

Reed Magazine

English 133, Section 1 – Spring 2017

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

Instructor: Professor Cathleen Miller
Phone: 408/924-4441
Office: FO 114
Mailbox: FO 124
E-mail: cathleen.miller@sjsu.edu
Office hours: Thursdays 3:00-4:00 p.m.

COURSE DESCRIPTION

Congratulations, you are now part of literary history as we create the 150th-anniversary edition of *Reed*! 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.

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 California's oldest literary journal, 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.

STUDENT LEARNING GOALS

- ❖ Understanding the process required to produce a periodical publication
- ❖ Ability to organize tasks around a deadline
- ❖ Ability to edit submissions
- ❖ 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 #69 - You are required to read the most recent issue of *Reed*, if you have not done so already. I will provide the class with copies.

Another litmag of your choice - For the Journal Report assignment, you are required to purchase a current issue of a reputable *print* 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 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 computers available in 229 Sweeney Hall or bring your own if you prefer.

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	70%
Production Team Projects	
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.

**I wrote poems in my corner of the Brooks Street station.
I sent them to two editors who rejected them right off.
I read those letters of rejection years later and
I agreed with those editors.
— Carl Sandburg**

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.

Note that the Faculty Advisor reserves the right to revise membership in any of the teams as needed.

INDIVIDUAL ASSIGNMENT

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 create a two-page report.

**Good prose should be transparent, like a window pane.
— George Orwell**

**No iron can pierce the heart with such force as
a period put just at the right place.**

— Isaac Babel

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 class time laptop use should be limited to *Reed* production, which with our current editorial mission does not include surfing Tinder 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. Note that plusses or minuses may be added to grades that are in between two letter grades.

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/>.

**No author dislikes to be edited as much as
he dislikes not to be published.**

— J. Russell Lynes

GROUP ASSIGNMENTS

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 teams, such as Sales, began work in the fall, and we will adapt them as necessary.

- ❖ **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 spread recognition about *Reed*

- ❖ **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

- ❖ **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

- ❖ **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 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 (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