

STRONG Words

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The Mayborn
GRADUATE SCHOOL OF JOURNALISM
UNIVERSITY OF NORTH TEXAS

UNT
UNIVERSITY OF
NORTH TEXAS
Discover the power of ideas

New Mayborn Magazine features literary giants

by
Cathy Booth Thomas
Mayborn Adjunct Instructor

Last fall, Mitch Land and George Getschow locked me into a conference room at the University of North Texas on the pretext of discussing a magazine journalism class I would teach. What they really wanted, however, was a world-class magazine on literary nonfiction, a companion to the Mayborn's wildly successful summer conference for writers. And they wanted 20 students to turn out this magazine in 16 weeks.

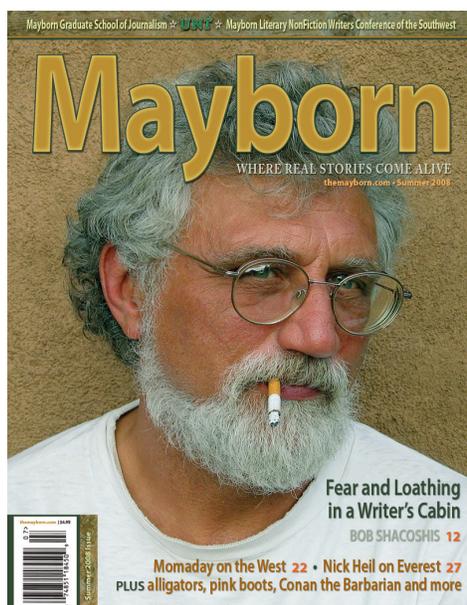
Heh heh. See ya later, guys.

They persisted, of course, and now, a semester later, MAYBORN magazine is about to be published in mid-May. The magazine features stories written by celebrated authors such as Bob Shacochis, a National Book Award winner, and Nick Heil, whose definitive book on Everest, *Dark Summit*, was just published. Ken

Wells, author of *The Good Pirates*, a 2009 Pulitzer Prize nominee, also contributed. In addition, MAYBORN

UNT Press/Mayborn School book contract. The students themselves, when not taking photos or doing layout or selling ads, provided articles too, including one off-the-wall entry by grad student Andrew Rogers on Conan the Barbarian and his Texas origins.

While the layout of the magazine is traditional, the voice is not. MAYBORN is meant to showcase what the School of Journalism is establishing in Denton: a southern fried version of Harvard's Nieman, a narrative voice that is very much missing in national media such as *The New York Times*, *Vanity Fair* and my former employer, TIME. The magazine provides a space for both professionals and students to write literally side by side. Mitch Land understood what that meant before I did.



MAYBORN cover

profiles local writers Bill Marvel and Craig Hanley, winner of the 2006

| Cont. on pg. 2. See MAYBORN. |

Mayborn Conference inspires award-winning series

by
Andrew Rogers
Mayborn Scholar

James Osborne stood in the driveway of a sobbing woman who had just seen her dead son return in a casket to Cardonal, her small village perched in the Sierra Madres of Mexico. Osborne nerves rattled. He had never been in such a place before and he was about to ask the mother some uncomfortable questions. He knew it was a delicate situation, but he was on a quest for the truth.

Osborne, a writer for *The McAllen Monitor*, was reporting the story of an illegal immigrant, Moises Torres Espinoza, who died of heat exhaustion while crossing the border last August.

Just a few years before, Osborne never imagined himself in this situation. The philosophy major was traveling around the world, aimless in his life's direction. After a brief stint as an advertising manager at a small paper in the Bahamas, he was bitten by the writing bug and returned to the U.S. looking for a job in newspapers. He found a reporter position in McAllen, Texas, an alluring place to work because it was close to the border; the stories would be plentiful.

He had been writing for the paper for a couple of years when he decided to attend the Mayborn Literary Nonfiction Writers Conference of the Southwest. He remembered sitting in writing coach Rob Kaiser's lecture on narrative storytelling and wanting to

emulate Kaiser's approach to finding a story.

"[Kaiser] was talking about doing a story on the last family-owned motel in Illinois, and how he hung out all day to see what happened," Osborne recalled. "That's the stuff I want to do."

With the techniques he acquired from the Mayborn Conference, Osborne started looking for the right story to craft into a narrative. He knew he could find one close to the border.

"A lot of stories out there go unreported," Osborne said. "There are many unmarked graves through that land."

