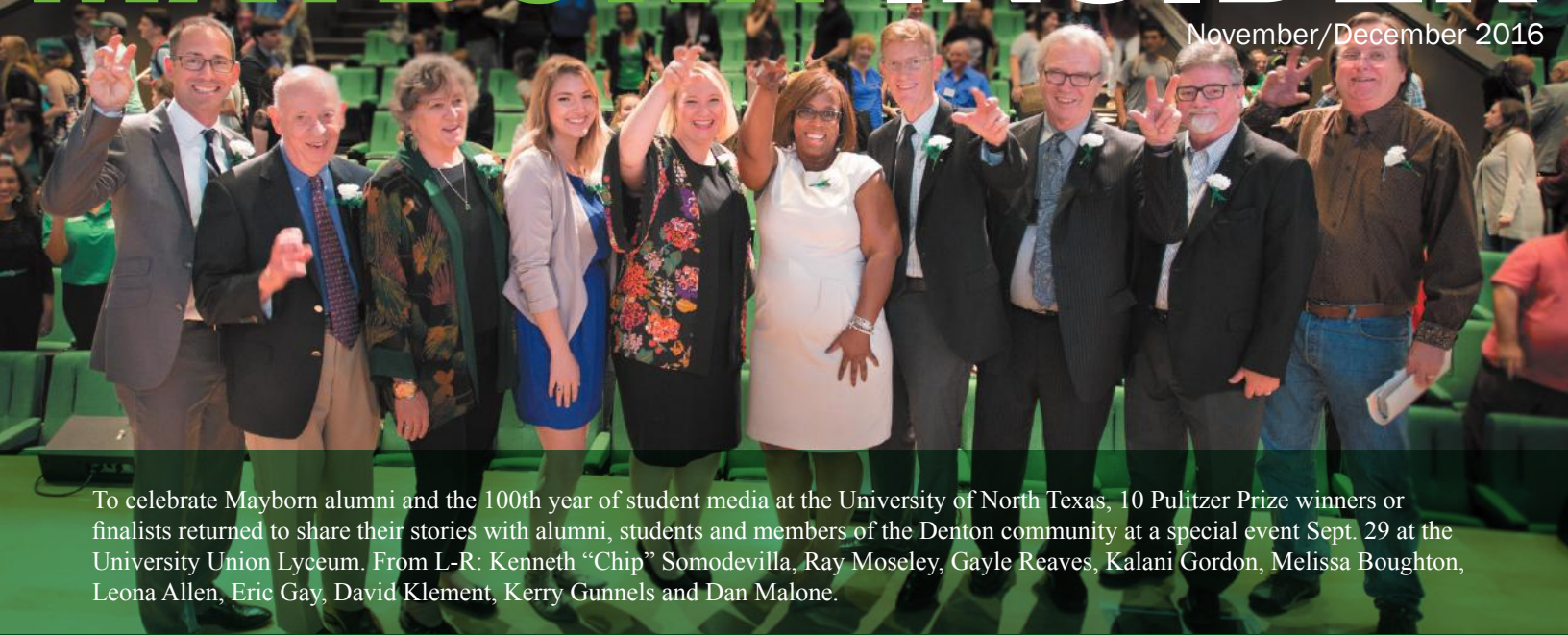


MAYBORN INSIDER

November/December 2016



To celebrate Mayborn alumni and the 100th year of student media at the University of North Texas, 10 Pulitzer Prize winners or finalists returned to share their stories with alumni, students and members of the Denton community at a special event Sept. 29 at the University Union Lyceum. From L-R: Kenneth “Chip” Somodevilla, Ray Moseley, Gayle Reaves, Kalani Gordon, Melissa Boughton, Leona Allen, Eric Gay, David Klement, Kerry Gunnels and Dan Malone.

Celebrating Alumni: Once Mayborn, Always Mayborn

The General Academic Building is easy to spot on the University of North Texas campus. It is the outlier, its sharp lines and edges providing stark architectural contrast to the other older buildings nestled around it. They have columns and crown moulding, while the General Academic Building cuts through the sky like a pile of oversized building blocks.

