

*the mayborn*  
literary nonfiction conference

**“Every compelling story has the power to  
change the course of history.”**

STRATEGIC COMMUNICATIONS PLAN

2018

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## EXECUTIVE SUMMARY

**Every compelling story has the power to change the course of history.**

The Mayborn Literary Nonfiction Conference's core values rest in the power of storytelling. This concept translates to every aspect of the conference, including its communications.

Our plan for the 2018 conference focuses on the importance of telling stories across all levels of professionalism by all types of storytellers. This means hard-hitting news is equally as important to us as corporate communications, and Pulitzer-prize winners are valued right along with young writers just starting out in their field. Through strengthening conference awareness among university students and young professionals, building an even better social media presence, and creating opportunities for stories to be told, our plan targets the next generation of great writers, photographers, and storytellers.

Through our own kind of storytelling, we aim to improve existing communications and bottle the experience of the conference.

Experience. That is what this conference is all about. Capturing this experience is our job, and we aim to create ways to be a part of this experience online. This means taking a look at our social media channels and finding ways to use them to their full potential to engage a younger community. Video from the conference, interview soundbites from Michael J. Mooney, a successful writer, and visually-appealing communications that show how the conference has impacted those who have gone before will allow for more online engagement and encourage people to attend. The conference focuses on the real people and stories that affect us today. We will highlight those storytellers. In addition, offering career networking opportunities, writing contests and scholarships to the event will attract the young professionals of tomorrow.

Great storytellers are born here, and we want to show young professionals how the conference can be a life-changing experience and open them up to opportunities and inspiration like no other conference can. Through these communications, we aim to be a part of the next generation of great writers.



## THE PLAN

**Goal:** Overall goal is to increase engaging communication to expand storytelling focus of Mayborn Conference to connect with Mayborn Audiences.

**Objective 1:** Double communications to students and young professionals.

Strategy 1.1: Reach younger audience through social media efforts and other online tactics in order to raise awareness of literary conference.

- ☐ **Tactic 1: Incorporate use of memes, especially on Twitter, and use #maybornlitcon18**
- ☐ Tactic 2: Tweets containing thought-provoking quotes from Keynote speakers
- ☐ **Tactic 3: Create a social media calendar underlining the highlights of the literary conference**
- ☐ Tactic 4: Link social media to Mayborn school website and UNT website

Strategy 2.1: Reach students and young professionals by directing communications to campuses and areas where young professionals are likely to be.

- ☐ **Tactic 1: Traveling presentation PowerPoint with information about the conference to:**
  - ☐ Journalism classes at UNT and TWU
  - ☐ Email blasts through journalism programs at UNT and TWU
  - ☐ Email blasts on alumni lists
- ☐ **Tactic 2: Fact sheet highlighting Stipend awards and scholarships**
- ☐ **Tactic 3: Infographic highlighting students**

**Objective 2:** Double communications to journalists, writers, and other media by focusing on storytelling aspect of conference.

Strategy 2.1: Using traditional media, better promote conference in general

- ☐ Tactic 1: Press releases for both prior to and after conference
- ☐ Tactic 2: Invitation-style mailers to UNT students/faculty/partners/past attendees
- ☐ Tactic 3: Flyers highlighting days/time/location/events of conference
- ☐ **Tactic 4: Create a visual, pamphlet-style calendar**
- ☐ Tactic 5: Increase circulation of *Mayborn Magazine*

Strategy 2.2: Use prestige of more “famous” people associated with the event to promote good storytelling; writer Michael J. Mooney to be used in promotion

- ☐ **Tactic 1: Op-ed from Michael J. Mooney**



- ☐ **Tactic 2: Podcast and video interview from Michael J. Mooney**
- ☐ **Tactic 4: Feature story and chunk feature story of Mooney interview to use online and on social media**
- ☐ **Tactic 3: Reading list from notable writers featured, can be online and in flyer-form**

**Objective 3:** Double website hits and social media interactions (likes, favorites, comments, retweets) across Facebook and Twitter by May/June 2018.

Strategy 3.1: Make social media pages appealing to follow (entertaining, informative, up-to-date)

- ☐ Tactic 1: Connect social media to website and all other publications
- ☐ Tactic 2: Use relevant tags and #maybornlitcon18 after all posts
- ☐ Tactic 3: Focus on visuals (informative infographics, photos, videos)
- ☐ **Tactic 4: Embedded Vimeo video highlighting past conferences across all platforms and website**

Strategy 3.2: Clean up current platforms and website and distinguish from Mayborn school

- ☐ Tactic 1: Archive all information about 2017 conference and update for 2018
- ☐ Tactic 2: Prominent link to Mayborn conference website though Mayborn school website
- ☐ Tactic 3: Re-work design of website and make it cleaner
- ☐ Tactic 4: Create better calendar to use in promotion and during event

Strategy 3.3: Increase use of social media and website through blogs, articles, and stories

- ☐ **Tactic 1: Create blog tab on website and post updates about:**
  - ☐ Events
  - ☐ Speakers
  - ☐ Writing contests
- ☐ Tactic 2: Post links to feature stories about prominent speakers, scholarship winners, and other writers (these stories need to be personal and interesting, not promotional)
- ☐ Tactic 3: Include one-pagers explaining the value of:
  - ☐ Corporate/logic storytelling (for PR, law firms, Ad.)
  - ☐ Encouraging next generation of writers
  - ☐ How continued attendance helps writers across the board

**Objective 4:** Increase earned media for #maybornlitcon18 by 40% through months of January - June of 2018.

Strategy 4.1: Generate more online promotion material in #maybornlitcon18 newsroom

- ❑ Tactic 1: Create easier access to newsworthy elements for reporters through:
  - ❑ Chunk articles on website linking to newsroom (about person who got a book deal)
  - ❑ Feature stories on previous/current student scholarship recipients
- ❑ **Tactic 2: Create “Power of Storytelling” one-pager explaining how the #maybornlitcon18 will influence the future of media - can be in letter form signed by the founder(s) with interactive features like**
  - ❑ Slideshow photos/videos
  - ❑ Hyperlinks

Strategy 4.2: Send multimedia press releases to at least 20 local print and broadcast media outlets at the beginning of June

- ❑ Tactic 1: Incorporate hyperlinks to #maybornlitcon18 newsroom on page
- ❑ Tactic 2: Include videos and photos of important #maybornlitcon18 attendees (speakers, sponsors, featured students)
- ❑ Tactic 3: Media invite w/pass attached to pitch email for conference coverage (allot time for media to speak with influencers (speakers, sponsors, featured students).
- ❑ Tactic 4: Media outlets: *Dallas Morning News, Denton Record-Chronicle, Fort-Worth Star Telegram, WFAA, D Magazine, etc.*

**Objective 5:** Increase specialized communications to returning conference-goers.

Strategy 5.1: Use traditional communication materials to create sense of nostalgia for returners

- ❑ Tactic 1: Email blasts of content highlighting memorable Mayborn moments.
- ❑ Tactic 2: Email incentive for being a return guest: a print out that if they show it when they arrive at the conference they get admission discount or memorabilia stating that they are returners and part of Mayborn tradition; #litcontradition
- ❑ Tactic 3: Use the *Mayborn Magazine* to publish best short stories of events during the LitCon weekend.

Strategy 5.2: Use interactive social media content to communicate a sense of nostalgia/Mayborn tradition

- ❑ Tactic 1: Post videos on Twitter and Instagram with Keynote speaker summarizing what the LitCon meant for them.

- ❑ Tactic 2: Encourage conference-goers to post pictures, and videos, using #maybornlitcon18 to enter for a chance to win free or discounted admission to next year's conference.
- ❑ Tactic 3: Allow a high school student to take over the LitCon twitter by telling us why storytelling matters in 140 characters, using #maybornlitcon18.

## **MICHAEL J. MOONEY PROMOTIONAL MATERIALS: OP-ED**

### ***Objective 2, Strategy 2.2***

The op-ed serves as a type of persuasive document. Michael J. Mooney is a bestselling author and prominent journalist. He is also the co-director for the conference and has attended every single year. The op-ed expresses the value of storytelling and getting young people involved in the changing world of journalism. It has emotional appeal and is credible.

This op-ed would be pitched to the *Dallas Morning News*.

## The Mayborn LitCon – why students, young professionals should take advantage of summer journalism conference

**The Dallas Morning News**

*Storytelling is more important than ever before, especially for young writers*

By Michael J. Mooney

The Mayborn Literary Nonfiction Conference is renowned across the nation for bringing together some of the best American writers, journalists, photographers and movers-and-shakers of the world of media. But in the classrooms of the University of North Texas, it's not as well-known.

