

ENGL 166 Publishing and Editing

Spring 2025

Instructor Information

- **Instructor Name:** Venita Blackburn
- **Department:** English (Creative Writing)
- **Email / Telephone:** blackburn@mail.fresnostate.edu
- **Office:** PB 439
- **Student Support Hours:** (days/times) T 12:30-1:30, W 4:30-5:30 and by appointment

Course Information

- **Course Modality:** This course is primarily in-person with some online components.
- **Course ID:** 33801
- **Units:** 4
- **Class Meeting Location & Time:** Family Food and Science Bld 208B
- **Canvas:** fresnostate.instructure.com
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- **Prerequisites:** None
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- **Course description:** Undergraduate seminar focused on supervised project-based editorial work with online and/or print literary publications.

Required Course Materials

Computer access

Course Specifics

Course goals: Students will gain foundational knowledge of current professional publishing industry strategies, opportunities, and methods for building and maintaining a high-quality literary publication. The knowledge will translate into creation and management of publication, including aesthetics, mission, solicitation of submissions, editorial decisions, layout, web design, marketing, and distribution. The skills acquired and practiced will be applicable to campus community, regional community, and beyond.

Student Learning Outcomes:

- Develop individual and collective projects in literary arts promotion, programming, and marketing (i.e. creation of a database, planning a fundraiser, launch event, etc.).

- Make independent and collaborative decisions about content for a high-quality literary magazine.
- Apply a working understanding of their role as a Literary Citizen and a member of local arts communities to specific needs
- Identify new opportunities for partnerships and work to establish connections with other local writers and artists.

Course Requirements/Assignments:

Sample Duties and Responsibilities:

- Reading submissions
- Data entry and management of submission and subscription database
- Email correspondence and management of communications
- Marketing, publicity, and public relations
- Proofreading, copyediting, and typesetting
- Solicitation of content from writers
- Leadership of others in collaborative projects
- Website maintenance
- Graphic design
- Grant writing
- Events planning
- Social media coordination

Assignments: There will be a combination of individual assignments (homework and reflections) along with in class participation and group reports that will define student final scores.

Homework: Homework assignments are primarily reading with brief discussion board responses and reading journal submissions.

Reflections: Periodically students will reflect on the information and techniques practiced throughout the semester.

Team Reports: Students will be divided into teams in order to manage the various parts of a working publication. Scores depend on final submission of reports around the assigned deadlines.

Attendance and Participation: Regular participation will make up 25% of students' final grade.

Breakdown of Grading:

Attendance and Participation:	100
Homework:	100
Team Reports:	100
Zine Presentation/Showcase	50
Reflections:	150

Total: Approximately 500

90-100% = A 80-89% = B 70-79% = C 60-69% = D 59 and Below =F

Attendance and Participation: Though much of the manuscript reading will be done outside of class, on your own time, the bulk of the work will be done in-class through a combination of small-group work, hands-on activities, and project-based learning. It is vitally important that you attend all class sessions and be prepared to contribute and be engaged in the collective effort to publish a magazine. Students will be allowed 4 unexcused absences. Each absence after that lowers your Attendance and Participation Grade by 1 letter.

Any absence due to a university-sponsored group activity (e.g., sporting event, band, etc.) will not count against you, as stipulated by university policy, as long as you have FIRST provided written documentation in the first 2 weeks of the semester of all absences. This same policy applies if you have mandatory military-related absences (e.g., deployment, work, duty, etc.). Again, you must provide written documentation, stating the days you will be absent beforehand.

If you will be absent because of university-sponsored events or military service for more than the number of days stated above (2), then you need to see me in the first two weeks of the semester.

Course Policies & Safety Issues

Contacting me. Email (blackburn@mail.fresnostate.edu) and messaging through Canvas are the best ways to contact me. I will reply within a 24-hour period (unless under

extenuating circumstances). My office hours will take place in person (Peters Building, 439) and on Zoom.

Technology and Confidentiality. Please refrain from using social media or browsing the internet during class. If you're texting, scrolling, or posting, you're not fully present, and you will be considered absent for the day. If it's an emergency situation, and you must send a text, make/answer a phone call, or respond to an email, please find an appropriate opportunity to leave class to do so. The classroom is a "social networking free environment," meaning that what happens in the classroom stays in the classroom and should not be shared on any social media platforms. Please also note that federal educational privacy law (FERPA) largely forbids sharing ANY information about your classmates' enrollment, presence, or participation in the class, and these laws apply equally to you and to me.