It doesn't try to be stately. No frills, no flourish. It values function over form. Much like the bricks of a foundation, its halls were created to provide a structure upon which the rest of the building, or in this case, its students, can find strength and stability. The General Academic Building is home, and allows its students to do the flourishing instead.

On Sept. 29, 2016, the Mayborn School of Journalism held a special event at the UNT University Lyceum celebrating 100 years of Pulitzer Prizes and 100 years of journalism at UNT titled: “A Century of Excellence: The Pulitzer Prizes and Journalism’s Impact at UNT.”

Impact is a word that resonates. Because, though journalism has certainly impacted the University of North Texas, it has also extended beyond our ivy walls to impact

**A CENTURY OF EXCELLENCE:
The Pulitzer Prizes and Journalism's Impact at UNT**

FRANK W. & SUE MAYBORN SCHOOL OF JOURNALISM | UNT
SEPTEMBER 29, 2016
5:30 P.M.
UNT STUDENT UNION LYCEUM

1916 North Texas Daily Proudly Celebrating 100 Years In Student Media 2016

the broader fabric of history - as shown by the 14 UNT alumni who've gone on to be recognized by journalism's highest award over the past 100 years. It seems only fitting that journalism's top honor and journalism at UNT should run side by side.

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EST. 1890

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FRANK W. & SUE MAYBORN
SCHOOL OF JOURNALISM | **UNT**

A Message From the Dean

Did you know there are more than 230,000 UNT alumni and more than 20,000 of those UNT alums live in Collin County, Texas alone? Given the American City Business Journal's population database projection that 10.9 million people will live in North Texas by 2040, it is a safe bet that more are coming.

I am proud to share that there are about 5,000 UNT journalism alumni, and we expect more. Yes, we are growing and many still call Texas home. Russell Goslin, Monica Winkelman, Scott Saunders and Moises Vilchis were among the UNT journalism alumni I visited during the UNT Collin County Alumni Association Reception in Plano on Oct. 11.

As we approach Thanksgiving, I am also thankful for alums like Kasey Kamernick, who took photos at the reception, as well as Nelli Tokleh, an account executive with Shiroma Southwest. Tokleh works for the boutique public relations firm in Addison and was on campus earlier this fall to share her expertise and college memories.

"The capstone class was one of my best experiences" at UNT, said Tokleh, who earned her B.A. in 2011 and recalled working on a Krum Library project. "It let us do real work and it was applied. The guest speakers from PR and the marketing industry" as well as serving as president of the UNT PRSSA chapter were "invaluable" in helping her get her start in the PR business.

We are looking for alumni mentors for the coming year. If you are a student and would like to be paired with an alumni mentor, or if you're an alum and would like to serve as a mentor, please email me at dorothy.bland@unt.edu by Dec. 1, 2016, and we'll announce mentor/mentee pairings in late January 2017 for up to 20 students and 20 alumni. Mentees must be at least sophomore journalism majors in good standing and have passed the first news writing class to be eligible for consideration.

As we approach final exams and the holiday season, I count our students, faculty, staff, alumni and other supporters among our many blessings. This is an open invitation to invite you all to join us for Celebrate Mayborn on April 27, 2017, in the UNT Student Union Ballroom. This is our annual signature event to celebrate student success and honor alumni as well as industry professionals. We ask that you go to [journalism.unt.edu/webform/award-nomination-](http://journalism.unt.edu/webform/award-nomination-form)



[form](http://journalism.unt.edu/webform/award-nomination-form) by Nov. 15, 2016, and nominate someone you think deserves recognition in the following categories:

- Alumni Appreciation
- Career Service Recognition
- Super Alums
- Rising Stars

We also are requesting nominations from alumni, faculty, students and other supporters for the following prestigious awards:

- C.E. Shuford Hall of Honor
- Mayborn Medallion
- Distinguished Professional Achievement

For more detail about the criteria for each award, please go to journalism.unt.edu/webform/award-nomination-form.

We want to showcase more alumni stories in the year ahead. Did you get a promotion, new job or a new baby? If you have something you'd like to share, please email the news to mayborninsider@unt.edu or find UNT journalism grads on Facebook and post it. Follow the Mayborn on Twitter @MaybornUNT. The more postings, the merrier.