This year, the Mayborn LitCon wants to change that. With its 2018 theme, "Are You Not Entertained? Real People, Real Stories, Real Storytelling," the 14th annual Mayborn Literary Nonfiction Conference will demonstrate how, on an everyday basis, journalists are addressing the pressure to tell compelling, newsworthy stories that inform and – now, more than ever – entertain. No longer can journalists count on the routine story. They must cast their nets wide, writing about the usual issues – crime, courts and politics – but also athletes, entertainers and internet celebrities.

This is why we need young people to get involved. This type of storytelling, when done well, requires good reporting combined with rich, interactive graphics, videos and podcasts that lead to informative stories that engage readers in print, online and on air. The 2018 conference will address storytelling in an era where journalists must not only inform, but entertain.

There's a new way to do news: entertain *and* inform. And this spreads across all areas of storytelling. News. Advertising. Public relations. Government. Law. All of these entities require storytelling, and all of these entities are seeing a shift in the way things are done. The Mayborn LitCon will shed light on what's changing in the information age and how it affects everyone, especially new faces entering their fields of work. After all, young people are the next generation of storytellers. And every compelling story changes the course of history.

**[www.themayborn.com](http://www.themayborn.com)**



*Michael J. Mooney is the co-director of the Mayborn Literary Nonfiction Conference. He has attended every single conference as a student, freelancer, board member and now co-director. He is a New York Times best-selling author. He writes for ESPN the Magazine, Rolling Stone, GQ, Outside, Texas Monthly, SUCCESS, and Popular Mechanics.*

## MICHAEL J. MOONEY PROMOTIONAL MATERIALS: PODCAST

### *Objective 2, Strategy 2.2*

The podcast is another promotional item to be posted on the website and linked on social media. More and more people listen to podcasts about anything and everything. Mooney talks about the conference, the impact it has had on him as a writer, the importance of storytelling, and how the conference can serve others who attend in their careers through networking, writing advice, inspirational panels and speakers, and simply getting to join in on the community surrounding journalism.

The podcast is targeted toward fans of Mooney, conference-goers, and young professionals looking to learn first-hand from someone who has been to the conference.



To listen, head [here](#).

## MICHAEL J. MOONEY PROMOTIONAL MATERIALS: VIDEO INTERVIEW

### *Objective 2, Strategy 2.2*

Similar to the podcast, the video is a promotional item to be posted on the website and linked on social media. Video is extremely important nowadays for any type of communication, especially when it involves visuals or important people. Mooney talks about the conference, the impact it has had on him as a writer, the importance of storytelling, and how the conference can serve others who attend in their careers through networking, writing advice, inspirational panels and speakers, and simply getting to join in on the community surrounding journalism.

The video interview is targeted toward fans of Mooney, conference-goers, and young professionals looking to learn first-hand from someone who has been to the conference.



To watch, head to YouTube.

## **MICHAEL J. MOONEY PROMOTIONAL MATERIALS: FEATURE STORY**

### ***Objective 2, Strategy 2.2***

The feature story about Michael J. Mooney focuses on his involvement with the conference and how attending can advance the career of a writer, journalist, and other professionals, as well as give students and those entering the job market networking opportunities. We learn how the conference helped his career in this more personal story. This will use emotional appeal and provide credibility to our audiences.



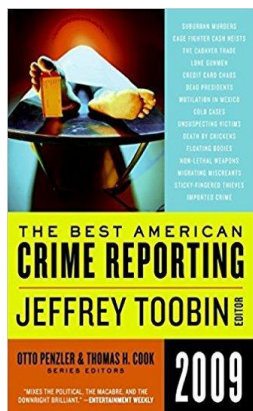
## From Mayborn to Maturation

How Michael J. Mooney experienced growth through the Mayborn School of Journalism, Literary Conference

*the mayborn*  
literary nonfiction conference

by Nathaniel Jackson

As a student makes the decision that they're going to attend college, they have an idea of what they want to become. They believe that their education is going to develop them into whatever that happens to be. Things change throughout the years, and by the time you're approaching graduation you just hope that you can use your degree to land a solid job that can pay the bills.



This was the case for award-winning author Michael J. Mooney. He admits that when he tossed aside his cap and gown, he did not imagine an immediate decorated writing career. He took classes while obtaining his Masters in Journalism from the Mayborn school that has transformed his perspective and allowed him to introduce disparate parts of society into mainstream attention in a persuasive manner.

"The skills that I learned in George Getschow's classes have definitely transferred into my writing style," Mooney said. "There's no way I could be doing this without my experience at the Mayborn."

Now, Mooney is a *New York Times* best-selling author. He writes for *ESPN the Magazine*, *Rolling Stone*, *GQ*, *Outside*, *Texas Monthly*, *SUCCESS*, and *Popular Mechanics*. His stories have appeared in multiple editions of *The Best American Sports Writing* and *The Best American Crime Reporting*. He's also the co-director of the annual Mayborn Literary Nonfiction Conference.

To Mooney, the conference is what helped propel him to be the writer he is today. He first attended as a student, and since then has been to every single conference, eventually becoming the co-director. He encourages anyone who wants to be a writer to go to the conference and learn from the best, as well as meet others who are passionate about writing.

"I want to continue to foster that sense of community," Mooney said. "I want to engage a lot of the issues that working journalists are facing right now."



## **MICHAEL J. MOONEY PROMOTIONAL MATERIALS: CHUNK FEATURE STORY**

### ***Objective 2, Strategy 2.2***

In the world of quick information and social media, not many people will take the time to sit down and read a long story. The chunk feature of Mooney's story will serve as a teaser of sorts into the longer story. It will be posted on social media and link to the feature on the website.

By trimming down the information into a quick piece to catch attention, more people will be likely to click on the longer story, rather than scrolling past a bunch of text. This will boost engagement and clicks, and will reach a younger audience.

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"I want to continue to foster that sense of community," Mooney said. "I want to engage a lot of the issues that working journalists are facing right now."



Read more about Mooney and the conference [here](#).

## **SOCIAL MEDIA CAMPAIGN**

### ***Objective 1, Strategy 1.1; Objective 3, Strategy 3.1, 3.3; Objective 5, Strategy 5.2***

The social media campaign is a way of connecting to students and younger audiences, since they are the primary users of social media. The calendar below represents a month's worth of social media activity. Mock tweets and Facebook posts are included. The #maybornlitcon18 will be used for this year's conference.

The social media campaign will be used as a way to connect, promote, inform and entertain. By being more engaging and focusing posts on students and young professionals, more people will consider the conference as part of their summer plans. This means using interesting graphics and clean design, posting useful information, and entertaining through memes, relevant articles, and more.

