The Mayborn Literary Nonfiction Writers Conference of the Southwest

JULY 22-24, 2005
Welcome to The Mayborn Literary Nonfiction Writers Conference of the Southwest. This inaugural event represents another milestone in the Mayborn Graduate Institute of Journalism's quest for excellence in journalism education. Our weekend of literary workshops, lectures and informal gatherings should inspire our students and all writers of the Southwest and beyond to stretch their literary talents even further.

Sue Mayborn, publisher
Temple Daily Telegram
Killeen Daily Herald

On behalf of the Frank W. Mayborn Graduate Institute of Journalism and the University of North Texas, I welcome all of you to The Mayborn Literary Nonfiction Writers Conference of the Southwest. I especially thank our conference leaders whose literary success demonstrates their commitment to excellence in creative nonfiction writing. I also thank our sponsors: The Dallas Morning News, American Mensa LTD, Nick and Anne Ricco, Bill Hunt, Jim McDonald and the Grapevine Convention and Visitors Bureau for their support. By offering literary role models, recognizing literary excellence and bringing writers together, I am convinced that the fires of nonfiction storytelling will burn even brighter. This conference also launches the new publishing track in the Mayborn graduate journalism program, the only nationally accredited professional journalism graduate program in Texas.

Mitch Land, director
Mayborn Graduate Institute of Journalism
Conference In Brief

Friday, July 22

11 a.m. to 5 p.m.  Registration
Hilton Lobby

5:30 p.m. to 7:15 p.m.  A Texas Welcome for Writers and Conferees
Austin Ranch
with Cash Bar and Buffet-Style Barbeque

7:30 p.m. to 8:30 p.m.  Keynote Address: Susan Orlean, author,
International Ballroom  My Kind of Place
Lecture: “A Guided Literary Tour of Travel
Adventures”
Session Open to the Public, $25 admission

8:35 p.m. to 9 p.m.  Q&A Session with Susan Orlean
International Ballroom

9:10 p.m. to 9:45 p.m.  Susan Orlean Book Signing
Ballroom Lobby

9:45 p.m.  Mingle with Other Writers
Hotel Bar and Lobby

Saturday, July 23

7:30 a.m. to 9 a.m.  Breakfast Bar Outside Val Verde

8 a.m. to 5 p.m.  Follett Bookstore: Come In and Browse
Su Vino  Throughout the Day
10 Percent Discount for All Conference
Attendees

8 a.m. to 8:45 a.m.  William Harper, Author, Eleven Days in Hell
Val Verde Amphitheater
Lecture and Q&A: “The Long, Rough Road
to Eleven Days in Hell”

8:50 a.m. to 9:40 a.m.  Doug Swanson, Author, House of
Val Verde Amphitheater  Corrections
Lecture and Q&A: “Bringing a Novelist’s Techniques to Project Reporting”
9:45 to 10 a.m.
Break, Refreshments in the Lobby
10 a.m. to 10:35 a.m.
Val Verde Amphitheater
Ann McCutchan, author, Marcel Moyse: Voice of the Flute
Lecture and Q&A: “Making Prose Sing”
10:40 a.m. to 11:25 a.m.
Val Verde Amphitheater
Alex Kotlowitz, Author, There Are No Children Here
Lecture and Q&A: “Writing About People on the Margins”
11:30 to 12:15 p.m.
Val Verde Amphitheater
Sonia Nazario, Author, “Enrique’s Journey”
Lecture and Q&A: “How to Go Deep in Narrative Writing”
12:15 p.m. to 1:15 p.m.
Val Verde Amphitheater
Boxed Lunch and Readings with Conference Authors
1:30 p.m. to 5 p.m.
Designated Conference Rooms
Workshop Sessions
1:30 p.m. to 2:15 p.m.
Val Verde Amphitheater
Deanne Stillman, Author, Twentynine Palms
Lecture and Q&A: “The Role of Landscape in Shaping Literary Narratives”
2:20 p.m. to 3:05 p.m.
Val Verde Amphitheater
Lecture and Q&A: “Writing the Weirdest Stories in the World”
3:05 p.m. to 3:20 p.m.
Break, Refreshments in the Lobby
3:20 p.m. to 4:05 p.m.
Val Verde Amphitheater
Byron Harris, Investigative Reporter and Writer, WFAA Television
Lecture and Q&A: “What’s the Story Here?”
4:10 p.m. to 4:55 p.m.
Val Verde Amphitheater
Paul Hendrickson, Author, Sons of Mississippi
Lecture and Q&A: “How Book Projects Find Us, Not We Them”
4:55 p.m. to 5 p.m.  
Wrap Up, George Getschow, Conference Writer-in-Residence
Val Verde Amphitheater

6:00 p.m. to 7:15 p.m.  
Literary Lights Dinner and Awards Ceremony
International Ballroom

