

**NT Journalism Banquet**

April 27

Guest speaker:  
Charlene Fern  
Class of 1990



White House speechwriter for First Lady Laura Bush  
See Story, Page 2.

## Calendar

**March 27:** Mayborn scholarship recipients visit Mrs. Sue Mayborn in Temple. Depart NT at 8 a.m., return by 5 p.m. Business attire.

**April:** Early registration for May Mini-mester, Summer and Fall 2002. See *Schedule of Classes*.

**April 12:** University Honors Day

**April 15:** Application deadline for NT Mayborn graduate scholarships in journalism for 2002-2003.

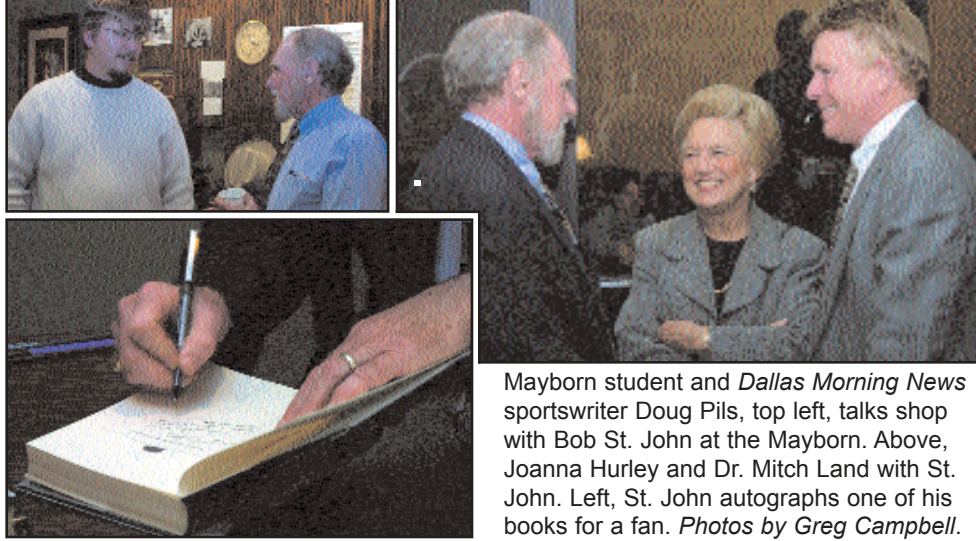
**April 24-25:** NT Journalism Career Days. Mock interviews with professionals representing all sequences. Registration begins April 1, journalism office. Or, [neanes@unt.edu](mailto:neanes@unt.edu)

**April 27:** NT Journalism banquet, 6 p.m.-10 p.m., NT Union, Silver Eagle Suite. Dress: Business after-5. Presentation of Mayborn scholarship recipients. Students \$11; public, \$13.

**April 27-May 3:** Pre-finals week.  
**May 4-10:** Final exams week

**May 11:** Commencement

Looking for a job or internship?  
[www.journalism.unt.edu](http://www.journalism.unt.edu)



Mayborn student and *Dallas Morning News* sportswriter Doug Pils, top left, talks shop with Bob St. John at the Mayborn. Above, Joanna Hurley and Dr. Mitch Land with St. John. Left, St. John autographs one of his books for a fan. *Photos by Greg Campbell.*

### A columnist we call our own

## Bob St. John shares his stories with Mayborn students, guests

By Elizabeth Clark  
Howard Cosell called him a "sensitive and articulate" writer. James Michener used a collection of his newspaper columns as inspiration for his book, *Texas*. And fellow NT alumnus Larry McMurtry called his study of rodeo cowboy culture, *On Down the Road*, "easily the best thing written so far on the subject."  
Award-winning journalist Bob St. John, an NT journalism alumnus, visited the Mayborn Graduate Institute of Journalism in February for a book signing marking publication of his 13th book, *Texas Sportswriters: the Wild and Wacky Years* (Holt & Associates).  
"I was very impressed with Dr. Mitch Land, the students and their questions, and their knowledge," he said, adding that he appreciated the enthusiasm he witnessed among students and faculty.  
St. John was a writer and featured columnist for 35 years at *The Dallas Morning News* before taking early retirement in January 2000. His experiences as a sportswriter for the *News* from 1964 to

