On April 21, the Mayborn School of Journalism honored students, alumni and professionals in a night to remember at the 6th Annual Celebrate Mayborn event. Dozens of awards and scholarships were handed out as old and new friends convened in the Gateway Center, but members of the Mayborn family weren’t the only special guests: magicians and sleight-of-hand stunners were in the house to thrill the attendees as they enjoyed their hors d’oeuvres and applauded the university’s rising and veteran journalists. Between the honorees and the sleight-of-hand stunners, magic was in the air, and it made for a festive event.

The evening began at 5:30 with a round table discussion featuring industry vets from the DFW area in the fields of public relations, broadcast journalism and newspaper and magazine writing. The prestigious diverse guest list of industry professionals included Dallas writer Robert Wilonsky, award-winning broadcast journalist Stephanie Lucero, and Ed Stewart, senior vice president of FleischmanHillard. Furthermore, several all-star alums returned to their alma mater for the evening, including Denton Record-Chronicle editor-in-chief Scott Parks, retired media relations executive Michael Cinelli and energy reporter Eileen O’Grady. These alums—whether they were award recipients or panel guests—shared the spotlight with a host of talented Mayborn graduate and undergraduate students, like MVP in Student Media Award winner Nicholas Friedman.

In an evening that honored the past and present, and looked ahead to the future, the 6th Annual Celebrate Mayborn reminded us all that, with a little Mayborn magic, anything is possible.
Celebration! That’s the word that comes to mind as I look forward to spring commencement. Yes, the Kool & The Gang tune is bouncing in my head. We have lots to celebrate with about 180 Mayborn undergraduate students and 10 graduate students expected to participate in the May events. Here is the link to the UNT commencement website: www.unt.edu/commencement/schedule.htm.

We applaud the Mayborn team of faculty, students, staff, alumni, industry partners, donors and other fans for the terrific Celebrate Mayborn program on April 21 in Denton as well as the terrific Mayborn Agencies Showcase on April 28 in Dallas. During Celebrate Mayborn, did you know that we announced more than $200,000 in scholarship awards to more than 80 students for the 2016-17 academic year? Thanks to the Hearst Foundation for a generous $75,000 grant to help fund first-generation undergraduate scholarships over the next three years.

Mayborn Media Mania was a blast on April 14 as part of the UNT’s Wingspan Week. As we wind down the 125th anniversary year celebration for UNT, we are planning more events to mark the 100th anniversary of the Pulitzer Prizes and student media. Please save the dates of July 22-24 for the 12th annual Mayborn Literary Nonfiction Conference, in Grapevine. To register, please go to www.themayborn.com.

Thanks to our team for helping ensure that the Southern Association of Colleges and Schools (SACS) visit went well in March. I am proud to share that the Frank W. and Sue Mayborn School of Journalism and the Frank W. Mayborn Graduate Institute of Journalism were recommended 16-0 for reaccreditation by the Accrediting Committee of the Accrediting Council on Education in Journalism and Mass Communication. The final ACEJMC vote is May 6.

Mayborn students, with help from our faculty’s combined 400 years of experience, posted another strong performance during the spring awards season. Our students earned 26 awards in the Texas Intercollegiate Press Association competition. Also, students and faculty earned eight awards in the Region 8 Society of Professional Journalists Contest. See page 5 for more details on the winners.

As we roll into the summer months, I encourage everyone to put safety first. We have about 60 students traveling with five faculty members for Study Abroad adventures in Japan, London and Mexico.

“Career Connect” is the theme for UNT’s SACS Quality Enhancement Plan, and the Mayborn is certainly contributing given the variety of internships scheduled for this summer. Examples include Brianna Pleasant, who will work at 103.3 FM ESPN in the Dallas-Fort Worth market, Ashlea Ramirez, who will work as an advertising intern in New York City, Michael Lozano Jr., who will be an intern at CBS News in NYC, and Chelsea Land, who will work for USA Today in the Washington, DC area.

