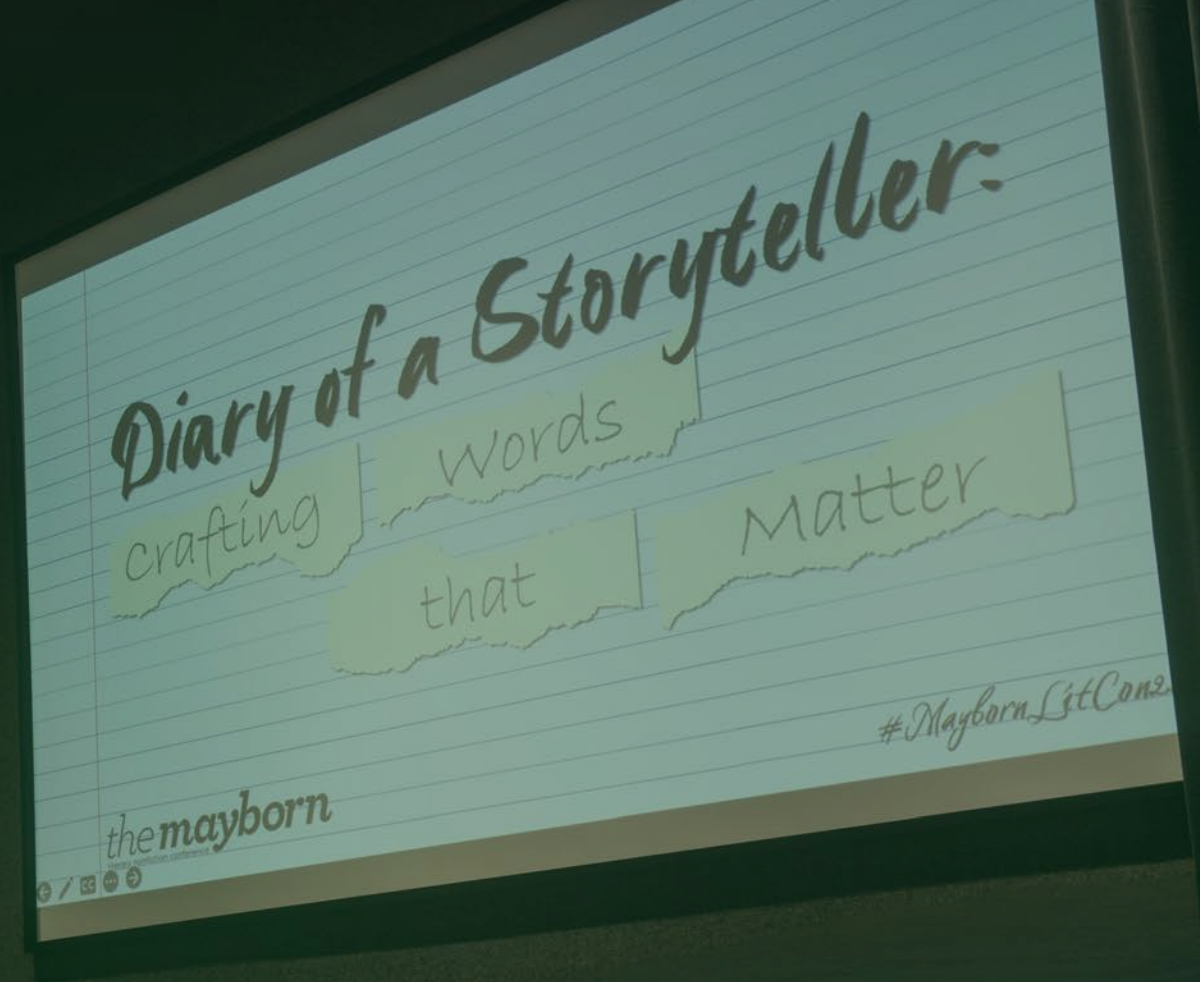
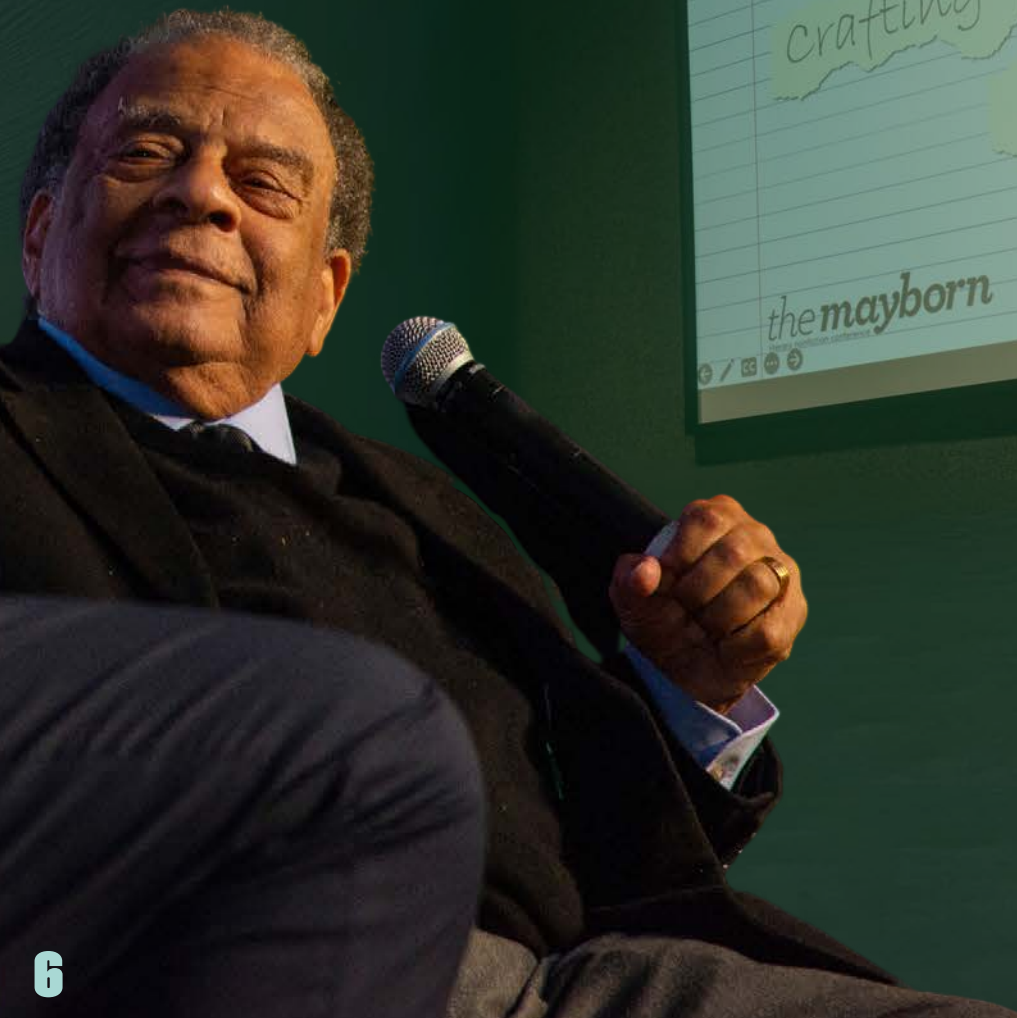
In April, the Mayborn welcomed over 100 students, their families and friends to campus as we awarded nearly a quarter of a million dollars in scholarships.

