MAYBORN NUMBERS AT A GLANCE

TOTAL POPULATION BY FT/PT STUDENT
- Part Time: 184, 17%
- Full Time: 913, 83%

GRADUATE ENROLLMENT BY DEGREE PLAN
- MA: 11, 13%
- MSDCA: 36, 41%
- MJ: 40, 46%

TOTAL POPULATION BY GENDER
- Female: 782, 63%
- Male: 459, 37%

UNDERGRADUATE ENROLLMENT BY CONCENTRATION
- Advertising: 294, 25%
- Broadcast: 274, 23%
- Digital: 225, 19%
- Teacher Cert.: 8, 1%
- Photojournalism: 104, 9%
- Public Relations: 271, 23%

ETHNICITY AS PERCENTAGE OF TOTAL POPULATION
- White: 525, 42%
- Hispanic: 360, 29%
- Black: 254, 21%
- Asian: 62, 5%
- Am. Indian: 21, 2%
- Hawaiian: 1, 0%
- Other: 18, 1%

TOTAL POPULATION BY CLASSIFICATION AS OF 9.29.19
- Senior: 424, 34%
- Junior: 336, 27%
- Sophomore: 250, 20%
- Freshmen: 185, 15%
- Masters: 52, 4%
- Post Bac.: 3, 0%

ON THE COVER:
Members of the Mayborn’s GRAVITAS Advertising Competition Team celebrate a First Place win in Spring 2019 for District 10 of the American Advertising Federation’s annual university challenge. The Team’s winning presentation - for advertising client Der Weinerschnitchel Restaurants - combined all elements of an effective campaign, including research, media, creative, social media and community events.
GREETINGS, MAYBORN FAMILY!

The first several months serving as dean of the Frank W. and Sue Mayborn School of Journalism have been an amazing learning experience. I have had the opportunity to meet our alumni, visit with our advisors and influencers, get to know our faculty and staff and, most importantly, see how our students are acquiring the skills that will set them apart in today’s fast-changing world of journalism and strategic communication.

Let me first take this opportunity to thank Interim Dean Mike McPherson for his leadership during the 2018-2019 year. This is after all his year at the helm of the Mayborn that we are celebrating in the following pages. And what an incredibly busy year it was -- with celebrations of student achievement, honors and recognition for faculty, major on-campus events, our 15th annual Mayborn Literary Nonfiction Conference, and more. And the coming year promises to be just as energetic and productive. I’ve embarked on a state-wide “listening tour” to meet with business leaders, journalists, communication professionals and our alumni to learn how the Mayborn School and our graduates can best meet the needs of the marketplace. This is your School, and I want to hear and learn as much as I can from all possible stakeholders.

But, as much as I’ve learned in these first few months, the more I know I have to learn - not just about the extended reach of our school and the University of North Texas, but about the role that we all can play in creating and achieving a grand new future vision for the Mayborn. We will be embarking on a new strategic plan process this year as well, and we welcome your input. This effort is incredibly timely; 2020 marks our diamond jubilee as a journalism program at UNT. The first dedicated journalism education program was established by C.E. “Pop” Shuford in 1945. So we have much to look forward to in the coming year, and we hope you will make plans to come celebrate with us.

We’ll have much more to share about our plans. In the meantime, this annual report will give you a high-level overview of where we’ve been over the past year, where we are now and - importantly - where we’re going in the exciting and challenging months ahead.

Enjoy!

Andrea Miller
Professor & Dean
WE ARE
THE
MAYBORN
SCHOOL OF JOURNALISM
Photographs used in this report come from a variety of sources. Most are from the Mayborn’s student-managed HATCH Visuals agency. Others are contributed by various students, faculty and staff members. The Mayborn School thanks all contributors for helping to tell our 2018-19 story.
CELEBRATING STUDENT SUCCESS

Each year, students in our five academic tracks – Print/Digital, Broadcast/Digital, Advertising, Public Relations and Photojournalism – plus our graduate students, participate in a variety of academic competitions and symposia, earning a lengthy list of awards, honors and recognition.

In addition, students compete for (and win) significant scholarships; at our Celebrate Mayborn awards gala in April, we presented more than a quarter-million dollars.

Mayborn students earned a record six wins and three finalist entries in the annual Society of Professional Journalists (SPJ) awards.

Students working independently and in reporting teams also received more than a dozen top honors from the Texas Intercollegiate Press Association (TIPA) for assignments ranging from editorial writing and feature news to television news reporting. A further six students were named as winners or finalists for coveted Lone Star Emmys.

