

# The Driftwood

## WRI 216 Creative Arts Journal Workshop

Point Loma Nazarene University

Fall 2015

1 credit hour

**Meeting times:** Wednesdays 4:30- 5:30 pm, BAC 151

**Text :** Handouts TBA

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**Objectives:** To produce, promote, and distribute a scholarly and professional literary journal that complements the mission of PLNU while providing students the opportunity to be involved in and directly responsible for each step in the process.

OFFICIAL LJML COURSE LEARNING OBJECTIVES: *Students who complete WRI216 will be able to*

1. produce a professional literary journal that complements the mission of PLNU;
2. engage aspects of editing and publishing through evaluation of multi-genre works submitted for publication;
3. collaborate with others to accomplish the shared task of bringing a publication to completion
4. develop a greater understanding of the issues faced by Christian writers and artists; ensure a means of student expression and publication on the PLNU campus.

**Activities:** Due to the workshop orientation of this course, learning will evolve from hands-on activity in all aspects of producing a literary journal, including organization, publicity, reading, selecting entries, copy-editing, marketing, sales, and other activities required and/or sponsored by *Driftwood* 2015. Guidance, direction, and leadership will be provided by the professor/advisor and editors.

**General Expectations and Attendance Policy:** Weekly, one-hour, full-staff meetings and/or editorial staff meetings will be held at a regular time. Other department meetings will be required as necessary. Each staff member should be on at least one editorial committee and one production committee. Students are entitled to **one absence per semester**; further absences will lower the course grade. **Three** absences may result in **de-enrollment**. IT IS EXTREMELY IMPORTANT THAT STUDENTS MAKE ALL CLASS AND STAFF MEETINGS. Call the editor and the professor IN ADVANCE if you are not able to attend a class or staff meeting.

**Organizational Flow:** Staff members are responsible for completing assigned tasks on schedule. Innovation and self-motivation at staff level are the keys to the publication's success. Problems and concerns should be reported ASAP to the editors or advisor. Group leaders need to stay in close regular contact with the editors, who have authority to organize groups, appoint group leaders, assign miscellaneous tasks, schedule meetings, and make policy decisions in consultation with the professor /advisor. The professor /advisor will be responsible for all funds disbursement and course grades and will advise the editors on major policy and organizational decisions.

**Evaluation:** Letter grades will be based on attendance, initiative, participation in staff meetings, and completion of assignments.

## Driftwood Administration and Staff Responsibilities

<p><b>Staff Members (Report to Editor in Chief)</b>  <b>Responsibilities:</b>          Actively encouraging entries: class visits, department visits, word-of-mouth          Sorting through entries          Determining which entries will go into book in consultation with the editors and advisor          Selecting a top five for the assigned category          Selling ads, at least one individually          Designing posters for contributions and open house          Drafting acceptance and condolence letters to the entrants          Working on committees for the fall open house: set-up, food, decorations, tear-down, multimedia          Soliciting membership for the Benevolent Society          Checking names of entrants according to the student directory          Checking names and credit of pieces according to the entrance forms          Assisting with layout as needed          First round of copy-editing  <b>Time commitment: <u>average</u></b> of 2 to 3 hours per week</p>	<p><b>Layout Manager (Report to Editor in Chief)</b>  <b>Responsibilities:</b>          Working with the editors in consultation with the advisor to craft a theme proposal and layout plan          Creating a template for the entire book, including: copyright page, title page, dedication page, staff page, letters from the editors page, table of contents, section header pages, biographies of entrants and judges, advertising          In consultation with the editors and advisor, designing a cover, including a logo          Entering all content          Producing Word document printouts for copy editing          Creating PDFs of the files for the printer          Cropping and arranging photographs and art according to need          Creating DVD and/or CD of music and film with cover  <b>Time commitment: <u>average</u></b> of 3-5 hours per week; less in the beginning of the semester, more toward the end when the issue is readied for press and this course must assume top time priority</p>	
<p><b>Faculty Advisor (Report to Media Board and Dean)</b>  <b>Responsibilities:</b>          Professor of record for the WRI216 course          Treasurer and CFO          Liaison with administration and media board          Advice and consent on all financial and all major editorial decisions          Final content approval</p>	<p><b>Assistant Editors (Report to Editors in Chief)</b>  <b>Responsibilities:</b>          Taking attendance          Overseeing publicity: delegating flier responsibilities, maintaining contact with campus publicity, including caf flier, chapel slides, newspaper          Assisting in finding section judges          Booking acts for the fall open house and spring awards party: music, poetry, film, etc.          Monitoring the selling of advertising: keeping staff members accountable          Directing sales staff and overseeing stocking locker with copies, monitoring money from both individual and collective sales, keeping inventory          Second round of copy-editing</p>	<p><b>Editor in Chief[s] (Report to Faculty Advisor)</b>  <b>Responsibilities:</b>          Directing all production aspects          Overseeing all staff members          Overseeing attendance and assignment records and sending weekly reports, or delegating the assistant editor to do so          Maintaining communication between advisor and all staff members          Leading the class sessions or delegating the assistant editor to do so          Overseeing the maintenance of the Driftwood email account          Overseeing the writing of campus-wide emails to solicit contributions and advertise events          Overseeing the management of entries and distribution to section editors          Making content decisions in consultation with the advisor          Coordinating the search for section judges          Overseeing judges' contributions          Delegating staff to contact Benevolent Society members          Overseeing organization and hosting the fall open house          Writing a letter from the editor          Final copy-editing in consultation with the assistant editor and advisor  <b>Time commitment: <u>average</u></b> of 4- 6 hours per week; less in the beginning of the semester, more toward the end when the issue is readied for press and this course must assume top time priority</p>