Onward and upward,

Dorothy Bland
Dean



The celebration of “A Century of Excellence: The Pulitzer Prizes and Journalism’s Impact at UNT” included a comprehensive three-week exhibit in the University Union Gallery. Here UNT students examine archived copies of the *Campus Chat*, the predecessor to today’s *North Texas Daily*. The exhibit also featured archival photographs of student journalists over the years, a timeline of the university’s journalism history, looped videos and a collection of historical artifacts.

Continued from cover

As five winners and five finalists came back to the UNT campus and took the stage for two panels discussing their achievements, history, and motivations, they became an important reminder about good foundations, and how important they are to becoming a journalist.

Because these people walked the halls of the General Academic Building, hammering out deadlines and sitting in the same desks, too. They didn’t get to where they were just by pushing a button. It took hard work, something the panelists were careful to stress. They were humble. At the end of the day, they weren’t trying to get a Pulitzer, they were just trying to get the story.

Many, such as Pulitzer Prize winner Dan Malone and finalist Kalani Gordon, spoke in their separate panels about the importance of feeling a connection with the stories you’re trying to tell. “Care about what you’re doing,” said Gordon, which Malone echoed in his other panel by adding, “Find something that you are passionate about or morally outraged about.”

Another area where the two panels also agreed upon was the idea of making sure to come into the story with an open mind. “If you go into a story thinking you know the answer, you’re not doing your job,” said Pulitzer Prize winner Gayle Reaves.

Pulitzer Prize finalist Melissa Boughton agreed, even calling preconceived notions “dangerous.” She went on to say, “Everyone has a story and every story is different.”

After the event, many stayed and talked to students, who crowded around them like they were rock stars. The event’s response was well received, with over 400 students, faculty, and staff attending. The Twitter hashtag #Mayborn100 lit up with dozens of tweets from people at the event, including pictures, videos, quotes, and feedback.

Mayborn School of Journalism public relations major Evan McAlister said, “I have never been so proud to be a part of the Mayborn.”

Alumni Profile:

Kim Phillips



After graduating from the Mayborn School of Journalism with a Master's of Journalism degree in 2009, Kim Phillips worked in tourism for Lewisville and Kerrville before circling back around to the Denton Convention and Visitor's Bureau where she presently serves as

vice president. In that role, she has authored or helped to coordinate a variety of publications and promotional campaigns, including the Discover Denton website, and the city's various magazines.

"I love the Denton vibe," she said, standing in the middle of an intersection with camera in hand, capturing a clip for later use. "I have to say it's an incredible life in an amazing

place and everything just seems to be on the upswing here – it's a terrific place to be."

A fan of music and art, Phillips finds Denton's scene especially appealing. "Of course there's the music that UNT is known for, but also this amazingly eclectic music everywhere all over Denton. It's a little bit of everything."

In the years since graduating from the university, Phillips has found opportunities to use the journalism skills she learned in many ways. Coworkers point to her positive personality and creativity and ability to solve complex problems as definite attributes. "I think the critical thinking skills I picked up studying journalism have come in pretty handy," Phillips said.

Then she added: "I have to say I have an amazing life, an incredible family and a great job – all in one awesome city."

Fall 2016 Career Fair

Undergrads and graduate students had the opportunity to meet with nearly three dozen potential employers during the Mayborn's semi-annual Internship and Career Fair, Oct. 6 at UNT's Gateway Center. Students wore professional attire and had their résumés ready to share while visiting with the different representatives.

Companies that attended:

Abercrombie & Fitch
Agency Entourage
Allied Integrated Marketing
American Campus Communities
Bioworld Merchandising
Broadleaf Commerce
Camp Fern for Boys and Girls
Camp Lonehollow
CBS11- KTVT
Credera
CultureHype
D.R. Horton, Inc.
Education at Work
First Refuge Ministries
Fort Worth Business Press
Greensheet Media
HCK2 Partners
Innovative-IDM
Ivie & Associates, Inc.

