SJSU SAN JOSÉ STATE UNIVERSITY

College of Humanities and the Arts · English & Comparative Literature

Reed Magazine Section 01

ENGL 133

Spring 2023   4 Unit(s)   01/25/2023 to 05/15/2023   Modified 01/27/2023

👤 Contact Information

Class Days/Time:	9:30am-12:15pm PT Fridays
Classroom:	229 Sweeney Hall
Instructor:	Helen Meservey
Email:	Canvas message and/or helen.meservey@sjsu.edu
Office Location:	[Faculty Office Building 114] Virtual via Zoom (https://www.google.com/url?q=https://sjsu.zoom.us/j/82450343981?pwd%3DdlFWZkRNdCtuc1VhS1VYUUY3UWtLdz09&sa=D&source=calendar&ust=1674681015622492&usg=AOvVaw3qq52e_twf6uvxAgG\` for spring 2023
Virtual Office Hours:	12-1pm Wednesdays (except 2/22, 3/8, and 4/5) and by appointment
Telephone:	408.924.4323 (message only)
Prerequisites:	Upper division standing/consent of instructor
Canvas:	http://sjsu.instructure.com

🖥 Course Description and Requisites

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.

Letter Graded

✳ Classroom Protocols

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 following link contains university-wide policy information relevant to all courses, such as academic integrity, accommodation, etc. http://www.sjsu.edu/gup/syllabusinfo/.

⠿ Program Information

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.

Department Information:

Department Name: English and Comparative Literature
Department Office: FO 102
Department Website: www.sjsu.edu/english (https://www.sjsu.edu/english)
Department email: english@sjsu.edu (mailto:english@sjsu.edu)
Department phone number: 408-924-4425

◎ Course Goals

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 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.

📊 Course Learning Outcomes (CLOs)

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 Materials

REQUIRED TEXTS AND SUPPLIES

- *Reed Magazine*, **Issue 155**: You are required to read the most recent issue of *Reed Magazine*: Issue155. 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 help prepare your assigned edition for digitization and uploading to the ScholarWorks database, in coordination with SJSU librarians (see details in Assignments).
- **Laptop or desktop computer:** If you need access to a laptop, please contact the instructor directly or inquire at [Student Computing Services (https://library.sjsu.edu/student-computing-services/lending-policies)](https://library.sjsu.edu/student-computing-services/lending-policies) at [MLK Library (https://library.sjsu.edu/)](https://library.sjsu.edu/). Laptops in our classroom, [Sweeney Hall 229 (https://www.sjsu.edu/map/)](https://www.sjsu.edu/map/), are available for use during class. Much of the journal's business is conducted online: spring semester, we rely mostly on [Dropbox (https://learn.dropbox.com/self-guided-learning/dropbox-fundamentals-course/how-to-use-dropbox/)](https://learn.dropbox.com/self-guided-learning/dropbox-fundamentals-course/how-to-use-dropbox/), a document management repository, and on shared Google drives.

☰ Course Requirements and Assignments

Participation in class discussions and activities is important, as your ideas contribute to the shape of the magazine. Overall, your grade is 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 (assignment details, below):

- Participation and effort on editorial and production team projects: 60%
- Class participation and communication, including Canvas assignments: 15%
- Archive project: 10%

- Production Team Report: 10%
- Operations Manual Update: 5%

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.

TEAMS

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 (fall 2023)

      Social Media (3)
      Develop monthly newsletter
      Manage promotional campaigns and schedule for Twitter, Instagram, Facebook, others

      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

- 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

- Web Mangement (2)
  Update www.reedmag.org
  Publish web exclusives
  Expand journal's electronic reach
  Create ebook
  Help manage mailing list

ASSIGNMENTS

INDIVIDUAL ASSIGNMENTS

Reed Magazine Archive Project – For this assignment, you will contribute to our ambitious plan to digitize and preserve the entire 156-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 156 team will begin the digitization process, scanning pages and providing the corresponding metadata to include Reed Magazine in the SJSU ScholarWorks (https://scholarworks.sjsu.edu/) database.

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 (Twitter (https://twitter.com/reedmagazine), Instagram (https://www.instagram.com/reedmagazine/), Facebook (https://www.facebook.com/ReedMagazine/))
- Marketing, sales, and outreach activities
- *Reed Magazine* website (https://sjsu.campusconcourse.com/reedmag.org), 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, below).

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.

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.

TEAM ASSIGNMENT

Reed Operations Manual Update – Given the long history of *Reed Magazine*, it's fair to think of the Issue 156 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 156 team will continue to modernize and revise the Reed Magazine Operations Manual (https://www.dropbox.com/scl/fo/8ww0zgs6frp6lc3o6tgx9/h?dl=0&rlkey=uk2djvve73o1juzjwpkamclhn). 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:

- **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.).
- **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.
- **advice or recommendations** for the persons who succeed you in this role.

These updates should be copyediting, proofread, and integrated into the *Reed Magazine* Operations Manual, which will be deployed next semester to support the team of *Reed Magazine*, Issue 157.

✔ Grading Information

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.

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.**

🏛 University Policies

Per University Policy S16-9 (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 Syllabus Information web page (https://www.sjsu.edu/curriculum/courses/syllabus-info.php) (https://www.sjsu.edu/curriculum/courses/syllabus-info.php). Make sure to visit this page to review and be aware of these university policies and resources.

📅 Course Schedule

English 133: Reed Magazine

Spring 2023 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.

