

# The Mayborn Literary Nonfiction Conference

Sponsored by the Mayborn Graduate Institute of Journalism  
University of North Texas

## 2010 Conference Program Schedule



*Friday, July 23, 2010*

*11:00 a.m. to 5:00 p.m.* Registration: Hilton Lobby

*9:00 a.m. to 4:00 p.m.* Writing Workshops for Selected Entries, Conference Rooms, 2<sup>nd</sup> Floor

*3:00 p.m. to 5:00 p.m.* Close Encounters of the Literary Kind, Session 1.

This is an optional session that requires a \$50 fee at registration to meet with a literary agent. If registered, see the ticket in your nametag for designated time and location. Bring your ticket and nametag and please arrive early for your 15-minute appointment with one of our literary agents. Check with registration personnel upon check-in to see if there are openings due to cancellations.

*5:30 p.m. to 7:15 p.m.* **Southwest Soiree** – Reception and dinner for speakers and confreres. Meet up with everyone at Austin Ranch and enjoy Tex-Mex. Sue Mayborn, honorary publisher of the conference and Mitch Land, director of the Mayborn Graduate Institute of Journalism, will welcome our writers and guests. Wear your nametag, and bring your ticket to the event. Cash bar available.

*7:30 p.m. to 8:30 p.m.* Keynote Address. Mary Karr. Mary Karr is the *grande dame memoirista*, a writer with such unexpected insights and mastery of language that she is often referred to simply as “the real thing.” Karr will take us on the long, potholed road she traveled writing *Liars’ Club*, *Cherry* and *Lit*, covering some how to’s and pitfalls to avoid in seeking the high ground -- the place where literature meets truth..

**Lecture: “Memoir: Where Literature Meets Truth”**

(Austin Ranch)

Lecture Open to the Public, \$60 admission

Dinner and Lecture Open to Spouses and Companions of Confreres, \$75 admission

(Note: Advance reservations only. No payments at door).

*8:30 p.m. to 8:50 p.m.* Q & A with Mary Karr (Austin Ranch)

*8: 55 p.m. to 9:40 p.m.* *Book Signing for Mary Karr, (behind stage, Austin Ranch)*

9:45 p.m. *'til the roosters crow.* Spend the remainder of the evening socializing with writers and conferees at the hotel bar.



*Saturday, July 24, 2010*

8:00 a.m. to 10 a.m. Late Registration (Hotel Lobby)

8:00 a.m. to 8:35 a.m. Plenary session with Ken Raymond, a senior writer at The Oklahoman, who agreed to chronicle the final months of Jim Chastain's cancer-shortened life, and became emotionally involved in the family's ordeal.

Lecture: "My Life with a Dying Man: The Risks and Rewards of Intimate Journalism"  
(Auditorium)

8:35 to 8:45 a.m. Q & A with Ken Raymond

8:50 a.m. to 9:25 a.m. Plenary Session with Kristen Hinman, staff writer for the St. Louis' Riverfront Times, a Village Voice Media paper. In profile-writing, she explore how a reporter has to employ every trick in a reporter's tote --from mining public documents to drilling colleagues and confidantes, from holding your subjects' hands to lacing up the gloves. The profile writer becomes the stalker, friend and foe.

Lecture: "It's All Over When They Promise to Come After You With Guns A-Blazin'...Or, Is It? The Audacious Act of Profile-Writing"  
(Auditorium)

9:25 to 9:35 a.m. Q & A with Kristen Hinman

9:40 a.m. to 10:15 a.m. Panel Discussion with Kael Alford, Thorne Anderson and Sonya Hebert, three award-winning photographers who'll explain how photojournalists create narrative in much the same way prose writers do: By establishing settings, characters, relationships, mood, tone, rhythm, tension, suspense and resolution in visual form.

Discussion: "Transcendent Images: Why We'll Live in our Cars to Get Them"  
(Auditorium)

10:15 a.m. to 10:25 a.m. Q & A with Kael Alford, Thorne Anderson and Sonya Hebert

10:25 a.m. to 10:40 a.m. Break outside La Verde

10:40 a.m. to 11:15 a.m. Plenary Session with Jack Shafer, Slate's editor at large. Shafer has written on new media and the press for the New York Times Magazine, the New Republic, the Columbia

Journalism Review and other magazines. But he's also a devotee of the "old media" -- the famous literary journalists of yore. The media maven will explore the arc of literary journalism from turn of the century to the literary auteurs of today—some of whom are speaking at the Mayborn.

