

# Frank W. Mayborn

## GRADUATE SCHOOL OF JOURNALISM

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For information: Dr. Mitch Land at (940) 565-2205 or [mitch.land@unt.edu](mailto:mitch.land@unt.edu)

### **The Mayborn Graduate Certificate in Narrative Journalism**

The Mayborn Graduate School 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.

Professionals can earn 15 hours of graduate-level credit for completing five of the six courses in our certificate program in narrative journalism. To enroll in the Mayborn Graduate School of Journalism's certificate program, candidates must provide official transcripts demonstrating completion of a bachelor's degree and two letters of recommendation. Graduate Record Examinations are not required.

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 Writers Conference of the Southwest. The four-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 conference have 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. Our certificate program in narrative journalism is designed to give students a competitive edge in all fields of journalism and creative writing.

The Mayborn Graduate School of Journalism is offering five 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. The courses will be offered at the UNT campus and at various venues in Dallas, including *The Dallas Morning News*.

Another venue for advanced studies in nonfiction publishing 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.

During its first year, the Certificate Program in Narrative Journalism is offering six courses, each earning three credit hours. These courses will apply toward a master’s degree for professionals who wish to pursue an advanced degree in journalism. Narrative Journalism is currently designated JOUR 5350.001 and Magazine Writing and Publishing is currently designated as JOUR 5350.017. But in the 2009 catalogue, both courses will change their listings as indicated below. The Mayborn’s Certificate in Narrative Journalism consists of the following graduate-level courses:

JOUR 5270 Advanced Reporting Techniques  
JOUR 5700 Advanced Feature Writing  
JOUR 5710 Narrative Journalism [now JOUR 5350.001]  
JOUR 5720 Magazine Writing and Publishing [now JOUR 5350.017]  
JOUR 5730 Writing, Editing and Publishing for the Literary Market  
JOUR 5740 Literary Journalism

### **Courses in Narrative Journalism:**

#### **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 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 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. Linked to the Mayborn Literary Non fiction Writers Conference and other off-campus opportunities.