

Reed Magazine

English 133, Section 1 – Spring 2013

**In literature, as in love, we are astonished
at the choices made by other people.**

—Andre Maurois

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COURSE DESCRIPTION

This course is ideally, but not necessarily, a two-semester sequence in which students produce this year's issue of *Reed*, the San Jose 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 producing a literary magazine (i.e., in high school or at another college) is not required.

REED MISSION STATEMENT

Reed is one of the oldest literary journals west of the Mississippi. We publish outstanding fiction, poetry, nonfiction, and art from across the country as a service to the literary community. We have branded ourselves as a Bay Area publication and feature author profiles with a connection to our region.

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.

**The very act of writing assumes, to begin with,
that someone cares to hear what you have to say.
It assumes that people share, that people can be reached,
that people can be touched and even in some cases changed.
So many of the things in our world lead us to despair.
It seems to me that the final symptom of despair is silence,
and that storytelling is one of the sustaining arts;
it's one of the affirming arts. A writer may have a certain
pessimism in his outlook, but the very act of
being a writer seems to me to be an optimistic act.
— Tobias Wolff**

REQUIRED TEXTS AND SUPPLIES

Reed #65 - You are required to read the most recent issue of *Reed* (Volume 65), 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 magazines area. To get you started, a short list of journals is on the *Reed* website at <http://www.reedmag.org> under "Links." If you did this assignment last term, please choose a different journal to review.

Laptop - Most of *Reed's* business is conducted online. All submissions, for example, come to us through our website, <http://www.reedmag.org>, and can be read by staff members in a password-protected maintenance area. **You must bring a WiFi-capable laptop to every class meeting.** If you do not own one, you can check one out free at the Help Desk in Clark Hall.

**Colors fade, temples crumble, empires fall,
but wise words endure.
— Edward Thorndike**

GROUP ASSIGNMENTS

Production Teams

At the first class meeting, 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 generosity, will try to give you your first or second choice of positions.

- ❖ **Layout (4)** – Duties include:
 - ◆ 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 of the semester.
- ❖ **Copyediting & Proofreading (4)** – Duties include:
 - ◆ Responsible 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.
- ❖ **Ad Sales (2)** – Duties include:
 - ◆ 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).
- ❖ **Promotion (3)** – Duties include:
 - ◆ Advertise submission deadlines
 - ◆ Prepare for the AWP Bookfair March 6-9, 2013 (www.awpwriter.org/awp_conference/bookfair_overview)
 - ◆ Responsible for all advertising and publicity related to the launch of *Reed* #66.
 - ◆ Creating a brand for *Reed*.
 - ◆ Researching the history of *Reed* and incorporating it into our branding.
 - ◆ Planning the launch party.
- ❖ **Distribution (3)**– Our goal is to get the new issue of *Reed* (#66, to be published in May) distributed as far and wide as possible.
 - ◆ Contact bookstores (chains, independents, college and university bookstores, etc.) and secure commitments for carrying *Reed* #66.
 - ◆ When the issue is published, in May, distribute copies of the magazine to all outlets that agreed to carry it. Follow up at a sensible interval for restocking.
 - ◆ Staff sales tables at Center for Literary Arts readings and other local literary events.
 - ◆ Fulfill mail and online orders as they come in
- ❖ **Web (3)** – Duties include:
 - ◆ Update the *Reed* web site (<http://www.reedmag.org>) using Drupal content management system.
 - ◆ Expand *Reed*'s electronic reach, for example by creating an email list of past contributors.
 - ◆ Post Silicon Valley Voices interviews.
- ❖ **Grantwriting (2)** – Duties include:
 - ◆ Research new funding opportunities for *Reed*.
 - ◆ Draft grant proposals and see that they are submitted on schedule.

**An editor should have a pimp for a brother,
so he'd have someone to look up to.
— Gene Fowler**

LEADERSHIP POSITIONS

Graduate students normally fill the leadership positions on *Reed*, but interested undergraduates are welcome to apply. Please indicate on the questionnaire if you are interested. The leadership roles include:

- ❖ **Managing Editor** – This is the top student leadership position. The Managing Editor makes sure *Reed* stays on schedule and fills in for other editors as necessary. He or she is responsible for tracking the flow of production and making sure all teams are on schedule, and for making sure we have permissions from all contributors for use of their material. The M.E. runs the show when Faculty Advisor is not present.
- ❖ **Advertising Manager** – Do you like a challenge? This ambitious and outgoing person leads the Ad Team and is responsible for meeting *Reed's* goals for advertising revenue.
- ❖ **Art Director** – Leads the Design & Layout Team. Responsible for design of *Reed* and final layout; familiarity with InDesign software a big plus.
- ❖ **Webmaster** – Leads Web Team. Responsible for timely updates to site content and any new development work. Familiarity with content management systems and/or HTML a plus.
- ❖ **Copy Editor** – Leads the Copyediting Team, which is responsible for copyediting all accepted content and proofreading final layout.
- ❖ **Grants Manager** – Leads the Grantwriting Team. Responsible for the creation and timely submission of proposals to grantmakers. Ideally someone interested in pursuing a career in grantwriting.
- ❖ **Historian** – Researches and writes the history of *Reed*. Works with the promotions team to incorporate this info into our message.
- ❖ **Party Planner** – Responsible for planning the May rollout party for *Reed #66* (spring semester). This will involve booking a venue on campus, arranging for food and drink, sending out email invitations, booking entertainment, and more.
- ❖ **Promotions Director** – Responsible for all advertising, promotions and publicity related to the launch of *Reed #66*. Candidate should plan to attend the AWP Bookfair, March 6-9, 2013.

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. You will bring in a copy of the magazine for show and tell, make a five-minute presentation to the class, and turn in a printed 2-page report.

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 help solve the myriad challenges which will arise throughout the semester.

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, roughly, by the following:

Contribution & Effort on Production Team	70%
Journal Report	15%
Class Participation	15%

IMPORTANT NOTE: Since we must publish a magazine by the end of the semester, one of the vital aspects of this course is learning how to manage and schedule a project. For this reason, deadlines are essential and failure to meet them will adversely affect your grade. It is extremely important to keep your commitments to your team and to the class in order to produce a magazine on schedule.

CLASS MEETINGS & ATTENDANCE

This seminar is scheduled to meet for three hours one night 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 ETIQUETTE

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 Pot Farm.

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.``

**The land of literature is a fairy land to those
who view it at a distance, but, like all other landscapes,
the charm fades on a nearer approach,
and the thorns and briars become visible.**

— Washington Irving