The fall semester is in full swing at the Frank W. and Sue Mayborn School of Journalism with upwards of 1,200 students settling in for classes in the General Academic Building and elsewhere. Students are signing up for the Mayborn’s journalism clubs and organizations in record numbers — including the Advertising Club, National Association of Black Journalists (NABJ), Broadcast Education Association (BEA), Public Relations Student Society of America (PRSSA), the Society of Professional Journalists (SPJ) and many others.

The Mayborn’s in-house communications agencies – SWOOP Advertising and Hatch Visuals – are getting to mount major client campaigns, and student media including the North Texas Daily, NT DailyRadio.com and NT DailyTV are rolling forward with full lineups of news, information and entertainment.

The Mayborn faculty is fresh from a summer of research into a broad array of subjects and academic presentations at the AEJMC conference in Minneapolis — where the Mayborn School of Journalism was presented with the prestigious Equity and Diversity award for 2016. The award recognizes the Mayborn’s commitment to increasing the enrollment and retention of students of color and hiring more diverse faculty.

The 2016-2017 school promises to be full of incredible experiences for everyone at the Mayborn, beginning with our important centennial celebration: A Century of Excellence: The Pulitzer Prizes and Journalism’s Impact at UNT. The celebration centers around the return of 10 Pulitzer winners or finalists — all UNT alumni — who will share their stories and experiences for panel discussions on September 29 at the University Union Lyceum.

Above, Mayborn students prepare to study today’s fast-paced world of journalism in all its many forms, photojournalism, broadcast/digital, digital/print, public relations and advertising.
Our fall 2016 enrollment is projected to be up for the third consecutive year with more than 1,200 students forecast for the Frank W. and Sue Mayborn School of Journalism and Frank W. Mayborn Graduate Institute of Journalism combined. Hats off to our amazing students, faculty and staff for growing the quality and quantity of our student population.

The fall semester and the football season are in full swing. This season, we have a new UNT football coach, new athletic director and a new collaboration with the Dallas Cowboys that could lead to more opportunities for our students.

Anyone with ties to UNT knows this is Mean Green Country and the billboards along I-35 provide further evidence to newcomers. What some of you may not know is that UNT’s New College at Frisco campus is strategically located across from the Dallas Cowboys Star facility. It’s great positioning and quite a coup for UNT to become the Cowboys’ official higher education partner. This is expected to bring great marketing, branding and promotion opportunities as well as potential internship and employment opportunities for our students. Starting this fall, our goal is to have at least one guest speaker from the Cowboys organization and to arrange a tour of The Star or AT&T Stadium for our students. More details about internship opportunities, the speaker and tours will be posted soon.

We have a sports journalism certificate program, and we expect that to grow as we are working to land an adjunct instructor affiliated with the Cowboys to teach a sports media class in the coming year. A variety of UNT journalism alums have done well in the sports journalism arena. Did you know broadcast journalist Ted Emrich, B.A. 2009, helped cover the Summer Olympics in Brazil in August. David Moore covers the Cowboys for The Dallas Morning News, and Ben Baby, B.A. 2013, covers college sports for The Dallas Morning News.

Students, faculty and staff also attended on the Mayborn Mixer from on September 8 in the GAB courtyard. It was a wonderful opportunity to network and learn about more than a dozen student organizations at the Mayborn. Save the evening of Sept. 29 for “A Century of Excellence: The Pulitzer Prizes and Journalism Impact at UNT” in the Student Union Lyceum. Plan for the Photo Workshop on Sept. 30 and the North Texas Daily/Campus Chat Reunion on Oct. 1.

Oct. 4 is National News Engagement Day. For more information check out www.newsengagement.org. We encourage students and other supporters to participate. Here is the link to the Mayborn Facebook page: https://www.facebook.com/MaybornUNT. You can find the Mayborn on Twitter @MaybornUNT. Don’t forget: #newsengagementday. As an incentive for students, I will host a pizza party this fall for the student group or class in the Frank W. and Sue Mayborn School of Journalism with the most social media posts focused on a news engagement project.