Also, thanks to all the faculty and staff who donated to the “We Care We Count” campaign. Your generosity helps support student scholarships and other projects you identify.

Onward and upward,

Dorothy Bland
Dean
Mayborn Connections

The Mayborn is all about connecting students with working professionals from throughout the world of journalism. Students enjoy the opportunity to learn the business from the inside, asking questions and learning about everyday experiences from the professional perspective. Below, Pete Freedman, publisher of Central Track, Scott Parks, Managing Editor of the Denton Record-Chronicle, and Joe Pappalardo, Editor of the Dallas Observer, share insights.

Mayborn student Michael Lozano enjoyed the opportunity to meet Bob Schieffer, anchor of the CBS News for 23 years, at an event hosted by the Press Club of Dallas. Lozano will be interning for the CBS Network in New York this summer.

Ralph Strangis, legendary play-by-play announcer for the Dallas Stars, shares thoughts on what it takes to move from college to the working world of broadcast journalism.

Members of the Mayborn’s National Association of Hispanic Journalists (NAHJ) meet broadcasting professionals. Pictured from left to right (standing): Emma Piña, Daniela Ibarra, Andrea Czobor. Pictured from left to right (seated): Michelle Castillo, Gloria Campos, Dorothy Bland.
Spring is the season of annual awards competitions in journalism education and Mayborn students have earned an amazing number of honors and accolades over the past several months. Awards are wonderful, and we are very proud of our accomplishments, but the real reward comes in knowing that Mayborn School of Journalism students are well prepared for today’s fast-changing world. Congratulations to all!

TIPA Awards
Students received a total of 26 awards in recent Texas Intercollegiate Press Association competition. Honors were presented March 31-April 2.

• Newspaper design: Nicholas Friedman, first place
• Print sports writing: Scott Sidway, third place
• Critical review: Harrison Long, third place
• Editorial writing: Harrison Long, honorable mention
• Copy editing: Linda Kessler, honorable mention
• Headline writing: Nicholas Friedman, honorable mention

For pre-submitted entries, the staff of the North Texas Daily, UNT’s student newspaper, received a second-place award for overall excellence among newspapers competing in Division 2 of the TIPA competition. Other awards won by staff members of the NT Daily are:

• Online blog, Division 2: NT Daily staff, first place for “The Dose”
• Editorial writing, Division 2: NT Daily staff, second place
• Use of online mapping, Division 2: Eline de Bruijijn and Alex Helm, second place
• Interactive graphic, Division 2: Eline de Bruijijn and Alex Helm, third place
• Special edition section for UNT’s 125th anniversary: Hannah Lauritzen, third place
• Feature story: Matt Payne, third place
• News feature story: Matt Payne, third place
• Sports feature story: Reese Waddell, honorable mention
• Sports page design: Hannah Lauritzen, third place

Student staff members on both NT Daily Radio, which provides podcasts of daily local news, interviews, stories on special topics and sports programs, and NT Daily TV, which offers newscasts, sports talk shows and community affairs shows on Denton Community TV, the city’s public access channel, were also recognized in the TIPA competition. The awards are:

• Public affairs program on NT Daily Radio: Faye Darku and Alcynna Lloyd, first place
• Public service announcement on NT Daily TV: Breanna Arthur, first place
• On-site radio announcing: Honorable mention
• Non-feature story on NT Daily TV: Hunter Thorne, honorable mention

In addition, UNT student staff members of the 2015 edition of Mayborn magazine, which is published annually to showcase nonfiction writers who were speakers at the previous year’s Mayborn Literary Nonfiction Conference, were recognized with six TIPA awards. The awards are:

• Column essay: Adrian O’Hanlon III, first place for “On Summoning the Gods,” which related the rituals, routines and regime of Mayborn Literary Nonfiction Conference speakers
• Overall excellence: The staff of Mayborn magazine, second place
• Feature story: Michelle Leone, second place for “Family Guy,” a profile of author Jeff Hobbs, who wrote about his Yale roommate’s struggles after leaving a New Jersey ghetto in “The Short and Tragic Life of Robert Peace.”
• News feature story: Nathan Battaglia, third place for “Lessons in the Art of Hanging Out,” a profile of Washington Post staff writer Eli Saslow
• Feature photo: Michelle Leone, honorable mention for “Family Guy”
• Story package: Michele Leone, honorable mention for “Family Guy”
SPJ Awards