7:30 p.m. to 8:15 p.m.  
Keynote Address: Norman Pearlstine, Editor-in-Chief, TIME Inc.  
Lecture and Q&A: “The Future of Literary Journalism in Magazine Publishing”
International Ballroom

8:15 p.m. to 8:50 p.m.  
Bob Mong, Editor, The Dallas Morning News  
Lecture and Q&A: “How to Create a Culture of Storytelling in a News Organization”
International Ballroom

8:50 p.m. to 9:00 p.m.  
Reading of Trail of Feathers: Searching for Philip True by Author and Editor Robert Rivard of the San Antonio Express-News.
International Ballroom

9:05 p.m. to 9:45 p.m.  
Book Signings by Conference Authors
International Ballroom Lobby

9:45 p.m.  
Mingle with Other Writers  
Hotel Bar and Lobby

Sunday, July 24

7:30 a.m. to 9 a.m.  
Breakfast Bar Outside Val Verde

8 a.m. to 4 p.m.  
Follett Bookstore: Come In and Browse Throughout the Day  
10 Percent Discount for All Conference Attendees
Su Vino

8 a.m. to 9:45 a.m  
Sunday Revision Workshops.
Val Verde Amphitheater

8 a.m. to 8:45 a.m.  
Q&A with James Hornfischer, a Nonfiction Literary Agent for Four New York Times Best-Sellers, and Author of The Last Stand of the Tin Can Sailors.
Val Verde Amphitheater
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:50 a.m. to 9:35 a.m.</td>
<td>Hannibal Johnson, Author, <em>Up From the Ashes</em> Lecture and Q&amp;A: “Making History Come Alive on the Page”</td>
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<td>9:35 a.m. to 9:45 a.m.</td>
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<td>9:50 a.m. to 10:35 a.m.</td>
<td>Dave Tarrant and Bill Marvel, Narrative Writers, <em>The Dallas Morning News</em> Lecture and Q&amp;A: “The Cunning Writer: Keeping the Narrative Alive in a Shrinking Newsroom”</td>
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<tr>
<td>10:40 a.m. to 11:25 a.m.</td>
<td>Cathy Booth Thomas, Dallas Bureau Chief, <em>TIME</em> Lecture and Q&amp;A: “How to Get Celebrities to Tell All”</td>
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<tr>
<td>11:30 a.m. to 12:15 p.m.</td>
<td>Gary Lavergne, Author, <em>Bad Boy</em> Lecture and Q&amp;A: “The Art of Telling True-Crime Stories”</td>
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<tr>
<td>12:20 p.m. to 1 p.m.</td>
<td>Box Lunches Outside Val Verde</td>
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<tr>
<td>1 p.m. to 1:45 p.m.</td>
<td>Keynote Address: Ken Wells, Editor, <em>The Wall Street Journal</em>: Book Publishing Division Lecture and Q&amp;A: “Finding Flavorful Narratives in Everyday Life”</td>
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<td>1:45 p.m. to 2 p.m.</td>
<td>Break outside Val Verde</td>
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<tr>
<td>2 p.m. to 2:45 p.m.</td>
<td>Editor-Agent-Author Roundtable Ken Wells, Paul Hendrickson and James Hornfischer will lead a roundtable focusing on an issue near and dear to all literary nonfiction writers: “How to Develop a Nonfiction Book Project, Land an Agent and Build a Long-Term Career in Literary Nonfiction Publishing”</td>
</tr>
<tr>
<td>2:45 p.m. to 3 p.m.</td>
<td>Farewell Address to Authors and Conferees by Dr. Mitch Land</td>
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Susan Orlean has been called “a national treasure” by the *Washington Post* and “a kind of latter-day Tocqueville” by *The New York Times Book Review*. Orlean had been writing articles for *The New Yorker* since 1982, becoming a staff writer in 1997. She has written more than 50 “Talk of the Town” pieces, as well as “Profiles” and “Reporter at Large” articles, and is currently writing a series of American popular culture columns called “Popular Chronicles.” The “Chronicles” thus far have included subjects such as an article on designer Bill Blass, Harlem high school basketball star Felipe Lopez, the friends and neighbors of Tonya Harding, and D.J. Red Alert, a hip-hop radio star in New York. Orlean has written several books, including *The Bullfighter Checks Her Makeup: My Encounters with Ordinary People*, a collection of stories that was released in January 2001; *Red Sox and Blue Fish* (1989), a compilation of columns she wrote for *The Boston Globe Sunday Magazine*; *Saturday Night* (1990), a journal of essays which chronicle the Saturday nights she spent in communities across the country; and *The Orchid Thief* (1999) a narrative about orchid poachers in Florida. *The Orchid Thief* was made into the movie *Adaptation*, written by Charlie Kaufman and directed by Spike Jonze.

