

# San José State University

## English 133: Reed Magazine

### Fall 2022

#### Course and Contact Information

Instructor: Helen Meservey

Email: Canvas message and/or  
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Office Location: [Faculty Office Building 114]  
Virtual via Zoom for Fall 2022

Virtual Office Hours: 12-2pm Wednesdays (except 9/21 and 10/26)  
and by appointment

Telephone: 408.924.4323 (message 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 Magazine 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 Magazine, Issue 155:** You are required to read the most recent issue of Reed Magazine: Issue154. 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 Magazine 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.** 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." Communication is vital in a deadline-driven enterprise such as ours.

Participation in class discussions and activities is also important, as 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 our 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 submit for credit a proposal that includes an overview of this initiative and your intended contribution to it. **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 a method for documenting your progress. You may solicit help from others to implement your plan, but you are solely responsible for its success. Choose something that is manageable to accomplish within the framework of the semester. (NB: Reed Magazine does not provide funding to cover any costs to implement this marketing assignment.)
- **Campus Literary Event** — Campus in the weeks ahead is replete with events featuring authors, performers, and speakers (see this year's [reading series program](#) at the Center for Literary Arts of San José). Plan to attend at least one of these occasions and write a two-page report to submit by semester's end.
- **Special Report**
  - **Reed Magazine Archive** – Reed Magazine Archive Report – To help build institutional intelligence about the 156-year history of Reed Magazine, you will explore a specific archived issue of the journal (selected in coordination with the director of the Reed Magazine Archivist Society). In addition to updating the database, you will compile a written report, which you will submit to Canvas for course credit, describing that edition's style (layout, design, organization) and content (the substance of the writing in the journal). Your report should compare and contrast the historic edition with the most recent issue of Reed, Issue 155 making sure to highlight any qualities future issues and the edition now in production should emulate. How does the older issue compare to more contemporary editions, especially Issue 155?
  - **Reed Operations Manual** – Given the long history of Reed Magazine, it's fair to think of our team as temporary stewards of the journal. In fact, as only a few students remain on staff for more than one year, each issue is produced by a largely unique group. This yearly turnover leaves each new staff a steep learning curve. To smooth these annual transitions, the Issue 155 team will continue to modernize and revise the Reed Operations Manual. The work involves defining job descriptions and documenting internal processes, workflow protocols, and team interdependencies, among other duties. This project offers team members clearly transferable professional experience relevant to many, many industries. Students maintain the master document and submit a report documenting their contributions to this ongoing project.

## **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**

Our class meets 9:30am-12:15pm PT weekly on Fridays in Sweeney Hall 229 August 19-December 9, 2022 (except November 25). NB: December 9 falls during final exams, so please check the exam schedule for your other classes and confirm with me that you can attend!

Although the "lecture" part of these meetings is minimal, we will convene initially as a larger team before breaking into smaller editorial or production units. As deadlines approach (they are always approaching), it is expected that some teams will meet outside of normal class hours as well.

Given the job before us, 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 and department directors 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, especially during the lecture portion of class; it is considered bad form to ignore your instructor or your classmates while they are presenting. You are expected to treat 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, accommodation, etc. <http://www.sjsu.edu/gup/syllabusinfo/>.

## **TEAMWORK**

Editorial Teams: Fall semester, each student serves on an editorial team for the fall semester:

Fiction, Nonfiction, Poetry, or Art. A team will also be formed for our Emerging Voices contest.

Production Teams: Each student selects a production team on which to serve for the whole year. Production duties come to the fore in spring semester.

**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.

### Copyediting & Proofreading (5)

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  
Oversee proofreading cycles

### Design & Layout (5)

Design cover, splash pages, templates for printed journal  
Lay out 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: General (4)

Advertise submission deadlines  
Grow the number of applicants to our contests to generate revenue  
Create all advertising and manage publicity related to the launch  
Make sure all messaging stays on target for the Reed brand  
Plan launch gala (in coordination with CLA)

### Community Outreach (2)

Research opportunities to expand Reed on campus, in high schools, community colleges  
Coordinate with other regional arts organizations to promote Reed  
Support sales and distribution team with tabling and other activities

### Social Media (3)

Develop monthly newsletter  
Manage promotional campaigns and schedule for Twitter, Instagram, Facebook, others

### Sales & Distribution (4)

Staff sales tables at CLA readings and other local literary events  
Fulfill mail and online orders as they come in  
Develop sales pitches for selling ads to local businesses and contact ad sales leads  
Work with Design to develop text and graphics for advertisers  
Contact bookstores (chains, independents, college and university bookstores, etc.) and secure commitments for carrying Reed  
Distribute copies of magazine to all outlets that agree to carry it

### Operations (2)

Update and maintain Reed Operations Manual  
Document protocols for editorial and production cycles, workflow processes, interdependencies  
Edit and update staff job descriptions

### Web Mangement (2)

Update [www.reedmag.org](http://www.reedmag.org)  
Publish web exclusives  
Expand journal's electronic reach  
Create ebook  
Help manage mailing list

## English 133: Reed Magazine Fall 2022 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 typically hosts the Reed Magazine launch gala, including the release of Issue 155, slated for September 29, 2022).

