

San José State University

English 133: Reed Magazine

Fall 2021

Course and Contact Information

Instructor: Helen Meservey

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Office Location: [Faculty Office Building 114]
Virtual via Zoom for Fall 2021

Virtual Office Hours: 11am-12pm PT Tuesday
3-4pm Friday
and by appointment

Telephone: 408.924.4323 (during office hours only)

Class Days/Time: 9:30am-12:15pm PT Fridays

Classroom: 229 Sweeney Hall

Prerequisites: Upper division standing/consent of instructor

Canvas: <http://sjsu.instructure.com>

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 across campus to around the globe.

Reed Magazine 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. While Reed is produced at a university, 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 San José State literary journal. 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 154:** You are required to read the most recent issue of Reed Magazine: Issue 154. Complimentary copies will be distributed in class. You can also read the ebook version here.
- An earlier edition of Reed Magazine as determined in consultation with the director of the Reed Archivist Society. You will read and deliver a presentation on your assigned issue (see details in Assignments).
- **Laptop or desktop computer:** Most of Reed's business is conducted online. You may use your own laptop or make use during class of devices in our classroom, Sweeney 229.

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 class 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 one 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 are 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 must 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%
- Archive report or Reed User Manual report: 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—One of our goals is to spread the Reed legacy far and wide: to this end each student will, in consultation with the managing editor and the marketing team, contribute to an existing promotional initiative. You will present to the class an overview of this initiative and your intended contribution to it (be sure to reserve a date for your presentation on our Canvas course calendar). Most importantly, you will execute this plan by semester's end. At that time, you will submit a two-page report that describes and documents the success of your project; therefore, from the beginning, build into your plan how you will document your progress. 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. The wise student will choose something manageable within the framework of the semester. (NB: Reed Magazine does not provide funding to cover any costs to implement this marketing assignment.)
- Reed Magazine Archive Report – To help build institutional intelligence about the 155-year history of Reed Magazine, you will explore an archived issue of our journal (selected in coordination with the editor of Reed Archivist Society) and present to the class a concise report on its style (layout, design, organization) and content (the substance of the writing in the journal). You should compare and contrast the historic edition with the most recent issue of Reed, Issue 154, making sure to highlight any qualities the edition now in production should emulate. How does the older issue compare to more contemporary editions, especially Issue 154? **NB:** In addition to your presentation, you will turn in to Canvas a brief report (no more than two pages), due the date you deliver your presentation. Be sure to reserve a presentation date on our Canvas course calendar.
- 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.

GROUP WORK

Our primary mission for the fall semester is to choose the art and literature that will make up our next issue. At the first class meeting, each student will identify a preferred editorial team and we will lay the groundwork for production teams for spring semester.

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

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

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

The fall 2021 semester of Reed Magazine begins back on campus in Sweeney Hall, Room 229. Class is scheduled 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 editorial units. As deadlines approach (they are always approaching), it is expected that some 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 arrive 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.

Given the tasks at hand, our semester is short. Students are expected to show up 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, 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 155-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

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

Production Teams: Each student also selects a production team on which to serve for the whole year. **NB**: the faculty advisor endeavors to honor students' first- or second-choice of positions but reserves the right to assign members to teams as needed. Be advised that some of these positions have minimal work until spring semester while others, such as Sales, have an active role both term: the workload should average out to be the same.

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

Community Outreach (3)

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

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 (5)

Duties include: Advertise submission deadlines
Grow the number of applicants to our contests to generate revenue
Prepare for the
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

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

Publish web-only content

Expand Reed's electronic reach

Create a digital version of the journal for tablets

Fall 2021 Course Schedule

Schedule below subject to change; updates will be communicated with fair notice in class and via Canvas. Please integrate into this schedule attendance at literary events hosted on campus, especially those sponsored by the Steinbeck Center and the CLA, which hosts the Reed Magazine launch gala October 28. See below.