In the film version of her book, Orlean was played, with some creative liberties, by Meryl Streep in a Golden Globe Award-winning performance. Her most
recent book, My Kind of Place: Travel Stories for a Woman Who's Been Everywhere, takes readers on a world tour of subcultures - from the African music scene in Paris to the World Taxidermy Championships in Springfield, Ill. - in this witty collection of travel stories. Prior to joining The New Yorker, Orlean was a contributing editor at Rolling Stone and also at Vogue, where she wrote on numerous figures in both the music and fashion industries. Previously, she had been a columnist, first for The Boston Phoenix and then for The Boston Globe Sunday Magazine. She has also written for The New York Times Magazine, Spy, Esquire and Outside. Orlean received her B.A. with honors from the University of Michigan in 1976. She lives in New York City with her husband, her son, Travis, and her dog, Cooper. Cooper Gillespie has just published his first book of recipes.

**Norman Pearlstine**

Norman Pearlstine became editor-in-chief of Time Inc. on Jan. 1, 1995. He is the fifth editor-in-chief in the company's history. As editor-in-chief, Pearlstine oversees the editorial content of Time Inc.'s magazines, including Entertainment Weekly, Fortune, In Style, Money, People, Real Simple, Sports Illustrated, TIME and many others.


After resigning from the Journal in June 1992, Pearlstine spent a year launching Smart Money magazine for the Journal's parent, Dow Jones & Company, and for Hearst. He then became general partner of Friday Holdings L.P., a multimedia
investment company, in April 1993 and held that position until joining Time Inc. in October 1994.

In 1989, Pearlstine received the National Press Foundation's Editor of the Year Award. He was honored with the Loeb Lifetime Achievement Award for Distinguished Business and Financial Journalism in 2000. The American Society of Magazine Editors named him the recipient of its Lifetime Achievement Award and inducted him into the Magazine Editors Hall of Fame in January 2005.

Pearlstine is president of the Atsuko Chiba Foundation, which provides scholarships to Asian journalists for study in the U.S. He also serves on the boards of the Carnegie Corporation, the Annenberg School of Communications at the University of Southern California, the Committee to Protect Journalists, the Arthur F. Burns Fellowship Program and the Tribeca Film Institute. He is president of the Advisory Board of the Nieman Foundation at Harvard University, a member of the Advisory Board of the City University of New York's Graduate School of Journalism and a member of the Council on Foreign Relations. Pearlstine received his B.A. from Haverford College and his L.L.B. from the University of Pennsylvania.

Ken Wells

Ken Wells is a novelist and longtime editor and feature writer for Page One of The Wall Street Journal and currently editor of the Journal's book-publishing division, a joint venture with Crown Publishers. Before his venture into book publishing, he ran a team of reporters who wrote exclusively for the paper's front page on issues including race, immigration and the environment. Two of his reporters won Pulitzer Prizes, including the 1999 Pulitzer for feature writing. Wells' own work has also appeared in Reader's Digest and the Oxford American. Wells, who grew up in the bayous near Houma, La., is also the author of three well-received novels of Cajun Louisiana, known collectively as
the Catahoula Bayou Trilogy. The debut book, *Meely LaBauve*, was published by Random House in 2000, *Junior’s Leg* followed in 2001 and *Logan’s Storm* was published in Sept. 2002. Wells is also the editor of two anthologies from The Wall Street Journal Books: *Floating Off the Page*, a collection of “Middle Column” features from the *Journal*’s front page, published in 2002, and *Herd on the Street: Animal Stories From The Wall Street Journal*, published in 2003. Wells has an English degree from Nicholls State University in Thibodaux, La., and a master’s degree from the University of Missouri School of Journalism. He began his journalism career as a reporter in 1967 covering car wrecks and gator sightings for the then-weekly *Houma Courier*, while still finding time to help out in his family’s snake-collecting business. He joined the *Columbia Missourian* in 1975 as a reporter and assistant editor. In 1978, he moved to *The Miami Herald* as a reporter. Four years later, he was a finalist for the Pulitzer Prize in the general reporting category for his coverage of how a massive, public-supported drainage project for agribusiness was greatly exacerbating a drought gripping the Florida Everglades. Wells joined *The Wall Street Journal* in 1982 as a reporter in the San Francisco bureau, writing about topics as disparate as Utah polygamists and the Exxon-Valdez oil spill. He transferred to the London bureau in 1990 and was the *Journal*’s point man for coverage of the environmental aftermath of the Persian Gulf War and also helped cover South Africa’s transition to a multiracial democracy. He joined the Page One staff in 1993 and received the American Society of Newspaper Editors distinguished writing award for headline writing in 1994. He took a sabbatical from the *Journal* in 2002-2003 to tackle his first nonfiction book, a travelogue through the nation’s $75 billion beer industry called *Travels with Barley: a Journey Through Beer Culture in America*. It was published by Simon & Schuster/Free Press in October 2004. When he is not busy with journalism or pecking away at novels, Wells plunks around on blues and jazz guitar, writes songs and often wishes he were fishing. He lives with his family on the outskirts of New York City.
Susan Orlean
Author: My Kind of Place
Lecture: “A Guided Literary Tour of Travel Adventures”

