ENGL 349/549

Editing and Publishing

Cornerstone Press 2018-19

Fall 2018 – Wednesdays – 4:00-6:30p

**Professor:** Dr.Ross K. Tangedal, Ph.D. **Meeting Place:** CCC 207

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**Phone:** (715)346-4532 TR-9:00-10:00am

F-1:00-2:00pm

**Course Catalog Description:**

Writing, editing, and preparing materials for publication, including consideration of reader/ editor appeal, and ways to market manuscripts. [Editor’s note: The class must find a manuscript, produce, and sell a book.]

*“A person who publishes a book willfully appears before the populace with his pants down. If it is a good book nothing can hurt him. If it is a bad book nothing can help him.”*

- Edna St. Vincent Millay

*“In the end, what makes a book valuable is not the paper it’s printed on, but the thousands of hours of work by dozens of people who are dedicated to creating the best possible reading experience for you.”*

-John Green

*“Don’t ever get to feeling important about yourself, because an editor at most releases energy. He creates nothing.”*

-Maxwell Perkins

*“The act of writing is not complete in itself. It has its end in its audience.”*

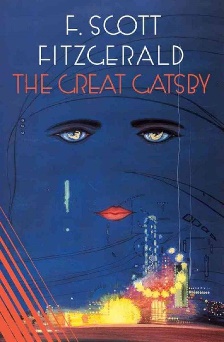
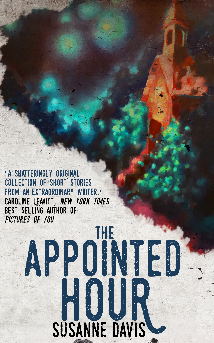
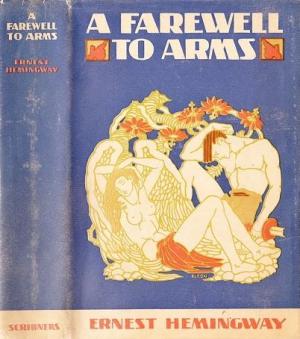
-Flannery O’Connor

*“F-ck the whole goddamned lousy racket.”*

-Ernest Hemingway

*“You’ve got to sell your heart, your strongest reactions, not the little minor things that only touch you lightly, the little experiences that you might tell at dinner. This is especially true when you begin to write, when you have not yet developed the tricks of interesting people on paper, when you have none of the technique which it takes time to learn. When, in short, you have only your emotions to sell.”*

-F. Scott Fitzgerald

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***The Great Gatsby* (1925) *A Farewell to Arms* (1929) *The Appointed Hour* (2017)**

***Welcome to ENGL 349: Editing and Publishing*.** This course offers both an experiential learning opportunity within, and an immersive theoretical study of, the book publishing industry. As a class, you are responsible for the acquisition, editing, design, marketing, advertisement, sales, and promotion of a book from manuscript to finished product. We will also be analyzing two authors’ relationships to the publishing industry (F. Scott Fitzgerald & Ernest Hemingway) in order to gain greater insight into the business of literary production. You will produce a number of small assignments/reports as the semester progresses, culminating in a final course project related to the field. While you will participate in a specific publishing role for Cornerstone Press based on both the skills you bring and those you wish to learn, you will also have the opportunity to participate individually and in group settings on duties such as manuscript selection, editing, designing, marketing, and selling both the final product and Cornerstone Press backlist titles. Skills you learn and practice in this course translate well to work in editing and publishing fields.

**Required Texts (purchase)**

Davis, Susanne. *The Appointed Hour*. Cornerstone Press, 2017. ISBN: 9780984673940

Fitzgerald, F. Scott. *The Great Gatsby*. 1925. Ed. James L.W. West III. Scribner’s, 2018.

Hemingway, Ernest. *A Farewell to Arms*. Scribner’s, 1929. ISBN: 9780684801469

**Required Text (rental)**

Lee, Marshall. *Bookmaking: Editing, Design, Production*. 3rd Ed. W.W. Norton & Co., 2004.

**Recommended Text (rental) [NOTE: required for all members of Editing Team]**

*The Chicago Manual of Style*. 16th Ed. U of Chicago P, 2010.