Jake King received high honors in the prestigious Hearst Multimedia Storytelling competition for his story, “In Search of a Smile.”
Trevon McWilliams was named “Student Journalist of the Year,” by UNT’s Student Black Union. Dozens of other students received regional and national honors.

Mohammed Huraysi brought home the BEA International Division’s 1st Place award for academic research and scholarly paper for an analysis of agenda-setting and framing related to the Jamal Khashoggi story.

A highlight of the year was recognition of our GRAVITAS Ad Team by the American Advertising Federation’s Region 10 as First Place winners in a very challenging competition (see cover photo).

Join us in celebrating our ongoing student successes by following the Mayborn School on social media. See the back cover for details.
The Mayborn School hosts UNT’s student-managed news publication, The North Texas Daily, which gives journalism students the opportunity to hone real-world skills in reporting, writing and publishing a full-service newspaper.

As all news organizations continue to migrate to the digital world, the North Texas Daily follows a “digital first” format, publishing late-breaking news to the www.ntdaily.com website and also producing a digital newsletter.

Over the past several years, the North Texas Daily has earned recognition for in-depth, accurate coverage of local, regional and national news, and numerous stories have been sourced by leading media outlets.

Mayborn broadcast students have the opportunity to produce and anchor regular newscasts through NT Daily TV.

The Mayborn School also hosts Denton Community TV, providing a local service to the city.

All Mayborn students enjoy the opportunity to participate in a variety of organizations designed to segue into the world of professional journalism and strategic communication.

The Mayborn School is proud to host unique groups like our SWOOP advertising agency and HATCH Visuals - both student-managed agencies that perform real work for real clients in exchange for scholarship pay.

The Mayborn also supports many professionally affiliated clubs and organizations that encourage students to meet and network with working practitioners and bridge their academic skills with real world experience and knowledge.
“I didn’t realize how much the advertising program at Mayborn prepared me for the industry, until I was accepted into the MAIP program. My time in MAIP redefined what a successful career in advertising is. I’ve learned that as a creative, as long as you make everything you do about doing better work, you’ll excel. Also, that the hundreds of headlines I was forced to write against my will in Professor Ford’s class were a necessary evil.”
All Mayborn students are required to complete a full-semester internship that aligns with their course of study. From leading advertising and public relations agencies to local and national broadcast media outlets and non-profit organizations, many dozens of well-known journalism and strategic communication enterprises share hands-on experience and knowledge.

During 2018-19, Mayborn students performed a variety of tasks, ranging from driving social media and marketing communication to writing and editing for online and print publications to developing advertising concepts and public relations campaigns.

Client companies who regularly lend expertise to Mayborn students include:

- The Richards Group
- Southwest Airlines
- KXII News 12
- Saatchi & Saatchi
- Sinclair Broadcasting
- D Magazine
- Targetbase
- Radio One
- Make-A-Wish Foundation
- United Way of Denton County

**Carnegie-Knight News21 Program**

Each year, the News21 program, supported by Carnegie-Knight and hosted by the Walter Cronkite School of Journalism and Mass Communication at Arizona State University, provides comprehensive training to a select few students chosen from journalism schools nationwide.

Students work hand-in-hand with highly experienced journalists to do in-depth reporting on a critical issue – natural emergencies, the rise of hate groups in America, the state of drinking water and voting rights, for example. They produce written narratives, photography and video broadcasts and documentaries.

This year, Mayborn student Briana Castañon (pictured right) joined the News21 program under a fellowship graciously provided by The Dallas Morning News. She joined 23 other students from 18 universities to examine how local and federal governments allocate the funds to communities affected by disasters. The team was led by News21 Executive Editor Jacquee Petchel, a Pulitzer Prize-winning journalist.

**Minority Advertising Internship Program (MAIP)**

Mayborn advertising students are encouraged to apply each year for the MAIP program, supported by the American Association of Advertising Agencies. In 2019, Mayborn senior Scott Pierce (pictured left) was selected for a full-summer creative internship at Marcus Thomas LLC advertising in Cleveland, Ohio.

**BRIANA CASTAÑON**
Mayborn faculty brings more than 400 years of real-world, practical journalism and strategic communication experience into classrooms each day. From newsrooms and broadcast studios to leading advertising and public relations agencies, Mayborn professors and lecturers share common-sense wisdom and hands-on knowledge with our more than 1,200 students. In addition to everyday classroom duties, Mayborn faculty continually further the frontiers of our craft with research, publications and participation in industry groups.