Week	Date	Agenda	Homework
1	August 20	Welcome and Course introduction	Complete "Course Introduction and What to Do Next" module in Canvas
2	August 27	Editorial team assignments; Copyediting exercise; Using Submittable; Marketing project introduction.	Read Issue 154: Fiction and Poetry <u>Submit Discussion Post: Analysis of 154 Fiction and Poetry</u>
3	September 3	Production team assignments; Editor reports; Marketing project proposals; Edit submissions.	Read Issue 154: Nonfiction and Profiles <u>Submit Discussion Post: Analysis of 154 Nonfiction and Profiles</u>
4	September 10	Editor reports; Marketing project proposals; Edit submissions	Read Issue 154 remaining sections, including editors' letters and "Emerging Voices"; Read "About Reed" and view "Current Web Exclusives" on website <u>Submit Discussion Post: Analysis of Reed website</u>
Wednesday September 15 1pm PT	Nikole Hannah-Jones Pulitzer Prize-winning journalist and creator of The New York Times's 1619 Project "The 1619 Project: Reframing U.S. History and the Impacts of Slavery" Spartan Speaker Series: Registration required		
5	September 17	Editor reports; Marketing project proposals; Edit submissions	
Tuesday September 21 7pm PT	Gabby Rivera Writer, America Chavez Marvel comic book series and <i>Juliet Takes a Breath</i> "A Holistic Approach to a Creative Life: Rest. Write. Repeat." Spartan Speaker Series: Registration required		
6	September 24	Editor reports; Marketing project proposals; Edit submissions	Last day to present and file marketing project proposal
Monday September 27 5pm PT	Claudia Rankine 3:30pm PT Craft Talk— SJSU Students only! CLA Presents: Register via Crowdcast		
Wednesday September 29 7pm PT	Simu Liu Canadian actor, Shang-Chi and the Legend of the Ten Rings and Kim's Convenience "Journey to Success: Reflections on Family, Career and Persistence" Spartan Speaker Series: Registration required		

7	October 1	Editor reports; Archive Presentations; Edit submissions	Submit Discussion Post: Analysis of 154: Cliché Edition
Wednesday October 6 7pm PT		<p style="text-align: center;">Leah Thomas Environmentalist, founder of eco-lifestyle blog Green Girl Leah "Green Girl Leah - The Intersectional Environmentalist"</p> <p style="text-align: center;">Spartan Speaker Series: Registration required</p>	
8	October 8	Editor reports; Archive Presentations; Edit submissions	
9	October 15	Editor reports; Archive Presentations; Edit submissions	
10	October 22	Editor reports; Archive Presentations; Edit submissions	
Thursday October 28 5pm PT		<p style="text-align: center;">Launch Gala for Reed Magazine Issue 154 Featuring Patricia Engel</p> <p style="text-align: center;">CLA Presents: Register via Crowdcast</p>	
11	October 29	Editor reports; Archive Presentations; Edit submissions	Last day to deliver and submit archive presentation
Monday November 1		Deadline for submissions for Issue 155	
12	November 5	Editor reports; Send contest finalists to judges! Send submitter notices	
Tuesday November 9 6pmPT		<p style="text-align: center;">Janet Mock Author, Emmy-nominated writer, director, and executive producer of FX's POSE "Searching for Voice, Purpose, and Place: How Sharing with Vulnerability, Humility, and Courage Can Be a Path to Self Discovery and Community Empowerment"</p> <p style="text-align: center;">Spartan Speaker Series: Registration required</p>	
Thursday November 11 5pm PT		<p style="text-align: center;">Jhumpa Lahiri 4pm PT Craft Talk— SJSU Students only!</p> <p style="text-align: center;">CLA Presents: Register via Crowdcast</p>	
13	November 12	Editor reports; Decisions from judges; Final lists for all content; Send acceptances and publishing agreements	Submit Marketing Project
14	November 19	Final editorial meeting	Submit Discussion Post: Concluding Reflection
15	November 26	No Class: Happy Thanksgiving!	

Thursday December 2 7pm PT		Steinbeck Fellows Reading	
16	December 3	Final class meeting. Remaining editorial activities	Submit Self-Performance Analysis Submit Literary Analysis 1 Submit Literary Analysis 2
Congratulations! Enjoy your year-end break.			
17	December 10	Editorial meeting (optional)	
18	December 17	Editorial meeting (optional)	

Please integrate into this schedule virtual attendance at literary events hosted on campus, especially those sponsored by the Steinbeck Center and the Center for Literary Arts, which opens its season each year with the Reed Magazine launch gala. Check out last year's launch event at the Hammer Theatre.