The School celebrated twenty years of NABJ excellence at a private reception before the Scholarship Gala. Honorees included the past and present UNT Student Chapters of the Year (2003 & 2022) of the National Association of Black Journalists (NABJ.)

PRISCILLA THOMPSON
NBC CORRESPONDENT
KEYNOTE SPEAKER



Diary of a Storyteller: Crafting Words that Matter was the theme of the 18th annual Mayborn Literary Nonfiction Conference. The 2022 event used a hybrid model, returning in-person with a virtual option available. Going back to the basics, the Conference focused on writing craft, creativity, and the passionate exploration of people and places that drives the journey of all writers to tell great stories.



The Friday night reception featured a special tour of a new, not-yet-open to the public Lee Harvey Oswald exhibit in the UNT College of Law basement, just steps from where Oswald was shot by Jack Ruby. The Saturday speaker and panel discussions took place in the offices of The Dallas Morning News just across the street from the Law School.

The event closed with a fireside chat, held at the Statler Hotel, featuring Ambassador Andrew Young (pictured left) and journalist and author Ernie Suggs. Others in the lineup included Anna Badkhen, author of *Bright Unbearable Reality*, and Elizabeth Williamson, author of *Sandy Hook: An American Tragedy and the Battle for Truth*.



THE
MAYBORN
ON TAP

We are working hard to plan ahead for our 2023 Mayborn Conference, themed, The Mayborn on Tap: Craft Storytelling. We're coming back, fully in person, and ready to mingle and mix it up in a new location, **Four Corners Brewery** in Dallas, Texas on **October 13 & 14**.

This year we're placing a heavy emphasis on the craft of narrative nonfiction, but we're also expanding our horizons, including storytellers who work across multimedia platforms such as radio, film, newspapers, magazines, and books.

BAD PRESS



Our conference will open on Friday evening with a screening of *Bad Press*, a Sundance award-winning documentary film which traces the heroic efforts of Angel Ellis to defend a free press in the Muscogee (Creek) Nation.



DOPESICK

Keynote speaker, Beth Macy, will talk about the journey of her book, *Dopesick: Dealers, Doctors and the Drug Company That Addicted America*, from shoe-leather reporting to page to screen, to the further trajectory of the characters in her 2022 follow-up book, *Raising Lazarus: Hope, Justice, and the Future of America's Overdose Crisis*.



MENTORS



“Mayborn Mentors” is an initiative of the Mayborn Advisory Board’s Education Committee that is focused on career preparation.

The events this year included industry topic discussions, resume review, mock interviewing and networking with industry professionals.

The in-person highlight events of the year included a panel and one-on-one mock interviews in fall (Mock It ‘Til You Rock It), and a career fair (Communication Networking Event) that included 21 companies in spring.

Through these events, almost 200 students received advice on how to get that dream internship or first job from professionals with hundreds of years of industry experience.





BRICE CAMPBELL



MARK DONALD



CATHY TURNER

DEDICATED SERVICE

The Mayborn School bids farewell to esteemed faculty and staff members who have concluded their remarkable careers this year. These individuals left an indelible mark on the Mayborn through their commitment and dedication to the school.

IN MEMORIAM: DR. SHERI BROYLES

Dr. Sheri Broyles, a fixture in Advertising at the Mayborn for more than two decades, passed in August after a short battle with cancer leaving an unfillable hole in the school.

“Dr. B” had a passion for her students that was recognized across the country. She was awarded the prestigious Scripps Howard Teacher of the Year and both the J.H. Shelton Excellence in Teaching and Distinguished Teaching Professorship from UNT. Sheri also gave back to the university, serving as President and Vice President of the Faculty Senate and helping to found SWOOP, the school’s student-run advertising agency, now in its 12th year.

She was an advertising professional, a musician, a Broadway, baseball and dog fan, a servant leader, a devoted teacher, accomplished scholar, and beloved by her family, colleagues and students. Her favorite part of her 25-year academic life, however, was meeting the thousands of students over the years at the door of the classroom - shoeless and gleeful.

Dr. B will continue to touch and support students through a scholarship in her name. The Sheri J. Broyles Advertising Scholarship will be awarded every year in her honor so her legacy will continue to live on through the next generations of students. Thank you, Sheri, for being exceptional in every way.



STUDY ABROAD & SPECIAL CLASSES

MADRID

Students had the opportunity to explore the culture and history of Spain with Dr. Gwen Nisbett and Dr. Tracy Everbach.

This study abroad examined the history, art, and works of Spain through a journalist's lens by exploring the social and political cultures of Toledo, Avila, and Segovia.

It also credited students for "Cross-Cultural Advertising and Public Relationships" as well as "Cross-Cultural Reporting."



BORDER

The spring semester introduced a unique opportunity to report special topics on the U.S.-Mexico border.

This class was led by Dr. Tracy Everbach, Carolyn Brown, and Greta Díaz González Vázquez to tell the stories of people from McAllen, Texas.

The full project from this speciality class was published online as "Voces de la Comunidad Rio Grande Valley." Visit www.vocesdelacomunidad.com to see their work.

The class was funded in part by the NBCU Academy.



JAPAN

Dr. Koji Fuse and Dr. Newly Paul led a group of graduate and undergraduate students through Tokyo and Fukuoka during the summer.

The students observed journalism and mass communications in a dynamic way, showcasing how Japan's media practices differ from those of the United States.

Through this exploration of technological advancement and complex history of the country, students fulfilled credits for "International Public Relations" and "Cross-Cultural Reporting."



PROGRAMS - NBCU & SCRIPPS HOWARD

NBCU ACADEMY

The Mayborn is in its second year as part of the NBCU Academy, a grant-funded program to create a pipeline of diverse journalists into the profession.