It’s never too early to start looking for an internship or start your career search. Students, bring your résumés, samples of your work and wear business attire to the Internship/Career Fair Oct. 6 from 1-4 p.m. in the UNT Student Union.

Are there any party people reading this column? I hope to see you at the Mayborn Tailgate Tent near Apogee Stadium for the Homecoming Party on Nov. 5 starting at 2 p.m. I’ll donate prizes to the student and alum whose attire best showcases “Mean Green Spirit.”

Onward and upward,

Dorothy Bland
Dean
The Frank W. and Sue Mayborn School of Journalism received the 2016 Equity & Diversity Award from the Association of Education in Journalism and Mass Communication, for commitment to increasing the enrollment and retention of students of color and hiring more diverse faculty.

Presented annually since 2009 to one college or university journalism or mass communication academic program, the Equity & Diversity Award recognizes a program that has attained measurable success and innovation in racial, gender and ethnic equity and diversity over the past three years. The Mayborn School received the award at the AEJMC’s annual conference in August.

During the 2014-15 academic year, 22.13 percent of the Mayborn School’s more than 1,000 students were Hispanic, while 18.07 percent were African-American. These percentages were larger than those for the entire UNT student population. In addition, female students are now the majority of Mayborn students, and retention rates for all of the school’s students run 3 to 5 percent higher than the university overall.

The Mayborn School was also recognized for:

- Hiring more faculty members of color and female faculty.
- Offering two upper-level courses that focus specifically on race and gender in the media and including diversity and cultural sensitivity components in courses for advertising, comparative media studies, news writing and other academic areas.
- Offering faculty-led study abroad programs to London and Mexico that attract students of color, and examining new programs to further increase the diversity of students choosing to study abroad.
- Increasing the racial and ethnic diversity of speakers at the annual Mayborn Literary Nonfiction Conference, which the Frank W. Mayborn Graduate Institute of Journalism has offered since 2005, and collaborating with The Dallas Morning News to provide conference scholarships to students of color.
- Hosting the 2014 Barbara Jordan Media Awards ceremony and luncheon, which honors coverage of disability issues by Texas media.
Mayborn students will conduct interviews, write stories and post tweets about how people get news as part of the school’s participation in the third annual National News Engagement Day on October 4. Students from the Mayborn School of Journalism will participate in the 3rd annual News Engagement Day on October 4 using the theme of “news hounds” - and accompanied by a volunteer cadre of faculty and staff pets. Stationed outside the GAB, the furry reporters will help to draw UNT students eager to share their daily news habits.

Paula Poindexter, former president of AEJMC, created the event as a way to encourage people to follow the news and raise awareness of the importance of being informed. According to AEJMC’s News Engagement Day website, following the news is just not important to many young Americans. In fact, the Pew Research Center found that 29 percent of young adults are “newsless.”

On last year’s News Engagement Day, Mayborn students in several news writing classes interviewed members of the UNT community about how they got news and then wrote stories that were published online. Other Mayborn classes used the day as an opportunity to discuss nontraditional sources of news and ways to stay informed.

This year’s event will include those successful news writing assignments and class discussions plus some new events to increase awareness around campus. One possibility is adapting Syracuse University’s “news hounds” idea to UNT. Some Mayborn faculty and staff have agreed to bring their dogs to campus to serve as four-legged ambassadors for the news.

“We hope it will be a fun event that will convey a serious message,” said Dr. James “Jim” Mueller, Mayborn Interim Director and Professor. “A presidential election year like 2016 shows how crucial it is to stay informed if you want to participate wisely in our democracy.”

See newsengagementday.org for more information about the national event or email Mueller at james.mueller@unt.edu if you have ideas for the Mayborn’s News Engagement Day.

