



Something New for the Mayborn in Frisco

The Mayborn School of Journalism has officially joined the academic program at UNT's New College at Frisco, offering three courses designed to meet the needs of the area's fast-growing business community.

Classes are well underway to teach students Public Relations for Non-Profits, Topics in Journalism and Mass Media, and Strategic Social Media. University-wide, the New College provides a variety of programs designed to meet the business community where it lives; Collin County is home to a growing number of Fortune 1000 companies, and one of the hottest business locations in the country in 2016.

Adjacent to the \$5 Billion Mile in Frisco – a name tied to the value of new construction for buildings along Dallas North Tollway – UNT's New College features state-of-the-art teaching labs, classrooms and support facilities.

“What I love about teaching at our new Frisco campus is that I get to stand before students who really want to be there,” said Lecturer Michelle Redmond. “The enthusiasm is palpable and I feel like I’m working in a high tech



Mayborn Lecturer Michelle Redmond instructs a Media Performance class at UNT's New College at Frisco campus.

‘rocket ship!’ I have tools at my disposal that are fun and make the teaching experience awesome and engaging.”

Students use state-of-the-art technology and teaching facilities in an environment tailor-made for the area's fast-growing business community.

UNT's New College at Frisco campus is located near the northwest corner of the North Dallas Tollway and the Sam Rayburn Tollway in Frisco. For more information, visit newcollege.unt.edu.

A message from the Dean

As spring approaches, we have much to celebrate when it comes to rankings. UNT is a Tier One research university, according to the most recent Carnegie classification ranking.

This means that UNT is classified as a doctoral University with the highest research activity. Why is this important? In the words of Tom McCoy, UNT's vice president for research and economic development, "Tier One universities attract top students and faculty, drive innovations and technology through high-level research and scholarship, and contribute significantly to the region and state through intellectual capital and economic development."

The Frank W. and Sue Mayborn School of Journalism as well as the Frank W. Mayborn Graduate Institute of Journalism received "compliance" recommendations on all nine standards from the Accrediting Council on Education in Journalism and Mass Communication site team, which visited our campus Jan. 24-27. The team's report goes to the Accrediting Committee in March for review and that group then makes a recommendation to the full ACEJMC, which votes on reaccreditation, in May. I thank our faculty, staff, students, colleagues from other units, advisory board members, industry leaders and alumni for helping ensure a successful visit.

The site team report praised the Mayborn for a "hands-on program taught by a good mix of professionals and scholars who are readily available to students" as well as "growing enrollment." Spring 2016 enrollment set another record with 1,173 students combined in undergraduate and graduate programs, or an 8.7 percent increase overall from Spring 2015. At the graduate level, the ACEJMC site team praised the "strong tradition of outstanding teaching in narrative journalism, augmented by the nationally renowned Mayborn Literary Nonfiction Conference" as well as the "committed graduate faculty" and "enthusiastic, collaborative student cohorts." Our students continue to land some amazing internships and work experiences. For example, graduate student Tyler Hicks is working on American Way magazine this semester for Global Ink, and I encourage you to look for his byline in the April issue.

In the latest journalism-schools.com rankings, the Mayborn was ranked as the second best general journalism program in the great state of Texas. We are well positioned for future growth as we are part of the fifth largest media market in the nation. Thanks to Karen Blumenthal, our Reynolds visiting journalism professor, we are excited about the speaker series that featured journalist and author Helaine Olen on Feb. 15. We look forward to hearing from Teri Agins on March 2 and Jonathan Clements on March 28. All of the presentations in the 2016 Reynolds Business Speaker Series are open to the public. For more details, go to www.journalism.unt.edu.



"Mayborn Magic" is the theme for the sixth annual Celebrate Mayborn Awards Reception and Program, which will start at 5:30 p.m. on April 21 with networking tables in the UNT Gateway Center Ballroom. You're all invited as we'll celebrate our students and honor a variety of industry professionals and alumni. Celebrate Mayborn highlights will include a video reel featuring students, faculty and staff plus the announcement of more than \$175,000 in scholarship awards for the 2016-17 school year. Our students will visit with a number of outstanding media professionals. For example, Byron Harris, an investigative journalist who retired in 2015 from WFAA-TV in Dallas, will be presented the C.E. "Pop" Shuford Award. Shuford was the founding professor for the journalism department at North Texas State University back in 1945. Harris has earned multiple industry awards including the prestigious George Foster Peabody, National Edward R. Murrow and duPont Columbia University awards for his work.