Mayborn magazine was named the Best Student Magazine in the 2015 Society of Professional Journalists Region 8 Mark of Excellence Awards competition. The competition also recognized a student who contributed to the 2015 issue of the magazine, as well as students who created stories as part of the Mayborn School’s Heart of Mexico study abroad program.

SPJ Region 8 members include professional and student journalists in Oklahoma and Texas. The Mark of Excellence Awards competition has two categories for entries from student journalists — those from colleges and universities with enrollments of 10,000 or more, and those from colleges and universities with less than 10,000 enrollment. First-place winners will move on to the national Mark of Excellence competition, where they will be judged against winners from the other 11 SPJ regions. The national winners will be announced in late spring.

In the Region 8 awards, the Mayborn School’s the Heart of Mexico study abroad program received first place for Online In-Depth reporting. The program, directed by Thorne Anderson, UNT associate professor of journalism, and Lenin Martell, a faculty member at the Autonomous University of the State of Mexico’s School of Political and Social Sciences, takes students and faculty from UNT and the Autonomous University of the State of Mexico to a small town in Mexico for one month of multimedia storytelling. The students’ work is archived online.

Individual students who received first place awards in the Region 8 competition are:

- Non-Fiction Magazine Article: Clinton Crockett Peters, for “American Writer,” a profile of D Magazine contributor Michael Mooney, who published a book on Navy sniper Chris Kyle
- Online Feature Reporting: Tyler Cleveland, Danielle Garcia and Laura Jarriel, first place for “The Land of Royal Honey: Bees and Belonging,” a story about beekeepers in Yucatan that was created for the Heart of Mexico program

Hearst Journalism Awards

Teams participating in the Mayborn School of Journalism’s Heart of Mexico Project earned honors in the annual Hearst Journalism Awards.

13th Place – Hearst Team Multimedia category
Story Package: “Weekend Warriors”
Videographers: Cameron Coates & Kalli McKee
Writer: Trevor Trigg
Still Photographer: Laura Jarriel

14th Place – Hearst Team Multimedia category
Story Package: “Land of Royal Honey”
Videographer: Tyler Cleveland
Writer: Danielle Garcia
Still Photographer: Laura Jarriel

Gravitas Ad Team

CONGRATULATIONS to UNT’s Gravitas Ad Team for placing second in the District 10 National Student Advertising Competition sponsored by the American Advertising Federation. Also, thanks to faculty members Brice Campbell, Sheri Broyles and Bill Ford for their coaching and making the trip to Lubbock.

TAPME Awards

Congrats to our Texas Associated Press Managing Editors award winners:

- First place, feature photography, Class A
- Third place, general news photography, Class A
- Honorable mention, sports photography, Class A
- Honorable mention, team page design, Class A
Student News

- During the Honors Day Program on April 1, four students were honored as the 2016 “Outstanding Student” in the following areas: Clinton “Chase” Carter, Frank W. Mayborn Graduate Institute of Journalism; Candace Allison, Advertising; Jennifer Rodriguez, News; Evgenia Sinopidou, Public Relations.

- Danielle Garcia, a broadcast/digital student, has been accepted to participate in the College Reporter Program at the U.S. White House in Washington, DC, on April 28.

- Ashlea Ramirez was recognized as the “Most Promising Multicultural Student” by the American Advertising Federation and has been accepted into the Multicultural Advertising Internship Program. Her faculty mentor is Dr. Sheri Broyles.

- Holly Norris, a junior in the public relations track, is one of five students nationwide to win a NAPA (National Automotive Parts Association) Collegiate Scholarship from the Distributive Education Clubs of America.