# SAMPLE CALENDAR: JANUARY

## January 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31 Dec 2017	1 Jan 2018	2	3	4	5	6
<b>Friday's - Instagram &amp; Facebook</b> <b>Trivia: Facebook &amp; Twitter</b> <b>Infographics/Fact Sheets - Instagram/Facebook</b> <b>All other posts - Facebook, Twitter</b>	The moment UNT's been waiting for: #maybornlitcon18! This year we are showing you the importance of storytelling and how to tell yours. Register here at: <a href="http://www.themayborn.com">www.themayborn.com</a>	It's never too early to register for #maybornlitcon18! Make sure you have a seat at the table with some of Mayborn's most fascinating people. Click here for an easy register and learn how to tell your story.	"Furthermore, plot, is the storyteller's equivalent to the philosopher's argument; its importance lies in it being an interpretation (one based on causation) of why the world works the way it does." ? Charles R. Johnson #WednesdayWisdom #what'syourplot?	It's #StudentThursday! Did you know UNT students can attend the Mayborn Literary Conference and regardless of major? Storytelling is important in many professions. Register to learn more!	#fbf of one of the world's greatest story tellers in history	Happy Saturday! Got some time? Check out what #maybornlitcon18 is all about.
7	8	9	10	11	12	13
	Monday Trivia: Which storyteller's birthday is this month? A. Mahatma Ghandi B. Martin Luther King Jr. C. Leymah Gbowee D. Steve Jobs Hit Like on FB when you know the answer but tweet us the actual answer. This should be a fun!	What are you reading today? #maybornlitcon18	Need a new read? Check out these new reads from some of our #maybornlitcon18 speakers! (Insert reading list graphic)	What word do college students love most? D-I-S-C-O-U-N-T! And that's exactly what you'll get as a UNT student! Register to get \$200 off admission price: <a href="http://www.themayborn.com">www.themayborn.com</a> #StudentThursdays #maybornlitcon18	#fbf of one of the world's greatest story tellers in history	Happy Saturday! Got some time? Check out the student discount for #maybornlitcon18!
14	15	16	17	18	19	20
	On this day in 1929, one of America's heroes and most eloquent speakers was born. Happy Birthday MLK Jr.! Even destined storytellers need practice, so register and hone your craft at #maybornlitcon18! <a href="http://www.themayborn.com">www.themayborn.com</a>	Don't you hate long registration processes? We do too which is why the mayborn made it easy! Click the link below for easy registration to the Mayborn Literary Nonfiction Conference. <a href="http://www.themayborn.com/registration">www.themayborn.com/registration</a>	#WednesdayWisdom "Stories are a communal currency of humanity." --Tahir Shah, in Arabian Nights	Okay UNT student body, use a gif to tell us your favorite fictional character? (Insert emoji with shades). #StudentThursdays #maybornlitcon18	#fbf of one of the world's greatest story tellers in history	Happy Saturday! Got some time? Check out how easy it is to register for #maybornlitcon18
21	22	23	24	25	26	27
	Monday Trivia: What's another profession that requires storytelling? (insert thinking gif and/or emoji)	Have a friend you think should attend too? Make today #TagAFriendTuesday so they can get in on the action and register too!	There are no journalistic ethics that transcend the value of human life. There are none. In a situation where you can save a human life, you must. There isn't any conflict in my mind. - Sebastian Junger	Hello fellow mean green! You know what's better than paying tuition...HAVING UNT PAY FOR IT! Check out these cool stipends and scholarships if you submit us your writing: (Insert scholarship/stipend fact sheet)	#fbf of one of the world's greatest story tellers in history	Happy Saturday! Got some time? Check out the scholarships and stipends designed for students. Become one of Mayborn's stars!
28	29	30	31	1 Feb	2	3
	Wondering what all this hoopla is about? Click here for a quick read about what #maybornlitcon18 even is and why you should even care: <a href="http://www.themayborn.com/about">www.themayborn.com/about</a>	Want to try your hand at professional writing? Check out how you can not only submit but be published in the mayborn's magazine this year at #maybornlitcon18!	I think it's this congenital problem with journalism that we oversell the difference we make. We make small differences. -Jennifer Boo #WednesdayWisdom			

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## SAMPLE CALENDAR: FEBRUARY



## February 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						<b>1</b> Twitter: BHM achievement/280-character story Follow us!
<b>2</b>	<b>3</b> Twitter: BHM achievement/280-character story Follow us!	<b>4</b> Twitter: BHM achievement/280-character story Follow us!	<b>5</b> Twitter: BHM achievement/280-character story Follow us!	<b>6</b> Twitter: BHM achievement/280-character story Follow us!	<b>7</b> Twitter: Enter 280-character story/win free admission. Announce winner.	<b>8</b> Twitter: BHM achievement/280-character story Follow us!
<b>9</b>	<b>10</b> Twitter: BHM achievement/280-character story Follow us!	<b>11</b> Twitter: BHM achievement/280-character story Follow us!	<b>12</b> Twitter: BHM achievement/280-character story Follow us!	<b>13</b> Twitter: BHM achievement/280-character story Follow us!	<b>14</b> Twitter: Enter 280-character story/win free admission. Announce winner.	<b>15</b> Twitter: BHM achievement/280-character story Follow us!
<b>16</b>	<b>17</b> Twitter: BHM achievement/280-character story Follow us!	<b>18</b> Twitter: BHM achievement/280-character story Follow us!	<b>19</b> Twitter: BHM achievement/280-character story Follow us!	<b>20</b> Twitter: BHM achievement/280-character story Follow us!	<b>21</b> Twitter: Enter 280-character story/win free admission. Announce winner.	<b>22</b>

## SAMPLE CALENDAR: MARCH

### March 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25 Feb 2018	26	27	28	1 Mar	2	3
			<b>Infographics : Instagram</b>  <b>All other posts: FB/Twitter</b>	#maybornlitcon18 is kicking off March in a major way! It's National Reading Month which means we have a lot in store. Stay tuned.	#fbf famous author/storyteller #tellyourstorynext	
4	5	6	7	8	9	10
It's the first #SundayStory for our month of March. Tell us your favorite story and we'll share ours: Link to one of speaker's stories	Check out our reading list this year for #maybornlitcon18! Insert infographic #maybornlitcon18	Pull Quote from Charles Johnson book	Did you know it is Irish-American Heritage month as well? One of the many talents from this culture is poet and fiction/nonfiction writer Alice Fulton. (Insert picture and quote) #maybornlitcon18	What's the most you've read in a day? #maybornlitcon18	#fbf famous author/storyteller #maybornlitcon18 #tellyourstorynext	
11	12	13	14	15	16	17
Another #SundayStory! Tell us your favorite writer and we'll share one of ours. Hint: they're speaking at #maybornlitcon18 in July: Link to one of the speaker's bios	Check out our speakers at this years Mayborn Literary Nonfiction Conference: Insert infographic #maybornlitcon18	Pull quote from Sebastian Junger story	Did you know that this month is Women's History Month too? Here are some female nonfiction pioneers: (Slideshow pics) <a href="http://mikeswritingworkshop.blogspot.com/2011/03/25-female-writers-who-changed-history.html">http://mikeswritingworkshop.blogspot.com/2011/03/25-female-writers-who-changed-history.html</a>	What's the most you've written in a day? Color us impressed. (shocked emoji) #maybornlitcon18	#fbf famous author/storyteller #maybornlitcon18 #tellyourstorynext	
18	19	20	21	22	23	24
#SundayStory What's your favorite type of nonfiction stories?	Tag a friend who should register to #maybornlitcon18 and submit their writing for a scholarship #maybornlitcon18	Pull quote from Katherine Boo story	Another fun act: did you know it was International Black Women in Jazz and The Arts Month? Writing is quite the art so let's take a look at some of the great female writers of the Harlem Renaissance: (slideshow pics Zora Neale Hurst, Bennett, etc.)	If you could write an autobiography on anyone, who would it be? We said Michael J. Mooney - board member. #maybornlitcon18	#fbf famous author/storyteller #maybornlitcon18 #tellyourstorynext	
25	26	27	28	29	30	31
Our last #SundayStory guys! Let's make it interesting! Let's comment and exchange reads with one another. Here's ours to you: Link to one of Michael Mooney's stories.	Tag a friend who can read you under the table! #maybornlitcon18	Pull quote from Michael J. Mooney story	Last did you know of the month! So sad! did you know it's also Youth Art Month. Since we're in the business of writing, here's a list of famous young writers: <a href="http://mentalfloss.com/article/12334/23-writers-who-were-famous-age-23">http://mentalfloss.com/article/12334/23-writers-who-were-famous-age-23</a>	Hot seat question: Who is a writer you think is overrated? Who is one that is underrated? #maybornlitcon18	#fbf famous storyteller/author #maybornlitcon18 #tellyourstorynext	

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## SAMPLE CALENDAR: APRIL

### April 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Apr 2018 -Book feature from speaker FB/Twitter	2 -#Mayborn Moment feature, quote and photo FB/Twitter Insta	3 -#Tuesday Tips writing tips infographic Twitter Insta	4 -Enter to win free tickets contest FB/Twitter	5 -#tbt past con, photo, quote FB/Twitter Insta	6 -Infographic posting FB/Twitter Insta	7 -Student Showcase, feature UNT seniors FB/Twitter Insta
8 -Book feature from speaker FB/Twitter	9 -#Mayborn Moment feature, quote and photo FB/Twitter Insta	10 -#Tuesday Tips photo tips infographic Twitter Insta	11 -Enter to win free tickets contest FB/Twitter	12 -#tbt past con, photo, quote FB/Twitter Insta	13 -Fact Sheet posting FB/Twitter Website	14 -Student Showcase, feature UNT seniors FB/Twitter Insta
15 -Book feature from speaker FB/Twitter	16 -#Mayborn Moment feature, quote and photo FB/Twitter Insta	17 -#Tuesday Tips video tips infographic Twitter Insta	18 -Enter to win free tickets contest FB/Twitter	19 -#tbt past con, photo, quote FB/Twitter Insta	20 -One-pager posting link FB Website	21 -Student Showcase, feature UNT seniors FB/Twitter Insta
22 -Book feature from speaker FB/Twitter	23 -#Mayborn Moment feature, quote and photo FB/Twitter Insta	24 -#Tuesday Tips student tips infographic Twitter Insta	25 -Enter to win free tickets contest FB/Twitter	26 -#tbt past con, photo, quote FB/Twitter Insta	27 -Questions? Link to FAQ graphic FB/Twitter Insta	28 -Student Showcase, feature UNT seniors FB/Twitter Insta
29 -Book feature from speaker FB/Twitter	30 -#Mayborn Moment feature, quote and photo FB/Twitter Insta	1 May	2	3	4	5

