

Reed Magazine

English 133, Section 1 – Fall 2014

**To translate knowledge and information into experience...
that seems to me the function of literature and art.
— Joseph Campbell**

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COURSE DESCRIPTION

This course is a two-semester sequence in which students produce this year's issue of *Reed*, the San José State literary magazine. Students will perform all editorial duties themselves, 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.

REED MISSION STATEMENT

With roots which run back to 1898 on the San José State University campus, *Reed* is the oldest literary journal west of the Mississippi. We publish outstanding fiction, poetry, nonfiction, and art from across the country as a service to the South Bay literary community. We target our journal primarily toward our audience of educated, literary readers, many of whom are writers themselves.

STUDENT LEARNING GOALS

- ❖ Understanding the process required to produce a periodical publication
- ❖ Ability to organize tasks around a deadline
- ❖ Ability to read and evaluate submissions as editors
- ❖ Face-to-face exchange of ideas with faculty and fellow students in a classroom, in office visits, and in shared activities on and off campus

REQUIRED TEXTS AND SUPPLIES

Reed #67 - You are required to read the most recent issue of *Reed* (Volume 67), if you have not done so already. I will provide copies.

Another litmag of your choice - For the Journal Report assignment, you are required to purchase a current issue of a reputable printed literary journal. These are stocked at most bookstores in the magazines area. To get you started with ideas, peruse the list of journals at <http://www.clmp.org/directory/>.

Laptop - Most of *Reed's* business is conducted online. All submissions, for example, come to us through our website, <http://www.reedmag.org>; the content is then managed by Submittables, a cloud-based online platform used by thousands of publishers and organizations. Staff will log in to this system to view and edit material. **You must bring a WiFi-capable laptop to every class meeting.** If you do not own one, you can check one out at the Help Desk in Clark Hall.

COURSE REQUIREMENTS AND GRADING

This course requires a mix of individual and group work. I will grade all assignments on effort and thoroughness, taking into account that group work rarely reflects equal effort by all members of the group.

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.

Participation in class discussions is essential. 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, come see me during office hours.

Final grades will be determined by the following:

Participation & Effort on Editorial and Production Team Projects	70%
Journal Report	15%
Marketing Assignment	15%

IMPORTANT NOTE: One of the vital aspects of this course is learning how to manage and schedule the different aspects of a project. For this reason, deadlines are extremely important. **The grade for any work handed in late will immediately be reduced by one letter grade.** In other words, if you earned a C, but missed your deadline, your final grade on the assignment will be a D. It is extremely important to keep your commitments to your team and to the class in order to produce a magazine on schedule.

**Publishing is a business.
Writing may be art, but publishing,
when all is said and done, comes down to dollars.
— Nicholas Sparks**

Words are a lens to focus one's mind.
— Ayn Rand

INDIVIDUAL ASSIGNMENTS

- ❖ **Journal Report** – You will read one literary journal (in print, not online) and present a short report on its style (layout, design, organization) and content (the *substance* of the writing in the journal) to the class. You should compare and contrast the journal to the most recent issue of *Reed*, making sure to highlight any qualities you think *Reed* should imitate. Please bring in a copy of the magazine for show and tell, make a five-minute presentation to the class, and turn in a printed two-page report.
- ❖ **Marketing Assignment** – Our goal is to spread Reed's legacy far and wide and to this end each student will create a task, present the idea to the class and 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. Your concept should further the Reed brand and be appropriate to our mission. The wise student will choose something which you deem productive to Reed's exposure but is also manageable within the framework of the semester. (Note that students need to prepare to cover any costs to implement this marketing assignment.)

GROUP ASSIGNMENTS

Our primary mission for the fall semester is to choose the art and literature which will make up Issue #68. At the first class meeting, each student will select an Editorial Team and we will begin to lay the groundwork for Production Teams for the spring.

Members of each editorial team work closely together to read all submissions, send out acceptance or rejection notifications, and select final content for publication. You will choose one genre from the following: art, fiction, nonfiction or poetry. Experience with your genre is helpful, but enthusiasm and desire to find and publish the best work are also important qualifications. Leadership positions are usually given to graduate students or those with relevant experience.

Production teams will cover a variety of tasks which we will devote our energy to entirely in the spring, e.g. design of the magazine and website, copyediting, grantwriting, promotions, sales and distribution.

NOTE: the Faculty Advisor reserves the right to assign members to teams as needed, but she, in her infinite generosity, will try to give you your first or second choice of positions.