- Michael Lozano Jr., a UNT broadcast/digital journalism student, has been selected as the CBS News Intern Fellowship award winner for 2016. He is among six students nationally selected as part of this CBS diversity initiative. He will work as an intern this summer with CBS in New York City, and this amounts to a $6,500 award.

- Christina Rodriguez, an advertising student in art direction and the art director for SWOOP, is this year’s winner of the $5,000 American Women in Media Irene Runnels-Paula McStay Scholarship.

- Andrea Czobor, a broadcast/digital student, has earned two scholarships for 2016-17 from Headliners Foundation of Texas and NAHJ in the amount of $2,000 and $1,000-$2,000.

- Candace Allison and Crystal Mazuera who are both in the advertising track, have been selected at the DFWIMA scholarship winners for 2016-17.

- Harrison Long, a junior student in the print/digital track, will serve as editor-in-chief for the NT Daily for the summer 2016. He was the opinion editor for the NT Daily in the spring semester. Dalton Laferney, a junior student in the print/digital track, will serve as editor-in-chief for the fall 2016. He was the news editor in the spring semester.

- Jacqueline Sears and Keyona Butler’s PR case study on Toshiba has been accepted in the UNTX Scholars Day competition.

- Aaron Claycomb, a Mayborn graduate student, has landed a full-time job as a communication specialist with the University of Dallas.

- Public relations students Jacqueline Sears, Kali Ah Yuen, Kara Jobman and Andrea Masamba were selected to represent the Mayborn at the PRSA ProAm Day 2016 in Dallas on April 22.

Faculty and Staff News

- The faculty co-leaders for the Mayborn in London summer 2016 program will be Dr. Gwen Nisbett, an assistant professor in the PR track, and Neil Foote, a principal lecturer in the print/digital track. About 30 students are expected to go to London.

- The faculty co-leaders for the inaugural Mayborn in Japan program this summer will be Dr. Koji Fuse, an associate professor in the public relations track, and Andrew Tanielian, a lecturer in the broadcast/digital track. About 18 students are expected to go to Japan.

- Assistant Professor Thorne Anderson will lead a team of about a dozen students to Mexico in June for the fourth year as part of the Heart of Mexico Project.

- Lecturer Andrew Tanielian has recently earned the “Best of the Competition” 2016 Broadcast Education Association Festival of the Arts Faculty Award in the Promotional Video Category for a news-style marketing video created for a non-profit study abroad program involving 30 high school students who traveled to Spain. He was embedded with the group to produce, shoot, write and edit the video. Here is the video link: https://vimeo.com/161101237.

- Dr. Gwen Nisbett, an assistant professor in the public relations track, presented a research paper titled, “Appealing to Goodwill or YOLO? Marketing Environmental Tourism to Millennials” at the Southern States Communication Association Conference in Austin in April.

- Dr. Meredith Clark, an assistant professor in the print/digital track, gave a presentation related to her dissertation research on Black Twitter during Harvard Business School’s Gender & Work Symposium, which was March 31 and April 1 at HBS. She also presented research in progress at the Society for Cinema and Media Studies’ annual convention in Atlanta in April. She also was a speaker at the Digital Blackness Conference, which was April 22-23 at Rutgers University in New Jersey.

- UNT’s Mayborn School of Journalism was well represented at the Broadcast Education Association Conference in Las Vegas April 17-19. Dean Dorothy Bland, Assistant Professor Meredith Clark and JoAnn Livingston, a graduate research assistant and Mayborn alumna working on her interdisciplinary Ph.D., made a presentation titled “#BlackLivesMatter and #Lives Matter: Lessons from Social Media and Broadcast TV Coverage of Charleston Shootings, Sandra Bland’s death and the McKinney Pool Party Incident in Texas.” Bland also worked with Michelle Redmond, a broadcast/digital lecturer, and Phyllis Slocum, UNT principal lecturer in Media Art and the NTTV manager, on a panel titled “How to diversify your experts in Broadcast/Digital News Reporting.” Thorne Anderson, assistant professor in photo journalism, was part of a panel titled “Narratives of Storytelling Across Cultures” and he shared his work from the Heart of Mexico project.