When he heard about Espinoza,

| Cont. on pg. 4. See SERIES. |

C.E. Shuford 2008 Journalism Banquet



Right: Scholarship Recipients
 Front row from left: Roberto Martinez, Jennifer Sanders, Stephanie Martinez, Mary Pharris, Adrienne Scruggs, Monique Bird, Victoria Smithee, Karis Martin, Sarah Sawyers
 Back row: Stan Ascher, Marchita Johnson, David Hicks, Rachel Slade, Andrew McLemore, Matt Goodman, Ted Emerich, Denise Smith, Lindsay Short



Left: 2008 Mayborn Scholarship Recipients with Dr. Mitch Land
 Front row from left: Candace Bagwell, Elise Brooking, Nancy Prodnuk, Rebecca Hoeffner
 Second row: Dr. Mitch Land, Valerie Gordon, Lowell Brown, Analiz Gonzalez, Dianna Wray
 Back: Daniel Rodrigue



Below: Dr. Jacquie Lambiasi and Dr. Mitch Land recognize alumna and keynote speaker Emily Callahan, marketing director for Susan G. Komen For the Cure

Below: Meg Gupton, left, and Candace Carlisle, pictured with Nancy Eanes, Mayborn project manager, were honored as Outstanding Graduate Students of the Year



“MAYBORN magazine is one more example of the excellence in writing we aim to foster across our curriculum,” he said.

In other words, when your article is next to one by Bob Shacochis, it better be good!

Publisher Sue Mayborn, sponsor of the Mayborn Graduate School of Journalism, agreed that the magazine is beneficial to the students.

“This magazine offers an impressive opportunity to students, not only to express what they have learned at

UNT, but also to be associated with some of the best writers in America,” she said.

The magazine could not have been made without the early financial support of fellow TIME magazine alum and UNT supporter, Barbara Colegrove, as well as *The Dallas Morning News*, Little, Brown and Company, Follett, and UNT Press.

MAYBORN magazine will be available for \$3.95 at the Mayborn Literary Nonfiction Writers Conference of the Southwest in July, and it will also be distributed to UNT journalism students for free.

Mayborn Conference Writing Contest

Article/Essay Contest

Categories: Research/Reporting based or First Person Narrative

Cost: \$30 entry fee plus conference registration must be received before the submission is judged

Deadline: Friday, June 13

Manuscript Contest

Cost: \$60 contest entry fee plus conference registration must be received before the submission is judged

Deadline: Friday, June 13

Prizes!

The top three essays from each category will be chosen, as well as four honorable mentions. Winners will receive cash prizes of **\$3,000 for 1st Place, \$2,000 for 2nd Place, \$1,000 for 3rd Place**. The essays from all 10 winners will be published in the 2009 edition of *Ten Spurs*.

The winning manuscript gets **\$3,000 and a provisional publishing contract** with UNT Press.

For official contest rules visit:
TheMayborn.unt.edu
and click on the links under Contest.

Pre-Conference Workshops*

Topic: Developing Reporting Articles or Personal Essays

Leaders: Julianne McCullagh and Talmage Boston

Time: 10 a.m. to 3 p.m. May 3, 17 and 31

Location: Writer's Garret
Cost: \$135 for Writer's Garret members and past and current Mayborn registrants, \$170 for others.

McCullagh won first place in last year's personal essay competition and is now camp director of the Writer's Garret.

Calendar

May 5-9 Finals

May 12 Summer 3 & 8 week sessions begin

May 9 End of Spring Semester

May 9 Spring Commencement

June 2 Summer 5 week session I begins

June 13 Deadline for Mayborn

Conference writing contest see sidebar

July 7 Summer 5 week session II begins

July 18-20 Mayborn Literary Conference

Photo by Zuen at www.sxc.hu



**The Conference is almost here!
To register visit:**

TheMayborn.unt.edu

Scholarship recipients announced at banquet

by
Adrienne Borrego
Mayborn Intern

The sounds of UNT's Steel Drum Band welcomed more than 180 guests to the Caribbean-themed 2008 C.E. Shuford Journalism Banquet April 19.

The banquet, held in the Gateway Center Ballroom, was a chance for students, parents, alumni, faculty and corporate supporters to celebrate another successful year in the journalism department, culminating in the announcement of the scholarship recipients for the 2008-2009 school year.

Mitch Land, Ph.D., director of the Mayborn Graduate School of Journalism and interim chair of the journalism department, opened the evening with an announcement. After 60 years and three attempts, the journalism department will finally become the School of Journalism in fall 2009.

“This is a long-time effort,” Land said. “Third time must be the charm.”

The announcement was met with thunderous applause. Land lauded the faculty and the 1,200 current undergraduate and graduate students for the recognition the department has received in the past year, including several awards earned by student media groups.

After dinner, keynote speaker Emily Callahan, the managing director of marketing communications for the Susan G. Komen For the Cure, took the stage. She addressed the evening's theme—Keys to the Future: Unlocking the Secrets of Success.

“Passion, pursuit, perseverance,” Callahan said. “For me, these are the keys to the future that unlock the secrets of true, meaningful success.”

Callahan elaborated on each of these keys with anecdotes from her own life and cautioned students that a time would come when those principles would be tested for an easier, shorter path. She warned them never to trade their reputations or integrity for a smoother path because it only results in ruin.

