

Reed Magazine

English 133, Section 1 – Spring 2018

It was a splendid population - for all the slow, sleepy, sluggish-brained sloths stayed at home - you never find that sort of people among pioneers - you cannot build pioneers out of that sort of material. It was that population that gave to California a name for getting up astounding enterprises and rushing them through with a magnificent dash and daring and a recklessness of cost or consequences, which she bears unto this day - and when she projects a new surprise the grave world smiles as usual and says, "Well, that is California all over."

– Mark Twain

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COURSE DESCRIPTION

Congratulations, you are now a member of the staff of issue 151, dedicated to California, the state and the state of mind. 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 and production duties themselves, including reading submissions, selling advertising, designing the layout, promoting the issue, and distributing the finished product.

REED MISSION STATEMENT

With roots that run back to 1867 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 around the globe.

REED BRAND

Reed prides itself on being a California creation, more specifically a product of the Bay Area, and with that recognition goes 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. We target our journal primarily toward our audience of educated, 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.

**This was California.
You could get LSD fresh made from Stanford.
You could sleep on the beach at night with your girlfriend.
California has a sense of experimentation
and a sense of openness—openness to new possibilities.
— Steve Jobs**

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

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.

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

REQUIRED TEXTS AND SUPPLIES

Reed #150 - You are required to read the most recent issue of *Reed* (Issue 150), if you have not done so already. I will provide copies of *Reed*.

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 magazine 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 Submittable, 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 may use the laptops provided in Sweeney Hall or bring your own laptop to class if you prefer.

**California in many ways is out of control.
— Donald Trump**

If California is a state of mind, Hollywood is where you take its temperature. There is a peculiar sense in which this city existing mainly on film and tape is our national capital, alas, and not just the capital of California. It's the place where our children learn how and what to dream and where everything happens just before, or just after, it happens to us.
— Ross Macdonald

COURSE REQUIREMENTS AND GRADING

This course requires a mix of individual and group work. I will grade all assignments 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 professor, 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 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, come see me during office hours.

Final grades will be determined by the following:

Participation & Effort on Production Team Projects	70%
Class Participation & Communication	20%
Journal Report	10%

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 past deadline 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 at best, and may be lower depending on how late the project is past deadline. It is extremely important to keep your commitments to your team, and to the class, in order to produce a magazine on schedule.

**California was almost entirely a dream,
a dream vague but deep in the minds of a westering people.
— Bernard DeVoto**

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 plusses or minuses may be added to grades that are in between two letter grades.

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, due the day of your presentation.

GROUP WORK

Our mission for this term is to take the art and literature chosen by our staff in the fall semester and produce the next issue. At the first class meeting, each student will be assigned a production team; your work as part of this team will be your primary contribution for the semester.

Production teams will cover all the tasks necessary to produce a publication, e.g. design of the magazine and website, copyediting, outreach, promotions, sales and distribution. Members of each production team work closely together and leadership positions are usually given to graduate students or those with relevant experience. Enthusiasm and dedication to produce a quality product are also important contributions. Remember that the great thing about this class is that at the end of the semester you will have a portfolio piece with your name on it to show for all your hard work—which can be a helpful tool when entering the job market.

**The dream was teaching the dreamers how to live.
— Joan Didion**

**California is a garden of Eden, a paradise to live in or see,
But believe it or not, you won't find it so hot
If you ain't got the do re mi.
— Woody Guthrie**

CLASS MEETINGS & ATTENDANCE

This seminar is scheduled to meet for three hours one day 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.

Although absences are not directly used as a factor for grades, it is impossible to participate in our mission if you are not present. To this extent, I will take roll each class, 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 ETIQUETTE

Please observe the following: no eating during lecture, and of course, no cell phone use. During the lecture portion of class, students should close laptops and pay attention to our dialogue and presentations, thereby giving their esteemed colleagues and instructor their due. During the remainder of class, computer use should be limited to *Reed* production, which with our current editorial mission does not include surfing Facebook or Tinder.

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/>.

**California is where you get to start over.
— Tracy Chevalier**

TEAMWORK

Production Teams

Each student will select a Production Team on which you will serve for the whole semester. 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. Some of these positions, such as Sales, have already had an active role in the previous term, but most production teams will begin working in earnest this semester.

- ❖ **Design & Layout (5)** Duties include:
 - ◆ Design the cover for the next issue
 - ◆ Layout *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 on the magazine

- ❖ **Copyediting & Proofreading (5)** Duties include:
 - ◆ Responsibility for editing all accepted content and working with authors to approve changes
 - ◆ Members of this team also provide the second (and third, and fourth) set of eyes, reviewing the layout before it goes to print

- ❖ **Marketing & Promotion (5)** Duties include:
 - ◆ Advertising submission deadlines
 - ◆ Growing the number of applicants to our contests to generate revenue
 - ◆ Preparing for the AWP Bookfair (www.awpwriter.org/awp_conference/bookfair_overview)
 - ◆ Creating all advertising and publicity related to the launch of *Reed*
 - ◆ Making sure all messaging stays on target for the *Reed* brand
 - ◆ Promoting *Reed* through social media
 - ◆ Planning launch events

- ❖ **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 (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
 - ◆ Create a digital version of the journal for tablets

- ❖ **Community Outreach (3)** Duties include:
 - ◆ Research new opportunities to bring *Reed* into the community, e.g. into college classrooms
 - ◆ Coordinate with other regional arts organizations to spread recognition about *Reed*