- Adjunct Professor John Sparks has been included in “The Ultimate Directory of Powerful Podcasters, Big Time Bloggers & Social Media Stars: 241 New Media Influencers Who Can Make You Famous With A Push of A Button”. Others on the list include Mark Cuban and Barbara Corcoran from Shark Tank. The full list can be accessed at this link: http://bit.ly/25i2UPT.

- Lecturers Bill Ford and Andrew Tanielian were recognized by students for their teaching during the Honors Day Program on April 1.

- Adam Reese, the NT Daily director, attended the College Media Business and Advertising Managers (CMBAM) Conference in Denver in March, and was elected vice president for the Convention Planning-Elect for 2017-18 and will serve as co-chair for the CMBAM conference in Fort Worth in 2017. He will chair the conference in 2018 in Kansas City. He will attend the National Board Meeting for CMBAM July 13-16.

- Lecturer and NT Daily Adviser Gary Ghiooto attended the 2016 Texas Intercollegiate Press Association (TIPA) Convention. He has been elected to serve on the planning team for the 2017 TIPA Convention, which will be held in Dallas.
The Mayborn School of Journalism brought a news angle to UNT’s Wingspan event celebrating the university’s 125th anniversary. As part of Mayborn Media Mania, visitors to the school had the chance to tour facilities for the NTDaily, NTDaily TV, NTDaily Radio, and the Mayborn’s in-house agency, SWOOP.

The Mayborn’s resident media executive Don McGuire spent five days at SXSW in Austin investigating the latest trends in media, particularly the interactive field.

Students and faculty from HATCH Visuals discuss an upcoming visual communications project.

Graduate student Kate Skinner on the job as an intern for Social Media Delivered.

North Texas Daily editorial staff discuss late-breaking story ideas during a late-night planning session.

Dr. Sheri Broyles with advertising alumna Elise Wyatt, now a senior planner in TPN in New York.

Ask me about Life at the Mayborn
Upcoming Events

July 22-24, 2016
Mayborn Literary Nonfiction Conference in Grapevine, Texas

July 22-28, 2016
Mayborn Multimedia High School Workshop

September 29, 2016
Pulitzer/NTDaily Centennial

October 6, 2016
Fall Career Fair

Alumni News

• Congratulations to Scott Parks, a UNT journalism alum and his team at the Denton Record-Chronicle, for earning 17 awards including first place in six categories in the 2016 Texas Associated Press Managing Editors (TAPME) Awards Contest. Parks won first place in the editorial writing category. UNT alumnus David Minton won first place in the feature photography category as well as two other awards. Former DRC reporter and UNT alumnus Christian McPhate placed second for his “Missing Misty” series.

• Kudos to Annette Nevins, M.J. 2014, who earned third place in the 2016 TAPME Awards Contest for a feature story.

• Congratulations to Mike Drago, B.A. 1990. He was named line editor of the year by The Dallas Morning News for his work in 2015.

• Shawn Gadley, M.A. 2014, is now the content creative lead for Flowers Communications Group in the Chicago area.

• Nitic “Damian” Atamenwan, M.J. 2015, is working as digital marketing strategist at Global Solutions and Technology, Inc. (GSAti) in Denton.

• Caitlyn Jones, B.A. 2015, is the new education reporter at the Denton Record-Chronicle. She replaces Britney Tabor, a Mayborn graduate student, who has become the DRC’s courthouse reporter after eight years on the education beat.

• Vanessa Lewis Ellison, B.A. 2011, is the community business development manager with Barnes & Noble.

• Lance Ragland, B.A. 2015, is a media assistant with the Quad Cities River Bandits.


• Lori Todd, B.A., 1999, is the national sales director for CC Dancewear by Cheerleading Company and the social media coordinator for the entire company.

Consider a gift to the Mayborn School of Journalism

For your convenience give online at journalism.unt.edu/give. For more information contact Myrshem George at myrshem.george@unt.edu or call him at 940-369-7260.