**Course Objectives:**

1. **MAKE A BOOK**. Select, edit, design, market, and publish a book for the Cornerstone Press.
2. **BE AN EXPERT**. Gain working knowledge of print and publishing culture, and present on the many facets of book production to the class.
3. **WORK HARD**. Gain real-world experience in editing, marketing, correspondence, design, and professional composition.
4. **TEAM WORK MAKES DREAMWORK**. Practice effective collaboration and communication with teams, Cornerstone staff, and authors.
5. **GET BETTER**. Enhance writing skills in both professional and informal settings.
6. **BOOKS MATTER**. Clearly understand the purpose of books in the marketplace.

Students will work both individually and in teams to achieve these objectives. This course will provide students with an introduction to publishing culture; practical experience in editing, marketing, and publishing actual print materials; and the opportunity to professionalize as English majors/minors.

**Grading Procedure:**

You will be graded on a number of assignments throughout the semester. However, this course is unique in that a vast majority of your grade is participation and performance-based, rather than test-based. Therefore, below are the criteria for receiving certain grades in the course:

To earn an “**A**”you must fulfill these nine requirements:

1. Arrive at class on time and miss no more than one class/meeting.

2. Fulfill your job duties to Cornerstone Press in an **exemplary** manner, as determined by your classmates and me.

3. Give an **exemplary** oral presentation on writing, editing, or publishing.

4. Complete one **exemplary** final writing/editing/publishing project.

5. Make an **exemplary** contribution to marketing/selling Cornerstone books.

6. Summarize your sales/marketing contribution in list form.

7. Submit completed Cornerstone Press Job Performance Evaluation Forms on time.

8. Submit a one-page memo (single spaced) to the person who will hold your job next year.

9. Participate consistently and with purpose in class discussions.

To earn a “**B**” you must fulfill these nine requirements:

1. Arrive at class on time and miss no more than one class/meeting.

2. Fulfill your job duties to Cornerstone Press in an **above-average** manner, as determined by your classmates and me.

3. Give an **above-average** oral presentation on writing, editing, or publishing.

4. Complete one **above-average** final writing/editing/publishing project.

5. Make an **above-average** contribution to marketing/selling Cornerstone books.

6. Summarize your sales/marketing contribution in list form.

7. Submit completed Cornerstone Press Job Performance Evaluation Forms on time.

8. Submit a one-page memo (single spaced) to the person who will hold your job next year.

9. Participate often in class discussions.

To earn a “**C**” you must fulfill these nine requirements:

1. Arrive at class on time and miss no more than one class/meeting.

2. Fulfill your job duties to Cornerstone Press in an **acceptable** manner, as determined by your classmates and me.

3. Give an **acceptable** oral presentation on writing, editing, or publishing.

4. Complete one **acceptable** final writing/editing/publishing project.

5. Make an **acceptable** contribution to marketing/selling Cornerstone books.

6. Summarize your sales/marketing contribution in list form.

7. Submit completed Cornerstone Press Job Performance Evaluation Forms on time.

8. Submit a one-page memo (single spaced) to the person who will hold your job next year.

9. Rarely participate in class discussions.

To earn an “**F**” you will have to:

1. Miss two or more classes or frequently arrive late to class **OR**

2. Fail to fulfill your duties to Cornerstone Press in an adequate manner, as determined by your classmates and me **OR**

3. Fail to give an acceptable oral presentation for the class **OR**

4. Fail to complete an acceptable final writing/editing/publishing project **OR**

5. Fail to make an acceptable contribution to the sales and marketing of Cornerstone books **OR**

6. Fail to summarize your sales/marketing contribution in list form **OR**

7. Fail to submit a completed Cornerstone Press Job Performance Evaluation Form **OR**

8. Fail to submit a one-page memo (single spaced) to the person who will hold your job next year.

**Assignments:**

The course is split into two equal categories: 1) Cornerstone Press Responsibilities; 2) Writing/Editing/

Publishing Portfolio. Each will inform the other, as the publishing world relies on various disciplines to make the wheels turn. Here is your breakdown:

***Cornerstone Press Responsibilities* (50%)**

Performance Evaluations (15%)

You will be evaluated on a number of criteria determined by your position within the Press. Evaluations will be threefold: 1) Instructor evaluations (midterm and final); 2) Direct supervisor evaluations (midterm and final); 3) Self-evaluations (midterm and final). Formal evaluation guidelines will be outlined as the semester progresses.

Participation (25%)

A major part of your experience in this course concerns collaborative interactions with your colleagues and myself. I expect you all to come to class ready to learn, ready to discuss, ready to argue, ready to problem-solve, and ready to engage in a living, breathing, working literary press. Poor attendance and tardiness will adversely affect your participation grade, as will violating any of the course policies outlined below. As upperclassmen and women, I expect each of you to work harder than you think you can, and perhaps harder than you ever have.