### Fall 2016 TA List

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<tr>
<th>Name</th>
<th>Title</th>
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<td>Nonyu Moutassie, Ulrich</td>
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<td>Austin, Nicolas</td>
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<td>Anthone, Brian</td>
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<td>Sutton, Hailey</td>
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<td>Livingston, Jo Ann</td>
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• Assistant Professor Meredith Clark will serve on a research panel titled “Fishbowl: Hashtag Publics & Politics” on Oct. 6 during the Association for Internet Researchers Conference in Berlin, Germany.

• Mayborn Interim Director and Professor Jim Mueller, will present “The Aboriginal Corps of Tomahawkers and Scalpers: Press Coverage of Native Americans at the 1862 Battle of Pea Ridge Arkansas” at the Southwest Education Council for Journalism & Mass Communication, which will be held Nov. 4-5 in West Memphis, Ark. This paper will examine press coverage of Native Americans at Pea Ridge, which was the only major battle of the Civil War that included a large contingent of native troops. Mueller will present “The First Bold Adventure in the Cause of Humanity: Stanley’s Adventure Journalism on Finding Livingstone” as part of a panel on adventure journalism at the Symposium on the 19th Century Press, the Civil War and Free Expression, to be held Nov. 10-12 in Chattanooga, Tennessee. This paper will examine Henry Morton Stanley’s reporting from Africa and the development of literary journalism. At the same conference he will be part of a panel entitled “Custer: Comparing the Reality and the Myth.” His topic for that panel is to be determined.

• George Getschow was elected chairman emeritus for the Mayborn Literary Nonfiction Conference Advisory Board at the July 22 meeting. Getschow was recently interviewed by bookpleasures.com. Lee Hancock, a former Dallas Morning News reporter, freelance writer and supporter of the Young Spurs writing contest, also was elected to the conference advisory board.

• Principal Lecturer Neil Foote served on a National Association of Black Journalists and National Association of Hispanic Journalists panel titled “Crossing Jordan: From Journalism to Public Relations” on Aug. 4 during the NABJ/NAHJ Convention in Washington, D.C. He also assisted with the American Society of News Editors Emerging Leaders Institute, which was held Aug. 2-3 as part of the convention.

• Dean Dorothy Bland served on a panel titled “Safe Places for New Faces: Attracting and Retaining a Diverse Faculty and Graduate Student Body” on Aug. 6 during the Association for Education in Journalism and Mass Communication Conference in Minneapolis.

• Associate Professor Koji Fuse, Mayborn Interim Director and Professor Jim Mueller and Mayborn graduate student Tyler Hicks are co-authors of “Japanese-Tortured POWs: A Fantasy Theme Analysis of Unbroken and The Railway Man,” which will be presented at the National Communication Association on Nov. 11 in Philadelphia. Hicks and Fuse are expected to attend NCA. This paper concluded that movies exhibit a similar structure of good-vs.-evil, but are limited in their ability to present the complexities of war.

The 12th Annual Mayborn Literary Nonfiction Conference

You only turn 100 once, and a centennial is always cause for celebration. This year, the Pulitzer Prizes celebrated their 100th birthday, and we honored the legacy of the Pulitzer at our 12th annual Mayborn Literary Nonfiction Conference.

Over 400 reporters, photojournalists and storytellers gathered at the DFW Lakes Hilton & Conference Center in Grapevine, Texas for the event on July 22-24.

The conference featured keynote speeches from author Gilbert King, social activist and writer Sheryl WuDunn and culture critic Margo Jefferson. All three are Pulitzer winners in their respective fields, and even though they come from very different backgrounds, they were right at home this weekend.

The event theme - A Century of Excellence: People, Politics and Public Affairs - was a launching pad for the countless captivating conversations that took place throughout the weekend. Our diverse roster of speakers allowed us to touch on every Pulitzer category, as panel discussions ranged from health crisis reporting to the power of visual storytelling.