Susan Orlean’s lecture and reading titled, “A Guided Literary Tour of Travel Adventures,” will focus on the subgenre of travel writing as well as what she calls “the intellectual journey, professional journey and the emotional journey that we all take as writers.” The author of My Kind of Place, a collection of her travel stories first published in The New Yorker, will take us into the World Taxidermy Championships in Springfield, Ill., and even into her own apartment, where she imagines a very famous houseguest taking advantage of her hospitality. We will climb Mount Fuji and experience a hike most intrepid Japanese have never attempted. We will play ball with Little Leaguers in Cuba, a country where baseball and politics are inextricably intertwined. We will trawl Icelandic waters with Keiko, everyone’s favorite whale, as he tries to make it on his own. We will visit Midland, Texas, hometown of George W. Bush, a place where oil time is the only time that matters. We will stalk caged tigers in Jackson, N.J., a suburban town with one of the highest concentrations of tigers per square mile anywhere in the world. Orlean’s goal is for our conferees to come away from her lecture with some new tools for their own work. Another goal is to light a fire under our conferee’s literary stove. “I love the feeling when people will walk out and say, ‘I can’t wait to get back to work.’” Orlean is the author of The Orchid Thief (which was the inspiration for the film Adaptation), Saturday Night, The Bullfighter Checks Her Makeup: My Encounters with Ordinary People and Red Sox and Blue Fish.
**William Harper**

*Author: Eleven Days in Hell*

*Lecture: “The Long, Rough Road to Eleven Days in Hell”*


Harper’s presentation will disprove the old adage, “What you see is what you get.” The author of *Eleven Days in Hell* will illustrate (via a video presentation) that what sometimes goes into the record as a historical account, as George Gershwin wrote, “ain’t necessarily so.” The lecture is intended to encourage writers to appreciate an important lesson Harper learned when he started his career as a writer-reporter for the *Philadelphia Inquirer*:

“Get it first. But first, get it right!”

**Doug Swanson**

*Author: House of Corrections*

*Lecture: “Bringing a Novelist’s Techniques to Project Reporting”*

Doug Swanson is a projects reporter at *The Dallas Morning News* where he also has been a national correspondent and New York bureau chief. In 1999 he was a Knight Fellow in journalism at Stanford. He is currently at work on his sixth novel, this one about boxing.

Doug Swanson is the author of five novels featuring Dallas detective Jack Flippo. Swanson’s novels include *House of Corrections* and *Big Town*, which won the John Creasey Award from the British Crime Writers Association.*
Swanson has won numerous journalistic honors as a long-time writer for *The Dallas Morning News*. That has a lot to do with his skills in bringing novelistic techniques to the stories he writes for his newspaper. Swanson will discuss how journalists have much to learn from fiction writers about pacing, dramatic structure and characterization in a journalistic setting.

**Ann McCutchan**  
**Author: Marcel Moyse: Voice of the Flute**  
**Lecture: “Making Prose Sing”**

Ann McCutchan is the author of *Marcel Moyse: Voice of the Flute* and *The Muse that Sings: Composers Speak About the Creative Process*. She has written for a wide range of publications in magazines, literary journals and other media. In August, she joins the creative writing faculty at the University of North Texas, specializing in creative nonfiction.

As a girl, McCutchan had to choose between becoming a writer or a performing musician. She chose to be a musician, in part because the language of music is abstract, universal and requires the whole body for production. Yet a series of serendipities eventually led to a parallel career as a writer, and McCutchan discovered how an ear for tonal nuance, rhythm and form feed writing. She also discovered how the lyrical, narrative possibilities in a nocturne, sonata or symphony are kin to the same possibilities in a poem, essay or novel. McCutchan, author of *Marcel Moyse: Voice of the Flute*, will offer ways to tap into instincts having to do with the form and rhythmic structure of prose, as well as techniques for developing the ear and creating sentences that “sing” on the page.
Alex Kotlowitz
Author: *There Are No Children Here*
Lecture: “Writing About People on the Margins”

Alex Kotlowitz is an award-winning author of several books including: *Never a City So Real, The Other Side of the River: A Story of Two Towns, a Death and America’s Dilemma* and *There are No Children Here*. His articles have also appeared in *The New Yorker*, the *Washington Post*, the *Chicago Tribune*, *Rolling Stone*, *The Atlantic* and *The New Republic*. He is a writer-in-residence at Northwestern University and a visiting professor at the University of Notre Dame as the Welch Chair in American Studies.