For those who love a party, don't forget our annual Mayborn Student Agencies Showcase featuring SWOOP, our student-run advertising and public relations firm, Hatch Visuals, our student-run photo agency, and Gravitas, our student ad team. They will be networking with industry professionals and alumni at the UNT System Building, 1901 Main St., in Dallas from 5:30 to 7 p.m. on April 28. Also, I hope to see many of you at commencement May 13. Check out www.journalism.unt.edu and www.facebook.com/MaybornUNT for more details.

Onward and upward,

Dorothy Bland
Dean

Mayborn Student News and Awards

- Congratulations to **Tyler Cleveland**, who placed eighth in the national Hearst Multimedia One/Features Competition.
- Six *NT Daily* editors are expected to attend the Texas Intercollegiate Press Association (TIPA) meeting March 31-April 2 under the leadership of Lecturer and NT Daily Adviser **Gary Ghioto**. Students planning to attend TIPA are **Nicholas Friedman**, *NT Daily* editor in chief, plus **Dalton LaFerney**, **Erica Wieting**, **Kristen Watson**, **Scott Sidway**, **Meagan Sullivan** and **Harrison Long**.
- The Gravitas Ad team will compete in the regional ad team competition April 14-16 in Lubbock. Students on the 2016 Gravitas team are **Anila Ademi**, **Kaitlin Fike**, **Mesha McDonald**, **Kirsten Cox**, **Joshua Olivares**, **Samuel Kagan**, **Nicole Ayala**, **Taylor Stroud**, **Amanda Woodard**, **Collin Moore**, **Juree Goode**, **Monica Fernandez**, **Hannah Wachholz**, **April Earl**, **Brandon Karlis**, **Abraham Campillo**, **Korey Ambrose** and **Ashlea Ramirez**. Professor **Sheri Broyles** and lecturers **Brice Campbell** and **Bill Ford** will accompany the students.
- Congratulations to **Chelsea Land**, a Mayborn graduate student, who will work this summer as a video production intern for *USA Today* in the Washington, DC, metro area.
- **Ashlea Ramirez**, who completes her B.S. degree in journalism with a concentration in advertising this spring, earned a prestigious Multicultural Advertising Internship at VOX Global in New York City. Thanks to **Dr. Sheri Broyles** for nominating her.
- **Emily Goldstein** and **Jacqueline Fellows**, both graduate students, will attend the American Copy Editors Society Convention March 31-April 2 in Portland, OR, and make a presentation titled “Covering Mental Illness with Care.” Goldstein has worked as a copy editor with *The Dallas Morning News* and is a UNT teaching assistant. Fellows is a senior editor, with Health Leaders Media, and a UNT teaching assistant.
- Look for the byline of **Tyler Hicks**, a Mayborn graduate student, in the April issue of *American Ways* magazine. He’s working as an editorial intern for Global Ink this semester.



Alexander Heffner Visits UNT

Alexander Heffner, host of “The Open Mind” on PBS, visited UNT on February 11 to speak on “The Millennial Vote 2016.” Heffner shared his views on “three pillars” affecting young voters this election cycle – the media, millennial voters themselves, and the nature of today’s political discourse.

Following his discussion, faculty, students, and staff posed questions about the current lineup of presidential candidates. Heffner has written for *The New York Times*, *The Boston Globe*, *The Wall Street Journal* and other major publications. He visited UNT as a guest of the Mayborn School of Journalism and Multicultural Center.



the mayborn

literary nonfiction conference

PULITZER | A Century of Excellence: People, Politics & Public Affairs

July 22-24, 2016 DFW Lakes Executive Conference Center Grapevine, TX

Register now at themayborn.com/registration

2016

Internships

Thanks to the many companies and organizations currently sharing real-world work experience with interns from the Mayborn School of Journalism. In addition to the internship partners listed below, students from the Frank W. Mayborn Graduate Institute of Journalism are currently working with Do214, Ink Global, Social Media Delivered and the Fort Worth Star-Telegram.