Callahan challenged the audience to be agents of change by waking up each morning and asking “What can I do different today” and “How can I give back?” Callahan said. By beginning the day with these two questions, people will be surprised how their passion can become a career, she said.

“Whether you want to change the world with your journalistic prowess, or you want to change human behavior through advertising or PR, or want to deeply, emotionally connect people with your film or photography, UNT has given you the keys to achieve great and noble things in life,” Callahan said. “Will you unlock the door?”

The evening concluded with the presentation of outstanding student awards for the 2007-2008 school year. Twenty students received \$22,000 in scholarships and 11 graduate students were awarded the \$10,000 Mayborn scholarship.

Scholarship recipients, outstanding graduate students and Emily Callahan are pictured on page 2.

from the Mexican consulates, he had a feeling it was the one.

He approached his editor with the idea of traveling to the Mexican village with the casket and documenting the funeral while also recreating Espinoza's journey. His editor liked the idea, and within days he and a photographer were in the Sierra Madre Mountains, piecing together the life of a deceased border-crosser. Through the Mexican consulates, he met with Espinoza's cousin and friend, two men who were crossing the border with Espinoza when he died. They put Osborne in touch with the other family members in Cardonal.

Osborne arrived in Cardonal only an hour after Espinoza's casket returned, where a somber mood hung over the village. He was uncomfortable asking Espinoza's mother about her son at that moment but was relieved by her hospitality.

He stayed for five days, talking to the locals about Espinoza, putting together the puzzle of his life. Osborne learned that Espinoza wasn't exactly the saint he was in the eulogies. He heard stories that painted a more accurate depiction of Espinoza; he was a heavy drinker, quick to fight, materialistic and slept around. Osborne put all

Espinoza's flaws in the story.

After reporting, Osborne came back to Texas and wrote his story using cinematic scenes. Because of the vivid details he was able to capture, the narrative makes readers feel as if they're shoulder-to-shoulder with Espinoza as they cross the Rio Grande River into the United States.

The story ran in a three-part series in *The Monitor*, and the feedback was some of the best Osborne had received as a writer. The Texas Associated Press Managing Editors board awarded him the Best Feature Series of the Year. His editor was impressed with the story and is encouraging him to do others like it. And although he doesn't have a narrative on his plate now, he knows it's in his future.

"Ultimately, that's what I want to be doing, writing long-form narratives."

In an email Osborne sent to Mayborn writer-in-residence, George Getschow, Osborne credited the conference for his success.

"The Mayborn not only gave me some perspective in approaching the reporting and writing but really inspired me to pursue the project in the first place."

To invest in your writing, attend the Mayborn Conference July 18-20, 2008, in Grapevine, Texas. Register at TheMayborn.unt.edu.

Talmage Boston is a veteran sportswriter and author of several nonfiction books, including *1939: Baseball's Tipping Point*.

Topic: Nonfiction Revision Strategies for Mayborn Conference Writers

Leader: Gail Folkins

Time: 10 a.m. to 1 p.m. May 24

Location: Writers' League of Texas Office

Cost: \$89 for nonmembers, \$49 for Writers' League members and Mayborn Conference registrants

Gail Folkins has a Ph.D. in creative nonfiction from Texas Tech University and is the author of *Texas Dance Halls: A Two-Step Circuit*.

* more details on our Web site.

MAYBORN
LITERARY NONFICTION
WRITERS CONFERENCE
OF THE SOUTHWEST '08
UNIVERSITY OF NORTH TEXAS



Writing Contest
\$15,000
in cash prizes!

July 18-20, 2008
Hilton DFW Lakes
Grapevine, Texas

Anselm Kiefer | German, born 1945 | Book with Wings, 1992-94 | Modern Art Museum of Fort Worth purchase, Sid W. Richardson Foundation Endowment Fund. Acquired in 2000

Alumni Updates

The Texas Intercollegiate Press Association held its annual convention and competition in April and several Mayborn students were among the winners. *Cover* magazine—produced jointly by undergraduate and graduate journalism students—won second place in overall excellence. **Mike Mooney ('07)** was the managing editor, **Candace Carlisle ('08)** served as the assistant managing editor for features and **Meg Guppton ('08)** was the assistant managing editor for design. Carlisle and **Karina Ramirez ('07)** earned second place in the previously published news feature story category. **Reyna Gobel ('07)** was recognized along with Carlisle in the best story package category.

-Source: *NT Daily*

Greg Pearson ('03) and his wife recently celebrated the birth of their daughter, Peyton Reece. Pearson is a staff photographer with *The Times* in Shreveport, and will be traveling to Beijing to cover the Olympic games this summer for *USA Today*. See his work at www.pearsonyecandy.com.



Peyton Reece Pearson

Pablo Lastra ('08) took first place in the student category of the First Amendment Awards, presented by the Society of Professional Journalists for his story about a whistleblower who uncovered unethical practices in a hospital supply business.

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Mitch Land, Ph.D.

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