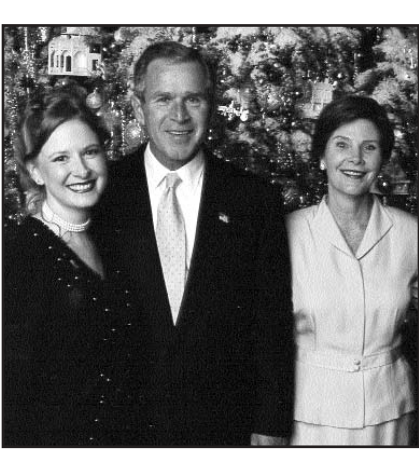
1978 are chronicled in *Texas Sportswriters*. In July 2000 he published the final book in his best-selling trilogy about the late Tom Landry, coach of the Dallas Cowboys: *Landry: the Legend and the Legacy* (Word, Division of Nelson Publishing Co.).  
Before switching to column writing in 1978 for the *News*'s Viewpoints Page and Metro section, St. John wrapped up his colorful sportswriting days by covering the Cowboys' victory over Denver in the 1978 Super Bowl. By then he had garnered more than 30 first-place awards for sportswriting and was twice honored by the Pro Football Writers Association of America for best game story (1973) and best column (1974).  
St. John was named to NT's C.E. Shuford Journalism Hall of Honor in 1986, the same year he and McMurtry were named Outstanding Centennial Alumni of the College of Arts and Sciences.  
"I'll always credit (Professor) C.E. Shuford and NT as making a big difference in my career. He really changed everything for me and we became friends later," St. John said.

## From NT to the White House

**Charlene Fern, Class of 1990**  
**Guest Speaker, Saturday, April 27**  
**C.E. Shuford Journalism Banquet**

Barring any last-minute changes in her hectic White House schedule, Charlene Fern, speechwriter for First Lady Laura Bush, will be guest speaker at the annual C.E. Shuford Journalism Banquet, 6 p.m. to 10 p.m., Saturday, April 27, at the NT Union's Silver Eagle Suite.

Fern, known to friends and colleagues as "Charlie," concentrated in news-editorial at NT with a minor in political science. She has more than 11 years of experience as a professional writer in two fields, journalism and government, and has worked for Mrs. Bush since her days as Texas' First Lady during George W. Bush's term as governor.



Charlene Fern with President and Mrs. George W. Bush.  
*Photo courtesy of the White House.*

During college, Fern worked as a reporter and editor for the *NT Daily*. After graduation she became lifestyles editor for the *Galveston Daily News*. She later moved to San Diego where she worked as a general assignments reporter at the *San Diego Union-Tribune*, and then as news editor and columnist for a chain of small newspapers in northern San Diego County owned by Universal Press Syndicate.

In 1993 she moved to Austin and began a career in government, first working as the director of information services

for the now-defunct Texas High Speed Rail Authority. In July 1994 she accepted a writing job in the administration of Texas Gov. Ann Richards. In January 1995 she went to work for the newly elected governor, George W. Bush, and by mid-1995, she had joined his communications staff headed by Karen Hughes, now counselor to President Bush. Fern's primary duty was serving as Laura Bush's speechwriter and press aide. She moved to Washington, D.C., in January 2001 to serve as one of five staff speechwriters under Michael Gerson, director of presidential speechwriting.

The NT journalism banquet will feature scholarship and award announcements, raffle prizes and a memorial to slain *Wall Street Journal* reporter Daniel Pearl. Additional honors, including presentation of Mayborn scholarship recipients, are also on the schedule, with the possibility of an African-produced international award for freedom of the press.

Staff, faculty and students are planning the banquet with the theme, "Journalism Through the Ages." Tickets, available in the journalism office, are \$11 for students and \$13 for non-students. Recommended attire is business after-5.

### Student appreciation week at the Mayborn

Hot chocolate and plates of sweets welcomed students as well as faculty to the Mayborn offices during Valentine's week. Our thanks to Sandy McKnight, Mayborn administrative assistant, for her generous hospitality. Right, John Davidson chats with Dick Wells. Below right, Courtney Ramsay and friend. Below, Brad Andrus and Tina Mercurio.

*Photos by Greg Campbell.*



### RTVF sponsors Summer in London for NT credit

By Matt Smith

NT students can escape the Texas heat by enrolling in the Radio, Television and Film Department's Summer in London program, May 31 to July 7. The trip is open to NT students with a minimum 2.5 GPA and who are not on academic probation. There are no prerequisites for the survey courses.

Amy Wooldridge, program project specialist with NT's Study Abroad Center, said the estimated cost is \$5,068. Other departments offer study abroad opportunities, with costs ranging from \$2,000 to \$6,000.