Allied Integrated
Marketing
Blitz Weekly
Carduni's
Central Track
College Lifestyles
CultureHype
Cumulus Media
D Magazine
Dallas Film Society
The Dallas Morning News
Denton County Transit
Authority
Denton Record-Chronicle
Fleishman Hillard
Forte
Game Informer
Grey Television, inc/ KXII
Hope's Door
Intersection
KERA
Ketos Creative
Klarus Home Care
KTVT CBS11
Launch DFW
Legacy Counseling Center
UNT Mean Green Sports

Moroch Partners
Nathan Grace
NBC5 - KXAS
Omni Hotel & Resorts
Page Agency
Parallax Digital Media
Raw: Dallas
Raze Media
Republic Editorial
Social Media Delivered
Splash Media
Susan G. Komen
Techniform Metal
Texas Motor Speedway
The Richards Group
The Ticket
Trevino Todamedia-
Latina Lista
Trinity Broadcasting
Network
United Way of Denton
County
Univision
UNT Press
Veronica Bradley,
Copywriter

2016

MAYBORN
magic

Celebrate Mayborn

April 21, 2016

Come join us at the Gateway Center from 6:30 - 8:30 pm. to share the magic and success of our students, alumni and distinguished guests at the 6th annual Celebrate Mayborn awards reception.

**Please RSVP by April 8, 2016 to
Cathy Turner at
Cathy.Turner@unt.edu.**



Spring 2016 Career Fair

Mayborn students enjoyed the opportunity to visit with more than two dozen companies at this spring's Career Fair, held February 24 at the Gateway Center. To learn more about how your business or organization can participate, contact us at journalism@unt.edu.

Companies that attended:

- Advanced Coaching & Leadership Center
- Agency Entourage
- Allied Integrated Marketing
- Camp Lonehollow
- Cigna
- Collabera
- CultureHype
- Daryl Flood, Inc.
- GMMB
- HCK2 Partners
- Hexbug/Innovation First International
- Innovative-IDM
- Insight Global
- Ivie & Associates, Inc.
- KXII-TV
- The Levenson Group
- PAVLOV, LLC
- Peace Corps
- Social Media Delivered
- Splash Media
- TracyLocke
- Trinity Property Management
- *Tyler Morning Telegraph*



Faculty & Staff News

- Congratulations to Principal Lecturer **Neil Foote**, who has been selected to participate in the Scripps-Howard Academic Leadership Academy at Louisiana State University in June 2016. Other colleagues who have participated in SHALA are Associate Professor **Tracy Everbach**, Journalism Director **Cory Armstrong** and Dean **Dorothy Bland**.
- Marketing Director **Jim Dale's** excellent three-part series on the connections between Múzquiz, Mexico and Denton was published in the *Denton Record-Chronicle* in February. Here's the link to the first installment: <http://www.dentonrc.com/local-news/local-news-headlines/20160206-miles-to-go.ece>
- Kudos to Senior Lecturer **Bill Ford** for appearing on KLIF 570 AM to provide advertising commentary on the Super Bowl ads on Feb. 8. His favorite: the wiener dogs race to human ketchup bottles for Kraft Heinz.
- UNT's Frank W. Mayborn School of Journalism and the Frank W. Mayborn Graduate Institute of Journalism will be well represented at the Broadcast Education Association Convention April 17-19 in Las Vegas. Assistant Professor **Meredith Clark**, **JoAnn Livingston**, a research assistant, Ph.D. student and alum of the Mayborn, and Dean Dorothy Bland will participate in a panel titled "BlackLivesMatter and #LivesMatter: Lessons from Social Media and Broadcast TV Coverage of the McKinney Pool Party Incident in Texas" on April 19. Later that same day, Lecturer Michelle Redmond and Phyllis Slocum will participate in a panel titled "How to Diversify Your Experts in Broadcast News Reporting" that is being organized and moderated by Dean Bland. On April 18, Thorne Anderson will participate in a panel titled "Narratives of Storytelling Across Culture."
- Adjunct Professor **John Sparks** is the author of the book, "365 Ideas To Go From Good to Great on TWITTER!"
- **Adam Reese**, NT Daily director, will attend the College Media Business and Advertising Managers (CMBAM) Convention March 9-12 in Denver.

2016 Reynolds Business Speaker Series

Learn more about the important and fast-growing field of business journalism from three industry experts.

Details

Open to everyone

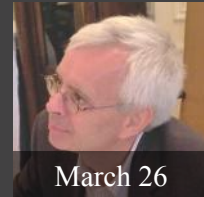
University Union Building @ 7 p.m.

