Welcome to the first issue of the Mayborn Insider. I’m Dorothy Bland, the new dean for the Frank W. and Sue Mayborn School of Journalism at the University of North Texas.

Our objective is to share more of the good stories about the fine work being done at the Mayborn on a bimonthly basis with faculty, staff, students and key supporters via this e-newsletter. We also will work with the team to expand outreach to alumni with a quarterly digital newsletter and social media updates.

While I’m a former reporter, editor, publisher, consultant and journalism division director, I’m new to Texas, proud to be a professor and a quick study. I’m looking forward to working with our dynamic team to encourage more student, faculty, staff and alumni success, expand partnerships and learn the Texas system. I love the billboards and other marketing materials that shout UNT is a “green light to greatness.” That slogan speaks volumes about the Mayborn School of Journalism’s future in the ever-changing media landscape.

We will work with students, staff and faculty to expand the digital-first mindset as we remain one of the “toughest programs in the state,” in the words of Sheri Broyles, interim chair for strategic communications. We are proud that both our undergraduate and graduate programs are accredited by the Accrediting Council for Education in Journalism and Mass Communication. In the fall, we’ll start work on the re-accreditation process for a 2015–16 site visit.

We want to share more of the buzz about the great things going on in our school and need your help. Please email suggestions to mayborninsider@unt.edu. Also, check out the school’s website at journalism.unt.edu and check out the North Texas Daily on their website, and follow them on Facebook and Twitter.

Always Forward,

Dorothy M. Bland
Upcoming Events

• July 10, July 18 and July 30
  New Student Orientation Sessions with Dean Dorothy Bland at 1 p.m.
  Gateway Center

• July 19
  Meetings of the Advisory Boards for the Mayborn Literary Nonfiction Conference and
  the Mayborn School of Journalism

• July 19-21
  Mayborn Literary Nonfiction Conference in Grapevine, Texas

• Aug. 9 and 10
  Summer Commencement

• Aug. 19
  Mayborn School of Journalism Faculty/Staff Retreat at the College of Business
  Dean’s Conference Room—more details to come in early August

• Aug. 28
  Fall semester classes start

• Sept. 5
  Mayborn Mixer at 11 a.m. in the GAB Courtyard

• Sept. 6, Oct. 4, Nov. 1 and Dec. 6
  Tentative school-wide faculty meeting dates at 11 a.m. in GAB 204

• Oct. 8
  Journalism Internship Fair—contact Cathy Turner at Cathy.turner@unt.edu for details

Faculty/Staff Updates

• Congratulations to three outstanding faculty members who have received
  promotions—Jim Mueller, professor, Koji Fuse, tenured associate professor, and Neil Foote, principal lecturer.

• Congratulations to Erin Day who has been promoted to assistant director for
  advising in the Mayborn School of Journalism.

• Welcome to Dave Tracy, a new lecturer in the news department. He will
  teach 3300-Introduction to Visual Communication for News, 4210-Media

• Congratulations to Brandee Hartley, who has been named administrative assistant to the dean.
Four faculty members have secured grants in Mexico and Cuba.

Thanks to an Association for Education in Journalism and Mass Communication senior scholar grant, Dr. Sheri Broyles is slated to go to Cuba for a project titled “Nation Building Through Advertising.”

Thorne Anderson worked with a team of students to produce stories about life in the heart of Mexico as part of a partnership with The Autonomous University of the State of Mexico (UAEM).

Dr. Tracy Everbach received a $7,000 grant and will be on sabbatical in the fall to research how female journalists are treated on the Mexican border.

With UNT’s strategic emphasis on recruitment and retention, particularly among minorities, and with Mexico as our neighbor to the south, Mayborn School of Journalism researcher Neil Foote and a graduate assistant will partner with social sciences researcher Dr. Lenin Martell and others at UAEM to examine the challenges that exist in attracting Hispanics both to the UAEM and to the Mayborn Journalism program at UNT. The short-term impact is to increase the enrollment of Hispanic students to the Mayborn program. The long-term potential is the opportunity to create future newsroom leaders who collaborate on writing news stories about U.S.-Mexico issues, and the ability to strengthen the theoretical linkages between the domestic and international diversity literature on recruitment and retention.

The Mayborn School of Journalism will be well represented at the Association for Education in Journalism and Mass Communication (AEJMC) in Washington, D.C. For example, Dr. Sheri Broyles is working with Jan Slater of the University of Illinois to organize and moderate a full-day teaching workshop for...
the Advertising Division for the eighth year. She’s also presenting a paper titled “Lost in Space: Advertising Agency Employees’ Perceptions of Work Space,” which is co-authored with advertising faculty from University of South Carolina, Louisiana State University and Jenny Mumah, Broyles’ RA/TA for 2012-2013. During the AEJMC Scholars’ session, she will give an interim report on AEJMC-funded research titled, “National building through advertising: A look inside Communist Cuba.”

**Journalism in London Study Abroad Program takes 18 students to Great Britain**

Eighteen Mayborn School of Journalism students and two faculty members are spending July and part of August in London studying international advertising and the British media system.

Professor Peter Noble and Dr. Tracy Everbach are teaching the classes at Regent’s University in London from July 7 – Aug. 8. The 18 Mayborn students, both undergraduates and graduates, applied to be admitted to the competitive program’s inaugural class.

The students and faculty members will live in residence halls at Regent’s University, located in the heart of London in Regent’s Park. They will visit venerable London institutions such as Parliament and the British Museum as part of their studies.