Besides giving away tens of thousands of dollars in scholarships to broadcast students, the school was able to invest in special courses like the in-the-field Texas-Mexico Border Reporting and Crisis Communication classes. We were also pleased to welcome NBC correspondent Priscilla Thompson and NBC host Jose Diaz-Balart to our Celebrate Mayborn Scholarship Gala.

Visit bit.ly/BalartInterview to watch the interview conducted by Mayborn student and NAHJ President, Andrea Valdez.



SCRIPPS  HOWARD

F O U N D A T I O N



The school is also in its third year of the Scripps Howard Foundation (SHF) Grant that funds the Emerging Journalist's Program that focuses on high school students.

Each summer 20 high schoolers from across the state of Texas come to Denton to spend time learning and executing journalism at the Mayborn School.

The almost week-long program ends with a group, multimedia story presentation to parents and guests.

STUDENT ORGS, AGENCIES & MEDIA

The Mayborn has a rich world of student-led agencies, organizations and media where aspiring communication professionals get a taste of real-world experience. Other organizations besides those below that help the bring the Mayborn to life include Ad Club and the National Press Photographers Association (NPPA).

SWOOP

SWOOP, our student-run advertising agency, prepares students with invaluable industry knowledge and expertise, providing them with a significant competitive edge as they prepare for their careers as strategically grounded advertising storytellers.

The agency specializes in developing vibrant and dynamic strategies to reach the Young, Multicultural, Always Connected (YMAC) consumer segment. This year, SWOOP landed the Professional Golfers' Association (PGA) as their first national client.



HATCH

HATCH visuals, our photography agency, is the only student-run photography agency on a college campus in North Texas. Embracing a community-focused approach, HATCH provides a nurturing environment for members to explore and develop their professional skills while learning new tools.

Beyond agency operations, HATCH exposes its members to a diverse range of creative processes, from business tools to web design. This holistic approach equips young professionals with a robust toolkit as they step into the workforce.



AGENZ PR

AGENZ PR, our newest student-managed professional practicum, is a generation z-led agency with a focus on diversity, data, innovation and digital content.

The agency is comprised of hand-selected, senior student professionals of the Mayborn to garner real, hands-on public relations experience. Their 2023 roster of clients includes the Texas Music Project, Cossman PR, Friends of the Dallas Public Library, Engage Dallas, Communities Foundation of Texas and Kaleidoscope Park.



NABJ

UNT's National Association of Black Journalists (NABJ) Student Chapter serves as a facilitator in the professional development of Black journalism students. The organization has established itself as a hub for students to access job opportunities, explore the legacies of changemakers within the industry and strengthen connections among Black journalists. This year, UNT's NABJ Student Chapter won Student Organization of the Year at the Eagle Awards banquet.

DCTV

DCTV, the Denton Community TV station, adds a visual dimension to the media landscape. Here, aspiring student broadcasters and producers hone their skills, bringing the community a diverse array of programming from news to entertainment.



NAHJ

UNT's National Association of Hispanic Journalists (NAHJ) Student Chapter is an organization that anchors culture and community at the core of its operations. NAHJ prioritizes the needs of its members, concentrating monthly meeting agendas on professional development, guided workshops and alumni panels. Through a continued effort to break down barriers for future Hispanic journalists, NAHJ serves to advocate for member success through career-shaping resources.

NT DAILY

Student media at the Mayborn is spearheaded by the official student news publication at the University of North Texas, the *North Texas Daily*. The *NT Daily* boasts a dedicated team of student editors, reporters, designers, photographers and social media developers. As a powerhouse of student journalism, The *NT Daily* regularly wins national awards and produces stories picked up by national news organizations.



SPJ

UNT's chapter of the Society of Professional Journalists serves to connect students with other journalists, learn more about the industry, gain skills and opportunities and meet real-world journalists. As the nation's most broad-based journalism organization, SPJ is dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior. This year, UNT SPJ welcomed *The New York Times* opinion editor Kathleen Kingsbury to campus to speak with members and review Mayborn student work.

PRSSA

Founded in 1967, the Public Relations Student Society of America (PRSSA) is the foremost organization for students interested in public relations and communications. UNT's student chapter of PRSSA regularly hosts alumni panels, social events and agency tours. This year, they visited Pierpoint Communications, Three Box Strategic Communications and Southwest Airlines.



FACULTY RESEARCH

At the Mayborn School, our faculty continually works to advance the frontiers of the journalism and communication 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.