**Dean Andrea Miller’s** third book, *Public Relations and Journalism in Times of Crisis: A Symbiotic Partnership* (Peter Lang, 2019) was published in May. Co-authored with Dr. Jinx Broussard (LSU), the case studies book explores crisis communication responses from both the public relations and journalistic perspectives. Dozens of journalists and PR professionals were interviewed to chronicle some of the most visible crises of the last few years including Ebola in America, the Blue Bell Ice Cream recall and race relations in Ferguson, Missouri.

**Dr. Tracy Everbach**, recent recipient of the UNT President’s Council Service Award, presented a research paper at AEJMC in Toronto titled “Between subject and object: How mass media industries have enabled sexual misconduct and harassment—and how they also exposed them,” co-authored with Jacqueline Lambiase and Carolyn Bronstein.

Along with fellow Mayborn assistant professor Sara Champlin and associate professor Gwen Nisbett, Dr. Everbach produced a study at the request of The Dallas Morning News titled “Does a more diverse newspaper staff reflect its community? A print and digital content analysis of The Dallas Morning News.”

In addition to being named one of the top 35 Women in Higher Education by Diverse Issues in Higher Education in 2019, **Professor Dorothy Bland** served as a session presenter for “Tools for Covering Crisis, Trauma & Recovery” at the Texas Association of Journalism Educators Fall Fiesta in San Antonio, Oct. 21, 2018.

She also served as a panelist for AEJMC’s 2019 pre-conference workshop with a presentation titled “The Evolving State of Black Media Startups.”

**Dr. Sara Champlin** was presented the Early Career Excellence in Advertising Teaching Award by AEJMC, and also received the AEJMC’ Advertising Division’s Professional Freedom and Responsibility Top Paper Award (along with Dr. Minjie Li of the University of Tampa). She also had six additional papers accepted for publication over the year.

**Dr. Newly Paul**, in conjunction with colleagues at other universities, published three journal articles during the calendar year, produced an additional three conference papers and wrote a book chapter examining media coverage of Malia and Sasha Obama as young political celebrities. Dr. Paul also received the Artinian Travel Award to the Southern Political Science Association conference.
Mayborn Associate Dean and Professor

Dr. James Mueller presented papers including, “Custer’s Good Fortune: Learning to Command as a Staff Officer in the Civil War,” at the Custer Battlefield Historical and Museum Association symposium in June (also published in the conference journal), and “Rutherford B. Hayes and the Civil War Press: Learning to Fight for Recognition,” at the Symposium on the 19th Century Press, the Civil War and Free Expression in Chattanooga, Tenn.

Dr. Mueller also was interviewed for the “Jack the Ripper” episode of the TV show Murder Made Me Famous.

Dr. Sheri Broyles (pictured below) co-authored an advertising textbook “Advertising Account Planning Strategies: New Strategies in the Digital Landscape” and received several major teaching awards.
Students at the Mayborn School of Journalism enjoy the opportunity to experience news reporting, advertising and public relations in some of the world’s major centers of communication – London, England, Tokyo, Japan and New York City. In 2019, the Mayborn added a new study abroad program in Spain.

While abroad, students spend full days visiting leading news bureaus and agencies, learning firsthand how communication happens in major centers around the world. Evenings and weekends are full, as well, with trips and visits to cultural landmarks that serve to broaden the academic experience.

“It was my first trip abroad ever,” said graduating Mayborn senior Chance Chaney, who visited London with Mayborn lecturer Mark Donald and lecturer Rebecca Poynter. “Just the chance to see how people live and work differently in another part of the world, and then to learn how they approach journalism or communications, it really gives you larger sense of how what we do works.”
Plugged Into the Profession: Guests and Visitors to the Mayborn

Hallways and classrooms at the Mayborn are virtually always home to various visitors and guests who come to share experiences and give insights into how what students learn translate into a profession.

Guest presenters and lecturers represent all facets of journalism and strategic communication and have extensive backgrounds in print and broadcast news, advertising, public relations, corporate communications, photojournalism and more.

Dozens of guests visited the Mayborn School over the academic year, but a few include:

- Dr. Akira Miyahara, vice chairman of the International University of Japan
- Vinny Minchillo, owner and founder of Glass House Strategies
- Shaun Rabb, reporter and broadcaster for Fox 4 News in Dallas
- Ralph Strangis, former play-by-play announcer for the Dallas Stars

Close relationships with industry enable Mayborn faculty to serve as a valued academic resource, providing expertise on a variety of issues relating to journalism and mass communication. As journalists are under increasing scrutiny, Mayborn principal lecturer Neil Foote offers key insights to local broadcast outlets. And Mayborn students make regular field trips to experience firsthand how journalism and strategic communication work in everyday professional life, visiting broadcast studios, newsrooms, ad agencies and businesses.