The students will be exposed to and immersed in international advertising through hands-on instruction and field trips to London-based global advertising agencies and newsrooms. They also will become familiar with the British media system, including its legal and regulatory restrictions, broadcast outlets, broadsheets and tabloids, phone hacking scandals, WikiLeaks and interactive and multimedia journalism.

Students and faculty members will blog about their experiences at the Mayborn London class blog. Students also will keep individual blogs and journals as records of the study abroad experience.

**Student Success**

Congratulations to three Frank W. Mayborn Graduate Institute of Journalism master’s students for successfully defending their theses in May and June. All three will graduate in August. Beth Francesco’s thesis is “Wanted: An exploration of journalism skills acquired through student media experience.” She will receive her Master of Arts in Journalism. Bradley Riddell’s thesis is “Media and Corporate Social Responsibility: How leading business magazines frame a controversial concept.” He will receive his Master of Journalism.

Hats off to Eric Nishimoto, a Mayborn graduate student from Prosper, who was named the national winner in the Photo Illustration category for the Society of Professional Journalists (SPJ) 2012 Mark of Excellence Awards.

“I look forward to my future beyond graduate school and the chance to put into practice all of the tools I’ve been equipped with through this experience. More than anything, I want through all my endeavors to reflect well upon the Mayborn name.”

–Bradley Riddell
Congratulations to the Mayborn and NT Daily for bringing home awards at the TIPA Annual Sweepstakes! Here are the talented students who won for each category:

Winning Contestants Who Submitted at the Conference
- Radio News Writing - Josh Friemel, 3rd place
- Critical Review - Nadia Hill, 1st place

Winning Contestants Who Submitted Off-site
- Newspaper Critical Review - Preston Barta, 3rd place
- Newspaper News Story - Eleanor Sadler, 2nd place
- Opinion/Editorial Page Design - Therese Mendez, 3rd place
- Newspaper Picture Story - Chelsea Stratso, Tyler Cleveland, Patrick Howard, 2nd place
- Newspaper Sports Action Photo - Zac Switzer, 1st place
- General Magazine Overall Excellence - Mayborn, 2nd place
- General Magazine Feature Photo - Mike Mezeul, 2nd place
- General Magazine Story Package - J.K. Nickell, 2nd place
- General Magazine Feature Story - J.K. Nickell, 1st place
- General Magazine Column/essay - Jesse Sidlauskas, 1st place
- General Magazine Column Essay - J.K. Nickell, honorable mention
- General Magazine News Feature Story - Eric Nishimoto, 2nd place
- General Magazine Illustration - Eric Nishimoto, 1st place
- General Magazine Cover Design - Samantha Guzman, honorable mention
- Television Public Affairs Program - Hongxi Sha, honorable mention
- Television Sports Feature Story - Oscar Casanova, honorable mention
- Television News Non-Feature Story - Rachel Rutland, honorable mention

Kudos to the fall 2013 Dallas Morning News interns Caroline Basile, Taylon Chandler, Renee Hansen and Ann Smajstrla.

Congratulations to incoming student Kathleen Floyd, who was tapped for the Scott Scribes Scholarship for Ages 40 and Older. Floyd plans to use the award to earn a certificate in narrative journalism.

Kudos to alum Kyle Phillips for his photos of the Moore, Okla., tornado published in The Norman Transcript.

Congratulations to Tina Young, Marketwave president and CEO, and her team. They celebrated the firm’s 15th anniversary in June. We appreciate her commitment to help sponsor the Celebrate Mayborn event for the next five years.

Alumni Updates

Kyle Phillips’ photo courtesy of The Norman Transcript
Congratulations to Stephanie Chan, a 2011 graduate of the Mayborn School of Journalism, and her team at Strategic Image, Inc., of Arlington who won a Silver Anvil Award of Excellence from the Public Relations Society of America. The Silver Anvil is the public relations industry’s most prestigious award, recognizing strategic achievement. Only one Silver Anvil is awarded in each category. Chan’s campaign also won two awards from the Fort Worth chapter of PRSA: Worthy Award for Best of Show and Worthy Award for Internal Relations.

Also, at the Worthy Awards – several of our other alums won. Two URCM alums, Julie Payne and Randena Hulstrand, along with another URCM staffer earned the Award of Excellence for their work on the North Texan, UNT’s alumni magazine.

Kudos to alumnus Michael J. Mooney who published his first ebook, The Life and Legend of Chris Kyle: American Sniper, Navy SEAL.

Neil Gregerson, who graduated in May of this year with a B.A. in strategic communications, recently accepted a position with Bernstein-Rein as an assistant media planner.

The Mayborn Graduate Institute’s advanced feature writing class, led by George Getschow, along with four Mayborn alumni from The Denton Record-Chronicle, won the Community Service Award at the annual Texas Associated Press Managing Editors convention for an in-depth series on the Affordable Care Act. Mayborn students: Beth Langton, J.K. Nickell, Eric Nishimoto, Brian Rash, Seth Cohn, Linda Bi, Stephanie Daniels, Conner Howell, James Austin Keith, Brooke Nottingham and Jesse Sidlauskas. DRC staffers/alum: Peggy Heinkel-Wolfe, Karina Ramirez and former staffers Rachel Mehlhaff and Lowell Brown.

Congratulations to Mayborn alumna Rebecca Hoeffner, who also won a TAPME award in the faith commentary category for her work at the Tyler Morning Telegraph.

Please let us know if you have news! We would love to celebrate your accomplishments with you. Email us at: mayborninsider@unt.edu

“I try to write stories that connect disparate parts of society, & I try to tell them in a way that will change how they are viewed. There’s no way I could be doing this without my experience at the Mayborn.”

-Michael J. Mooney