

San José State University

English 133: Reed Magazine

Spring 2021

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Office: [FOB114] Virtual via Zoom **for Spring 2021**

Office Hours: 11am-12pm (PT) Tuesday and Thursday and [by appointment](#)

Class Time: 9:30am-12:15pm (PT) Friday

Classroom: Online via Zoom

REED MISSION STATEMENT

With roots that run back to 1867 on the San José State University campus, Reed is the oldest literary journal in California. We publish outstanding fiction, poetry, nonfiction, and art from around the globe.

REED BRAND

Reed Magazine prides itself on being a California creation—more specifically a product of the Bay Area—and with that recognition comes an emphasis on the region's incredible natural beauty and the gift of our diversity. That our roots run deep in the Golden State's history, making us the oldest literary journal in the West, should be at the forefront of all artistic and editorial decisions. While Reed is produced at a university and by students, we do not consider ourselves a "school magazine" and this association is to be avoided. Like the Missouri Review or Iowa Review, which are likewise produced on university campuses, but publish the work of professional authors and artists, Reed is not limited to the output of our SJSU student body.

The journal is aimed primarily toward an audience of intelligent, literary readers, many of whom are writers themselves. Their demographics are: college educated, 20-60 years old, residents primarily of cities and college towns around the USA, academics, and again, fellow writers.

COURSE DESCRIPTION

This course is a two-semester sequence in which students produce this year's issue of Reed Magazine, the literary journal of San José State University. Students perform all editorial duties, including reading submissions, selling advertising, designing the layout, promoting the issue, and distributing the finished product. Previous experience editing a literary magazine (i.e., in high school or at another college) is not required but is certainly an asset.

STUDENT LEARNING GOALS

- Understanding of the process required to produce a periodical publication
- Ability to organize tasks around deadlines
- Ability to read and evaluate submissions as editors
- Exchange of ideas with faculty and fellow students in a classroom, in office visits, and in shared events and activities on and off campus, including online environments

REQUIRED TEXTS AND SUPPLIES

- **Reed Issue 153:** You are required to read the most recent issue of Reed (Issue 153). Find the [ebook edition here](#).
- **An earlier edition of Reed Magazine** as determined by the editor of the Reed Magazine Archivist Society.
- **Laptop or desktop computer:** In ordinary semesters, most of Reed's business is conducted online: this semester—certainly not ordinary!—all of our work will be online. All submissions have come to us through our website; the content has been managed via [Submittable](#), a cloud-based online platform used by thousands of publishers and organizations. In Fall, staff log in to this system to view and edit material. In Spring, much of our work is conducted through DropBox. If you need access to a laptop, please contact me or inquire at [Student Computing Services at MLK Library](#).

4-UNIT COURSE WORKLOAD

Because this is a 4-unit course, students can expect to spend a minimum of 12 hours per week preparing for and attending classes and completing course assignments. This course has integrated into the syllabus the following 1-unit enhancement: increased course content and/or collateral readings.

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/ studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

COURSE REQUIREMENTS AND GRADING

This course requires both independent and group work. Assignments will be graded on quality and thoroughness, taking into account that group work rarely reflects equal effort by all members of the group. The mantra of each team member should be "I will keep my commitments." Entrepreneurial spirit is greatly appreciated and will be rewarded. In other words, it is your responsibility in this course to find opportunities to make yourself useful and to come up with creative solutions to problems.

Prompt and efficient communication with the instructor, your teammates, and other teams is essential, and for this reason it is highly rated in your overall grade. Reed staff will use their sjsu.edu email addresses for all work-related correspondence and you are

required to check this email each weekday and reply promptly, even if it is just to say, "I received your email and I'm working on it." One of the great mistakes people make in the professional arena is "hiding out," thinking that because they haven't completed a task—or worse still, don't want to do the task requested—they will ignore email. In a deadline-driven enterprise like ours, this is the route to failure.

Participation in class discussions and activities is also important because your ideas contribute to the shape of the magazine. Overall, your grade will be based on your commitment to the successful publication of Reed. If at any point in the semester you would like to discuss your performance in the course, please see me during office hours.

Final grades are determined by the following:

- Participation and effort on editorial and production team projects: 60%
- Class participation and communication, including Canvas assignments: 20%
- Journal report of historic Reed edition (or Reed Style Guide): 10%
- Marketing Project: 10%

IMPORTANT NOTE

A vital aspect of this course is learning how to manage and schedule the different aspects of a project. It is extremely important to keep your commitments to your team and to the class in order to produce a magazine on schedule. For this reason, deadlines are extremely important. **Please note that no unexcused late work will be accepted. If you cannot make a deadline, you must contact me BEFORE THE DUE DATE.**