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## SAMPLE CALENDAR: MAY

May 2018		1 #NationalMotherGooseDay Reply with your favorite book or short story you have read.	2 Book and summary from reading list for the month	3 What the literary agent sessions are, cost and link	4 How UNT students benefit from conference	5 Short article about what each contest is- more detail to follow
6 Best American Newspaper Narrative award and qualifications	7 Mayborn Writing Contests awards and qualifications	8 Mayborn Fellowship in Biography award and qualifications	9 Young Spurs Writing Contest award and qualifications	10 picture and short paragraph about first conference	11 Article from past award winner	12 Summary of rundown of the workshops
13 Happy Mother's Day Post	14 Infographic How to: apply for awards	15 Quote from Frank and Sue Mayborn about conference	16 Share publications the conference features with link	17 Respond with favorite conference memory	18 #FBF with link to short video from a past speaker	19 Write a thank you to conference directors
20 2 months away from conference	21 Post registration link	22 Information about airport and hotel with links	23 Information from website on things to do in the DFW area	24 #TBT to past conference	25 Ask what questions people have about conference	26 Fact sheet with FAQ's answered from day before
27 Video short- "favorite conference memory"	28 Memorial Day post	29 Share articles from last years conference from Dallas News	30 Retweet/ Share contest- win a free Mayborn Conference T-shirt	31 Highlight high schools attending		

## SAMPLE CALENDAR: JUNE

June 2018					1 Book and summary from reading list for month	2 Reply with your favorite book from our Mayborn LitCon 2018 reading list
3 Infographic How to: meet with literary agents	4 Introduce literary agents	5 #TipTuesday Staying at the hotel allows you to hang out with our speakers and make professional connections	6 Photo set from 2017 literary lights dinner	7 #TBT with quote and photo from journalist about 2017 conference	8 Conference theme and and tagline	9 History of storytelling summary relating to theme
10 #NationalBallpointPenDay Put your ballpoint pen to the test and submit your story ideas to our literary agents or contests	11 Poll of who is attending- students, journalist, etc.	12 Podcast about storytelling	13 Article from past award winner	14 Announce volunteer opportunities- geared toward students	15 Video of happy MaybornLitCon memories with #National SmilePower Day	16 Infographic of success of Mayborn conference winners
17 RT/ share contest- winner receives Mayborn Conference gift	18 How to: Get the most out of Mayborn LitCon 2018	19 #TipTuesday Reply with your best tip to new conference goers from your past LitCon experience	20 One more month!	21 Introduce speaker for first day	22 Introduce speaker for second day	23 Introduce speaker for third day
24 Poll of what speaker they are most looking forward to	25 Photo set of Mayborn LitCon merch available for purchase	26 Article with conference info and review of dress code	27 Thank you to platinum sponsors	28 Thank you to gold sponsors	29 Thank you to literary lights table sponsors	30 Post registration link

## SAMPLE CALENDAR: JULY

### July 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>1 Jul 2018</b> -Reminder that LitCon is this month; link w/ registration FB/Twitter	<b>2</b> -#Mayborn Monday feature; photo and quote FB/Twitter Insta	<b>3</b> -Reading List challenge; post visual list FB/Twitter Insta	<b>4</b> -Happy 4th post w/ link to registration FB/Twitter Insta	<b>5</b> -#TBT; media then and media now fact sheet -Memes about journalism FB/Twitter	<b>6</b> -Blog update: the history of storytelling w/ graphics FB/Twitter Blog link	<b>7</b> -Podcast and video interview from Michael J. Mooney FB/Twitter Vimeo
<b>8</b> -Feature story preview for Mooney w/ photo and video teaser FB/Twitter Insta	<b>9</b> -#Mayborn Monday feature (Mooney); photo and quote FB/Twitter Insta	<b>10</b> -Post "LitCon in a bottle" video FB/Twitter Vimeo	<b>11</b> -Beat the heat at LitCon promo flyer FB/Twitter	<b>12</b> -#TBT; past LitCons fact sheet -Memes about journalism FB/Twitter	<b>13</b> -Blog update: the importance of storytelling in corporate world w/ graphics FB/Twitter Blog link	<b>14</b> -Post one-pager about students being the next generation of storytellers -Video clips from UNT students about what that means to them FB/Twitter Insta story Website
<b>15</b> -Post award stipend fact sheet -Highlight past winners' accomplishments, quote them -FB/Twitter Website	<b>16</b> -#Mayborn Monday feature; photo and quote -Countdown FB/Twitter Insta	<b>17</b> - Countdown -Speaker infographic highlight for Fri w/ photo FB/Twitter	<b>18</b> -Countdown -Speaker infographic highlight for Sat w/ photo FB/Twitter	<b>19</b> -Countdown -Speaker infographic highlight for Sun w/ photo FB/Twitter	<b>20</b> -LitCon begins; live coverage throughout FB/Twitter Insta	<b>21</b> -Live coverage continues FB/Twitter Insta
<b>22</b> -Live coverage continues FB/Twitter Insta	<b>23</b> -That's a wrap video re-cap -Photo slideshow of highlights -List of award winners FB/Twitter Website Vimeo Insta	<b>24</b> -One-pager highlight of award winners and scholarship winners w/ photos and quotes FB Insta	<b>25</b> -Showcase of the best writing w/ links -Showcase of best photos w/ links -Showcase of best video w/ links FB/Twitter Insta Website	<b>26</b> -High school workshop showcase -Photos of students and links to their work FB/Twitter	<b>27</b> -Blog update: what we learned from LitCon this year FB/Twitter Blog link	<b>28</b> -Video interview from Keynote speakers; what LitCon meant for them FB/Twitter Insta
<b>29</b> -Thank you from directors FB/Twitter	<b>30</b> #Mayborn Monday feature; photo and quote FB/Twitter Insta	<b>31</b> -Missed this conference? How to get involved next year infographic FB/Twitter Insta	<b>1 Aug</b>	<b>2</b>	<b>3</b>	<b>4</b>

PDF Calendar by [www.pdfcalendar.com](http://www.pdfcalendar.com)

## MOCK TWEETS

**Mayborn LitCon** @maybornlitcon18 · now 

The power of [#storytelling](#) isn't just for journalists. Other professionals in the corporate world can benefit, too. Join [#maybornlitcon18](#) to find out.



**Mayborn LitCon** @maybornlitcon18 · 1m 

More than \$26,000 in cash prizes and trophies are awarded across several competitions at [#maybornlitcon18](#). Learn how to enter here: [themayborn.com/contests](http://themayborn.com/contests)



**Mayborn LitCon** @maybornlitcon18 · 3m 

The [#maybornlitcon18](#) is discounted to students. Say what!



**Mayborn LitCon** @maybornlitcon18 · 5m 

Over 3 dozen people who have attended [#maybornlitcon](#) have gotten book deals. Will you be next? Register here: [themayborn.com/registration](http://themayborn.com/registration)



**Mayborn LitCon** @maybornlitcon18 · 6m 

Are you not entertained? Discover the power of storytelling this summer at [#maybornlitcon18](#). Register today: [themayborn.com/registration](http://themayborn.com/registration)



## MOCK INFOGRAPHIC TWEET





**Mayborn LitCon** @maybornlitcon18 · 8s

Want to hear Pulitzer Prize winners tell you how they did it? Attend [#maybornlitcon18](#). Oh, and here's a highlight from last year.




## MOCK FACEBOOK POSTS


**Mayborn Literary Nonfiction Conference**  
Yesterday at 2:55am · 🌐






A compilation of highlights from last year's conference. This year we'll be diving into real people, real stories, real storytelling. Are you not entertained?

[Like](#) · [Comment](#) · [Share](#)

 54 people like this.

