

# Reed Magazine Section 01

## ENGL 133

Spring 2024 4 Unit(s) 01/24/2024 to 05/13/2024 Modified 03/19/2024

### Course Information

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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.

#### 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 and Requisites

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Student-edited and managed literary magazine. Contents selected from local, national and international submissions. Students urged to work on the magazine for the two semesters required for publication. Open to all majors. May be repeated once for credit.

Prerequisite: Upper division standing.

# \* Classroom Protocols

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## CLASS MEETINGS and ATTENDANCE

Our class meets 9:30am-12:15pm PT weekly on Fridays in Sweeney Hall 229 January 26-May 17 (except April 5, which is spring break).

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 predetermined 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 157-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/>.

# ≡ Program Information

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The following statement has been adopted by the Department of English for inclusion in all syllabi: In English Department Courses, instructors will comment on and grade the quality of student writing as well as the quality of ideas being conveyed. All student writing should be distinguished by correct grammar and punctuation, appropriate diction and syntax, and well-organized paragraphs. The Department of English reaffirms its commitment to the differential grading scale as defined in the 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.

Within any of the letter grade ranges (e.g. B+/B/B-), the assignment of a +(plus) or -(minus) grade will reflect stronger (+) or weaker (-) completion of the goals of the assignment.

### Program Learning Outcomes (PLO)

Upon successful completion of an undergraduate degree program in the Department of English and Comparative Literature, students will be able to:

1. Read closely in a variety of forms, styles, structures, and modes, and articulate the value of close reading in the study of literature, creative writing, or rhetoric.
2. Show familiarity with major literary works, genres, periods, and critical approaches to British, American, and World Literature.
3. Write clearly, effectively, and creatively, and adjust writing style appropriately to the content, the context, and nature of the subject.
4. Develop and carry out research projects, and locate, evaluate, organize, and incorporate information effectively.
5. Articulate the relations among culture, history, and texts, including structures of power.

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### Department Information:

Department Name: English and Comparative Literature

Department Office: FO 102

Department Website: [www.sjsu.edu/english](http://www.sjsu.edu/english) (<https://www.sjsu.edu/english>)

Department email: [english@sjsu.edu](mailto:english@sjsu.edu) (<mailto:english@sjsu.edu>)

Department phone number: 408-924-4425

## Course Goals

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### 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

## Course Materials

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### REQUIRED TEXTS AND SUPPLIES

- *Reed Magazine*, Issue 156: You are required to read the most recent issue of Reed Magazine: Issue156. Complimentary copies will be distributed in class. You can also [read the ebook version here](https://drive.google.com/file/d/1X5UIdTKli773xvXLN2kmQUEJahJolEZ9/view?usp=sharing). (<https://drive.google.com/file/d/1X5UIdTKli773xvXLN2kmQUEJahJolEZ9/view?usp=sharing>)

- Laptop or desktop computer: Most *Reed* business is conducted online. You may use your own laptop or make use during class of devices in our classroom, Sweeney 229.

## Course Requirements and Assignments

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### 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: 15%
- Production Team Report: 10%
- Archive project: 5%
- Campus Literary Event Report: 5%
- Operations Manual Update: 5%

## 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

*Reed Magazine* Archive – For this assignment, you will contribute to our ambitious plan to digitize and preserve the entire 157-year archive of *Reed Magazine*! Over the last few years, *Reed teams* have explored our publication legacy and created a database of writers, editors, stories, and other data characterizing each edition. Now, working in conjunction with MLK librarians and under the leadership of the *Reed* Archive Director, the Issue 157 team will begin the digitization process, scanning pages, proofreading, and providing the corresponding metadata to include *Reed Magazine* in the SJSU ScholarWorks database.

**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.

**Production Team Report** – Our goal is to spread the *Reed* legacy far and wide, to further the *Reed* brand and serve the *Reed* mission. To this end students work with their team directors to contribute to an existing promotional or media initiative, as assigned:

- "In the Reeds" podcast
- *Reed Magazine* newsletter
- @ReedMagazine social media accounts (X (Twitter), Instagram, Facebook)
- Marketing, sales, and outreach activities
- *Reed Magazine* website, reedmag.org
- Design projects (bookmark, postcard, poster, other promotional art)

Use this assignment to briefly describe in a report of no more than two pages your contribution to the promotional campaign and/or production team you have been supporting throughout the semester. Be sure to note specifically how the *Reed Magazine* Operations Manual should be updated to benefit future *Reed Magazine* production teams, as each team will review and update this document accordingly (see Operations Manual Update assignment).

