

Frank W. Mayborn

GRADUATE INSTITUTE OF JOURNALISM

UNIVERSITY OF NORTH TEXAS™

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Graduate Certificate in Narrative Journalism

The Mayborn Graduate Institute of Journalism is offering a certificate program in narrative journalism aimed at professionals seeking to enhance their storytelling skills in all fields of traditional and on-line publishing while working full time in their chosen careers. The program is aimed at journalists, authors, writing instructors, and editors for newspapers, magazines and book publishers, as well professionals employed in advertising, public relations and strategic communications.

The idea to create a certificate program in narrative journalism grew out of a growing chorus of requests from professionals involved in journalism and other fields of creative writing who have attended The Mayborn Literary Nonfiction Conference. The five-year-old conference, which offers lectures, workshops and hands-on instruction in narrative nonfiction storytelling, “is rapidly becoming one of the most vital gatherings of writers in America,” says David Granger, editor of *Esquire* magazine.

Professionals attending The Mayborn Conference asked us to consider offering year-round instruction in the art and craft of narrative nonfiction to enhance their skills and better equip them for the rapidly-changing job market in creative writing and teaching. The certificate program in narrative journalism is designed to give students a competitive edge in all fields of journalism and creative writing.

The Mayborn Graduate Institute of Journalism is offering seven courses in the certificate program that entails periodic seminars, workshops and other gatherings for professionals designed to teach exceptional writing, editing and other skills needed in the ever-evolving world of nonfiction publishing.

An interesting venue for advanced studies in nonfiction publishing (JOUR 5740) is the historic Spur Hotel in Archer City. The town and the surrounding landscape provide “an incredibly rich store of fact and fuel for creative writing,” says Judith Kulp, a student who

attended a summer workshop in Archer City. Kristen Flory, a doctoral student working on a literary nonfiction dissertation, agrees. “Just standing in the very Royal Theater that inspired Larry McMurtry’s *The Last Picture Show* puts me in the mood to create my own stories.”

The place has inspired some of the greatest stories ever written. Conducting classes in Archer City connects students to the legacy and character of the West in a profound and dramatic way. In Archer City, Larry McMurtry has assembled the largest collection of antiquarian books in the country. His bookstores, called “Booked Up,” attract writers, researchers and scholars from all over the world. The bookstores will serve as a valuable resource for anyone enrolling in the Mayborn’s professional certificate program.

Students

Professionals can earn 15 hours of graduate-level credit for completing five of the seven courses in the certificate program in narrative journalism.

To enroll in the Mayborn Graduate Institute of Journalism’s certificate program, a candidate must provide an official transcript demonstrating completion of a bachelor’s degree and two letters of recommendation. The Graduate Record Examination (GRE) is not required to enroll in the certificate program. However, these courses may be taken as part of the master’s degree program in journalism at UNT. To apply and see deadlines: <http://tsgs.unt.edu/content/graduate-academic-certificates>.

The Mayborn’s Graduate Certificate in Narrative Journalism consists of the following courses:

JOUR 5700 Advanced Feature Writing
JOUR 5270 Advanced Reporting Techniques
JOUR 5350 Narrative Business Journalism
JOUR 5710 Narrative Journalism
JOUR 5720 Magazine Writing and Publishing
JOUR 5730 Writing, Editing and Publishing for the Literary Market
JOUR 5740 Literary Journalism

The courses are offered at the UNT campus and at various venues in Dallas, including *The Dallas Morning News*.

Courses in Narrative Journalism

JOUR 5700 Advanced Feature Writing

Focus on the art and craft of long-form feature writing, using extensive research and interviews; Equips students with the skills to construct a feature series.

JOUR 5270 Advanced Reporting Techniques

Equips journalists with the skills to do responsible reporting that includes getting information that is often difficult to obtain from government and private sources. This hands-on advanced reporting class focuses on “sunshine laws” and other freedom of information laws that are helpful in obtaining information legally available to the public;

mining online databases of public records that pertain to stories journalists pursue for the public's need to know about the institutions, public figures and other entities that affect our daily lives.

JOUR 5350 Narrative Business Journalism

Learn how to develop, research, and write narrative business articles and books for traditional and new media.

JOUR 5710 Narrative Journalism

Explores the art of narrative journalism. Study of short and long-form narratives for newspapers, magazines and Web-based publications.

JOUR 5720 Magazine Writing and Publishing

Study and practice of magazine production including photography, editing, advertising and design. Explores production schedules, advertising and marketing promotions. Covers composition, printing methods and cost-quality issues to rewriting, copy reading and fitting galleys into layouts and resulting in the production of a magazine. Meets with Jour 4850.

JOUR 5730 Writing, Editing and Publishing for the Literary Market

Advanced editing practices and story-telling devices used to create and edit book-length manuscripts and other forms of literary non-fiction. Explores the careers of literary journalists and their work.

JOUR 5740 Literary Journalism

Explores the application of literary techniques to journalism projects involving real world experiences. Employs setting, dialogue, sensory detail and other techniques used by literary journalists. Teaches immersion journalism techniques. The majority of this course is taught in Archer City, Texas following The Mayborn Literary Conference.

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