Late Work. Late assignments include any assignment not turned in on-time, but still turned in within 48 hours of the original due date. Points may be reduced, in such cases, unless extenuating circumstances were discussed with the instructor. Any assignment turned in outside of this 48-hour window will be considered a "missed assignment," and full point value may not be given. Late assignments also include incomplete assignments, or assignments that fail to meet expectations, but are still technically turned in on-time. If your assignment is incomplete or doesn't meet expectations, you will need to redo the assignment. You will have 48 hours from the point of re-assignment to complete it, or else it will be considered "missed."

Creating Brave Classroom Spaces. Unlike many of your other classes, you and your peers will be sharing personal experiences and insights through writing and critiques; this kind of sharing and collaboration calls on us to engage with compassion, flexibility and respect. During our first couple of weeks of the course, we will collectively devise classroom learning agreements, outlining the values we wish to manifest during our course time together. I will do all I can to create, with you, a classroom environment shaped by respectful, open communication, the free exchange of ideas, and an awareness of the power structures shaping our lived experiences. Please see the University's policy on disruptive classroom conduct here:

<https://academics.fresnostate.edu/facultyaffairs/documents/apm/419.pdf>

Open Lines of Communication. If you're struggling with something that affects your performance in class, please let me know and we can work on finding a solution. Talk to me after class, come to office hours, or send an email—it's much easier to deal with problems before they develop, rather than after the fact.

Check Your Fresno State Email and the Canvas Site Regularly. It is your responsibility to make sure that you're informed of any changes to the schedule and/or individual assignments. I will often notify you of these changes via email or Canvas. If you're not in the habit of regularly checking your University email, it's a good idea to have mail from this account forwarded to an account that you do check more often.

The following sections regarding COVID are subject to change given changing circumstances on-campus and in the community. Please check the [COVID website](#) for the most up-to-date information

Vaccination. The California State University system's COVID-19 vaccination requirement remains unchanged and is in effect for fall 2023. All students, faculty and staff are required to have a COVID-19 vaccination and booster when eligible on file in order to access campus facilities and programs and participate in any campus-sponsored in-person activities on or off-campus. As previously announced, the CSU's COVID-19 vaccination policy allows students and employees to seek exemptions on medical and religious grounds. As a reminder, you are eligible for a booster five (5) months after receiving a final dose of the Pfizer or Moderna vaccine; or two (2) months after receiving a Johnson & Johnson vaccine.

Face Coverings. Based on updated guidance from public health experts, Fresno State highly recommends that all students, faculty and staff, regardless of vaccination status, wear a surgical grade or KN95 mask indoors. Free surgical grade masks are available at the Student Health and Counseling Center, Atrium, University Warehouse, Student Recreation Center, Library and the University Student Union (USU). Faculty will continue to have the discretion to require face coverings for their in-person classes as they evaluate the health and safety needs of their individual classroom environments.

Testing. Our COVID-19 Testing Center will continue to be open and available this Fall at no cost for our entire campus community. The Testing Center will be located on the main level of the USU and will have saliva PCR tests available to retrieve from a vending machine Monday through Friday. Testing is available for all students and employees.

Please remember that the same student conduct rules that are used for in-person classroom instruction also apply for virtual/online classrooms. Students are prohibited from any unauthorized recording, dissemination, or publication of any academic presentation, including any online classroom instruction, for any commercial purpose. In addition, students may not record or use virtual/online instruction in any manner that would violate copyright law. Students are to use all online/virtual instruction exclusively for the educational purpose of the online class in which the instruction is being provided. Students may not re-record any online recordings or post any online recordings in any other format (e.g., electronic, video, social media, audio recording, web page, internet, hard paper copy, etc.) for any purpose without the explicit written permission of the faculty member providing the instruction. Exceptions for disability-related accommodations will be addressed by Student Disability Services working in conjunction with the student and faculty member.

Plagiarism Detection: The campus subscribes to Turnitin, a plagiarism prevention service, through Canvas. You will need to submit written assignments to Turnitin. Student work will be used for plagiarism detection and for no other purpose. The

student may indicate in writing to the instructor that he/she refuses to participate in the plagiarism detection process, in which case the instructor can use other electronic means to verify the originality of their work. Turnitin Originality Reports will be available for your viewing.

Dispute Resolution: If there are questions or concerns that you have about this course that you and I are not able to resolve, please feel free to contact the Chair of the department to discuss the matter.