DOROTHY BLAND KOJI FUSE

Dr. Dorothy Bland, in collaboration with Dr. Moody-Ramirez and Dr. Platenburg, published a paper titled “The 2020 Presidential Election: An examination of the social media messaging of Divine-9 sororities & fraternities” in *Southwestern Mass Communication Journal*. Dr. Bland also presented at the Southwest Education Council for Journalism and Mass Communication Conference at Baylor University.

In addition to her research, Dr. Bland was awarded the Distinguished Teaching in Journalism Award from the National Society of Professional Journalists and was named a Faculty Champion for her work with the Scripps Howard Fund Emerging Journalists Program by the Center for Community News.

Dr. Bland also served as the Adviser for UNT’s student chapter of the National Association of Black Journalists.

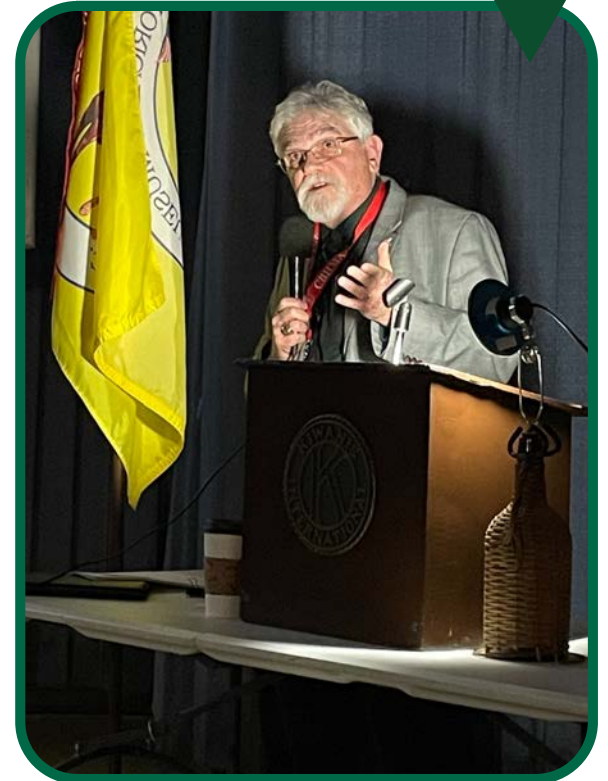
As part of an ongoing research project, Drs. Koji Fuse and James Mueller presented at the National Communication Association convention comparing how the press of Japan and the United States have portrayed the relationship between the two countries.

This work 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.

JAMES MUELLER

Outside of his work with Dr. Fuse, Mayborn Associate Dean Dr. James Mueller presented a paper, “Making News and Fighting Wars: How Custer and Patton (Usually) Won Their Battles and Created Their Legends” at the Custer Battlefield Historical and Museum Association symposium.

JAMES MUELLER CUSTER AND PATTON PRESENTATION





DOROTHY BLAND **DISTINGUISHED TEACHING IN** **JOURNALISM AWARD**

NEWLY PAUL

Dr. Newly Paul presented several papers at various conferences, including “Flipping the script: How Deb Haaland used social media to question Native American stereotypes” and “Great Ideas for Teaching: Dotting the I’s and crossing the T’s: Practicing copy editing skills by writing and editing a newsletter for the local historical association” at AEJMC. Along with co-authors Drs. Sui, Zhao, and Lagrone, Dr. Paul presented “Good Guys became Bad Guys? Changing representations of Asians and other races in crime news during COVID-19” at the International Communication Association.

Dr. Paul co-authored two journal articles including “Characterizing Asians in violence: A comparative analysis of English and ethnic-language media coverage of anti-Asian hate crimes during the pandemic” along with Dr. Sui, and “Is news for men?: Effects of women’s participation in news-making on audience perceptions and behaviors” with Drs. Sui, Hewitt, Maki and Searles.

Dr. Paul won multiple awards including the Linda Shockley Award for Excellence in Teaching and the Lillian Lodge Kopenhaver Outstanding Early-Career Woman Scholar award. She also earned the UNT Special Collections Research Fellowship grant.

TRACY EVERBACH

Dr. Tracy Everbach, along with two co-authors from UNT, published a collection with Lexington called *Not Playing Around: Intersectional Identities, Media Representation, and the Power of Sport*. As part of the collection, Dr. Everbach along with Drs. Nisbett and Weiller-Abels, published “#SayHerName: The WNBA and Black Women’s Athletes’ Social Activism.”

