



KAPPA TAU ALPHA

NATIONAL HONOR SOCIETY IN JOURNALISM AND MASS COMMUNICATION

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FOR IMMEDIATE RELEASE

Sheri Broyles named outstanding adviser for national honor society

COLUMBIA, Mo. – Kappa Tau Alpha will honor advertising Professor Sheri Broyles with the William H. Taft Outstanding Adviser Award during the annual convention of the Association for Education in Journalism and Mass Communication in Chicago.

The Taft award is named in honor of the national honor society's longest serving executive director. Broyles is the 33rd recipient. She has served as the adviser of the Kappa Tau Alpha chapter at the Frank W. & Sue Mayborn School of Journalism at the University of North Texas since 2009.

As chapter adviser, Broyles plays a key role in making sure the Mayborn School's top students garner the recognition they deserve. This year, a record number of students joined the honor society. At the school's Celebrate Mayborn gala each spring, the students receive their medallions or cords when their names are announced.

"This showcases those we honor in front of the entire school and in front of all the professionals who attend every year," Broyles said.

Broyles has been teaching at the School of Journalism for over 20 years. She developed the New York Maymester advertising class and has taught it for more than a decade. She also founded a student-run advertising and public relations firm named SWOOP.

"Dr. Sheri Broyles is a star professor in the classroom whose impact and legacy lives on through the lives she touches and inspires," Mayborn Dean Dorothy Bland said.

Broyles is also an active scholar. Recently, for example, she used research grants from Kappa Tau Alpha and AEJMC to help fund travel to Cuba. To date, those trips have resulted in two journal articles and five conference papers.

About Kappa Tau Alpha: The journalism national honor society was founded at the University of Missouri's School of Journalism in 1910 and has chapters at 95 universities. The national headquarters has been permanently located at the University of Missouri since 1944. Students must be in the top 10 percent of their journalism-mass communication class to be invited to join KTA.