**Discussion Posts and Self-Performance Analysis** – Four discussion post assignments peppered throughout the semester help build team unity and foster the exchange of ideas; a self-performance analysis allows you to reflect on your own experience as a student editor, member of a production team, and contributor to a historic publication.

## 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.

## TEAM ASSIGNMENT

*Reed Operations Manual Update* – Given the long history of *Reed Magazine*, it's fair to think of the Issue 157 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 157 team will continue to modernize and revise the *Reed Magazine Operations Manual*. The work involves refining 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. Each team maintains its corresponding master document and submits an update documenting their contributions to this ongoing project.

Your report, prepared and submitted as a group project, should include:

1. revisions to job descriptions: identify and define the regular activities teammates performed in service to your production team; also include specific activities performed in service to unique projects or short- or long-term objectives (such as redesigning the logo, developing procedures for ongoing outreach efforts, etc.).
2. an analysis of which activities and processes worked effectively on your team or in your job and how future *Reed* teams might improve upon them.
3. advice or recommendations for the persons who succeed you in this role.

These updates should be copyedited, proofread, and integrated into the *Reed Magazine Operations Manual*, which will be deployed next semester to support the team of *Reed Magazine*, Issue 158.

## 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 (6)

- 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 (6)

- 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, and agility to manage quick turnaround times
- *Be advised this is one of the most demanding—but ultimately rewarding—jobs on the magazine.*

## Marketing & Promotion: General

- Coordinate with with Social Media, Web, Podcast, and Newsletter teams to sync announcements and ensure all customer/reader-facing content is consistent in terms of messaging, brand, and look and feel. Advertise submission deadlines
- Grow the number of applicants to our contests to generate revenue
- Create all advertising and manage publicity related to the launch
- Plan launch gala (in coordination with managing editor)
- Research opportunities to expand *Reed* on campus, in high schools, community colleges
- Coordinate with other regional arts organizations to promote *Reed*
- Staff sales tables at CLA readings and other local literary events
- 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

## Social Media

- Manage promotional campaigns and schedule for X (Twitter), Instagram, Facebook, others

## Newsletter

- Create and plan “evergreen” stories to generate content for succeeding months

## Web Mangement

- Update [www.reedmag.org](http://www.reedmag.org)
- Publish web exclusives
- Fulfill mail and online orders as they come in
- Create ebook
- Help manage mailing list

## Podcast

- Book and conduct interviews with content winners, judges, and notable Bay Area literary figures

## Archive

- Coordinate digitization program with ScholarWorks
- Scan de-bound books
- Work with classmates to proofread metalanguage and upload materials

## Operations

- Manage the updating of the *Reed* Operations Manual

# ✓ Grading Information

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## 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

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Per [University Policy S16-9 \(PDF\)](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on the [Syllabus Information](https://www.sjsu.edu/curriculum/courses/syllabus-info.php) (<https://www.sjsu.edu/curriculum/courses/syllabus-info.php>) web page. Make sure to visit this page to review and be aware of these university policies and resources.

# Course Schedule

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## English 133: Reed Magazine

### Spring 2024 Course Schedule

*Schedule 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 CLA and the Steinbeck Center.*

Week	Date	Agenda	Events
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1	Friday January 26	Welcome and course introduction	Copyediting exercise <i>Reed Magazine</i> , Issue 157 Production Team Application
	Sunday, January 28	DEADLINE: 11:59PM– Issue 157 Production Team Application <i>Please note special weird deadline!</i>	
	Thursday February 1	DEADLINE: 11:59pm PT Discussion Post 1: Introductory Forum	
2	Friday February 2	Team assignments Using Dropbox	Invited guest: Bhushita Vasistha, senior copyeditor, Issue 156 Team orientations <a href="https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing">See Production Schedule (https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing)</a>
AWP Conference and Bookfair, Kansas City, MO February 7-11			
3	Friday February 9	Editor and director reports Production team meetings	Invited guests: Prof. Sherri Harvey, Michael Ford, Senior Social Media Editor, Issue 157 <a href="https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing">See Production Schedule (https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing)</a>
		Due to Design	Winner bios, judge bios, (A, F, CNF, P) judge commentaries, art credits, Profile 1
4	Friday February 16	Editor and director reports Typesetting presentation	Invited guest: Sierra Simkins, Design Director, Issue 156 <a href="https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing">See Production Schedule (https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing)</a>