The author of *There Are No Children Here* and *The Other Side of the River* will address how to tell the stories of people outside the public eye, the people who are often overlooked by the mainstream media. Kotlowitz’s narratives are daring. The focus of Kotlowitz’s work are people on the margins of America, either because of their race or poverty or their legal status. Kotlowitz has made a literary career out of writing about such people, which he calls “the journalism of empathy.” His most acclaimed literary nonfiction book about life in a Chicago ghetto, *There Are No Children Here*, is the recipient of numerous awards including the Helen B. Bernstein Award for Excellence in Journalism, the Carl Sandburg Award and a Christopher Award. The New York Public Library selected *There Are No Children Here* as one of the 150 most important books of the century.

Sonia Nazario
Reporter: *Los Angeles Times*
Lecture: “How to Go Deep in Narrative”

Sonia Nazario has won numerous national awards. In 2003, her story of a Honduran boy’s struggle to find his mother in the U.S., entitled “Enrique’s Journey,” won more than a dozen awards, among them the Pulitzer Prize for feature writing.
As with “Enrique’s Journey,” Nazario often writes about complex social issues involving people who are in danger, particularly kids. Bringing the plight of these kids to life through narrative storytelling is the hallmark of Nazario’s work. Nazario will give a step-by-step account of how she wrestled 110 notebooks into a 34,000-word, six-part series and set a new standard for literary excellence.

Deanne Stillman
Author: Twentynine Palms
Lecture: “The Role of Landscape in Shaping Literary Narratives”


Deanne Stillman, the author of Twentynine Palms: A True Story of Murder, Marines, and the Mojave, has much to teach us about the role of landscape in shaping literary narratives. Stillman will talk about how landscape and place play an all-important role in storytelling - yet it’s an element that’s too often neglected by journalists and writers. In Stillman’s literary magazine pieces and books, landscape and place serve not just as setting for her stories but as a kind of living character. Hunter Thompson called Twentynine Palms “a strange and brilliant story by an important American writer.”

Barry Newman
Lecture: “Writing the Weirdest Stories in the World”

Barry Newman has helped transform journalism into an art form on the front pages of The Wall Street Journal over the past 35 years. Newman went to work at the
Journal's New York office in 1970, traveled the world for the organization and contributed to several Wall Street Journal publications.

The literary master of the oddball story will talk about how he comes up with the weird ideas for his nonfiction pieces regularly published on the front page of The Wall Street Journal. Many of Newman's features have been memorialized as classics in Floating Off the Page and Animal Stories from The Wall Street Journal. Barry often finds his whimsical, offbeat, bizarre pieces outside the public's view, nestled in some of the remotest parts in the world. Of course, finding these stories is one thing. Telling them with his flair and style is another thing. Barry will share some of his trade secrets.

Byron Harris
Investigative Reporter: WFAA-TV
Lecture: "What's the Story Here?"

Byron Harris is a senior reporter at WFAA-TV, Channel 8. During his 30 years with Belo Corp., which owns WFAA-TV, he has served as a news manager at WFAA-TV, senior producer for "Prime Time Texas" and assistant news director at K Hou-TV in Houston.

Every night of the week a couple of hundred thousand people in Dallas and Fort Worth are arrayed before their TV sets, sitting on their couches or half-reclined in their La-Z-Boys, perhaps half-asleep. Television reporters have to grab viewers attention and hold their attention. They have about 15 seconds to get the job done. Harris of WFAA-TV in Dallas maintains that even in television where pictures loom large, the elements of storytelling - a narrative hook, symbolism and metaphor - still play a pivotal role in capturing viewers. Harris, a veteran of investigative reporting, says the parallels between writing for television and writing for print are closer than the public might think. The facts themselves, while of prime importance, are usually not enough to hold the audience. More often it's human drama, emotion, suspense, irony and the specific, telling details of the story that hold viewers in the clutches of their television screen.
Paul Hendrickson
Author: Sons of the Mississippi
Lecture: “How Book Projects Find Us, Not We Them”

Paul Hendrickson is the author of the best seller Sons of the Mississippi. For more than 20 years, Hendrickson was a prize-winning feature writer for the Washington Post and for The National Observer. Hendrickson, who now teaches nonfiction writing at the University of Pennsylvania, is the author of three previous books, two of them book award finalists. Hendrickson has been awarded various fellowships and numerous journalism honors and awards. In 1999 he was named a Guggenheim Foundation Fellow for his work on Sons of Mississippi. Partially educated in the South, in the late 1950s and early 1960s, in a seminary for the Catholic missionary priesthood, Hendrickson has degrees in American literature from Saint Louis University and Pennsylvania State University.