 33 shares



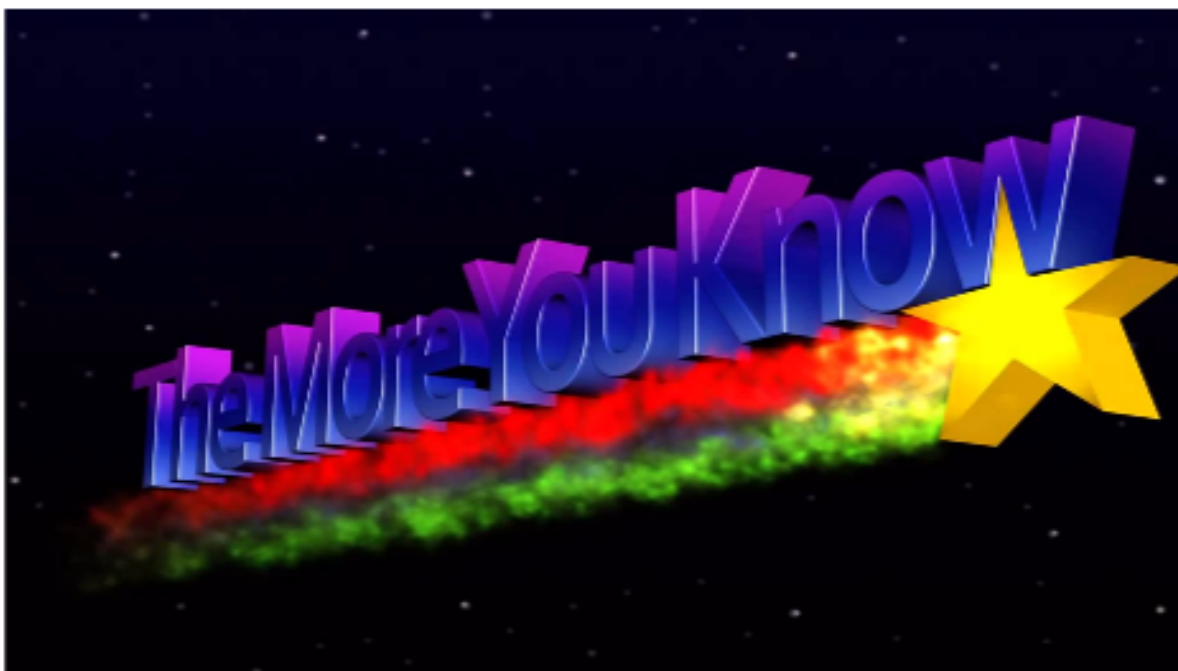






## Mayborn Literary Nonfiction Conference

Yesterday at 6:42 pm · 🌐



Did you know that over 3 dozen people who have attended the conference have gone on to get book deals? You could be one of them! [#maybornlitcon18](#)

Like · Comment · Share

👍 83 people like this.

↪️ 64 shares



Write a comment ...





### Mayborn Literary Nonfiction Conference

Yesterday at 2:55pm · 🌐

Have you signed up for the 2018 LitCon yet? Not sure what it's about? Check out the website for info on this year's theme, how to register, and which speakers will be featured this year: [themayborn.com](http://themayborn.com)

[Like](#) · [Comment](#) · [Share](#)



4 people like this.



546 shares



Write a comment ...



### Mayborn Literary Nonfiction Conference

Yesterday at 8:53 pm · 🌐

Stuck in that summer rut? We know just the thing. Head over to our website and register for this year's LitCon. Three days of writing, photography, and great storytelling. What more could you want?

[Like](#) · [Comment](#) · [Share](#)



45 people like this.



13 shares



Write a comment ...





## **TRAVELING PRESENTATION**

### ***Objective 1, Strategy 2.1***

The traveling presentation is a PowerPoint presentation that will be presented to upper-level journalism classes on UNT, TWU, and NCTC campuses. Many students do not realize that the conference exists or is available to them. This presentation aims to create awareness of the conference to students ending their school career and are about to step into the world of jobs. The presentation will highlight details of the conference, including basics like dates and times, as well as event information, why attending the conference will help in career advancement, and how they can apply for scholarships and writing contests.



## THE MAYBORN LITERARY CONFERENCE 2018

UNT

### What is it?

UNT

- The Mayborn Literary Nonfiction Conference is a forum for journalists, writers, readers, students, educators and the general public to listen to, be inspired by and practice their craft at the highest possible level.
- The Frank W. Mayborn Graduate Institute of Journalism organized the conference in 2005 under the direction of George Getschow, writer-in-residence at the University of North Texas, along with Mitch Land, founding dean of the Mayborn School of Journalism.
- Today, the conference continues with its mission under the oversight of Neil Foote and Michael J. Mooney, who serve as conference co-directors, and Dorothy Bland, who serves as the dean of the Mayborn School of Journalism and director of the Mayborn Graduate Institute of Journalism.

### Who's it for?

UNT

- Journalists
- Young professionals
- PR agencies/people
- Law firms
- **UNT students \*\*\*\*\***
- General public

### 2018 goals

UNT

- The Mayborn Literary conference wants young professionals in attendance; that means **YOU!**
  - UNT juniors and seniors
  - Students entering the work force
  - Students in the networking and job searching face
  - Recent graduates who are already in the work force

2018 goals

### What will I gain as a student?

UNT

- The Mayborn conference serves to enhance the quality of nonfiction writing, encourage innovation, and create a community of factual storytellers who maintain an unflinching faith in the narrative craft. Every year, some of the most talented storytellers in the country are brought together to share their stories, life-changing experiences and expertise with conference attendees.
- **Bottom Line :** Storytelling helps ANY profession that requires some form of communication! Not just journalism.
- This conference will give you a leg up in your professional lives because you will know how to effectively share your company's story.

### Registration

UNT



**STUDENT DISCOUNT\*\***  
 - -\$200 = \$225  
 - General Admission = \$425

### Registration cont'd

UNT

- Fill in:
  - Registration info
    - \* Company info
    - \* Address
    - \* Registration questions – dietary restrictions, a few survey questions
    - \* Name plate option
  - Session options
  - Payment

### Follow Us

UNT

- #maybornlitcon18



- <http://www.themayborn.com/>

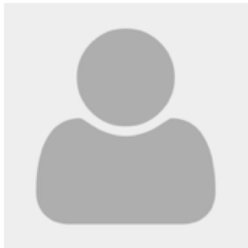
## **FACT SHEET**

### ***Objective 1, Strategy 2.1***

The fact sheet's purpose is to showcase Stipend award winners, scholarship winners, and other individuals who have gained opportunities they wouldn't have had they not attended the conference. This can be a persuasion material.

Using quantitative information - such as the fact that 3 dozen people who have attended the conference have gotten book deals - will show that the conference is worth the money because of the potential to advance your career. The fact sheet will target students, young professionals, and writers looking to publish their work.

**Minority Awards**  
sponsored by *The Dallas Morning News*

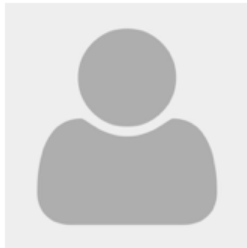


Open to all students enrolled in a community college or university in the U.S. Candidates must submit a:

- Published or unpublished writing sample
- A letter explaining why you deserve the award stipend
- An unofficial transcript
- Two reference letters.

**Five awards available. Awards cover conference registration and meals.**

**The Weatherly Student Award**

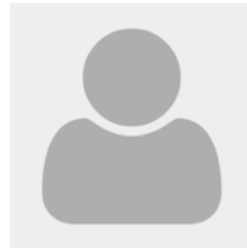


To be eligible, you must be enrolled as an undergraduate or graduate student at UNT. Candidates must submit a:

- Letter explaining why you deserve the award stipend
- Two letters of reference
- An unofficial transcript and
- An unpublished or published writing sample.

**The award stipend covers registration and meals.**

**The Green Light Award**



To be eligible, you must be enrolled as a full-time undergraduate or graduate student. Candidates must submit a:

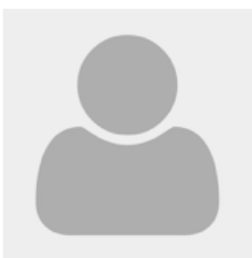
- Letter explaining why you deserve the award stipend,
- Two published or unpublished writing samples that showcase your skills as a narrative writer
- A third writing sample, either a personal essay, a reported narrative or a book manuscript, suitable for entry into one of the Mayborn's national writing contests.

**The award stipend covers registration and meals, and a contest entry fee.**

# the mayborn

## Literary Nonfiction Conference Stipend Awards & Scholarships

### El Futuro Literario Award

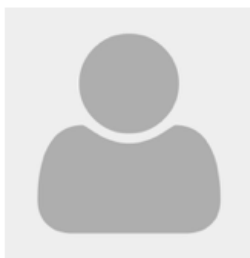


To be eligible, you must be a writer covering Hispanic issues or a Hispanic professional writer working for a newspaper, magazine or alt weekly. Hispanic digital or print publishers are also eligible as well as Hispanic undergraduate and graduate students enrolled in a college or university writing program (such as journalism, English, history, biography, MFA in creative nonfiction, etc.). Candidates must submit:

- Two writing samples (published in print or online)
- Two reference letters.