Week	Date	Agenda	Events
1	Friday August 19	Welcome and course introduction	Copyediting exercise Update Task Tracker
	<b>Sunday</b> September 21	<b>DEADLINE: <i>Reed Magazine</i>, Issue 156 Team Application</b> 11:59pm PT	
	Thursday August 25	<b>DEADLINE: <i>Reed Magazine</i>, Issue 155 Art</b> 11:59pm PT	
2	Friday August 26	Team assignments Using Submittable Edit submissions	Presentation: Mariah Pompa, Director Archivist Society Invited guests: Matty Heimgartner, Art Editor and Design Director 154,155; Nicole Calande, Marketing Director 155 Update Task Tracker
	Thursday September 1	<b>DEADLINE: <i>Analysis of Reed Magazine</i>, Issue 155 Fiction and Poetry</b> 11:59pm PT	
3	Friday September 2	Editor reports Marketing project and special report overview. Edit submissions	Invited guests:; Ryan Smith, Managing Editor 154, 155 ;Seher Vora, Fiction Editor and Copy Chief 155; Ume Ali, Poetry Editor 155 Update Task Tracker
	Thursday September 8	<b>DEADLINE: <i>Analysis of Reed Magazine</i>, Issue 155 Nonfiction and Tributes</b> 11:59pm PT	
4	Friday September 9	Editor reports Edit submissions	Special Reports: Archive 1 of 5 Update Task Tracker
	Thursday September 15	<b>DEADLINE: <i>Analysis of Reed Magazine</i>, Issue 155</b> 11:59pm PT	
5	Friday September 16	Editor reports Edit submissions	Special Reports: Archive 2 of 5 Update Task Tracker
	Thursday September 22	<b>DEADLINE: <i>Analysis of Reed Magazine</i> website</b> 11:59pm PT	
6	Friday September 23	Editor reports Edit submissions	Special Reports: Archive 3 of 5 Update Task Tracker
<b>Thursday September 29 7pm PT</b>			<b>Launch Gala for <i>Reed Magazine</i>, Issue 155</b> <b>Featuring Ocean Vuong</b> CLA Presents: Register via Crowdcast
7	Friday September 30	Editor reports Edit submissions	Special Reports: Archive 4 of 5 Update Task Tracker
<b>October 1</b>		<b>General Submissions Closed</b> <b>Fiction, Poetry</b>	

	Thursday October 6	<b>DEADLINE: Special Reports: Final Archive Report 11:59pm PT</b>	
8	Friday October 7	Editor reports Edit submissions	Special Reports: Archive 5 of 5 Update Task Tracker
9	Friday October 14	Editor Reports Edit submissions	Update Task Tracker
10	Friday October 21	Editor reports Edit submissions	Update Task Tracker
11	Friday October 28	Editor reports Edit submissions	Update Task Tracker
<b>November 1</b>		<b>Contest Submissions Closed Fiction, Poetry, Nonfiction, Art</b>	
	Thursday November 3	<b>DEADLINE: Special Reports: Operations Manual 11:59pm PT</b>	
12	Friday November 4	Editor reports Edit submissions	Update Task Tracker
13	Friday November 11	Contest finalists to judges Editor reports Edit submissions	Update Task Tracker
	Thursday November 17	<b>DEADLINE: Marketing Report 11:59pm PT</b>	
14	Friday November 18	Editor reports Send submission notices	Update Task Tracker
15	Friday, November 25	<b>No class: Happy Thanksgiving</b>	
	Thursday December 1	<b>DEADLINE: Concluding Reflection 11:59pm PT</b>	
<b>December 1</b>		<b>Submissions Closed Nonfiction, Art, Emerging Voices</b>	
16	Friday December 2	Send submission notices Decisions from judges; Final content lists Publishing agreements Update Task Tracker	<b>DEADLINE: Campus Literary Event Report 11:59pm PT</b>
17	Friday December 9	“Final exam” Final editorial meeting Update Task Tracker	<b>DEADLINE: Self-performance Analysis 11:59pm PT</b>
	Thursday December 15	<b>DEADLINE: Team Lead Evaluations (editors and directors only) 11:59pm PT</b>	
18	Friday December 16 (optional)	Remaining editorial activities	
<b>Congratulations! Enjoy your year-end break.</b>			