GWEN NISBETT

In addition to her work with Dr. Everbach, Dr. Nisbett published two articles expanding her research on popular culture and mediated influence. Along with Drs. Newly Paul and Schartel Dunn, Dr. Nisbett and co-authors published both “The escapism and social bond of pandemic binge watching” and “Athletes Turned Activists.”

Mayborn School
@MaybornUNT

The Mayborn Mentors present a virtual career coaching session on personal branding featuring UNT alumna, Robyne Henry. Use the link below to register for The Package Deal! What is your personal brand?
Register Now: [unt.zoom.us/meeting/regist...](https://unt.zoom.us/j/7811111111)




The Package Deal

Wednesday, September 14th at 5:30 PM

- What is your personal brand?
- How do you package what you do as a product?

In this session, we will hear from **UNT Alumna, Robyne Henry** about discovering and defining your brand while transferring it into a valuable product.

Mayborn School
@MaybornUNT

Journalism students: Are you looking for a one-of-a-kind class? New class topics for #Spring2023 include:

- Reporting on the Border
- Crisis Communication for PR
- Crisis Communication for News

Contact your advisor to sign up today! #Mayborn #UNT




Mayborn School
@MaybornUNT

Register with the link below for the Mayborn Mentor Event, November 2nd! Elizabeth Laskie, Senior Director for TODAY Operations, will be joining us via Zoom starting at 3:00 p.m.
Topic of discussion: What Employers Are Looking For.
[unt.zoom.us/meeting/regist...](https://unt.zoom.us/j/7811111111)

MAYBORN MENTOR EVENT

Wednesday, Nov. 2 | 3:00 - 4:00 p.m.



WHAT EMPLOYERS ARE LOOKING FOR

Featuring Elizabeth Laskie, Senior Director for TODAY Operations

ABOUT ELIZABETH LASKIE

Elizabeth Laskie has worked under NBC News for over 10 years where she currently serves as the senior director for TODAY Operations. Before her current role, she was an operations manager director for TODAY, and she began as a program manager for Dateline NBC. Laskie graduated from Niagara University in 1995 with a bachelor of fine arts in theatre arts.



REGISTER

NBCU ACADEMY

Mayborn School
@MaybornUNT

We're here and ready to chat with prospective students at the #UNTGradSchoolPreview! Stop by our table, grab some swag and say hi! #MaybornUNT



UNT FRANK W. MAYBORN GRADUATE INSTITUTE OF JOURNALISM

Mayborn School
@MaybornUNT

Mayborn board member and alum, Tina Young, was recently recognized as part of D CEO's 2023 #Dallas500 list that features the most powerful and influential business leaders in DFW. We are #MaybornProud! Congratulations, Tina! #Marketwave

Photo Courtesy: Marketwave




SOCIAL MEDIA ROUNDUP

Mayborn School
@MaybornUNT

Congratulations to Mayborn Broadcast Journalism student and NBCU Scholar, April Pierdant, for earning a top-20 win in the prestigious Hearst TV Features Competition! #MaybornProud

For more information on the Hearst Awards, visit hearstawards.org



April Pierdant

2023 Hearst TV Features Competition - Top 20 Placement

Mayborn School
@MaybornUNT

We're #MaybornProud of @agenz, on a fantastic year working with clients on diversity, data and innovation.

#MaybornUNT

Dorothy Bland @dbtprof - Dec 2, 2022
Kudos to @agenz, for a terrific year! You all make @MaybornUNT proud!



Mayborn School
@MaybornUNT

Join the conversation on the future of journalism as Andrea Valdez, NAHJ student chapter president, and MSNBC's José Díaz-Balart discuss the state of the industry. Visit the link in bio to watch the interview! #MaybornUNT



José Díaz-Balart

Anchor, MSNBC, NBC Nightly News Saturday, Telemundo

Mayborn School
@MaybornUNT

Welcome back, Mayborn! We're so excited to see your faces again! We hope you have a great spring semester.



WELCOME BACK MAYBORN

Mayborn School
@MaybornUNT

#MaybornUNT students are trading traditional spring break activities for a hands-on journalism experience as they report on the Texas-Mexico border. Follow their journey using #MaybornOnTheBorder on Twitter!

@TracyEverbach



Mayborn School
@MaybornUNT


We love grad season! Congrats, #MaybornUNT '23 grads!



NBCU ACADEMY

Congrats to @maybornUNT, who awarded 100 scholarships and honored @untnanj for 30 years of service at the Celebrate Mayborn Gala!