**The award stipend provides financial assistance toward attending the Mayborn Conference.**

### The Mayborn Emerging Writer Awards



To help identify and train up-and-coming narrative writers under the age of 40, conference founder George Getschow and Mayborn literary agent David Patterson created this award stipend. Professional writers, undergraduate and graduate students enrolled in a college or university writing program. Candidates must submit:

- Two narrative stories (published in print or online) and also submit,
- Third writing sample, either a personal essay, a reported narrative or a book manuscript suitable for entry into one of the Mayborn's national writing contests.

**The stipend award covers conference registration and meals, a contest entry fee and three nights lodging.**

**All submissions due by April 1, 2018 and winners will be posted on the website, February 1. We are ready to fill these avatars with Mayborn faces, so apply now!**

For general or application inquiries, contact writing contest coordinator Jo Ann Livingston at [mayborncontest@unt.edu](mailto:mayborncontest@unt.edu) or call 214-403-5853.

## **INFOGRAPHIC**

### ***Objective 1, Strategy 1.1***

The infographic serves as a physical and online material in showcasing students and why they want to attend the conference, as well as Michael J. Mooney, a young, successful writer. The goal is to give the conference more credibility and a higher appeal to students. By targeting the infographic to student writers and young professionals, young people may be more interested in attending and getting to hear from those in the industry they look up to.

# the mayborn

literary nonfiction conference

The Mayborn Literary Nonfiction Conference is known for bringing together some of the best, brightest, and most accomplished writers of our time. A conference like no other, the Mayborn LitCon is dedicated to telling compelling stories that change the course of history.

Now in it's 14th annual year, here's why students and young professionals think storytelling is so important:



**PULITZER PRIZE  
WINNERS**



**PROFESSIONAL  
JOURNALISTS**



**AWARD-WINNING  
NOVELISTS**



**PROFESSIONAL  
PHOTOGRAPHERS**



## MICHAEL J. MOONEY

"You're going to meet people who are like-minded and connect with them. This is a community where you feel like you can come together and learn from each other's experiences." -Conference co-director and writer.



## ALEX HELM

"To me, the conference represents the culmination of good writing. It's a place to go to get inspired, learn from the best, and discover how to make what you do even better. As a student, this is crucial to my career down the road." - UNT senior



## KEONI HOLOMAN

"I want to be ahead of the game and as a up and coming PR professional, learning how to tell my organization's story will give me a leg up." -UNT senior



## NATHANIEL JACKSON

"The reason why I'll attend LitCon 2018 is because I've grasped the importance of persuasion. It's a skill that can be used in any field and helps me become a more dynamic part of any team." - UNT senior

**WANT TO WIN FREE LITCON TICKETS? HEAD TO:**

[www.themayborn.com](http://www.themayborn.com)

## **CALENDAR PAMPHLET**

### ***Objective 2, Strategy 2.1***

As of right now, the online calendar is not visually appealing. This pamphlet serves as not only material to hand out during the conference, but can be used beforehand to get people interested and show them in a clean, concise way what is going on at the conference. This can be given to conference-goers and handed out along with the traveling presentation to students and young professionals.



**"EVERY COMPELLING STORY CHANGES THE COURSE OF HISTORY."**

The Mayborn Literary Nonfiction Conference is a forum for journalists, writers, readers, students, educators and the general public to listen to, be inspired by and practice their craft at the highest possible level.

**CONNECT WITH US**

940-565-2205  
WWW.THEMAYBORN.COM

**mayborn**

**lit con**

July 20 - 22, 2018  
Mayborn Literary Nonfiction Conference

**FRIDAY**

**TIME** 4:00 p.m.  
**EVENT** Arrival to Hilton Hotel, opening remarks

**TIME** 5:30 p.m.  
**EVENT** Meet and greet

**TIME** 7:00 p.m.  
**EVENT** Southwest Soiree Dinner with Keynote speaker

**SATURDAY**

**TIME** 9:00 a.m. - 12:00 p.m.  
**EVENT** Workshops

**TIME** 1:00 p.m. - 5:00 p.m.  
**EVENT** Panels and writing advising

**TIME** 7:00 p.m.  
**EVENT** Literary Lights Dinner with Keynote speaker

**SUNDAY**

**TIME** 9:00 a.m. - 12:00 p.m.  
**EVENT** Workshops

**TIME** 1:00 p.m. - 5:00 p.m.  
**EVENT** Panels and writing advising

**TIME** 7:00 p.m.  
**EVENT** Closing remarks with Keynote Speaker

## READING LIST

### ***Objective 2, Strategy 2.2***

The reading list can be online or a physical copy to be handed out along with the traveling presentation. The list includes books to read from notable authors and speakers who have attended the conference in the past. The list is geared toward those looking to read more work from notable writers, looking for inspiration, or looking to see what kinds of people the conference brings and what they write. Writers, journalists, avid readers, teachers, students, and professionals could all find this list useful as inspirational work.

## 2018 Mayborn LitCon Reading List

### 2017 Keynote Speakers

#### Sebastian Junger

"Tribe: On Homecoming and Belonging" ; *TRIBE* explores what we can learn from tribal societies about loyalty, belonging, and the eternal human quest for meaning. It explains the irony that for many veterans as well as civilians war feels better than peace, adversity can turn out to be a blessing, and disasters are sometimes remembered more fondly than weddings or tropical vacations.

#### Katherine Boo

"Behind the Beautiful Forevers: Life, Death, and Hope in a Mumbai Undercity" ; A bewildering age of global change and inequality is made human through the dramatic story of families striving toward a better life in Annawadi, a makeshift settlement in the shadow of luxury hotels near the Mumbai airport.

#### Charles Johnson

"Middle Passage" ; Rutherford Calhoun, a newly freed slave and irrepressible rogue, is lost in the underworld of 1830s New Orleans. Desperate to escape the city's unscrupulous bill collectors and the pawing hands of a schoolteacher hellbent on marrying him, he jumps aboard the *Republic*, a slave ship en route to collect members of a legendary African tribe, the Allmuseri. Thus begins a voyage of metaphysical horror and human atrocity, a journey which challenges our notions of freedom, fate and how we live together.

### 2016 Keynote Speakers

#### Gilbert King

"Devil in the Grove: Thurgood Marshall The Groveland Boys and the Dawn of a New America" ; this gripping true story of racism, murder, rape, and the law—a stirring account that brings to light one of the most dramatic court cases in American history, and offers a rare and revealing portrait of Thurgood Marshall that the world has never seen before

#### Sheryl WuDunn

"Half the Sky: Turning Oppression into Opportunity for Women Worldwide" From two of our most fiercely moral voices, a passionate call to arms against our era's most pervasive human rights violation: the oppression of women and girls in the developing world.

#### Alexander Heffner

"A Documentary History of the United States" ; Here, in a single volume, are the documents, speeches, and letters that have forged American history.

### Other Noteable Speakers

#### Larry McMurtry

"The Last Picture Show, Terms of Endearment" It was Sam the Lion, the rough-edged yet protective old sentimentalist who gave Thalia its poolhall, its all-night cafe, and, most cherished in the reverie of the town's restless youth, its own picture show.

#### Anne Fadiman

"The Spirit Catches You and You Fall Down: A Hmong Child, Her American Doctors, and the Collision of Two Cultures" explores the clash between a small county hospital in California and a refugee family from Laos over the care of Lia Lee, a Hmong child diagnosed with severe epilepsy. Lia's parents and her doctors both wanted what was best for Lia, but the lack of understanding between them led to tragedy.

#### Diane Ackerman

"One Hundred Names for Love" ; "The Zookeeper's Wife: A War Story" : a true story in which the keepers of the Warsaw zoo saved hundreds of people from Nazi hands.

#### Barbara Ehrenreich

"Nickel and Dimed: On (Not) Getting By in America" Millions of Americans work full time, year round, for poverty-level wages. In 1998, Barbara Ehrenreich decided to join them. She was inspired in part by the rhetoric surrounding welfare reform, which promised that a job — any job — can be the ticket to a better life. But how does anyone survive, let alone prosper, on \$6 an hour?

All book summaries taken from BarnesandNoble.com, where all books are available for purchase.

## CONFERENCE COMPILATION VIDEO

### *Objective 3, Strategy 3.1*

The conference compilation video serves as the ultimate persuasive tool. We capture the “conference in a bottle” by putting together the best visual aspects from year’s past. This includes photos from the conference, famous faces, action shots, and tweets and media-related information with quotable material. Set to funky music, the video compilation shows that the conference is fun and the place to be in the summer. We want the video to especially encourage younger people and students, as it depicts younger people learning, mingling with professionals, and having a blast.