Killeen Daily Herald
KTEN Media
KXII-TV
LDWWgroup
OKI Data Americas, Inc.
Peace Corps
PSAV
Raze Media
Salem Media Group
Seacrest Studios at Children's Health
Shoptology
Six Flags Over Texas / Hurricane Harbor
Socialcentiv
Social Media Delivered
Southlake Style Magazine
Splash Media
Sterling Renovations and Design
The Marketing Arm
WRG



Student, Faculty, Alumni and Staff Updates

Students

- **Andrea Czobor** was one of 20 students selected to cover the ONA 2016 convention in Denver in September. The student newsroom was sponsored by Google. Here is a link to the convention website: newsroom16.journalists.org.
- **Jessy Diamba** was one of 14 SPJ National Convention student interns who covered the national convention Sept. 18-20 in New Orleans. Here's a link to the convention website: excellenceinjournalism.org.
- Broadcast/digital students **Andrea Czobor**, **Nakadia Hackworth** and **Andrea Sotelo** attended the South Central Broadcasting Awards Ceremony on Oct. 14 with BEA Adviser and Senior Lecturer **Michelle Redmond** in Fort Worth. Hackworth is president of the UNT BEA Club.
- **Monica Fernandez**, **Juree Goode**, **Beatriz Martinez**, **Joy Omokore**, **LaSheta Skinner** and **David Zendejas** were the six Mayborn advertising students who participated in the Multicultural Talent Pipeline Program in New York City Sept. 28-29. Thanks to Professor **Sheri Broyles** for leading the team.

Faculty & Staff

- Congratulations to Professor **Sheri Broyles**, who has been elected vice chair for the UNT Faculty Senate. She also will be leading the Mayborn Maymester program in 2017.
- Assistant Professor **Gwen Nisbett** will present two papers during the NCA Conference, which runs Nov. 11-13 in Philadelphia. One paper is titled "'I'm Demi and I Have Bipolar Disorder': Effect of Parasocial Contact on Reducing Stigma Toward People with Bipolar Disorder," and co-authors are N. Wong and K. Lookado. The other paper is titled "Organic is trendy: Exploring sustainable food consumption among Millennials" and co-authors are M. Strzelecka and P. Connors. During the AEJMC Entertainment Studies Interest Group meeting in August, Nisbett was elected secretary for the group. She will be working with the research chair to plan research panels for Midwinter and AEJMC 2017.
- On Oct. 14, Assistant Professor **Meredith Clark** gave one of two keynote addresses at the Institute for Advanced Study in Toulouse, France, during the Freedom and Control of Expression in the Digital Aftermath of the 2015 Paris Attacks Conference. On Oct. 21-22 she also participated in the Race & Media Conference at New York University in New York City.

- Principal Lecturer **Neil Foote** serves as president of the National Black Public Relations Society, Inc., and attended the group's national conference Oct. 27-28 in Chicago.
- Assistant Professor **Sara Champlin** served as a panelist for the session titled "Health Promotion through Strategic Communication Design: Creating Patient-Centered Health Messages" during the Health Literacy Research Conference Oct. 13-14 in Bethesda, Md.
- Congratulations to Budget Officer **Rochelle Sykes**, who recently earned the Soaring Eagle Award for outstanding customer service. She was nominated by **Brandee Hartley**. We applaud Sykes for juggling graduate student services specialist duties in her early months here and implementing new processes that make everything in the department more efficient. "From setting up a folder system on the S: drive for staff to putting the scholarship application process online, she has made all of our lives easier," wrote Hartley.
- **Rick Weitzman**, an undergraduate academic adviser, participated in the National Academic Advising Conference Oct. 5-8 in Atlanta.
- Thanks to **Cathy Turner**, assistant to the interim journalism director, for organizing the Mayborn's Food Bank Drive in October for students as well as serving as the coordinator for the School's State Employee Charitable Campaign.

Alumni

- **Keith Shelton**, M.A. '72 and a retired lecturer, is the president of the UNT Retiree Association. To honor Shelton, many of his former students and fans contributed to endow a scholarship in his honor. He was presented with a Mayborn Medallion on Sept. 29. Shelton was the first *NT Daily* adviser, worked 23 years at UNT, taught several notable Pulitzer Prize winners or finalists who attended UNT and is a former *Denton Record-Chronicle* editor.
- **Javier Rodriguez**, Ph.D., who earned his B.A. in Journalism in 1981 from UNT and his Ph.D. from Harvard in 2000, is now an associate professor in English at UNT.
- **Jason Roberson**, B.A. 2000, is the new managing editor of the *Dallas Business Journal*.
- **Randy Pruett**, B.A., '77, is a vice president with Cooksey Communications in Fort Worth.
- **Jo Ann Ballantine**, M.J. '92 and former marketing specialist for the Mayborn, is the 2016-17 campaign co-chair for the United Way of Denton County, Inc.