Connection to Industry Is a Two-Way Street

Vinny Minchillo
Each year, the Mayborn School hosts a variety of events designed to merge what we do in the halls of academia with the community and the broader world of journalism. Partnering with outside groups and individuals, we present a range of events designed to expose students to real professional experiences.

During the 2018-19 academic year, the Mayborn joined with the Associated Press Managing Editors (APME) to present NewsTrain, which enabled Mayborn students and working journalists to learn the latest techniques from some of the best in the business.
The Mayborn also partnered with Humanities Texas and the Mellon Foundation to bring together a panel of Pulitzer-winning photojournalists – several of them Mayborn alums – to discuss visual storytelling.

The Mayborn’s SWOOP student-managed advertising agency also pulled together a panel of pioneering women in the agency business to present “Mad Women,” a discussion of how women are breaking down barriers in all areas of journalism and strategic communication.
The Mayborn School of Journalism hosted the 15th annual Mayborn Literary Nonfiction Conference July 17-19 in Grapevine, Texas. The event brought together nearly 400 writers, journalists, authors and storytellers to celebrate the art and craft of great narrative.

Keynote speakers for the event were Nicole Hannah-Jones, Pulitzer Prize-winner Taylor Branch and Hampton Sides, supported by more than two dozen well-known panelists and moderators.

The Mayborn’s annual writing contests, a key part of the annual event, awarded more than $26,000 in prizes for Personal Essays, Reported Narratives, book manuscripts and the Best American Newspaper Narrative competition.

More than a dozen high school students participated in the Multimedia High School Workshop, and more than a dozen more wrote essays that earned the coveted title “Young Spur.”

The 2019 Mayborn Literary Nonfiction Conference was themed, “Justice in America” - an umbrella idea that brought together speakers, panelists and attendees to discuss the vital role of the written word in shining light on truth, fairness, dignity and justice in the United States.

As journalists and writers work harder than ever to shine the light of truth into dark corners, they operate under clouds of “fake news” and “enemies of the people,” pushing them to rely on the established principles of fairness, honesty and accuracy.
Mayborn Friends and Alumni

Thanks to our Valued Supporters

The Mayborn School thanks the many friends and supporters who continue to appreciate the important work we do.

A very special thank you to Mrs. Sue Mayborn, whose gracious gift established The Mayborn as the first named and endowed school at the University of North Texas.

Platinum ($10,000 or more)

- Anonymous
- Community Foundation of Acadiana
- Ms. Sue Perkins Estate
- Texas Capital Bank

Gold ($1,000 to $9,999)

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- The Jim & Lynn Moroney Family Foundation
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- Dallas Jewish Community Foundation
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- Ms. Kimberly Keller
- Dr. Pamela Paul
- Mr. James Lineback
Nedal Ahmed graduated from the Mayborn School of Journalism in May 2011. Since then, she has worked as a senior copywriter at Droga5 and BBDO, and currently serves as Senior Creative at 72 and Sunny in Amsterdam. She credited the Mayborn School of Journalism for teaching her the importance of job-shadowing and mentorship from active industry professionals. She said Dr. Sheri Broyles was an integral part of pairing her with real-world professionals that allowed her to contribute to their ongoing projects.

Ahmed’s willingness to learn from her mentors and pound the pavement has not gone unnoticed. She was named one of Forbes’ 30 Under 30 for Marketing and Advertising in 2019. The recognition, she said, was a great honor. “It feels like a nice milestone,” Ahmed said. “I feel like I can work my way up.” She was also named AdAge’s Creative Person of the Year for 2019. Ahmed said receiving the awards served as a reminder for the hard work she has put in, but she doesn’t believe she is exceptional in that regard. She believes that other creatives can make progress and receive similar recognition if they truly apply themselves.

Ahmed won an Emmy in 2018 for her work on the Proctor and Gamble advertisement “The Talk,” an ad featuring African-American parents having difficult conversations with their children about race and prejudice even as the eras change.

“Don’t let people tell you what your limitations are,” she said. “Prove yourself right.”

In April, Ben Baby received a direct message on Twitter with a job offer to work at ESPN. He couldn’t quite believe it at first, but after he confirmed it with the company, he discovered a very real opportunity—a job working as the beat reporter covering the Bengals in Cincinnati.

