

## **The Portfolio is part of the application to UNT's Mayborn Graduate School of Journalism**

### **I. PURPOSE OF PORTFOLIO** – The purposes of the portfolio—for both prospective student and department:

1. Help the department evaluate each applicant's likelihood of success in the master's program.
2. Students' Self-evaluation: To provide an opportunity for students to reflect upon and synthesize—
  - Their evaluation of themselves as writers, journalists, researchers, and critical thinkers;
  - Their understanding of the continuing nature of journalistic development and communication theory;
  - Their realization of how the skills they have or need in relation to the goals of the UNT Journalism master's program are relevant to their professional goals and further study.
3. Assessment: To provide department with the means for assessment of applicants' levels of competence as master's students, in terms of both their writing processes and the quality of their finished products.
4. Advisement: To provide both students and faculty with a concrete means of acknowledging both strengths and weaknesses in an applicant's writing for the purpose of beneficial guidance.
5. Program Assessment: To assist faculty in inferring the extent to which program objectives can best benefit students.
6. Prospective employers likely will want to see a portfolio of your writing as part of the hiring process. As you decide what pieces to include in your portfolio, consider what writing strengths each illustrates and why you think this writing would seem professional to a prospective employer.

### **II. CONTENTS OF PORTFOLIO** - Your portfolio must include the following items, previously published or not:

1. Introductory Reflective Essay: a new piece of approximately three pages, written for the portfolio. Pick a topic; use first or third person.
2. Research Paper: a documented paper of five to 10 pages combining analysis and research. It can be a paper previously written by the applicant.
3. Other writing pieces: At least three additional items chosen from pieces from the following (no more than one from each category):
  - News stories
  - Spot news stories
  - Public relations proposals
  - Editorials
  - Columns
  - Feature Story/News Features (how-to, personality profile, first-person, human interest, etc.)
  - Creative advertising copywriting
  - News releases
  - Technical writing examples
  - Creative non-fiction (reviews, critiques)
  - Scripts
  - Short stories
  - Speeches
4. Other (extra) creative work:
  - Photos (news) and photo essays are required for those pursuing photojournalism.
  - Design samples (ads, brochures, newsletters, newspapers, etc.) are encouraged.
  - Poetry is accepted as well.

**YOUR PORTFOLIO SHOULD BE AS ERROR-FREE AS POSSIBLE, OF COURSE.**

### **III. EVALUATION** - Your portfolio will be evaluated by two members of the journalism graduate faculty as part of your application.

### **IV. FORMATTING AND SUBMISSION OF PORTFOLIO**

1. The submission date for each fall and spring semester will be **no later than** the UNT's deadline for admission.
2. Your final, error-free portfolio should be on white, 8x11 paper in double-spaced 12-point serif type for the reflective essay, which is original for this portfolio. Other materials in the portfolio may be submitted in their original format using clippings, typed papers, photos, newsletters, etc. with your byline. Photocopies are OK for the clippings. Include a table of contents. Include a cover sheet with your name and contact information. Submit the portfolio in a binder or folder with clear explanations – if any are needed.