News Engagement Day 2016

Hundreds of Mayborn journalism students and other UNT majors took part in the third annual National News Engagement Day, which encourages people to actively engage with news as an important aspect of their lives. Across the UNT campus, students and faculty focused on the role of news and news-gathering during the AEJMC-sponsored event Oct. 4, with much of the conversation shared online via different social media channels.

“My favorite part of NED was how excited my students were to see their work recognized by AEJMC,” said adjunct instructor Sara Blankenship, a Mayborn master’s graduate. “They arrived that morning not really knowing what to expect (but) by the time each group finished their shift, they were almost racing back to the desk to show me what they posted and how it was already being picked up and reposted by the national feed.”

Indeed, student postings on the UNT campus were shared and picked up across the social media spectrum.

“I think that kind of recognition is the most impactful type of feedback these days because for this generation, likes, retweets, regrams and all the other social media-based feedback is really their ultimate form of validation,” Blankenship said. “I think using a platform that they virtually all use (Instagram) made this exciting and relevant to them.

Blankenship was among the Mayborn faculty members who brought their “newshounds” on campus for the interactive event. Her German shepherd, Levi, along with his furry cohorts, took part in numerous photo ops and selfies while also helping spur conversations with students about the news.

“The part that really got me was seeing my students take pride in something they created, and knowing they contributed to something bigger than just this class or just this campus,” Blankenship said. “And that’s really a great metaphor for journalism itself. A lot of them will start their careers in community news and the work they do there will feed into the bigger ‘machine’ of storytelling, and every single contribution they make will work to uphold the tenets of not just the journalism industry but democracy as a whole. Once they realized what they did during NED mattered, that’s when the light went on. It was such an important day for us as a department, but a monumental day for my students.”

News Engagement Day Retweeted
UNTsocial @UNTsocial · Oct 4
The News Hounds were out at @MaybornUNT for #NewsEngagementDay. They each received a press badge and #UNT bandana!



7 retweets, 21 likes

News Engagement Day Retweeted
Maaria Sabzwari @MaariaSabzwari · Oct 4
Come play with a puppy at UNT and tell us how you sniff out your news! My go to source is #Aljazeera
Al Jazeera News, UNT News, and 2 others