As Tom Huang of The Dallas Morning News said, the Conference was “therapy for journalists.”
A Conversation With
Dr. Jim Mueller

Interview by Tyler Hicks

Longtime Mayborn professor Dr. Jim Mueller has a new title: Interim Director of the Mayborn School of Journalism. He’s worked in a newsroom, published three historical nonfiction books, taught and researched for decades, and now he turns to the administrative side of higher education—a profession he calls “the family business.” He has a son starting school at UNT, a book he’s currently writing and a new office to finish moving into, but Dr. Mueller took the time to chat with us about his career and the future of the Mayborn.

Describe your new role as the Interim Director. What does a typical day look like?

In this role, I’m here to serve the faculty and the students. My job is to aid the Dean with accomplishing her vision, support the faculty however I can and also support the students. I like to look at it as a service-type position. I’m not really sure what a typical day is, but I know it’s getting easier each day. Any given day can involve planning for events, representing the Mayborn at various meetings, and working on new projects like the online Master’s program we’re starting. So there’s a little bit of everything involved.

How has the Mayborn changed since you were first hired?

Well, I always like to joke that I’ve been here the whole century. I got here in 2000, and I was hired to teach intro classes and advise the North Texas Daily. The school was much smaller back then. Enrollment was probably around 25,000, and we were part of the College of Arts and Sciences. There’s been so much physical change on the campus, and I saw the Mayborn grow as we became our own college. We’ve grown in enrollment and staff size, but we’ve also had change forced on us as the news business changed. The emphasis was still on print journalism when I first got here, and now the focus is on digital. I could probably still teach those intro to news writing classes if I had to, but I’d have to seriously rework some of my lesson plans.

What’s been your proudest moment at the Mayborn so far?

From a personal standpoint, I’m always proud whenever a student says he or she enjoyed my class. I think that’s what drives us as professors. So many things come to mind from a college standpoint, but I’d have to say us winning the Equity and Diversity award at this year’s AEJMC Conference. That was the culmination of a lot of hard work from so many different people, and sharing that with the other faculty members was pretty special.

What do you think the future holds for us? What would you like to see us accomplish this year and in the years to come?

I’d like to see us maintain and even grow enrollment, and stay in the forefront of things like literary journalism. DFW is a great market to be in, and it opens up so many opportunities for us. I’d love for us to continue to grow our leadership role in this profession.
Mayborn senior Anahi Perez Faz experienced hard news firsthand as an intern-reporter for *The Texas Catholic*, the official paper of the Diocese of Dallas. During a routine shift, Perez Faz found herself in the midst of the Dallas Police shooting crisis in mid-July. After experiencing the lockdown at the Dallas Police Headquarters following the event, Perez Faz attended the funerals of all five slain Dallas officers and wrote several prominent stories for the weekly.

Students who participated in Mayborn in London visited advertising and PR agencies, news bureaus and media offices over a five-week period during the summer. While there, the journalists got to experience and report on the major “Brexit” news event.

NTDailyRadio.com students enjoy the opportunity to host broadcasts of all types.

SWOOP advertising students meeting on the first day of class in the agency’s offices. SWOOP provides full-service agency services for a variety of clients.
Upcoming Events in 2016

September 29
Pulitzer Centennial Celebration

October 1
The North Texas Daily Centennial Reunion

October 4
National News Engagement Day

October 6
Fall Internship/Career Fair

October 31 - November 5
Homecoming Week

November 5
Homecoming Tailgate Party and Game

November 16
Freedom of Information Open Government Seminar

November 19
Fall Preview

November 24 - 25
Thanksgiving Holiday

December 15 - 16
Fall Commencement

A Century of Excellence: The Pulitzer Prizes and Journalism’s Impact at UNT

Celebrate 100 years of the Pulitzer Prizes and student media at UNT.

September 29
from 5:30 - 7:30 p.m.

Come listen to panel discussions from UNT Pulitzer Prize winners and finalists in the Union Lyceum.

This special event is FREE and open to everyone.

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.