

Reed Magazine

ENGL 133

Fall 2025 Section 01 Hybrid 4 Unit(s) 08/20/2025 to 12/08/2025 Modified 08/25/2025

Contact Information

Class Time: 10:00am-12:45pm Friday

Classroom: Sweeney Hall 229.

Instructor: Brook McClurg

Email: brook.mcclurg@sjsu.edu

Office: FOB 114

Office Hours: 2-4pm Wednesday, 12:45-1:45 Friday, in-person or via Zoom, as needed.

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

During class time, laptop use should be limited to *Reed* business, which, with our current editorial mission, does not include scrolling through social media. 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 159-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/> (<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>)

Course 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
- 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 Issue 158:** You are required to read the most recent issue of Reed Magazine: Issue 158. Complimentary copies will be distributed in class. You can also request an ebook version.
- You will read an earlier edition of *Reed Magazine* as determined in consultation with the director of our archives department.
- **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.
- Much of the journal's business is conducted online: fall semester, we rely mostly on Submittable (<https://www.submittable.com/> (https://www.submittable.com)), a cloud-based online platform used

by thousands of publishers and organizations. We also use Canvas, Google Suite, and on occasion Dropbox.

Please note that all correspondence and access to shared course documents and resources must be conducted with your SJSU email address only.

Course Requirements and Assignments

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

It is helpful to think of this course as a job to which you have commitments and obligations within a highly interdependent team structure. Senior 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.

Thus, 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.

Academic integrity

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The Academic Integrity Policy F15-7 requires you to be honest in all your academic course work. **For this class, this includes absolutely no use of any AI or generative text apps or programs, unless discussed with**

me; your personal and original writing is fundamental to the work in this course. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. Visit the Student Conduct and Ethical Development website for more information.

Please note that no unexcused late work will be accepted. If you cannot make a deadline, you must contact me BEFORE THE DUE DATE.

GROUP WORK

Our primary mission for the fall semester is to curate content for the book we will devote spring semester to producing. 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 - Each student serves on an editorial team for the fall semester: Fiction, Nonfiction, Poetry, or Art.

Marketing - Each student also serves on a Marketing team in the fall semester.

Production Teams - Each student selects a production team on which to serve for the whole year. Production comes to the fore spring semester.

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)

Duties include: 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

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 promote Reed

Design & Layout (5)

Duties include: Design the cover for the next issue

Layout 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 (5)

Duties include: Advertise submission deadlines

Grow the number of applicants to our contests to generate revenue Prepare for the

Create all advertising and publicity related to the launch of Reed Make sure all messaging stays on target for the Reed brand.

Plan the gala launch party.

Social Media (3)

Develop monthly newsletter, manage promotional campaigns and schedule (Twitter, Instagram, Facebook, others)

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 Management (3)

Duties include: Update

Publish web-only content

Expand *Reed*'s electronic reach

Create a digital version of the journal for tablets

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. This assignment invites you to do any one of several activities that will further help *Reed* fulfill its goals. A full list of potential activities will be provided and you are also welcome to pitch your own idea. You will write a 1-2 page paper documenting your activities and findings.

Archive Report—*Reed* Magazine Archive Report – To help build institutional intelligence about the 159-year history of *Reed* Magazine, you may choose to explore a specific archived issue of the journal (selected in coordination with the editor of *Reed* 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 158, 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 158?

Campus Literary Event —Plan to attend at least two of these readings either are on campus or in the wider literary community. For our local CLA author series, go to: <https://www.clasanjose.org/>

Final grades are determined by the following (assignment details above):

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

- Archive report: 10%
- Marketing Project: 15%

University Policies

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

Week	Date	(Schedule still in process. Will be finalized by first class.)
1	8/22	
		-Introductions -Syllabus/Structure of this course -Read and analyze issue 158 -Assignment: Editorial Team Application Due by 8/22 -Initial team meetings. Establish protocols.
2	8/29	
		Reading: Read and analyze issue 158, Submissions. Form teams. Due 8/29: Discussion post 1 - A brief "about me" comment and your "Manifesto for a Lit Mag" Establishing team protocols cont. (e.g. Each piece will be read by two people in initial round.)
3	9/05	

		<p>Discussion: Establishing protocols for your editorial desk</p> <p>Weekly update/planning meeting.</p> <p>Reading: Read and analyze issue 158, Submissions</p> <p>Marketing: Teams and updates</p>
4	9/12	Gala Week
		<p>Discussion: Gala planning and promotion</p> <p>Reading: Submissions</p> <p>Marketing: Teams and updates</p> <p>Thursday 9/18 - Gala 5-7:30pm</p>
5	9/19	
		<p>Discussion: Weekly update/planning meeting. Tabling events.</p> <p>Reading: Submissions</p> <p>Marketing: Teams and updates</p> <p>Report on Reed Magazine</p>
6	9/26	
		<p>Discussion: Final push before submission windows close</p> <p>Reading: Submissions</p> <p>Marketing: Teams and updates</p> <p>Discussion post 5: Analysis of Reed Website</p>
7	10/03	

		<p>Discussion: Toward a Less Siloed Process & Plagiarism Protocols</p> <p>Reading: Submissions</p> <p>Marketing: Teams and updates</p> <p>Due 10/03: Discussion post 4 - Gala Analysis</p>
8	10/10	
		<p>Discussion: Forming a longlist</p> <p>Reading: Submissions</p> <p>Marketing: Teams and updates</p>
9	10/17	
		<p>Discussion: Secondary reviews</p> <p>Reading: Submissions</p> <p>Marketing: Teams and updates</p>
10	10/24	
		<p>Discussion: Making the shortlist</p> <p>Reading: Submissions</p> <p>Marketing: Teams and updates</p>
11	10/31	
		<p>Discussion: Weekly update/planning meeting. Final reviews before handoff.</p> <p>Reading: Submissions</p> <p>Marketing: Teams and updates</p>

12	11/07	
		<p>Discussion: Weekly update/planning meeting.</p> <p>Reading: Submissions</p> <p>Marketing: Teams and updates</p>
13	11/14	
		<p>Discussion: Weekly update/planning meeting.</p> <p>Reading: Submissions</p> <p>Marketing: Teams and updates</p> <p>Discussion post 5: On final decisions and processes</p>
14	11/21	
		<p>Discussion: Prepping for a smooth spring transition</p> <p>Reading: Submissions</p> <p>Marketing: Teams and updates</p>
15	11/28	
		No Class due to Thanksgiving
16	12/05	
		Final assignments due here.