INDIVIDUAL ASSIGNMENTS

- Marketing Project – Our goal is to spread the Reed legacy far and wide, to further the Reed brand and be appropriate to our mission. To this end each student will work with the outreach and marketing teams to develop a project and help execute it. You may solicit help from others to implement your plan but you are solely responsible for its success...the same type of position any leader faces in the business world. A list of nascent and/or successful projects that need ongoing stewardship is available in the Marketing folder of DropBox. The wise student will choose an option that is also manageable within the framework of the semester. (NB: Reed Magazine does not reserve budget for these projects: students must coordinate projects through team leaders.) At the end of the semester, you will write a two-page report that describes and documents the success of your project—so from the beginning build into your plan how you will record this documentation.
- Reed Magazine Archive Report – You will explore an archived issue of Reed Magazine (as determined by editor of Reed Archivist Society): how does that issue compare to more contemporary editions, especially Issue 153? Evaluate its layout, design, organization, content (the substance of the writing in the journal). Highlight any qualities you think today's publication should emulate. You will then develop and

deliver a five-minute presentation, and turn in a two-page report, due the day of your presentation. Because we are operating in an online environment where visual aids are particularly suited, please prepare to augment your presentation with visual elements (this need not be elaborate!).

- Campus Literary Event — As you can see from the course schedule below, campus in the weeks ahead is replete with events featuring authors, performers, and speakers. Plan to attend at least two of these occasions—one must be a CLA-sponsored event—and write a two-page report to submit by semester's end.
- Reed Style Guide & User Manual – As with any reputable publication, Reed Magazine relies on a style guide to help maintain consistency of brand, design, style, voice, and even operational processes. Most style guides are chronic works in progress—living documents—and the Reed guide is no different. However, to improve the usefulness of this resource for ourselves and future Reed teams, the Reed 154 team took this project in hand in Fall 2020 and is continuing its work through spring semester. NB: Students selected to contribute to this ongoing project may forego the journal report assignment.

GROUP WORK

Our primary mission for the spring semester is to edit, lay out, promote, and distribute the art and literature fall editorial teams have worked so hard to curate. Students serve on various production teams devoted to a variety of tasks to which we will devote our energy entirely in the spring: copyediting and design of the magazine, development of website and marketing materials, deployment of outreach and marketing campaigns, and sales and distribution of the final book. Leadership positions are usually given to graduate students or to those with relevant experience. NB: the faculty advisor reserves the right to revise membership in any of the teams as needed.

DEPARTMENTAL GRADING POLICY

The Department of English reaffirms its commitment to the differential grading scale as defined in the official SJSU Catalog (“The Grading System”). Grades issued must represent a full range of student performance: A = excellent; B = above average; C = average; D = below average; F = failure. Note that pluses or minuses may be added to grades that are in between two letter grades.

CLASS MEETINGS and ATTENDANCE

For the first time, the fall and spring semesters of Reed Magazine are being conducted exclusively online, scheduled Zoom time 9:30am-12:15pm (PT) Fridays. Although the “lecture” part of these meetings is minimal, we will convene initially as a larger team before breaking into smaller production groups. As deadlines approach (they are always approaching), it is expected that teams will meet outside of normal class hours as well.

As a courtesy to your fellow staff members, please be on time. While absences are not directly factored into grades, it is impossible to participate in our mission if you are not present. Thus, I will take roll each class, and students who log on after roll call will be

considered absent. If you are ill or presented with an emergency that will cause you to miss more than one class, please contact me as soon as possible.

As with any online course, the format requires participants to summon agency and focus: students are expected to sign in on time, prepared to take part in the work at hand. It is helpful to think of this seminar as a job to which you have commitments and obligations to a highly interdependent team structure. Lead editors will establish requirements and expectations aimed at meeting deadlines and achieving pre-determined goals. Each team member has the duty to abide these directions and participate in activities as assigned.

CLASS PROTOCOL

During class time—even online—laptop use should be limited to Reed business, which with our current editorial mission does not include scrolling through TikTok. Please avoid the distractions of your cell phone during the lecture portion of the class; it is considered bad form to ignore your instructor or your fellow staff members while they are presenting. You are expected to treat all your colleagues with the respectful, professional behavior worthy of the staff of a 150-year-old publication.

UNIVERSITY POLICIES

The link below contains university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. <http://www.sjsu.edu/gup/syllabusinfo/>.

TEAMWORK

Production Teams: Each student is assigned to a production team. NOTE: the faculty advisor endeavors to honor students' first- or second-choice of positions but reserves the right to assign members to teams as needed.

Editorial Teams: As noted, each student serves on an editorial team for the fall semester. Students select from Fiction, Nonfiction, Poetry, or Art, keeping in mind their areas of expertise.

Copyediting & Proofreading (5)

Duties include: Copyedit all accepted content and work with authors to approve changes.