Dr. John Beynon
English Department
jbeynon@csufresno.edu

Intellectual Property: All course materials, including but not limited to the syllabus, readings, quiz questions, exam questions, and assignments prepared by the instructor are property of the instructor and University. Students are prohibited from posting course materials online (e.g., Course Hero) and from selling course materials to or being paid for providing materials to any person or commercial firm without the express written permission of the professor teaching this course. Doing so will constitute both an academic integrity violation and a copyright violation. Audio and video recordings of class lectures as well as images of chat or messages shared during course sessions are prohibited unless I give you explicit permission in advance. Students with an official letter from the Services for Students with Disabilities office may record the class if SSD has approved that service. Otherwise, recordings of lectures are included in the intellectual property notice described above. These provisions exist regardless of the modality of the course. That is they apply to in-person, hybrid and online courses.

Student Ratings of Instruction: In the final weeks of the semester, you will be asked to complete a short survey to provide feedback about this class. The primary goal of student ratings is to help your instructor improve the class. Feedback will also be reviewed by the department chair and the college dean. You will be given 15 minutes of class time to complete student ratings. Please offer feedback honestly and thoughtfully. Your participation is appreciated. You can access your student rating surveys and get more information at [Fresno State Student Ratings for Instruction \(SRI\)](#)

University Policies

Students with Disabilities: Upon identifying themselves to the instructor and the university, students with disabilities will receive reasonable accommodation for learning and evaluation. For more information, contact Services to Students with Disabilities in the University Library, Room 1202 (278-2811).

The following University policies can be found on the web at:

- [Adding and Dropping Classes](#)
- [Cheating and Plagiarism](#)
- [Computers](#)

- [Copyright Policy](#)
- [Disruptive Classroom Behavior](#)
- [Honor Code](#)
- [Title IX](#)

Fresno State is committed to fostering a safe, productive learning environment for all students. Title IX and CSU policy prohibit discrimination on the basis of sex, which includes sexual harassment, domestic and dating violence, sexual assault, sexual exploitation, and stalking. We understand that sexual violence can undermine students' academic success and we encourage students who have experienced some form of sexual misconduct to access appropriate resources so they can get the support they need and deserve.

As an instructor, I have a mandatory reporting responsibility as a part of my role. It is my goal that you feel comfortable sharing information related to your life experiences in classroom discussions, in your written work, and in our one-on-one meetings. I will seek to keep the information you share private to the greatest extent possible. However, I am required to report information I receive regarding sexual misconduct or information about a crime that may have occurred during your time at Fresno State.

Students can report incidents of alleged sexual misconduct to either or both of the following resources:

Title IX and Clery Compliance Office | fresnostate.edu/titleix | 559.278.5003
 Fresno State Police Department | fresnostate.edu/police | 559.278.8400
 Students can access confidential support from two separate resources on campus:
 Survivor Advocates | fresnostate.edu/survivoradvocate | 559.278.6796
 Counseling Services | studentaffairs.fresnostate.edu/health/counseling | 559.278.2734

If you have concerns and you are unsure who to contact, please visit the Concern & Action Guide.

University Services

The following University services can be found on the web at:

- [Associated Students, Inc.](#)
- [Students with Disabilities](#)
- [Dream Success Center](#)
- [Library](#)
- [Learning Center Information](#)
- [Student Health and Counseling Center](#)
- [SupportNet](#)
- [Survivor Advocacy](#)
- [Writing Center](#)

Subject to Change Statement

THIS SYLLABUS AND SCHEDULE ARE SUBJECT TO CHANGE IN THE EVENT OF EXTENUATING CIRCUMSTANCES.

Course Calendar

Tentative Course Schedule

Table 5 Spring 2025 Tentative Course Schedule: Tuesday, Thursday Courses

Date	Topic	Reading Assignment/Activities
Thurs., Jan. 16	Introduction to Course What is the Young Writers' Conference?	Homework: Review past issues of Spectrum https://cah.fresnostate.edu/english/centers-projects/youngwriters/index.html Brief response on Discussion Board Week 1 Reflection
Week Two		
Tues., Jan. 21	Creating Criteria for judging submissions – What makes a piece publishable?	Create Genre Teams via Google Doc Create criteria for judging student writing
Thurs., Jan 23	ONLINE Why does Fresno State host such an event? Why offer publishing opportunity to high school students?	http://schoolvisitexperts.com/ Brief Response on Canvas Homework: Watch conversation between Prof. Blackburn and Editor Jackson Howard and complete response on Canvas.
Week Three		
Tues., Jan. 28	Online vs. Print The model of the non-profit What is the YWC mission?	Class assignment: Homework review