In Hendrickson’s case, the stories he finds often are inspired by something photographic that he’s encountered in everyday life. Hendrickson will explain how this was the case in discovering Sons of Mississippi: A Story of Race and Its Legacy. Hendrickson’s book has won numerous awards, including the 2003 National Book Critics Circle Award, general nonfiction. Hendrickson will also participate in the last session of the conference - a roundtable discussion about how to develop a nonfiction book project, land an agent and build a long-term career in literary nonfiction publishing. As a prize-winning feature writer at the Washington Post, Hendrickson was moved to write a series of articles about the man who served as secretary of defense during the Vietnam War. Those pieces became the springboard for The Living and the Dead: Robert McNamara and Five Lives of a Lost War. The Living and the Dead was a finalist for the 1996 National Book Award, general nonfiction. After spending 20 years in journalism, the author and college professor has much to teach all of us about building a career in literary nonfiction publishing.
The Literary Lights Dinner will be a time for our authors and conferees to gather together to celebrate our conferees’ literary achievements. Our conference will recognize the highest-quality submissions of literary nonfiction with several special awards. In the article/essay contest, there are three winners: First Place, The Dallas Morning News 2005 Nonfiction Prize for Literary Excellence; Second Place, the Norm Pearlstine-Time Inc. 2005 Nonfiction Prize for Literary Excellence; Third Place, Ken Wells-The Wall Street Journal 2005 Nonfiction Prize for Literary Excellence. The conference’s honorary publisher, Sue Mayborn, will present the article/essay awards. Ron Chrisman, director of UNT Press, will announce the winner of the manuscript contest. The winner will enter into a provisional contract with UNT Press to publish his or her manuscript.

Norman Pearlstine
Editor-in-Chief: Time Inc.
Lecture: “The Future of Literary Journalism in Magazine Publishing”

TIME, Fortune, Sports Illustrated and other Time Inc. publications have an illustrious history in the arena of narrative journalism. But in an age where readers seem to have less and less time to devote to reading, will long narratives go the way of the horse and buggy? Or will there always be a place for long, “literary” pieces in Time Inc.’s magazines? Pearlstine will also speak about the complicated world of confidential sources, a subject now in the public eye because of Pearlstine’s decision to provide the confidential sources of one of his reporters to a grand jury.
Bob Mong
Executive Editor: The Dallas Morning News
“How to Create a Culture of Storytelling in a News Organization”

Bob Mong, editor, The Dallas Morning News, has been instrumental in building and shaping news coverage at the paper during a time of extraordinary change and improvement that began in 1980. During his tenure as managing editor, 1990 to 1995, the paper won four Pulitzer Prizes. The paper won seven Pulitzers during his time in news leadership. He chaired the American Society of Newspaper Editors’ (ASNE) Diversity Committee, and was the first chair to forge a close relationship with universities with large Hispanic student populations. During his time as chair of the ASNE Human Resources Committee, Mong was also involved in creating the American Copy Editors Society. Mong is the 2004 winner of the national Empathy Award, recognizing individuals whose work has improved the communities in which they work. Previous winners include William Raspberry and E.J. Dionne. Mong is a graduate of Haverford College and attended the Stanford Graduate School of Business Executive Program.

Mong and his editors have worked hard to create a culture of narrative storytelling at The Dallas Morning News. They have plenty of Pulitzer Prizes and other literary awards to show for it. But is the Internet, shrunken news holes and a changing readership a threat to this culture? Mong will address this subject, one that is important to newspaper editors and readers everywhere.
James Hornfischer
Literary Agent
Author: The Last Stand of the Tin Can Sailor
Question-and-Answer Session

James D. Hornfischer is president of Hornfischer Literary Management. His four dozen clients include several best-sellers. Prior to becoming a literary agent he was an editor with Harper Collins in New York.

Hornfischer, one of the Southwest's best-known and highly respected agents of literary nonfiction, is inviting our conferees to attend a freewheeling question-and-answer session. He'll address anything you want to know about the role of literary agents in book publishing—from contract negotiations and movie rights to the author-agent relationship. He's represented authors of four New York Times best-sellers, and he's a literary nonfiction author himself. Hornfischer's The Last Stand of the Tin Can Sailors, a story about one of the most harrowing sea battles in history, has been widely praised by critics for the way the writer makes the battle scenes come alive on the page. Hornfischer will also participate in the last session of the conference—a roundtable about how to develop a nonfiction book project, land an agent and build a long-term career in literary nonfiction publishing.

Hannibal Johnson
Author: Up From the Ashes
Lecture: “Making History Come Alive on the Page”

Hannibal B. Johnson, Esq. is a graduate of Harvard Law School and the author of Black Wall Street: From Riot to Renaissance in Tulsa's Historic Greenwood District, childern's books and several more. His latest project is No Place Like Home -- A Story About an All-Black, All-American Town. His honors include: the Don Newby/Ben
Hill Award from Tulsa Metropolitan Ministry; the Keeping the Dream Alive Award from the Dr. Martin Luther King, Jr. Commemoration Society; the Outstanding Service to the Public Award from the Oklahoma Bar Association; the Ten Outstanding Young Tulsans award from the Tulsa Jaycees; and the Distinguished Leadership Award from the National Association for Community Leadership.