Final payment for the London trip is due March 31. Participants will earn six hours of credit and will live with home families in what the RTVF program calls home-stay programs. As in previous years, students will attend classes at the University of London Student Union and will visit British media outlets such as BBC radio and TV studios.

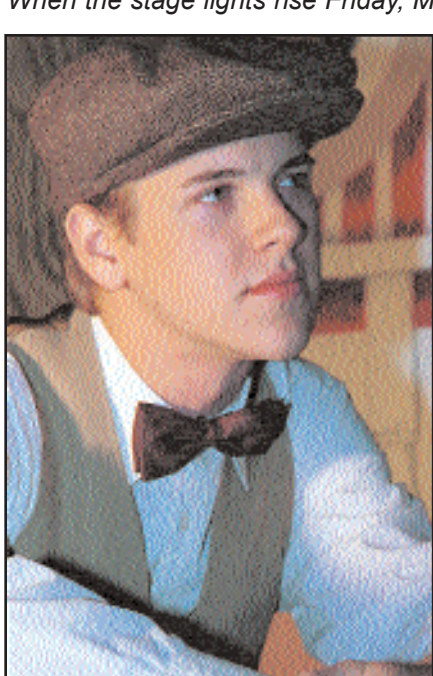
For information on the RTVF trip, contact Dr. Alan Albarron, department chair, Room 262 in the RTVF-Performing Arts Building, 565-2537. For other Study Abroad trips, 565-2207.

### He sings, he dances, he writes

## Mayborn student stars in 'The Music Man'

Story and photos by Kathy Clark

He's Tommy, rebellious 1930s teen onstage at Denton's Campus Theatre. He's Stephen Moffatt, Mayborn Scholar on the NT campus; and he's Deauxcheck to his Aggie friends in College Station. Will the real Stephen Moffatt please stand up? When the stage lights rise Friday, March 22, he will.



Stephen Moffatt, top and above, plays Tommy Dgilas in *The Music Man* at Denton's historic Campus Theatre.

Knicks and bow tie add to Moffatt's boyish image in Meredith Wilson's classic American musical, *The Music Man*, for Denton Community Theatre's production, weekends through April 7 at the historic downtown Campus Theatre.

Onstage, Moffatt is Tommy Dgilas, the troublemaking River City, Iowa, teen who introduces himself to the audience by setting off a firecracker behind the mayor's prim wife.

On the NT campus, he's a 23-year-old graduate student with a master of journalism degree on his mind and a Mayborn scholarship helping him along. At Texas A&M, his nickname was Deauxcheck from *Players*, a TV show with ex-cons as undercover cops.

In *The Music Man* Moffatt portrays the kid who leads the band.

Professor Harold Hill picks Tommy to organize and get the kids' support to

start a band," Moffatt said. "They look up to him."

Scot Wilkinson, director of the DCT production, chose Moffatt for both his youth and maturity. "He looked young enough, yet had the maturity of a fresh, good-looking face and the talent to pull off the role," Wilkinson said he's also impressed by Moffatt's determination to learn dance scenes with his onstage partner, Libby Sherman of Denton.

Theater wasn't part of Moffatt's original degree plan as a wildlife and fisheries science major at A&M; yet, he expanded beyond the curriculum. An honor student, he helped produce and host the campus Ag TV show.

Meeting Dr. Mitch Land at a campus career fair helped him clarify his goals of combining journalism with the entertainment industry. When Moffatt graduates in May 2003, he will have minors in radio-TV-film and theater; and a goal of becoming an arts writer.



### Webcasting: NT journalism blazes a trail into the next high-tech frontier

Instant access to the sounds of NT is just a few mouse clicks away with the *NT Daily's* new Webcast technology. By the end of March, computer users around the world — including alumni, distance-learning students and prospective students — will be able to access campus news and local music through the Webcast.

"We want to give our kids more opportunities to have practical experience," said Jim Albright, journalism department chairman. "I think you learn more from doing."

The Webcast, which offers online audio, is a collaboration of NT journalism and Webcasting Inc. of Dallas. It augments

the *NT Daily's* Web site. Simply click on the icon at [www.ntdaily.com](http://www.ntdaily.com).

Both broadcast majors and print majors will be able to work on this Webcast," said Dr. Jim Mueller, *NT Daily* adviser. "The news will be recorded, and then updated periodically."

Journalists are expected to be increasingly versatile in the workplace, Mueller noted. EADS opportunities will give NT students an edge in launching their careers.

