

Reed Magazine

ENGL 133

Spring 2026 Section 01 Hybrid 4 Unit(s) 01/22/2026 to 05/11/2026 Modified 01/26/2026

Contact Information

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

Classroom: [Sweeney Hall 229. \(https://www.sjsu.edu/map/\)](https://www.sjsu.edu/map/)

Instructor: Brook McClurg

Email: brook.mcclurg@sjsu.edu

Office: [FOB114] and via Zoom for Spring 2026

Office Hours: 12-1:30pm M/W and by appointment. All times available via Zoom or in-person.

Course Information

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

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 MEETINGS and ATTENDANCE

Our class meets 10:00am-12:45pm PT weekly on Fridays in Sweeney Hall 229 throughout the Spring '26 semester.

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 159-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

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 Materials

REQUIRED TEXTS AND SUPPLIES

- *Reed Magazine*, 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 access a digital version in the course Google share drive.
- 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

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 Spring semester is to undertake all aspects of the production of the magazine. 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

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.

Podcast (2)

Duties include the creation, publication and maintenance of a *Reed* podcast that helps promote 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.

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

Personal Interest 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 or proposed 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 or Gala Reimagined—To For this project, you will choose one of two working groups to be a part of. Group 1 will work toward the archive: 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? Group 2 will reimagine our current annual

release party. As we are in a transition year for all things gala, this will give you and others a chance to leave a lasting impact on how we celebrate the annual release of our magazine. You will have a chance to choose which project you'd like in the opening weeks of the course.

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%

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.

✓ Grading Information

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

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

English 133: Reed Magazine

Spring 2026 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.

This schedule will change as needed as we work toward our production deadlines.

Week	Date	Agenda	Events
1	Friday January 23	Welcome and course introduction -Expectations -Considering Plagiarism	<i>Reed Magazine</i> , Issue 158 Production Team Application open
	Sunday, January 25	DEADLINE: 11:59PM – Issue 159 Production Team Application closes <i>Please note special deadline!</i>	
2	Friday January 30	DEADLINE: 11:59pm PT Discussion Post 1: Introductory Forum (due 1/31 by midnight) Team Assignments & Considering Cover Art See production schedule on Canvas.	

3	Friday February 6	Production team meetings Guest Speaker	See production schedule on Canvas.
4	Friday February 13	Invited guest: Typesetting presentation	See production schedule on Canvas.
5	Friday February 20	Editor and director reports	See production schedule on Canvas.
6	Friday February 27	Editor and director reports Invited guest	See production schedule on Canvas.

7	Friday March 6	No in-person meeting due to AWP Conference and Bookfair, Baltimore MD. See desk leads for tasks).	See production schedule on Canvas.
8	Friday March 13	Guest Speaker	See production schedule on Canvas.
9	Friday March 20	Production team meetings Marketing meetings	See production schedule on Canvas.
10	Friday, March 27	Editor and director reports Production team meetings	See production schedule on Canvas.
11	<p>March 30-April 3</p> <p>Spring "Break"</p> <p>See production schedule on Canvas.</p>		

12	Friday April 10	SUBMIT FINAL BOOK TO PRINTER (goal) Production team meetings Marketing meetings	-Set-up for next year (Submittable etc.)
13	Friday April 17	Marketing through Summer Operations Manual updates Team post-mortem	-Set-up for next year (G Drive, etc.) -Anthology work
14	April 24	Book delivered from printer Production team meetings Marketing meetings	-Set-up for next year (Calendar and in-house work, etc.) -Anthology work

15	Friday May 1	Book delivered from printer Editor and director reports Production team meetings Marketing meetings	Packing and shipping See production schedule on Canvas.
	Thursday May 7	Reed Magazine Issue #159 Release Celebration at the Student Union Theater!	
16	Friday May 8	Final team meetings and class celebration	
17	May 15 by 12:45	"Final exam"	DEADLINE: 12:45pm PT 1. Production Team Report 2. Operations Manual Update 3. Any outstanding class work
Congratulations! Enjoy your summer break.			
See you in Fall 2026 for Anniversary Issue #160.			