Date	Topic	Reading Assignment/Activities
	Review past issues of Spectrum cover art – Who are the artists?	Review past issues of Spectrum cover art – Who are the artists? What aesthetic appeals to you and why? Post response to Canvas. Visual aesthetics analysis from online journals. Brief Response on Canvas. Weekly Reflection
Thurs., Jan. 30	Can you learn anything from serving on an editorial board?	Class assignment: https://writingcooperative.com/this-is-why-being-a-writing-contest-judge-is-a-win-win-f1bba0a5aabc Weekly Reflection
Week Four		
Tues., Feb. 4	Diversity in Publishing Artificial Intelligence in Publishing	*Confirm genre teams https://www.ted.com/talks/oscar_schwartz_can_a_computer_write_poetry https://www.ted.com/talks/gary_marcus_the_urgent_risks_of_runaway_ai_and_what_to_do_about_them?referrer=playlist-artificial_intelligence&autoplay=true https://www.ted.com/talks/tom_graham_the_incredible_creativity_of_deepfakes_and_the_worrying_future_of_ai?referrer=playlist-artificial_intelligence&autoplay=true
Thurs., Feb. 6	ONLINE Predictions in Book Publishing The Vida Count – What is that?	https://www.vidaweb.org/the-count/#:~:text=ABOUT%20THE%20VIDA%20COUNT&text=We%20break%20down%20forty%20literary.assessment%20of%20the%20publishing%20world. https://medium.com/@AnnieFinch/how-to-publish-women-writers-a-response-to-the-vida-count-55121ee72f93 Weekly Reflection

Date	Topic	Reading Assignment/Activities
Tues., Feb. 11	Zines – History and Creation	Online
Thurs., Feb. 13	Publishing Careers Words Matter – Copy Editing	Class assignment: Visit from Jefferson Beavers Create scoring guide/Tracking System EA visit – review spreadsheet Homework: https://www.theparisreview.org/blog/2021/01/05/what-writers-and-editors-do/ https://www.pw.org/content/words_matter_copyediting_as_a_process_for_or_against_social_change
Tues., Feb. 18	The value of a good editor How to Score YWC Submissions How do YWC submissions differ from other literary presses? How are they similar?	Manuscript Reading
Thurs., Feb 20	Manuscript Reading	Homework: Weekly Reflection
Tues., Feb 25	Manuscript Reading	
Thurs., Feb. 27	ONLINE: Manuscript Reading	Homework: Weekly Reflection
Tues., Mar. 4	Manuscript Reading	

Date	Topic	Reading Assignment/Activities
Thurs., Mar. 6	Manuscript Reading	Homework: Weekly Reflection
Tues., Mar. 11	Manuscript Reading	How to promote the launch. Each team will present a publicity plan.
Thurs., Mar. 13	Manuscript Reading	Homework: Weekly Reflection
Tues., Mar. 18	Deliberate Awards Discuss Cover	Each team will propose a potential cover design
Thurs., Mar. 20	Review Rough Layout for minor revision	Each team will do light editing of pieces. Homework: Weekly Reflection
Tues., Mar. 25	Review Layout Spectrum to printers by 4/5	LIBRARY DAY!
Thurs., Mar. 27	Online: AWP Conference	HW: Zine research
Tues., Apr. 1	Explore P&W.org Editorial opportunities	In Class Assignment: Editorial opportunity research and report
Thurs., Apr. 3	Last minute details pre-YWC Conference Bag assembly	Homework: Weekly Reflection
Tues., Apr. 8	ONLINE	
Wed., Apr. 9	YOUNG WRITERS' CONFERENCE	This is the day, Folks
Thurs., Apr. 10	Online Debrief event. What worked? What didn't?	Homework: Preparing for the Launch (YWC) Weekly Reflection

Date	Topic	Reading Assignment/Activities
Tues., Apr. 15	Spring Break	
Thurs., Apr. 17	Spring Break	
Tues., April 22	Zine Preparation	Zine Peer Review Guide Creation
Thurs. April 24	Zine Showcase	Homework: Weekly Reflection Genre team report evaluation criteria design Homework: Weekly Reflection
Tues., April 29	Genre Team Report Presentations	
Thurs., May 1	Genre Team Report Presentations	Homework: Weekly Reflection
Tues., May 6	Final Reflection/Celebration	Final Reflection Due