Week	Date	Agenda	Events

1	Friday January 27	Welcome and course introduction	Copyediting exercise *Reed Magazine*, Issue 156 Production Team Application
		Due to Copyediting	**Winner bios, winner headshots, judge bios, (A, F, CNF, P) judge commentaries, judge headshots, art credits, contributor bios**
	Thursday February 2	**DEADLINE: 11:59pm PT** **Discussion Post 1: Introductory Forum**	
2	Friday February 3	Team assignments Using Dropbox Typesetting presentation	Invited guests: Seher Vora, Copy Chief, Issue 155; Anne Cheilek, Copy Chief, Issue 154
		Due to Copyediting	**Fiction, Profile 1 (Darznik), EVC judge bio, commentary, headshot**
3	Friday February 10	Editor and director reports Archive project overview	Presentation: Mariah Pompa, Director Archivist Society
		Due to Copyediting (author revisions)	**Poetry, Profile 2 (Herrera), EVC: winning selection, headshot, judge commentary**
		Due to Design	**Winner bios, judge bios, (A, F, CNF, P) judge commentaries, art credits, Profile 1**
4	Friday February 17	Editor and director reports	See [Reed 156: Spring Production Schedule (https://docs.google.com/spreadsheets/d/1OCp35FYXBqtGA-uDGGtv6XnDry36R2VP/edit?usp=sharing&ouid=107102683934842772495&rtpof=true&sd=true)](https://docs.google.com/spreadsheets/d/1OCp35FYXBqtGA-uDGGtv6XnDry36R2VP/edit?usp=sharing&ouid=107102683934842772495&rtpof=true&sd=true)
		Due to Copyediting (author revisions)	**Nonfiction, first half of Poetry, Profile 3 (Arnold)**
		Due to Design	**Profile 2**
	Thursday February 23	**DEADLINE: 11:59pm PT** **Discussion Post 2:Analysis of *Reed* website**	
5	Friday February 24	Editor and director reports	[Reed 156: Spring Production Schedule (https://docs.google.com/spreadsheets/d/1OCp35FYXBqtGA-uDGGtv6XnDry36R2VP/edit?usp=sharing&ouid=107102683934842772495&rtpof=true&sd=true)](https://docs.google.com/spreadsheets/d/1OCp35FYXBqtGA-uDGGtv6XnDry36R2VP/edit?usp=sharing&ouid=107102683934842772495&rtpof=true&sd=true)
		Due to Design	**Profile 3, second half of Poetry**

	Wednesday March 1	Due to Design	Nonfiction
	Thursday March 2	DEADLINE: 11:59pm PT Discussion Post 3: Analysis of *Reed Magazine*, Issue 155	
6	Friday March 3	Editor and director reports	Reed 156: Spring Production Schedule (https://docs.google.com/spreadsheets/d/1OCp35FYXBqtGA-uDGGtv6XnDry36R2VP/edit?usp=sharing&ouid=107102683934842772495&rtpof=true&sd=true)
		Due to Copyediting	Letters from ME and EiC
		Due to Design	Fiction, Contributor bios
7	Friday March 10	Asynchronous class See production schedule	AWP Conference and Bookfair, Seattle, WA March 8-11
8	Friday March 17	Editor and director reports	Reed 156: Spring Production Schedule (https://docs.google.com/spreadsheets/d/1OCp35FYXBqtGA-uDGGtv6XnDry36R2VP/edit?usp=sharing&ouid=107102683934842772495&rtpof=true&sd=true)
		Due to Design	EVC: judge bio, commentary, winning selection; art credits
9	Friday March 24	Editor and director reports	Reed 156: Spring Production Schedule (https://docs.google.com/spreadsheets/d/1OCp35FYXBqtGA-uDGGtv6XnDry36R2VP/edit?usp=sharing&ouid=107102683934842772495&rtpof=true&sd=true)
10	Friday March 31	March 27-31, 2023 Spring Break See Reed 156: Spring Production Schedule (https://docs.google.com/spreadsheets/d/1OCp35FYXBqtGA-uDGGtv6XnDry36R2VP/edit?usp=sharing&ouid=107102683934842772495&rtpof=true&sd=true)	
11	Friday April 7	Editor and director reports	Proofreading! Design delivers book galleys
12	Friday April 14	Editor and director reports	Proofreading!
	Wednesday April 19	Edit galleys (day 1/2)	

13	Friday April 21	Editor and director reports	**Proofreading!**
		Edit galleys (day 2/2)	
	Thursday April 27	DEADLINE: 11:59pm PT Archive Project	
14	Friday April 28	Editor and director reports	**Proofreading!**
		Edits of revised galleys	
	Thursday May 4	DEADLINE: 11:59pm PT Self-Performance Analysis	
15	Friday May 5	Editor and director reports	Reed 156: Spring Production Schedule (https://docs.google.com/spreadsheets/d/1OCp35FYXBqtGA-uDGGtv6XnDry36R2VP/edit?usp=sharing&ouid=107102683934842772495&rtpof=true&sd=true)
		SUBMIT FINAL BOOK TO PRINTER	
	Thursday May 11	Editor and director reports	DEADLINE: 11:59pm PT 1. 1. Campus Literary Event Report 2. Self-Performance Analysis
		Book delivered from printer	**Packing and shipping**
16	Friday May 12	Editor and director reports **Final production meeting**	Remaining production activities Celebration

17	Thursday
	May 18
	7:15am
		"Final exam"
		
		Final production meeting:pack and ship Issue 156
			DEADLINE: 11:59pm PT
			
			1. 1. Production Team Report
			      2. Operations Manual Update
			      3. Discussion Post 4: Concluding Reflection

18	Friday May 19 (optional)	Remaining production activities	DEADLINE: 11:59pm PT Team Lead Evaluations (editors and directors only)

Congratulations!

Enjoy your summer break.