Marketing/Sales Contribution List (5%)

During the final week of class, you’ll write a detailed list of how you contributed to the sales and marketing of Cornerstone books (both backlist and present titles).

Position Description (5%)

During the final week of class, you’ll write a description of your position designed to share with the next Cornerstone Press team.

***Writing/Editing/Publishing Portfolio* (50%)**

Publisher/Publication Profile (5%)

You will analyze a specific publisher/journal – potentially one where you’d submit your work for publication. In this short analysis, you will look at the audience, the types of work accepted, and other guidelines.

Final Project (20%)

Your final project will cover some aspect of editing, publishing, design, or marketing. I am wide open on this assignment, so be creative, professional, and forward-thinking. Each of you will have a meeting with me to finalize and chart out your project.

Presentation (15%)

You will gain knowledge of the publishing process by presenting informally on a course topic of interest to you. Early in the semester, we’ll discuss potential topics and a presentation schedule.

Final Reflection (10%)

You will write a final reflection on your time in Cornerstone Press.

**Expectations:**

To complete the course successfully, you will:

1. Effectively perform a role in Cornerstone Press.
2. Complete all stages of your class portfolio.
3. Work hard.

Course Policies:

1. **Discussion Etiquette**: On day one we will establish our discussion ground rules as a class. Some things to consider:
   1. Our readings will bring up controversial subject matter. As college students I expect you to hold yourselves with professionalism, good humor, and respect. Degrading others’ opinions, stances, or remarks for any reason at any time will not be tolerated.
   2. I want you to disagree with each other. I want you to disagree with me. But disagreement does not mean denigrating, teasing, or hurting one another. Let’s be adults.
   3. I want your voice to be heard, and to some that means speaking with me outside of class rather than in class discussions. I am always available for a good chat. Communicate!
2. **Attendance:** ATTENDANCE IS MANDATORY. It is extremely difficult for me to do my job if you are not here. Not only will I be unable to give insight and experience to the class, but your classmates will not be able to help you develop ideas and techniques. **I allow one unexcused absence throughout the semester**. This is NOT negotiable. If you do not attend my course you will not pass. Period.
3. **Preparing for Class:** You are expected to prepare for class carefully and thoroughly. DO NOT come to class if you haven’t read the text or prepared your work for that day. You will only hinder the discussion.
4. **A Note on Reading:** I realize that this course seems daunting, but I assure you that I will not give you more than you can handle. We are reading novels in this course to better understand the industry that we belong to. If you want to work in books, you have to read books, study authors, care about words, and decipher meaning. Our discussions of Fitzgerald’s text will be entertaining, lucid, and filled with “epic grandeur” only if you come ready to participate. Please do so.
5. **Late Work:** All homework is to be turned in ON TIME. No late work will be accepted. Again, NO LATE WORK WILL BE ACCEPTED. You are juniors and seniors. I expect you to act like it. **NOTE:** You must turn in all assignments to pass the class. Failure to turn in any assignment as scheduled will result in an ‘F’ for the class.
6. **Tardiness:** I expect you to be on time to class. I begin and end class promptly. I will NEVER keep you over class time. Excessive tardiness will result in absences, and since we only have one day a week together, we need to stay on course. Be on time.
7. **Plagiarism:** Use of the intellectual property of others without attributing it to them is considered a serious academic offense. **Cheating or plagiarism will result in a failing grade for the work or for the entire course.** If you think you might be plagiarizing, you probably are.Don’t be the person who cheats. If you are having problems come talk to me about what we can do to help you avoid the cardinal sin of writing.
8. **Electronic Devices/Video**: Electronic devices are distracting and their use while others are speaking is impolite; unless you are asked to use them for a class activity, turn off your cell phones, laptops, Ipads, etc., and put them away. Laptops are not allowed unless we are workshopping, and you must have an Accommodations Request requiring use for a disability. Take notes with pencil and paper. I like pencils, and I like paper. To respect the privacy of those in the class, students may not make audio, video, or photographic recordings of lectures or other class activities without written permission from the instructor. Anyone violating this policy will be asked to turn off the device being used. Refusal to comply with the policywill result in the student being asked to leave the classroom, and possibly being reported to the Dean of Students.
9. **Accommodations:** If you require special accommodations for any reason please let me know. I will do my best to facilitate and arrange the proper accommodation.
10. **Emails**: Email is both a blessing and a curse. Please respect the fact that I am teaching several classes per semester, which means that I will do my very best to respond to your emails within 24 hours during the week (48 hours over the weekend). However, I will not recap entire class periods for you via email (stop by my office instead for some coffee and a chat), nor will I repeat information available on this syllabus or in a class handout (consult course materials before shooting off that email about essay page count). Also, I firmly believe in correspondence etiquette. Email may be informal, but I expect your messages to be polite and respectful. Include a professional salutation (Dear Dr. Tangedal, Hello Professor Tangedal) and conclusion (sincerely, best, thanks,). Be a pro. If your tone becomes an issue, we will have a talk.
11. **Office Hours**: I hold office hours for your benefit**. Come see me any time.**