To watch, head to [YouTube](#).

## **SAMPLE BLOG**

### ***Objective 3, Strategy 3.3***

The sample blog is an idea for a post on this year's message; the importance of storytelling. The blog will focus on storytelling for the corporate side of writing. This includes law firms, PR, advertising/marketing, government, and other entities that use storytelling in their day-to-day operations, maybe without realizing. This blog post shows how the conference can help them learn how to better run their business by using more effective communication tools.

# The Mayborn Literary Nonfiction Conference

Grasping the value of storytelling...



**Every compelling story, has the power to change the course of history.** They change the way people view one another. They change the way we view polarizing topics. It's how we pass on culture, and perpetuate tradition. The better that you can convey your experience the more likely it is, it will affect change. All of the influential figures in our democracy have or developed the ability to tell a compelling story, and so should you.

Our country's foundation has depended on our leader's ability to tell a story. For example, *Common Sense* by Thomas Paine. In this story, Paine makes his argument for American independence. Paine utilized his ability to paint a vivid picture to allow people to use their imagination. Which united citizens and politicians behind the idea of independence, and turned colonial bickering into a revolution. A revolution that changed the course of history.

Abraham Lincoln our 16<sup>th</sup> President, was also a self-taught lawyer, legislator, and vocal opponent of slavery, developed the ability to tell one of the most compelling stories in our Country's history. The emancipation proclamation, the document that led the way to the total abolition of slavery in the United States, is a story. The Gettysburg address, a 272-word speech delivered by Abraham Lincoln at the dedication of the Soldiers' National Cemetery, is a story. A reflection of principles our nation was founded on. A government of the people, by the people, for the people, which shall not perish from the earth. Abraham Lincoln possessed the ability to convict the hearts and minds of people through his ability to tell a story.

The last historical figure that I'll mention is Martin Luther King Jr. Most of us learned about who he is, and the impact that he's had on civil rights in our country. His commitment to "turning the other cheek," and his grit and determination in the face of adversity. People like to highlight the "I have a dream" speech, but what goes unnoticed was his ability to galvanize his community. It wasn't solely Dr. King who changed things. He told stories that compelled people to make the changes necessary to have legislation be adjusted to consider them as human beings. Dr. King had an uncanny ability to tell a story.

Everybody has the desire to be heard. Everybody has a unique perspective that could potentially change the way that others see things. The reason why developing the skills essential to telling a compelling story is important, is because it's bigger than you. We cannot attempt to live, or tell, a compelling story without being conscious of others. Whether you're a lawyer, communications professional, in the visual arts, or just a professional pursuing other endeavors, developing these skills makes you a more dynamic human being.

## **STORYTELLING ONE-PAGER**

### ***Objective 3, Strategy 3.3***

The one-pager focuses on this year's message; the importance of storytelling. Rather than focus on a specific audience, the one-pager aims to educate all on the history of storytelling. This will use a logical appeal to show how throughout time, storytelling has been crucial, and it still is today.

## The History of Storytelling

Stories encompass our whole lives. Stories are shown in movies, TV shows, music, books, religion, paintings, websites and so much more. **And every compelling story changes the course of history.**



---

The origins of storytelling help date the **history**. Storytelling began long before cameras and painting, even before paper. It began with **oral tradition**. Although no one knows when the first story was told, storytelling dates back over thousands of years. Ancient Egyptians told stories through hieroglyphics. Books like the Bible were written from stories passed down orally. These **stories have traveled** through the long tale of time and are still being told today. Today, the world is still full of stories. **Lawyers** tell stories to juries and judges, **journalists** tell stories to the public through TV, newspapers and magazines. Anyone can convey their own stories to thousands via **social media**, podcasts and sites like YouTube.

---

Stories keep us in touch with our **culture**, they provide us **entertainment** and they keep us **connected**. Stories are defined as an account of events, an anecdote or a widely circulated rumor. Stories can be **facts**, based on real events or they can be made up tales, like **fairy tales**, meant to scare children into treating their parents with respect.

---

Professionals in all fields and people all over the world use storytelling in their daily lives. The **2018 Mayborn Literary Nonfiction Conference** is focused on people and storytelling. This year's theme is 'Are You Not Entertained? Real People, Real Stories, Real Storytelling.' We hope to demonstrate how, on an everyday basis, journalists are addressing the pressure to tell compelling, newsworthy stories that **inform** and – now, more than ever – **entertain**.



## TIMELINE

Tactics	January	February	March	April	May	June	July	August	September	October	November	December
Social Media Calendars												
Tweets												
Facebook Posts												
Traveling Presentation												
Fact Sheet												
Infographic												
Calendar Pamphlet												
Mooney Op-ed												
Mooney Podcast												
Mooney Video												
Mooney Feature												
Mooney Chunk												
Reading List												
Video Compilation												
Sample Blog												
One-pager												
					Key:	Planning	Creation	Implementation				

## EVALUATION CRITERIA

### **Social Media Campaign:** Calendars, Tweets, Facebook Posts, Blog

- Objective is to double communications to students via social media.
- Consistent daily tweets and Facebook posts will help to reach this objective.
- Measure average number of retweets, shares, likes, and comments on posts.
- Post blog online and on social media pages. Measure shares and comments on both areas.
- Use the calendars to help plan and implement social media communications.

### **Student Outreach:** Traveling Presentation, Infographic, Fact Sheet, Video Compilation

- Objective is to double communications to students via creative media.
- Video compilation and infographic can be a part of social media campaign and also posted to the website. Measure video views, comments, and shares.
- During presentations, observe student engagement. Are they asking questions about the conference? Are they taking information provided, like the fact sheet?

### **Conference Documents:** Calendar Pamphlet, One-Pager, Reading List

- Objective is to double communications to students via traditional media.
- When people register, they are sent the reading list and asked to opt-in to emails. Measure the number of opt-ins compared to those who register.
- Measure sales of books on reading list. Do they go up? Are people searching for them online? Are people searching for the author?
- Measure views on one-pager as well as shares and comments.
- Measure calendar downloads as well as distribution of physical pamphlets.

### **Michael J. Mooney Promotional Materials:** Op-ed, Podcast, Video, Feature, Chunk

- Objective is to use Mooney promotional materials to target younger audience and inspire them by his success as a younger writer.
- Measure likes, comments, shares, and views on op-ed, video, and feature story.
- Observe reaction to Mooney. Are people positively talking about him? What is the general consensus via the comments?

**COMMUNICATION AUDIT**  
**Mayborn Literary Nonfiction Conference**  
**November 2017**

**ORGANIZATIONAL OBJECTIVE:**

*"The Mayborn Literary Nonfiction Conference is a forum for journalists, writers, readers, students, educators and the general public to listen to, be inspired by and practice their craft at the highest possible level. Every year, the Mayborn Conference gathers some of the most talented storytellers in the country to share their stories, life-changing experiences and expertise with aspiring writers through three days of lectures, panels, one-on-one sessions, and student classes."*

**ORGANIZATIONAL COMMUNICATION INVENTORY:**

**Newsroom:** No newsroom, but doesn't need one.

**News:** No press releases. There is a blog section with only 10 posts spanning several years. This should be updated more often. *The Pulse* should be better organized and more prominent. Is this news or a blog? Combine those two.

**Social Media:**

**Facebook:** @MaybornLitCon Needs to be updated for 2018. Right now just has photos from 2017 and a few posts. For 2018, needs articles, photos, videos, and other promos before event, and then coverage during, and then wrap-up media after. Use #LitCon18

**Twitter:** @MaybornLitCon Needs to be updated for 2018. Right now just has 7 tweets, mainly photos. Use #LitCon18 and post before, during, and after. Video clips, links to articles, photos, interview clips. Use to announce chosen speakers for next year. Use to announce award/scholarship/grant winners. Use to announce contest winners.

**Instagram:** @maybornlitcon Needs to be updated for 2018. Only 2 posts. Use for graphics beforehand and live updates during (stories and photos). Use #LitCon18. Good for photojournalism.

**Vimeo:** 181 videos posted. Not just videos for conference, also includes videos for Mayborn school. Consider making a separate Vimeo account for conference. Great tool for showcasing broadcast journalism and interviews.

**Website:** <http://www.themayborn.com/>

-Home page is clunky and could be better organized

-“Conference and Competitions” tab provides plenty of detail and it neatly organized. Needs to be updated for 2018.

-Publications tab is neatly organized. Good.

-About page is good and thorough; there are two depending on if you start from themayborn.com or click “about” after you have clicked “conference and competitions.” This is confusing and needs to be fixed into one about page and one page for George Getschow statement.