Dr. John Mark Dempsey, associate professor of broadcast journalism, said that although other universities have developed similar concepts, "no one's doing exactly what we plan to do."

*The Music Man*  
7:30 p.m.  
March 22-23, 28-30, April 4-6 and  
2 p.m. March 24 and April 7  
Campus Theatre  
214 W. Hickory, Denton  
(940) 382-1915  
[www.campus theatre.com](http://www.campus theatre.com)  
Sponsors:  
City of Denton  
Greater Denton Arts Council  
The Arts Guild  
Texas Commission on the Arts

## Shea Mayberry: TPRM Intern of the Year

Third in a series about Mayborn alumni who are making their mark in Texas journalism and across the U.S.

Shea Mayberry, a December 2001 graduate, won the James W. Hart Intern of the Year award from the Texas Public Relations Association at its annual conference in March.

The award, which was presented in Austin, recognizes Mayberry's outstanding performance during a 12-week internship last summer at EDS in Plano. It includes a \$1,500 scholarship for Mayberry and \$1,000 for the Mayborn Institute. A 2000-01 Mayborn scholarship recipient, Mayberry earned a master of journalism degree and currently works in marketing for Ernst & Young in Dallas.

"Shea received laudatory reviews from all the leaders with whom she worked during her tenure at EDS," said Ken Smaling, director of Southwest Region Communications and Mayberry's manager at EDS.

"She was highly committed in an environment that changes every day. She wasn't intimidated at the complexities of a \$21.5 bil-

lion corporation but demonstrated strong skills and job commitment. Most important, she proved worth to our organization, so much so that EDS Global Communications leadership extended her employment at EDS after her internship."

Mayberry worked in all key areas of EDS' Global Communications business: America's Communication and Delivery, Global Community Affairs, Internal Communications, and News Gathering and Analysis.

"This internship was a valuable professional experience for me. I had a rare opportunity to work with many talented professionals and contribute to a variety of projects, all of which have been valuable in building a solid foundation of experiences and skills for me in public relations," Mayberry said.



Shea Mayberry, 2001 Mayborn graduate and TPRM Intern of the Year, with James Hart of TPRM.

## At last, a textbook for digital photo-j

By Kathy Clark

Photographic computer scanning and editing pose ongoing challenges in the 21st century job market, but few if any student textbooks treated the topic until *Digital Photojournalism* (Allyn and Bacon) hit bookstores in January.

NT Associate Professor Susan C. Zavoina, who coordinates NT's accredited photojournalism sequence, is co-author with John Davidson of the 173-page textbook. Beginning photojournalism students are its primary market, said Zavoina, who is mentoring three Mayborn scholars this semester.

"Originally, we were aiming at a higher-level student. But the field is growing so rapidly, and students are coming to universities with so much more expertise, that the market changed between concept and completion," she said.

The illustrated textbook (\$50) includes practical tips as well as career-oriented information such as transferring a portfolio to a CD-ROM.

"I brought the technical side, and my co-editor John Davidson brought the photo-editing side — plus, his field." Davidson's 30

years as a visual journalist for six newspapers made him a valuable ally, Zavoina said. Davidson describes digital technology as a "moving target," and expects that he and Zavoina will revise the book accordingly in the future.

The book is as up to date as one can be in this age of ever-changing technology, he said. "But it also stresses those traditional principles of photojournalism and content that haven't and shouldn't change."

Davidson is *Dallas Morning News* visuals editor, supervising photo and news art. The *News*' list of photojournalism awards under his departmental direction include four Pulitzer prizes. Davidson is an adjunct professor this semester at



Dr. Susan Zavoina, above, collaborated with John Davidson on the textbook, *Digital Photojournalism* (Allyn and Bacon). *Photos by Kathy Clark.*

NT, teaching Journalism 3700 (photojournalism).

The Dallas Museum of Art and galleries across the United States have displayed Zavoina's photographs. She has lectured nationally and has served as a research fellow for the Poynter Institute for Media Studies. Zavoina also co-edited *Sexual Rhetoric: Media Perspectives on Sexuality, Gender, and Identity* (Greenwood Press) with Dr. Meta Carstarphen of the NT journalism faculty.

### Strong Words

Printing of the newsletter courtesy of NT alumnus, Scott Milder, B.A. 1990, M.A. 2000  
Send submissions and suggestions to: Elizabeth Clark, editor ([ejc0011@unt.edu](mailto:ejc0011@unt.edu))

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