**Schedule**

\*Cornerstone Press publishing milestones subject to change based on schedule, circumstance, and student responsibility.

**9/5 Week One-Overview; Elections; Evaluating Manuscripts**

Introduction; ***Elect Press Positions***; Lee, “The History” & “Overview” (23-36); Why are you here?

\*Read Synopses; Inventory Cornerstone Backlist; Discuss Goals

**9/12 Week Two-Manuscript Selection; The Profession of Authorship**

Lee “The Profession” (37-62); Revenue Streams, Acquisitions, and Finding Voices

\*Discuss Manuscripts; Begin Content Editing

**9/19 Week Three-Professional Correspondence; Editing (Copy, Developmental, Concept)**

***Select Manuscript***;Lee, “Basic Knowledge” (89-108; 245-257); Epigraphs, Dedications, Front Matter

\*Select Manuscript; Rejection Letters; Draw Up Contract; Content Editing; Set Production Schedule

**9/26 Week Four-Editorial Procedure; Clint Jones, *Ecological Reflections* Launch (NFAC Michelsen Hall, 5:30-7:30)**

***Set Production Schedule***; Lee, “Procedure” (261-306)

\*Author Signs Contract; Continue Content Editing; Begin Copy Editing; Solicit Bids from Printer (\*Worzalla Publishing); Back Cover Copy; Register Copyright and Assign ISBN and LOC Number; Press Release; Begin Marketing and Advertising Plans

**10/3 Week Five-Design Procedure I; Sales and Marketing**

***Publisher/Publication Profile Due*** Lee, “Procedure” (320-357); Book Covers

\*Complete Content Editing; Copy Editing; Finalize Book Cover Design; Marketing Report; Advance Information Sheet

**10/10 Week Six-Design Procedure II; Sales and Marketing**

Lee, “Procedure” (358-417); Fitzgerald & Hemingway in the Marketplace

\*Mock-up of Interior; Book Launch Planning; Social Media and Website

**10/17 Week Seven-Book Knowledge**

***Midterm Evaluations***; Lee, “Basic Knowledge” (199-244); *The Great Gatsby* (1-3), Fitzgerald

\*Copy Editing Complete; Input copyedited MS into mock-up of book

**10/24 Week Eight-Event Planning and Projects**

*The Great Gatsby* (4-6); Final Project Discussion; Releasing Books

\*Copy Edit Mock-Up; Deliver Interior to Printer; Marketing Plan Due

**10/31 Week Nine-Media Relations/Publishing I**

*The Great Gatsby* (7-9); Types of Publishing

\*Complete Final Version of Cover Design; Deliver Cover to Printer

**11/7 Week Ten-Media Relations/Publishing II**

*A Farewell to Arms*, Hemingway (Book I); Developing New Series

\*Publicity (posters for book launch and book); Press Release for Launch; Contact 90FM

**11/14 Week Eleven-The Cost of Authorship I**

*A Farewell to Arms* (Book II);Lee, “Production” (418-430); The Prize Effect

\*Page Proofs Returned (checked by officers); Quarter-Sheet Flyers designed; Formal Invitations to Launch

**11/28 Week Twelve**-**The Cost of Authorship II**

*A Farewell to Arms* (Book III); Being Forgotten/Being Remembered

\*Marketing at Full Tilt

**12/5 Week Thirteen**

***Position Descriptions & Contribution List Due***; *A Farewell to Arms* (Books IV & V); Final Project Roundtable

\*Books in Hand and Ready for Sale; Table in DUC; Coordinate Distribution

**12/12 Week Fourteen**-**Book Launch**

***Final*** ***Evaluations***; Final Discussions and Looking Forward

\*Book Launch

**Finals Week**

***Final Projects Due***