The event included remarks from @NBCNews correspondent @PriscillaWT & the premiere of a student's interview with @jdbalart: youtu.be/MrBxfmuU90



"My story would never have been possible without the people I met along the way who saw my potential and decided to invest, just as the scholarship committee has chosen to invest in all of you."

— Priscilla Thompson
NBC News Correspondent

CHILTON HALL RENOVATION



The television studio and learning space renovations in Chilton Hall are nearing completion. The studio control room is set to get new equipment and a new lab classroom will open sometime in the fall.

The NBCU Academy grant contributed to the updating of the space by allowing us to fund a room for podcasting and influencing, as well as a video wall that will be ready for use by students in spring 2024. We welcome visitors to come tour the leading-edge space for multimedia content creation.

To make a gift to the Chilton Broadcast Studio & Content Creation Spaces Fund, please go to one.unt.edu/giving/mayborn-school-of-journalism or contact Bryant Marion at Bryant.Marion@unt.edu.

PROJECT IMPACT

- Adds 5,123 square feet of space for mass comm. education
- A podcasting/influencer space
- Dedicated room with dual-monitor editing stations
- TV studio with 7' x 11' video wall
- Office space for faculty
- New Newsroom Lab with 21 Mac Studios
- More than \$500,000 in renovations and equipment

NEW ADVERTISING & BRAND STRATEGY DEGREE:

The school received final approval this year for a new degree - a Bachelor of Science in Advertising and Brand Strategy.

The degree will teach students how to design, create, pitch and execute authentic messages for audiences, grounded in consumer insights and cultural awareness.

A customizable experience, students can choose classes that polish skills for leading their own business, producing social media content, and creating interactive experiences with the world's biggest celebs and influencers. The new degree will launch in fall 2023.

AD VG



LIFE AT THE MAYBORN

The school hosts many social events that encourage students to make connections from the moment they step foot on campus until the day they graduate and beyond.



ALUMNI PROFILES

written by Mayborn graduate student Justin Powell

FARRAH COX

Farrah Cox spends her days building marketing strategies and networking for one of the world's largest technology companies. As the Global Head of Integrated Marketing at Cisco, Cox contributes heavily to the sales pipeline and enhances the networking business for today's technology.

Although this position at Cisco named Cox as one of PR Week's "40 under 40" in 2014 for pioneering data analytics in agencies, her career goals did not originally include her concentration in public relations.

Cox started her career at the Mayborn School of Journalism with broadcast in mind. "I quickly learned that I hated being in front of the cameras," Cox admitted. "I preferred being behind the scenes." This realization led her to switch gears and focus on PR and marketing, which better highlighted her passion for fieldwork and writing.

Originally hired by a non-profit intern coordinator at her internship, Cox said that internships were an important part of her career foundation. These opportunities set her up for her successes, and the experience put her ahead when the job market was tough. The career journey revealed great people and amazing teams to Cox. She was constantly surrounded by insanely smart people that challenged her to enhance her skills. Cox described

this constant ability to grow and mature as one of her greatest accomplishments because it takes dedication to build those relationships and get new skills. This personal accomplishment has allowed Cox to be curious and think critically every day.

The Mayborn School taught her how to work hard and how to converse with important people even when it seems scary. Moreso, Mayborn taught Cox how to learn and do scary things anyway. Cox credits her strong work ethic to Mayborn.

Cox returns the favor by encouraging current Mayborn students to recognize what a special place this school is. "The program really is one of the best in the country, and students should continue to uphold its reputation," Cox said. Through the Mayborn School, Cox met a professor who encouraged her to pursue a career that ultimately led Cox to her current position that she adores.



CHIP SOMODEVILLA

Kenneth “Chip” Somodevilla left the mean green city of Denton, Texas, for the White House in Washington, D.C., where he works as a staff photographer for Getty Images. Although Somodevilla works with some of the best in the business now, his journey to D.C. was not always clear.

At his freshman orientation for the University of North Texas, one of Somodevilla’s friends brought him along to one of his introductory journalism courses at the Mayborn School of Journalism. This course confirmed that Somodevilla wanted a career in photography, even if he was unsure what that looked like at the time.

“I wouldn’t be here without Mayborn,” Somodevilla said. “I remember being called out at an orientation class for not having my camera with me, and the professor told me, ‘If you want a career in photography, you have to eat, sleep, breathe, work, and go everywhere with your camera,’ and he was right.”