1 retweet, 2 likes

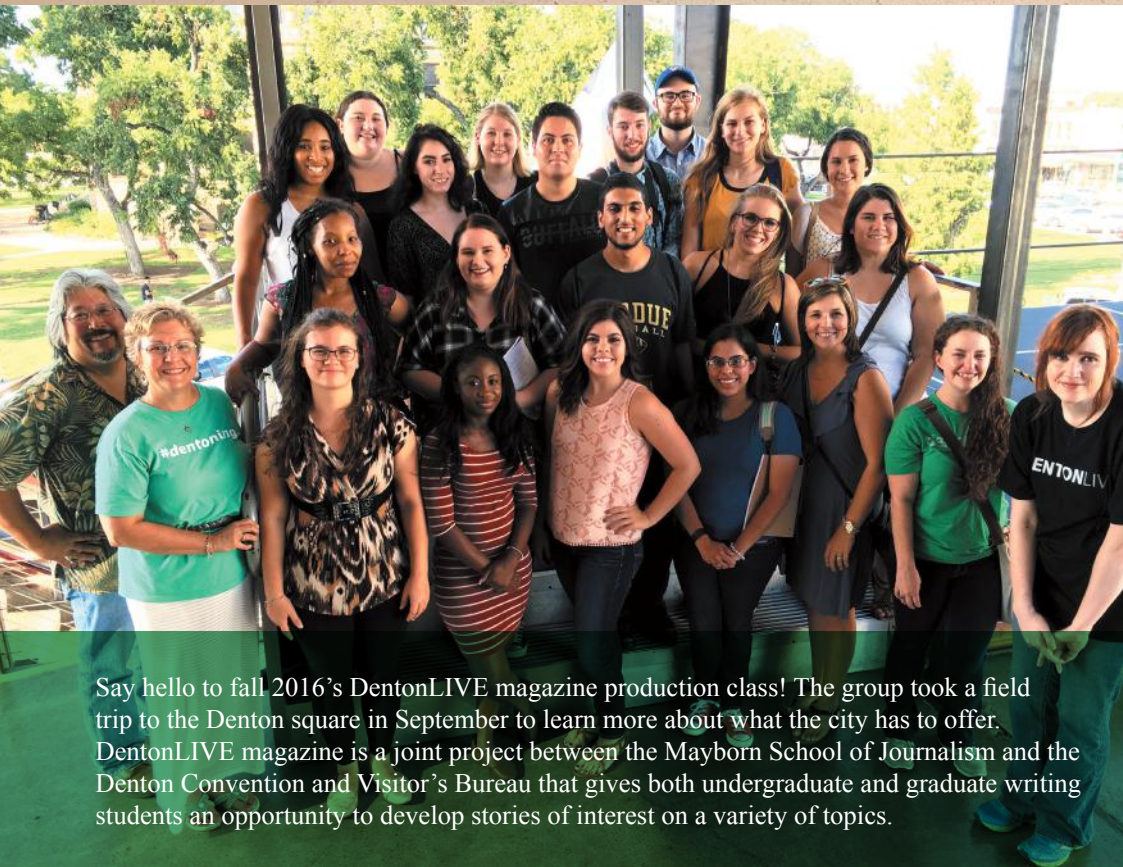
News Engagement Day Retweeted
David Urbanik @untdmu · Oct 4
@MaybornUNT "The presidential election will determine our future" -Adrian Zamiopa #NewsEngagementDay



Students studying the “long tail distribution” model in Journalism 1210 carried the idea to extremes for Halloween, dressing up as lobsters for class on October 31. “We discussed the concept using examples from Amazon and the class got carried away just a bit,” said adjunct professor Sara Blankenship. “I challenged them to dress as long-tailed lobsters and they did.”



Life @ the Mayborn



Say hello to fall 2016’s DentonLIVE magazine production class! The group took a field trip to the Denton square in September to learn more about what the city has to offer. DentonLIVE magazine is a joint project between the Mayborn School of Journalism and the Denton Convention and Visitor’s Bureau that gives both undergraduate and graduate writing students an opportunity to develop stories of interest on a variety of topics.



Greg Gough of FullContact Inc. discusses communications strategies with Crisis Communications students.



Graduate student Jade Byers uncovers fresh eggs from beneath a laying hen at Bois d’Arc Farms while researching a story on food safety and distribution.

Upcoming Events in 2016

November 5

Homecoming Tailgate Party and Game

November 16

Freedom of Information Open Government Seminar

November 19

Fall Preview

November 24 - 25

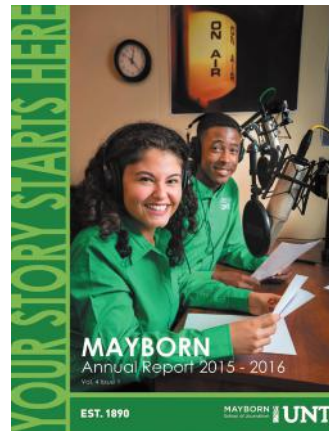
Thanksgiving Holiday

December 15 - 16

Fall Commencement

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.



**2015-16
Mayborn
Annual
Report**
now
available

Check out all the news, notes and happenings from another incredible year at the Mayborn School of Journalism in this year's annual report. View online at journalism.unt.edu/annualreport, or contact Brandee Hartley at 940-565-2095 for a print copy.

MEAN GREEN EAGLEMPICS

It's a green thing – Tailgate with the Mayborn School at the 2016 Homecoming game November 5.

Be sure to drop by the Mayborn tent at this year's Mean Green Homecoming Game. Special prizes will be awarded to students, faculty/staff and alumni who show the best "Mean Green Spirit."

The theme of this year's homecoming week is entitled "Mean Green Eaglempics" and will feature events and activities inspired by the 2016 Olympic Games.

Come out and show your support for UNT!



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