Johnson will describe the essentials of “Making History Come Alive on the Page” and share his thoughts on creating narratives that both capture the imagination and engage the soul. Johnson’s people-centered writing style defies the dry, turgid manner too often associated with historical works. Philosophically, he believes that history must be widely accessible and that writing style is, as much as anything else, an accessibility issue. This lecture is intended to provide tips and techniques for enriching and enhancing historical writing.

Dave Tarrant and Bill Marvel
Writers: The Dallas Morning News
Lecture: “The Cunning Writer: Keeping the Narrative Alive in a Shrinking Newsroom”

Dave Tarrant (top) has been a news reporter since 1981. He specializes in writing in-depth profiles and narratives covering a wide range of subjects from war to homelessness. He has won the Heywood Broun Award and a Texas APME award twice along with contributing to a series that won the Pulitzer Prize.

Bill Marvel (bottom) is a senior feature writer at The Dallas Morning News, specializing in narratives. Before the News, he covered art and architecture for The Dallas Times Herald, was art and off-off-Broadway theater critic for The National Observer, and covered night cops, day cops, the courts, city hall and the Colorado statehouse for Denver’s Rocky Mountain News. From time to time, Marvel has dropped out of writing to edit, a career move he has almost always come to regret. He has freelanced for Smithsonian, Horizon, Southwest Spirit and American Way and is the author of several coffee-table books on railroads. He is currently finishing a narrative history of
the Ludlow Massacre, one of the most violent episodes of labor warfare in American history. Shrinking readership is causing newspapers everywhere to cut staff and story length while searching for that magic formula that will halt the decline. Often this means more “News You Can Use.” Journalists are asking themselves: Where is the room for great writing? These narrative storytellers will examine how the writer has to find new ways to advance the old values of storytelling. Is there a way to write a gripping 14-inch narrative? Can we infuse an eight-inch piece on conquering cellulite with the old writerly virtues of conflict, wit, irony and poignancy? It’s up to the writer and his or her cunning to create an environment that is receptive to narrative writing by showing editors that readers are still hungry for stories where character, setting and human emotion come alive on the page.

**Cathy Booth Thomas**

**Dallas Bureau Chief: TIME**

**Lecture: “How to Get Celebrities to Tell All”**

Cathy Booth Thomas became the Dallas bureau chief of *TIME* magazine in September 2000 after serving four years as Los Angeles bureau chief. She has covered everything from Hollywood to high tech. A 19-year veteran of *TIME*, she served as bureau chief for the magazine in Rome, Miami and Los Angeles before arriving back in her hometown of Dallas. She graduated Phi Beta Kappa from the University of Oklahoma in 1972 with a B.A. in journalism. She began her journalism career working for several small Texas and Oklahoma newspapers before joining United Press International in Dallas.
Thomas is one of journalism's stars in conducting celebrity interviews. During her 19 years at TIME, Cathy has landed celebrity interviews with Tom Cruise and Nicole Kidman, Tom Hanks, Russell Crowe and the Star Wars crew. She's also hooked Paul McCartney, Stephen King and Gianni Versace, none of whom were easy bait. Cathy has learned a trick or two about getting celebrities to open up. She even interviewed Fidel Castro four times, twice for TIME covers, getting him to say things he probably wouldn't tell his wife. Hear how she does it.

Gary Lavergne
Author: Bad Boy
Lecture: “The Art of Telling True-Crime Stories”

Gary M. Lavergne, author of Bad Boy: The Murderous Life of Kenneth Allen McDuffis and A Sniper in the Tower: The Charles Whitman Murders, about the man who climbed a tower at the University of Texas in 1966, shooting 45 people. Lavergne is originally from the small Cajun community of Church Point, La. He has authored two true crime/criminal justice titles and has appeared on the “Today Show,” the History Channel, A&E, CNBC, MSNBC, the Discovery Channel and the Tokyo Broadcasting Company. He has also presented to numerous educational and law-enforcement organizations on topics related to at-risk children and mass murder and violence in adults. He is currently the director of admissions research at the University of Texas at Austin. He lives in Cedar Park, Texas.