Editorial Teams

Members of each editorial team work closely together to read all submissions, send out acceptance/rejection notifications, and select final content for publication. You don't need to be an expert in your genre – enthusiasm and desire to find and publish the best work are the most important qualifications. You will choose one genre from the following:

- ◆ Art
- ◆ Fiction
- ◆ Nonfiction
- ◆ Poetry

Production Teams

At the first class meeting, each student will select a Production Team on which you will serve for the whole year.

Design & Layout (4) – Duties include:

- ◆ Design the cover and interior spreads for the next issue.
- ◆ Lay out Reed in Adobe InDesign, an industry-standard software package for desktop publishing. Important qualifications for this team are computer skills, attention to detail, and the ability to work on deadline.
- ◆ Note that this is one of the most demanding but ultimately rewarding jobs of the semester.

Copyediting & Proofreading (4) – Duties include:

- ◆ Edit all accepted content and work with authors to approve changes
- ◆ Provide the second (and third, and fourth) set of eyes, reviewing the layout before it goes to print

Marketing & Promotion (4) – Duties include:

Manage content for all Reed social media accounts (Facebook, Twitter, etc.)

Advertise submission deadlines

Grow the number of applicants to our contests to generate revenue

Prepare for the AWP Bookfair (www.awpwriter.org/awp_conference/bookfair_overview)

Generate all advertising and publicity related to the launch of Reed

Ensure all messaging stays on target for the Reed brand

Research the history of Reed and incorporate it into our brand

Plan the launch party

Sales & Distribution (3)– Our goal is to get the new issue of Reed distributed as far and wide as possible and to generate new revenue through ad sales. Duties include:

Staff sales tables at Center for Literary Arts readings and other local events

Fulfill mail and online orders as they come in

Inform local businesses of the benefits they'll 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

When the issue is published, in May, distribute copies of the magazine to all outlets that agreed to carry it

Web (3) – Duties include:

Update the Reed website (<http://www.reedmag.org>)

Expand Reed's electronic reach, for example by creating an email list of past contributors

Explore creating a digital version of the journal for tablets

Grantwriting (2) – Duties include:

Research new funding opportunities for Reed

Draft grant proposals and see that they are submitted on schedule

CLASS MEETINGS & ATTENDANCE

This seminar is scheduled to meet for three hours once a week. The "lecture" part of these meetings is minimal. We will use the remainder of the time for group work. As deadlines approach, I expect that teams will meet outside of normal class hours as well. We have all made time in our schedules to be here in the classroom. **As a courtesy to your fellow staff members, please be on time.**

You are allowed one absence before your grade can be dropped, and students who come in after roll call will be considered absent. If you are ill, or are presented with an emergency that will cause you to miss more than one class, please contact me as soon as possible.

CLASS ETTIQUETTE

Please observe the following: no eating during lecture and, of course, no cell phone use. During class time laptop use should be limited to Reed production, which with our current editorial mission does not include surfing Internet porn sites or playing World of Warcraft.

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.

SJSU ACADEMIC INTEGRITY POLICY

Your own commitment to learning, as evidenced by your enrollment at San Jose State University, and the University's Academic Integrity Policy require you to be honest in all your academic course work. Faculty are required to report all infractions to the office of Judicial Affairs. The policy on academic integrity can be found at <http://www2.sjsu.edu/senate/S04-12.htm>. The SJSU rules against plagiarism are set forth in the SJSU Catalog, which defines plagiarism as the act of representing the work of another as one's own (without giving appropriate credit), regardless of how that work was obtained, and submitting it to fulfill academic requirements. Plagiarism at SJSU includes, but is not limited to: (1) the act of incorporating the ideas, words, sentences, paragraphs, or parts thereof, or the specific substance of another's work, without giving appropriate credit, and representing the product as one's own work. It is the role and obligation of each student to know the rules that preserve academic integrity and abide by them at all times. This includes learning and following the particular rules associated with specific classes, exams, and/or course assignments. Ignorance of these rules is not a defense to the charge of violating the Academic Integrity Policy. All instances of violating the Academic Integrity Policy will be reported to the Dean of Student Services.

CAMPUS POLICY ON COMPLIANCE WITH AMERICANS WITH DISABILITIES ACT

If you need course adaptations or accommodations because of a disability, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities register with the DRC to establish a record of their disability.

**To write is human, to edit is divine.
— Stephen King**