March 2 - Room 382

March 28 - Room 333A

Supported by the Donald W. Reynolds National Center for Business Journalism

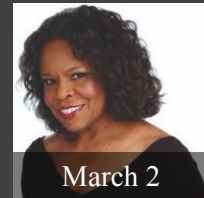
Upcoming Speaker



March 26

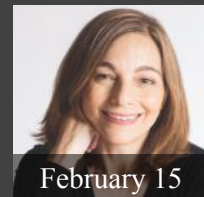
Jonathan Clements is the author of the *Jonathan Clements Money Guide 2016*. Born in London, England, Jonathan graduated from Cambridge University. He spent almost 20 years at *The Wall Street Journal* in New York, where he was the newspaper's personal-finance columnist.

Previous Speakers



March 2

Teri Agins is the author of *The End of Fashion: How Marketing Changed the Clothing Industry Forever* and has written for *The Wall Street Journal*, where she covered the world of fashion from a business perspective and continues to write the "Ask Teri" column. She has also written for *Vogue*, *Town&Country* and *Harper's Bazaar*.

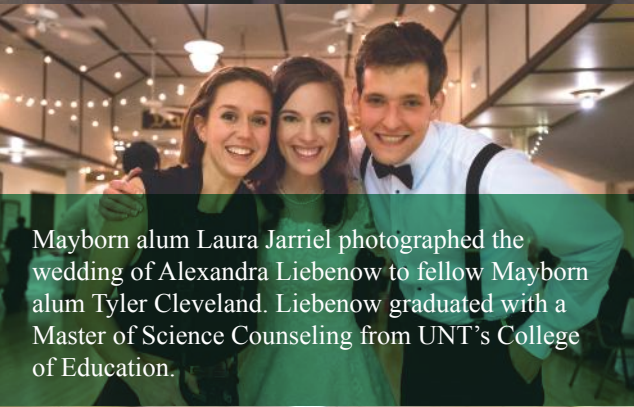


February 15

Helaine Olen is the author of *Pound Foolish: Exposing the Dark Side of the Personal Finance Industry* and co-author of *The Index Card*. She writes the Bills column for *Slate*, and is a regular contributor to *Inc*. She has appeared on numerous media outlets, including *The Daily Show* with John Stewart and *Frontline*. She wrote the Money Makeover column for the *Los Angeles Times*.

Representatives from the Accrediting Council on Education in Journalism and Mass Communications visited the Mayborn Jan. 24-27. Pictured with UNT Vice President for Academic Affairs and Provost Finley Graves and Mayborn Dean Dorothy Bland are Dr. Alan G. Stavitsky, Dr. Helen Katz and Jerry Ceppos. Visiting with students, faculty, administration and others, the team gave the Mayborn School of Journalism and the Frank W. Mayborn Graduate Institute of Journalism a “compliance” on all nine ACEJMC criteria.

Life at the Mayborn



Mayborn alum Laura Jarriel photographed the wedding of Alexandra Liebenow to fellow Mayborn alum Tyler Cleveland. Liebenow graduated with a Master of Science Counseling from UNT’s College of Education.



Recent interns share insights with soon-to-be interns at the Mayborn School’s SPJ chapter meeting in February.



Members of HatchVisuals.com, the UNT student managed photographic agency, pose for a group picture at the conclusion of a seminar on portrait and group photography.

Upcoming Events

March 14-20, 2016

Spring Break

April 1, 2016

Honors Day

April 14, 2016

Mayborn Media Mania

April 21, 2016

Celebrate Mayborn

April 28, 2016

Advertising/PR Reception at UCD in Dallas

May 13-14, 2016

Spring Commencement

July 22-24, 2016

Mayborn Literary Nonfiction Conference in Grapevine, Texas

July 22-28, 2016

Mayborn Multimedia High School Workshop

Alumni News

- **Dana Benton Long**, who earned her M.J. from the Mayborn, is now the director of community/public relations for the Medical Center Arlington.
- **Dr. Gary Mitchell**, who earned his B.A. in Journalism from UNT in 1970, is now the dean and executive director of the Wayland Baptist University campus in Clovis, N.M.
- **Briana Vela**, a Mayborn master's graduate in 2015, is now the digital media specialist for the Texas PTA in Austin.
- **Nicholas Friedman**, a spring 2016 Mayborn graduate, will be joining *The Dallas Morning News* as a weekend editor.

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.



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