Lecture: “Literary Journalism through the Century”  
(Auditorium)

*11:15 a.m. to 11:25 a.m.* Q & A with Jack Shafer

*11:30 a.m. to 12:05 p.m.* Plenary Session with Hannah Allum. As McClatchy’s bureau chief in Cairo, Hannah Allum, an American Muslim who grew up in the Middle East, will offer journalists insights about ways to examine and write about any culture or subculture without reducing otherwise compelling characters to caricatures.

Lecture: “Reporting on Muslims: Getting Beyond Bellydancers, Bombers and Billionaires”  
(Auditorium)

*12:05 to 12:15* Q & A with Hannah Allum

*12:15 p.m. to 1:30 a.m.* Lunch in Hotel Cafeteria

*1:30 p.m. to 2:05 p.m.* Plenary Session with Jeff Prince, a songwriter and award-winning journalist for the Fort Worth Weekly. Prince has covered corruption at City Hall and much more. But what he enjoys most is sprinkling his narratives with musical meters, rhythms and rhymes – skills he’s learned as a singer-songwriter. Want your prose to sing? Pick up your pen and guitar and join the fun.

Lecture: “Strumming Your Way Through Stories”  
(Auditorium)

*2:05 p.m. to 2:15 p.m.* Q & A with Jeff Prince

*2:00 p.m. to 4:00 p.m.* Close Encounters of the Literary Kind, Session 2.

This is an optional session that requires a \$50 fee at registration to meet with a literary agent. If registered, see the ticket in your nametag for designated time and location. Bring your ticket and nametag and please arrive early for your 15-minute appointment with one of our literary agents. Check with registration personnel upon check-in to see if there are openings due to cancellations.

*2:20 p.m. to 2:55 p.m.* Plenary Session with Mandalit del Barco. There's no one better at exploring the substrata of Latino culture and politics, particularly the subterranean culture of street gangs, marijuana growers, undocumented workers, and other underground stories than Mandalit del Barco, a general assignment correspondent for National Public Radio.

Lecture: “Ear to the Ground: Exploring the Substrata of Latino Culture and Politics”  
(Auditorium)

*2:55 p.m. to 3:05 p.m.* Q & A with Mandalit del Barco

3:10 p.m. to 3:45 p.m. Plenary session with Amanda Bennett. What are the most critical elements in writing an engaging business narrative? How are business stories conceived and executed at big-league business enterprises like Bloomberg? Amanda Bennett, executive editor/projects and investigations for Bloomberg News, explores all these questions and more.

Lecture: “Birthing Big Stories in the Big Leagues of Business Journalism”  
(Auditorium)

3:45 p.m. to 3:55 p.m. Q & A with Amanda Bennett

3:55 p.m. to 4:10 p.m. Break outside La Verde.

4:10 p.m. to 4:45 p.m. Plenary session with Bryan Burrough, a contributing writer for Vanity Fair. In 1992, Graydon Carter, a veteran of both *Time* and *Life*, assembled a group of writers known inside Vanity Fair as "Carter's A-Team" – writers like Bryan Burrough, who has broken the lid on some of the juiciest scandals in Hollywood and Corporate America. His narratives showcass Vanity Fair’s in-depth reportage, bold portraiture and literary flair. The A-Team player shows us how it’s done.

Lecture: “The Vanity Fair Way: In-Depth Reporting, Lively Writing and Arbiter of Vice and Virtue in America’s High Society”  
(Auditorium)

4:45 p.m. to 4:55 p.m. Q & A with Bryan Burrough

5:00 p.m. to 5:50 p.m. Panel Discussion with David Grann and Hampton Sides. There’s a subset of journalists who are successfully applying the tools and techniques of their craft to historical narratives, attempting to breathe fresh new life into dead subjects. David Grann (*The Lost City of Z, The Devil and Sherlock Holmes*) and Hampton Sides (*Blood and Thunder, Hellhound On His Trail*) discuss the challenges of passing through this thin membrane.