		Due to Design	Profile 2
	Thursday February 22	DEADLINE: 11:59pm PT Discussion Post 2: Analysis of <i>Reed</i> website	
5	Friday February 23	Editor and director reports	<a href="https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing">See Production Schedule (https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing)</a> .
		Due to Design	Second half of Poetry
	Wednesday	Due to Design	Nonfiction
	Thursday February 29	DEADLINE: 11:59pm PT Discussion Post 3: Analysis of <i>Reed Magazine</i> , Issue 156	
6	Friday March 1	Editor and director reports	Invited guest: Anne Cheilek, poet, senior copyeditor, Issue 154 <a href="https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing">See Production Schedule (https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing)</a> .
7	Friday March 8		<a href="https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing">See Production Schedule (https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing)</a> .
		Due to Design	Fiction, Contributor bios
8	Friday March 15	Editor and director reports	<a href="https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing">See Production Schedule (https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing)</a> .

		Due to Design	EVC: judge bio, commentary, winning selection; art credits  <a href="https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpwrqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing">See Production Schedule (https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpwrqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing)</a>
9	Friday March 22	Editor and director reports	Invited guest: Chris Padua, cruise director, Issue 154  <a href="https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpwrqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing">See Production Schedule (https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpwrqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing)</a>
10	Friday, March 29	Editor and director reports	<a href="https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpwrqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing">See Production Schedule (https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpwrqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing)</a>
11	<p>April 1-5</p> <p>Spring "Break"</p> <p><a href="https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpwrqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing">See Production Schedule (https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpwrqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing)</a></p>		
12	Friday April 12	Editor and director reports	Proofreading!  Design delivers book galleys to printer  <a href="https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpwrqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing">See Production Schedule (https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpwrqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing)</a>
13	Friday April 19	Editor and director reports	<b>Proofreading!</b>  <a href="https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpwrqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing">See Production Schedule (https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpwrqbVrph0-Ykbaf_OBi4D90MVgd9c/edit?usp=sharing)</a>
	Wednesday April 19	Edit galleys (day 1/2)	

14	Friday April 26	Editor and director reports	<b>Proofreading!</b>  <a href="https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D9OMVgd9c/edit?usp=sharing">See Production Schedule (https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D9OMVgd9c/edit?usp=sharing)</a>
		Edit galleys (day 2/2)	
	Thursday April 27	DEADLINE: 11:59pm PT  Archive Project	
15	Friday May 3	Editor and director reports	<b>Proofreading!</b>  Final Edits
		Edits of revised galleys	
	Thursday May 4	DEADLINE: 11:59pm PT  Self-Performance Analysis	
16	Friday May 10	Editor and director reports  Final production meeting	<a href="https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D9OMVgd9c/edit?usp=sharing">See Production Schedule (https://docs.google.com/spreadsheets/d/1gcdXkKnArbfCxpWRqbVrph0-Ykbaf_OBi4D9OMVgd9c/edit?usp=sharing)</a>
		<b>SUBMIT FINAL BOOK TO PRINTER</b>	
17	Friday, May 17	“Final exam”  Final production meeting: pack and ship Issue 157	DEADLINE: 11:59pm PT  1. Production Team Report 2. Operations Manual Update 3. Discussion Post 4: Concluding Reflection
		<b>Book delivered from printer</b>	<b>Packing and shipping</b>

18	Monday, May 20	Remaining production activities	DEADLINE: 11:59pm PT  Team Lead Evaluations (editors and directors only)
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**Congratulations! Enjoy your summer break.**