Grisly murders and mayhem happen every day, but it takes a storyteller to recognize when these crimes are candidates for literary narration. Lavergne, the author of Bad Boy: The Murderous Life of Kenneth Allen McDuffis and A Sniper in the Tower: The Charles Whitman Murders, will identify all the storytelling elements necessary to produce a gripping, true-crime narrative that will appeal to publishers.
Ken Wells
Author: *Travels with Barley*
Editor: The Wall Street Journal Book Publishing
Lecture: “Finding Flavorful Narratives in Every Day Life”

If anyone knows how to bridge the murky divide between fiction and literary nonfiction, it’s Ken Wells. Wells is the author of three well-received novels set in the bayous of Louisiana, a place he knows well because he hails from Houma, La. But much of his career has been spent writing and editing literary nonfiction for Page One of *The Wall Street Journal*. He’s currently editor of the Journal’s book-publishing division, a joint venture with Crown Publishers. Wells’ lecture will cover his personal journey as a writer and editor of both fiction and literary nonfiction, including his recently published travelogue through the breweries of America called *Travels with Barley*. Wells will talk specifically about the literary nonfiction venture between *The Wall Street Journal* and Crown Publishers, and new developments in publishing literary nonfiction in general. He will also participate in the last session of the conference - a roundtable discussion about how to develop a nonfiction book project, land an agent and build a long-term career in literary nonfiction publishing.

Editor-Agent-Author Roundtable
2-2:45 p.m.

If you’re serious about a literary career in nonfiction publishing, this discussion is designed for you. James Hornfischer, Ken Wells and Paul Hendrickson will discuss how to develop a nonfiction book project, land an agent and build a long-term career in literary nonfiction publishing.
Conference Committee

Mitch Land
Mayborn Director

George Getchow
Writer-in-Residence

Richard Wells
Mayborn Professor

Nancy Eanes
Conference Manager

Mike Harris
Assistant Conference Coordinator

Brandee Davis
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James Hornfischer
President of Hornfischer Literary Management

Keith Shelton
Former UNT Journalism Professor

Steve Blow
The Dallas Morning News

Ann McCutchan
UNT English Professor

Bob St. John
Former Dallas Morning News Columnist

Randy Lee Loftis
The Dallas Morning News

Cathy Booth Thomas
TIME Dallas Bureau Chief

Bill Marvel
The Dallas Morning News

Dave Tarrant
The Dallas Morning News
Mayborn Graduate Institute of Journalism

The Mayborn Graduate Institute of Journalism, the only nationally accredited professional master's journalism program in Texas, offers specialties in print and broadcast news, photojournalism, integrated marketing communications and publishing.

The Department of Journalism at the University of North Texas has been a major source of professionals and academics for mass media since the department's beginning in 1945. Graduates work throughout the world for newspapers, news services and magazines, as well as for radio and television stations, serving as reporters, editors, publishers, bureau chiefs, photographers, writers and professionals in public relations and advertising.

The journalism program has produced seven Pulitzer Prize winners and many outstanding award winners and professionals in advertising, public relations, newswriting-editorial, photojournalism and broadcast news. The North Texas Daily and its predecessor, the Campus Chat, have earned three regional and six national Pacemaker awards, the last two presented by the American Newspaper Publishers Association and the Associated Collegiate Press. The newspaper has also earned All-American honors 86 times, awarded by the Associated Collegiate Press and the College Media Advisers.

The journalism department's graduate program built on its tradition of excellence when it was named, in 1999, the Frank W. Mayborn Graduate Institute of Journalism through a generous gift from the Frank W. & Sue Mayborn Foundation. The Mayborn Institute offers both master of arts and master of journalism degrees. Graduate work at the institute equips individuals with professional and academic skills to succeed in the mass media professions and in teaching journalism. The program's strength lies in its relevance to the needs of today's mass media environment and its opportunities for research at a variety of levels. Graduate faculty members represent a diversity of backgrounds, research and professional interests. More than 90 students are actively enrolled.
University of North Texas

The University of North Texas is the leading university of the Dallas-Fort Worth region and is the region’s largest, most comprehensive graduate and research university.

UNT offers more graduate degree choices than any university in the region - 114 master’s degree programs and 49 doctoral programs - with many programs nationally recognized. The university has over 7,600 graduate students, which is almost 25 percent of the university’s 31,000 students.

UNT’s outstanding graduate faculty is widely recognized - even internationally known. The university offers small classes for individual attention from professors; its excellent overall student-faculty ratio of 16:1 is even lower for graduate classes.

Research opportunities abound. Graduate students often assist professors with research projects or become involved with the university’s more than 60 research and service centers and institutes. In addition, graduate students intern with top corporations, government agencies and other institutions.

UNT offers the most extensive computer resources of any Dallas-Fort Worth university. Its library system, with two million cataloged holdings, is the largest in the region and has been designated a major research library by the U.S. Department of Education.

State funded and named one of America’s 100 Best College Buys, UNT offers private-college quality at an affordable cost. The university, founded in 1890, has built on a century-long tradition of excellence to become the region’s best graduate school.

UNT is the flagship of the University of North Texas System, which includes the UNT Health Science Center at Fort Worth and the UNT System Center at Dallas. The System Center at Dallas is expected to become a full university in 2007.
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