Discussion: “The Journalist as Historian: The Semi-Permeable Membrane”  
(Auditorium)

5:50 p.m. to 6 p.m. Q & A with David Grann and Hampton Sides

6:45 p.m. to 7:30 p.m. **Literary Lights Dinner**  
Time to dress up and enjoy an elegant evening in the Hilton Ballroom.

Session Open to the Public, \$100 admission  
(Note: Advance reservations only. No payments at door).

7:30 p.m. to 8:00 p.m. Literary Lights Award Presentations

8:00 p.m. to 8:50 p.m. Keynote Address, Mark Bowden, best-selling author (*Black Hawk Down*), screenwriter, and journalist will share his hard-earned lessons on what it takes to become a multi-dimensional storyteller.

Lecture: “Transitions: Mastering the Narrative Art in Newspapers, Magazines and Film”

8:50 p.m. to 9:10 p.m. Q & A with Mark Bowden

9:10 p.m. to 9:40 p.m. Book Signings with Mark Bowden and all conference authors  
(Lobby outside the Ballroom)



*Sunday, July 25, 2010*

8:00 a.m. to 8:35 a.m. Panel Discussion with Kevin Fedarko and Bill Marvel. When mountain climber Greg Mortenson, author of the international sensation, *Three Cups of Tea*, asked Fedarko to ghostwrite a sequel to his first book, Fedarko didn't realize the challenges of putting together a book on someone else's behalf -- on that person's deadline, in his voice, and infused with his own sensibilities. Nor did co-panelist, Bill Marvel. They'll discuss their tricky and perilous experiences as novice ghostwriters.

Discussion: “Ghost Writing: Boot Camp for Book Authors”

8:35 to 8:45 a.m. Q & A with Kevin Fedarko and Bill Marvel  
(Auditorium)

8:50 to 9:25 a.m. Panel Discussion. Steve Weinberg, Ed Nawotka and Mike Merschel explore a troubling question swirling around literary criticism: Is the traditional way of talking about books dead?

Discussion: “Get Rich, Get Famous: The Business of Writing about Books”  
(Auditorium)

9:25 to 9:35 a.m. Q & A with Steve Weinberg, Ed Nawotka and Mike Merschel.  
(Auditorium)

9:40 to 10:15 a.m. Plenary Session with Paula Butturini. Journalist turned first-time author teaches how to master the art of selling your masterpiece in the new media age (for free, of course).

Lecture: “Surprise! How the Real Work Begins Only AFTER You've Written ‘The End’”  
(Auditorium)

10:15 to 10:25 a.m. Q & A with Paula Butturini  
(Auditorium)

10:30 a.m. to 11:05 a.m. Panel Discussion with Colin Harrison, senior editor at Scribner, and S.C. Gwynne, a writer for Texas Monthly

Discussion: “Lessons in Literary Lamaze: How a Texas Monthly Writer and an Editor with a Novelist's Eye Labored Over *Empire of the Summer Moon*”

(Auditorium)

11:05 to 11:15 a.m. Q & A with Colin Harrison and S.C. Gwynne

11:15 a. m to 11:30 a.m. Break outside La Verde

11: 30 a.m. to 12:25 a.m. Keynote Address: A Conversation with Gary Smith. The senior writer for Sports Illustrated and author of *Beyond the Game* and *Going Deep* is holding an intimate conversation with us about one of his most memorable narratives, the one that earned him his first National Magazine Award: the saga of Jonathan Takes Enemy, a Crow basketball player psychologically chained to the reservation. Come prepared to engage the master storyteller.

Conversation: “Exploring His Literary Masterpiece, *Shadow of a Nation*”

(Auditorium)

12:25 p.m. to 12:30 p.m. Farewell Address: Mitch Land

12:30 to 1 p.m. Book signing outside the Auditorium for Gary Smith, Bill Marvel, Paula Butturini, S.C. Gwynne, Colin Harrison, Steve Weinberg,

**Adios, amigos.**