Provide the second (and third and fourth) set of eyes, reviewing layout before it goes to print

Design & Layout (5)

Duties include: Design the cover for the next issue

Layout magazine in Adobe InDesign, an industry-standard software package for desktop publishing

Important qualifications are computer skills, attention to detail, and ability to work on deadline.

Be advised this is one of the most demanding—but ultimately rewarding—jobs on the magazine.

Marketing, Promotion, and Community Outreach (8)

Duties include: Advertise submission deadlines
Grow the number of applicants to our contests to generate revenue
Prepare for the AWP Bookfair
Create all advertising and publicity related to the launch of Reed
Make sure all messaging stays on target for the Reed brand
Promote Reed through social media
Plan the launch party

Community Outreach

Duties include: Research new opportunities to bring Reed into the community, e.g. into high schools and community college classrooms
Coordinate with other regional arts organizations to promote Reed

Sales & Distribution (4)

Duties include: Staff sales tables at Center for Literary Arts readings and other local literary events
Fulfill mail and online orders as they come in
Become familiar with the benefits local businesses enjoy by advertising in Reed (the sales pitch)
Contact ad sales leads, in person or on the phone
Work with advertisers on text and graphics for their ads (in conjunction with the Design Team)
Contact bookstores (chains, independents, college and university bookstores, etc.) and secure commitments for carrying Reed
Distribute copies of the magazine to all outlets that agree to carry it

Web Mangement (3)

Duties include: Update the Reed website
Publish web-only content
Expand Reed's electronic reach
Create a digital version of the journal for tablets

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Course Schedule

Schedule below subject to change pending confirmation of production schedule; any updates will be communicated with fair notice in class and via Canvas.

Week	Date	Agenda
1	January 29	Course introduction and Welcome <i>Homework: "Course Introduction and What to Do Next" module in Canvas</i>
Kiese Laymon 7pm (PT) (PT) Thursday, February 4, 2021 CLA Featured Authors		
2	February 5	Production Teams Copyediting Challenge <i>Homework: Read Issue 153</i>
Baratunde Thurston <i>How to Deconstruct Racism and Laugh at the Same Time</i> 7pm (PT) (PT) Wednesday, February 10, 2021 Spartan Speaker Series: Registration required		
3	February 12	Production Teams Archive Reports Copyediting: Nonfiction author edits due <i>Homework: Submit two page analysis of Issue 153</i>
Technologies of Print: Geographies of Meaning Symposium February 19, 12-5pm Registration required		
4	February 19	Production Teams Archive Reports Copyediting: Art credits to copyediting Design: cover comps <i>Homework: Submit Marketing Proposal</i>
Alok Menon <i>Beyond the Binary</i> César Chávez Community Action Center 15-year Anniversary 7pm (PT) (PT) Wednesday, February 24, 2021 Spartan Speaker Series: Registration required		
Susan Choi 6pm (PT) Thursday, February 25 CLA Featured Authors		
5	February 26	Production Teams Archive Reports

Thea Moynee
Sustaining Joy in the Midst of Social Change: Bridging Mental Health & Activism
3pm (PT) Tuesday, March 2, 2021
 Spartan Speaker Series: [Registration required](#)

AWP Conference & Bookfair
March 3-7
 Featuring [LitMag.edu](#): *Maintaining and Advancing Institutional Legacy with a Student Staff*
 A Reed Magazine presentation!
9:10-10:10am (PT) Wed., March 3

6	March 5	Production Teams Archive Reports
7	March 12	Production Teams Archive Reports Marketing: launch poster development

Laila Lalami
7pm (PT) Thursday, March 18
CLA Featured Authors

8	March 19	Production Teams Editors' letters due (3/20) Marketing: launch poster development
9	March 26	Production Teams Design: Galleys to copyediting
10	March 29	Spring Recess No Class

11	April 9	Production Teams Launch poster art to Design Design: Final galleys due for proofreading
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Lillian-Yvonne Bertram
7pm (PT) Thursday, April 15
CLA Featured Authors

12	April 16	Production Teams Design: Final proof to printer Website updates
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Steinbeck Fellows Reading
7pm (PT) Thursday, April 22

13	April 23	Production Teams Style Guide updates Review Proofs from printer (?) Proofreading extravaganza: all teams proofread galleys Design: poster art to printer
14	April 30	Production Teams Style Guide updates Website updates <i>Homework: Submit Marketing Report</i>

Otessa Moshfegh
7pm (PT) (PT) Thursday, May 6
CLA Featured Authors

15	May 7	Style Guide updates Sales: supervise mailing of 154 Web: ebook goes live <i>Homework: Submit Campus Literary Event reports (2)</i>
16	May 14	Style Guide Reports Website Updates
17	May 21	“Final Exam” (remaining business and celebration) <i>Homework: Submit Self-Performance Analysis</i>

Congratulations!
Enjoy your summer break

Please integrate into this schedule other virtual attendance at literary events hosted on campus.