Baby always knew he wanted to be a sports writer. “I was a big sports fan,” he said. He fondly remembers reading the Fort Worth Star-Telegram at his grandparents’ house down the street when he was growing up. “Ever since I was a kid, I think that’s all I ever wanted to do. So I started out majoring in journalism.” Two of his high school teachers that taught yearbook and journalism were also alumni of the University of North Texas, so he felt his choice to go to UNT was natural. Baby, who graduated from UNT in 2013 with a bachelor’s degree in journalism with a focus in news/editorial, had a difficult decision to make. After years at different Texas-based papers, he would have to leave his home state of Texas and his career at The Dallas Morning News.

Baby and his wife now live in Kentucky, where Baby has worked for ESPN as the beat reporter for the Cincinnati Bengals since July.

Baby attributes the “slash” sessions at the North Texas Daily as essential to starting his career in journalism. “One of the best things about it is that the advisor back in the day would go to the paper, read every story and put her marks on it.” It would then be posted on the door for everyone to look at. “I take a lot of pride in being from UNT and I think a lot of that has to do with the Mayborn,” he said.
Stay close to your university and stay involved,” says George Foster, leader of the Mayborn School’s Board of Advisors. “Learn from the professors and people you meet in school and work very hard at what you study and you can go as far as you like.” Foster (’72), graduated from the journalism program at UNT, worked for several years as a sports writer and university sports information director, and then founded Foster Marketing, now the world’s leading oil and gas advertising agency. Foster credits work on the North Texas Daily – “the Friday “slash” sessions were horrendous,” he says – with the attention to storytelling and managing details that’s inspired his success. “I learned how to edit myself very hard and then work to make my writing fun and enjoyable,” he says. “Content is king in today’s communications world, so those are skills that will take our students very far.”

Foster summarizes his role on the Mayborn Board of Advisors succinctly: “My job is make sure there are great jobs out there for our graduates.”
The Mayborn School celebrates the lives of Nick and Anna Ricco, both longtime supporters of the University of North Texas and the Mayborn School of Journalism. Nick was a military veteran with 24 years of service, first with the U.S. Army National Guard in New York and then with the U.S. Air Force and the U.S. Navy. He earned his business degree in 1961.

After graduation, he built a successful career in the insurance, real estate and finance businesses, developing the largest personally owned insurance agency in Texas and building and acquiring 45 buildings and other properties between 1971 and 2003.

He was the president of Ricco Properties and general partner of Ricco Family Partners, Ltd. He returned to UNT in 1999 to pursue graduate studies in journalism. A recipient of the Green Glory Award in 2003 and the Distinguished Alumnus Award in 2007, he was a major supporter of the university.

He served on advisory boards and contributed to the College of Music, the Mayborn School of Journalism and the G. Brint Ryan College of Business, where he is a member of the Hall of Fame.

He also contributed to Emerald Eagle Honors and other programs, and was among the first financial supporters of the Mayborn Literary Nonfiction Conference.

With his wife, Anna, Nick mentored hundreds of UNT students through the years, was a member of the McConnell Society and created UNT’s Ricco Ethics Scholarship competition in 2011.

In 2015, he was awarded the prestigious Mayborn Medallion for his commitment to his alma mater.
If you believe in the vital work of the Mayborn School to train the next generations of journalists and communicators, we welcome your consideration and support. Currently, the Mayborn School is focused in three directions that will require resources and effort.

First, a significant portion of our student body consists of transfer students from other programs and schools, including area junior colleges. Many of these best-and-brightest students are the first in their families to attend college. We are actively seeking scholarship partners so that we can ensure that these students are able to focus on studies and maximize the opportunities that the Mayborn provides.

Second, the Dean’s Excellence Fund enables us to respond to urgent needs, such as equipment or software, that will keep our programs at the forefront of journalism instruction.

The fund allows the Mayborn to create closer connections between students and alumni and promote programs like our upcoming 75th anniversary celebrations. Importantly, these funds also serve to help our students to attend a variety of fellowships, conferences and national communication events.

Lastly, the University of North Texas is an RI research university striving to break new ground in a number of knowledge areas, including journalism. One of our short-term goals is to fund a research professorship devoted entirely to studying current and future methodologies in journalism and strategic communication. Opportunities to support the Mayborn School are virtually limitless.

For more information or to discuss ways that you can support The Mayborn School, please contact Karena Sara at karena.sara@unt.edu or 940-369-5226.
ARE YOU A MAYBORN ALUMNUS?

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

Please call Karena Sara at (940) 369-5226. Or call our main office at (940) 565-2205.
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