-Categories at the bottom should be deleted and everything should stay in the top menu bar.

-Narratives tab at the bottom goes nowhere.

-Facebook and Twitter link at bottom go nowhere.

**Boiler:** “The Mayborn Literary Nonfiction Conference is a forum for journalists, writers, readers, students, educators and the general public to listen to, be inspired by and practice their craft at the highest possible level.”

#### **Consistent Messages:**

Consistent messaging about great storytelling. Messaging varies by each years’ theme.

**Earned Media:** The earned media that The Mayborn Literary Nonfiction Conference has received consists of local newspapers and magazines. Outside of the posts in the *Dallas Morning News* (sponsored), we haven’t received any coverage on a platform that would reach national circulation. The stories in which the Mayborn Litcon were mentioned generally highlighted notable alumni and people who have utilized the conference to make connections that took them to the next step in their prospective writing or storytelling careers.

*The Killeen Daily Herald - Reactive, Dallas Morning New - Proactive, Dallas Morning News - Reactive, Charlotte Magazine - Reactive, Dallas Observer - Reactive*

**Innovation:** The University of Northwestern Summer Writers’ Conference, Rutgers University Writer’s Conference, Casper College Literary Conference, Yale Writers’ Conference, Wesleyan Writers Conference, Rosenberry Writers Conference (Univ. Northern Colorado), Pennsylvania Writers Conference (Wilkes University), Weber State National Undergraduate Literature Conference

#### **Current Brochures, Publications, Printed Collaterals:**

Annual *Mayborn Magazine* - Published on the Mayborn.com website, it’s a compilation of people who have participated within the Mayborn. Whether that be students within the Mayborn School of Journalism, or people who contribute to the conference itself. They have

been publishing this magazine online since 2008 and in print. The material is aesthetically pleasing. Although the website that it's published on could use some work from a user interface perspective. Being published in the magazine could be leveraged as an item of prestige, which highlights the best nonfiction features of the year. Should be kept, and focused on more.

**Innovation Summary:**

In doing the necessary research to discover conferences similar to the Mayborn Literary NonFiction Conference, I've come to the conclusion that it's the best of it's kind. We have the opportunity to truly set ourselves apart by including other professionals and positioning it as a type of business development. The conferences listed under innovation are writers conferences for the most part. They're very niche. The Mayborn Litcon, is much more comprehensive as far as focusing more on storytelling rather than strictly writing.

## AUDIENCE DESCRIPTIONS

- **Main: Young professionals/students** – Students may be from UNT, TWU, NCTC, other local colleges and local high schools. They represent the future storytellers. Young professionals are those 30 and below who have graduated and are starting out in the job industry.
- **Sub-audience: Past Conference-Goers** – These are journalists, writers, photographers, and other media people that have attended the conference in the past. They may be speakers as well, or part of the organizational team.
- **Sub-audience: UNT Faculty** – The Mayborn conference is sponsored by UNT. Thus, UNT faculty are an important audience, especially those who teach from the Mayborn school. Often they are writers and journalists themselves.
- **Sub-audience: Corporate Media** – These entities are people from organizations like law firms, PR agencies, advertising, and other corporate areas that could benefit from corporate/logic storytelling to further their goals.

## AUDIENCE ANALYSIS:

### Young professionals/students:

- *Description:* Students may be from UNT, TWU, NCTC, other local colleges and local high schools. They represent the future storytellers. Young professionals are those 30 and below who have graduated and are starting out in the job industry.
- *Media:* Facebook, Twitter, website, videos, campus communications
- *Attraction:* Networking opportunities, guest speakers, resume builder, mentorship opportunities, university support
- *Persuasion:* Panel opportunities, writing contests, awards/scholarships
- *Proposed Key Message:* You are the next generation of storytellers

### Past Conference-Goers:

- *Description:* These are journalists, writers, photographers, and other media people that have attended the conference in the past. They may be speakers as well, or part of the organizational team.
- *Media:* Emailed newsletter, website, social media, publications
- *Attraction:* Networking opportunities, continuing support for cause they love, mentorship opportunities
- *Persuasion:* Panel opportunities, guest speakers, writing contests, awards

- *Proposed Key Message*: promotion of events, panels and speakers

#### **UNT Faculty:**

- *Description*: The Mayborn conference is sponsored by UNT. Thus, UNT faculty are an important audience, especially those who teach from the Mayborn school. Often they are writers and journalists themselves.
- *Media*: Emailed newsletter, website, traditional media, social media, publications
- *Attraction*: Networking opportunities, support for university, support of students, mentorship opportunities
- *Persuasion*: Panel opportunities, guest speakers, writing contests, awards
- *Proposed Key Message*: promotion of events and speakers, university support, student support

#### **Corporate Media:**

- *Description*: These entities are people from organizations like law firms, PR agencies, advertising, and other corporate areas that could benefit from corporate/logic storytelling to further their goals.
- *Media*: Website, traditional media (press releases, publications, mailers), social media
- *Attraction*: Networking opportunities, partnership opportunities, company advancement
- *Persuasion*: Panel opportunities, guest speakers, writing classes
- *Proposed Key Message*: Learn how storytelling can be used in the corporate world

## SWOT ANALYSIS

### SWOT Insights:

- The strongest aspect of the Mayborn Literary Conference is their continuously growing connections, and the interest they spark in local media
- There are no threats from competing organizations or conferences- none take place around this time
- Well-known literary speakers draw in the previously intended crowd of journalists
- The medium of advertising to students and cost to students are the major weaknesses of the Mayborn Literary Conference

Strengths	Weaknesses
<ul style="list-style-type: none"><li>● Regionally known and connected</li><li>● Locally known and connected</li><li>● Strong social media presence via hashtags and event website</li><li>● Well-known names (Pulitzer prize winners, etc.) attend and speak each year</li><li>● Strong three-day schedule that keeps attendees interested, organized and informed</li></ul>	<ul style="list-style-type: none"><li>● Low student attendance</li><li>● Price of conference, lodging and meals</li><li>● Advertising towards Mayborn students</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>● Provide discount student tickets and list it clearly on website and emails</li><li>● Gear certain speakers towards students</li><li>● Showcase the networking opportunities to attendees</li></ul>	<ul style="list-style-type: none"><li>● School is out for the summer</li><li>● Travel distance for students not in the area</li></ul>

### SWOT Summary:

**Strengths:** The Mayborn Literary Nonfiction Conference is well-known among writers, journalists, photographers, teachers and others in the media world. It is locally known as well as



nationally. The speakers include Pulitzer-prize winners and other award-winning authors. It is located near a major U.S. city that brings all kinds of talent, business, and travel.

**Weaknesses:** There is low student attendance due to lack of awareness. The cost may also deter students from attending. Despite the student discount, many still can't afford a \$200+ ticket to an event they may or may not believe to be beneficial, fun, or made for them in mind.

**Opportunities:** Target more toward students via social media and presentations on campus. Make students fully aware that the conference exists and that they are encouraged to go through documents targeted specifically toward them. Showcase scholarship and writing contest opportunities to gain entrance to the conference. Connect students with writing opportunities, internships, networking, and experience related to their field.

**Threats:** For many students, school is out for the summer and they are working other jobs. Their work will most likely be on weekends, since many may have occupations in the service industry or work irregular hours. Some students may also be in summer school and focusing on that instead of going on trips. In addition, many may leave the DFW area to go home to other cities farther away. Some may not have the mobility to get to and from the conference.

## CROSS REFERENCE LIST

8-15. Michael J. Mooney Promotional Materials

**8-9. Op-ed - Alex Helm**

**10. Podcast - Alex Helm**

11. Video Interview - Keoni Holoman and Marissa Jacobs

**12-13. Feature Story - Nate Jackson**

14-15. Chunk Feature Story - Alex Helm

16-18. Social Media Campaign

**17-23. Jan-July Sample Calendars - all members**

24. Mock Tweets - Alex Helm

25. Mock Infographic Tweet - Alex Helm

26-28. Mock Facebook Posts - Alex Helm

29-30. Traveling Presentation - Keoni Holoman

**31-33. Fact Sheet - Keoni Holoman**

**34-35. Infographic - Alex Helm**

36-37. Calendar Pamphlet - Alex Helm

38-39. Reading List - Marissa Jacobs

**40. Conference Compilation Video - Nate Jackson**

**41-42. Sample Blog - Nate Jackson**

**43-44. Storytelling One-Pager - Marissa Jacobs**

**\*requested work products in bold**

## CREDITS

**Alex Helm: 214-789-7528 | alexmhelm@gmail.com**

- Executive Summary
- PR Plan
- Mock Social Media Posts
- Infographic
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