This integral moment motivated Somodevilla to craft his skill to the highest level he could. He learned Adobe Photoshop on the shared computer in the basement of the General Academic Building with his peers, taking advantage of opportunities to work hard and enhance the visual skills he already possessed. Professionals need to see what you’re capable of, Somodevilla said, knowing that he always wanted professionals to say that he worked hard and gave it his all. Somodevilla graduated from the Mayborn School of Journalism

in the fall of 1995, and while he credits his accomplishments to Mayborn, his journey also included several internships and positions. Before Getty Images and the White House, Somodevilla interned at *The Journal Gazette*. From there, he went on to work at *The News Sentinel*, the *Fort Worth Star Telegram*, and the *Detroit Free Press*.

“*Detroit Free Press* was the dream from undergrad all the way through,” Somodevilla explained. “That dream came true in 2001 when I became a staff photographer.” Somodevilla sent example work to the director of photography for his dream job over the course of three different directors because he wanted the job badly enough to pursue it relentlessly. The *Detroit Free Press* taught Somodevilla to treat people with dignity and respect, but also to have a deep institutional education for the craft and career.

After getting married, Somodevilla moved with his family to Washington where he freelanced, accepting every opportunity offered to him. Eventually, Getty Images offered him a position as a staff photographer. Somodevilla currently works for Getty Images, but not without crediting the amazing reporters and photographers he worked with prior to this position alongside the education he received from the wonderful professors at the Mayborn.



MAYBORN BOARD OF ADVISORS

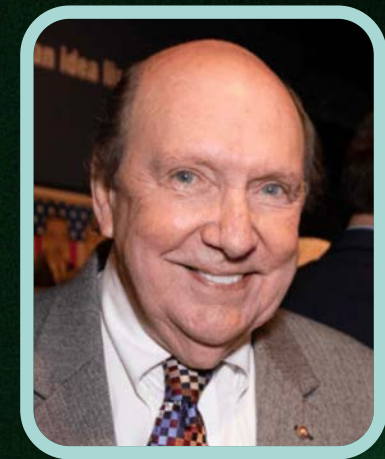
The Mayborn Board of Advisors is a stellar group of 20 professionals, mostly alumni, who give of their time and talents to serve the school. In November we lost a key member of that group, David Dunnigan.

A 1964 journalism graduate, Dunnigan had a long career in journalism and public relations and was a fixture in Dallas politics for decades. The board will miss his passion for his work and his unfailing positive attitude.

Additionally, board president Terri West stepped down from chairpersonship this year after three years of service at the helm. Fortunately, the retired Texas Instruments executive will remain on the board.

The school would like to thank Terri for her leadership and continued service to the Mayborn!

- **Doug Adams**; CEO/COO, National Repertory Orchestra (retired)
- **Patty Arellano-Tolotta**; VP of Marketing, Lennox Residential
- **Sarah Burns**; Marketing, VidaNyx
- **Graham Douglas**; Co-Founder & Creative Director, Gus.biz
- **George Foster**; Foster Marketing (retired)
- **Becky Kimbro**; VP of Strategic Brand Engagement, San Antonio Spurs
- **Delva King**, PhD; Co-Owner, KG Concessions
- **Theresa Kushner**; Partner, Business Data Leadership
- **Sue Mayborn**; Editor & Publisher, *Temple Daily Telegram & Kileen Daily Herald*
- **Leslie O. Mba**; VP, Assistant General Counsel, Texas Instruments
- **Cheryl Richards**; Senior VP/Chief Diversity & Inclusion Officer, VisitDallas
- **Kara Schectman**; Marketing Director, Benchmark Income Group
- **Angela Smith**; Writer/Editor/Communications Consultant
- **Veronica Sopher**; Chief Communications Officer, Fort Bend ISD
- **Wendi Strong**; Executive VP of Corporate Communications, USAA (retired)
- **Brian Sweany**; Principal, Genuine Article
- **Trent Walters**; Brand Management Principal, TRG
- **Terri West**; Senior VP, Communications & Investor Relations, Texas Instruments (retired)
- **Tina Young**; CEO & Founder, Marketwave, new Mayborn Board Chair
- **David Dunnigan**; Senior Counsel, The Harrell Group (retired)



**IN MEMORIAM:
DAVID DUNNIGAN**



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Make a lasting impact by supporting the Mayborn School of Journalism. Your contribution can empower aspiring journalists and mass communicators while championing the vital role of journalism in shaping our world. To learn more about how you can give, contact Bryant Marion at Bryant.Marion@unt.edu