## Driftwood Lesson Plans – Tentative Schedule

2015-2016 School Year, Fall Semester

Week 1	Welcome, introductions, syllabus, introduce ads, make posters for submissions
Week 2	Discuss ad assignment, email Driftwood Benevolent Society, receive submission-seeking assignment, form judging groups.
Week 3	Ad progress. Plan open house. Make posters.
Week 4	Judge any submissions, track ad sales, continue planning open house.
Week 5	Open House this week, judge submissions.
Week 6	Ad progress; Judge submissions.
Week 7	All ads in. Judge submissions. Submission due date: ~ October 10.
Week 8	Judge submissions& miscellaneous.
Week 9	Judge submissions, consider sending last-minute submission requests.
Week 10	Judge submissions & miscellaneous
Week 11	Copy-edit printouts & miscellaneous
Week 12	Copy-edit printouts& miscellaneous
<b>Week 13</b>	<b>Thanksgiving Break</b>
Week 14	Copy-edit printouts & miscellaneous
Week 15	Copy-edit printouts & miscellaneous
Week 16	Finals Week. Book to Printer.

### Fall Assignment Grid

Complete all five tasks satisfactorily to receive an A, four tasks to receive a B, three tasks to receive a C, and two tasks to receive a D.

	Submission-seeking assignment: Visit a department on campus. Speak to the department head, present a quick request in front of at least one class, make` and hang department-specific posters.
	Judging: Serve as a member of one of the groups and meet between regular staff meetings to complete judging by deadlines. Keep a list of entrants and their entries, rate all submissions, determine the top five, format all included submissions accordingly (text in 12-point Times New Roman font in a Microsoft Word document, photos saved to a CD or flash drive).
	Open house committee: Serve on one of the open house committees and facilitate between staff meetings – music, poetry, refreshments, venue and equipment, advertising. Show up for open house setup/breakdown.
	Advertisement: Sell at least one advertisement, e.g. to a local business or document at least five onsite sales calls with persons authorized to buy ads. Business card size \$30, quarter page \$50 half-page \$80, full page is \$100. Commission for additional sales.
	Copy-editing: Copy-edit proofs in addition to in-class assignments. Check entrant names according to the student directory, check contents according to committee lists, check spelling and grammar.

## **DRIFTWOOD EDITORIAL GUIDELINES**

**The Driftwood is the literary voice of the entire PLNU community, funded by the University and distributed to current students, faculty, administration, alumni, parents, and perspective students. Consequently, the magazine should reflect the values and spiritual principles of our community rather than the subjective artistic tastes of staff members. This stance also follows all professional magazine norms and is by no means “censorship” since PLNU writers are free to submit their work to any magazine without censure.**

**Another way to look at it: The campus radio station DJs would not feel obligated to play graphically violent, misogynist, or rabidly anti-Christian songs, even if such music were made by students. Those who schedule the Chapel film series would not feel compelled by any notion of free speech to show unedited R-or X-rated movies, even if PLNU students were to write and/or act in such productions. Along these same lines, The Driftwood is not obligated by any interpretation of “Free Speech” to publish writing that focuses on, or glorifies, or presents as value-neutral any item that offends community standards or repudiates the life-together covenant of this community.**

**In keeping with these guidelines, we pass on work that contains the following**

- (1) gratuitous sex and/or value positive or value-neutral depictions of sex outside of marriage**
- (2) value-positive or value neutral depictions of alcohol and drug use**
- (3) value positive or value neutral depictions of blasphemy or occult practices**
- (4) gratuitous or otherwise graphic violence likely to offend community members**
- (5) humor patently offensive to PLNU community members**
- (6) commonly identified obscene language and vulgar slang likely to be offensive to PLNU community members**

**We do not judge the artistic value of such items; we simply set them aside as "outside our range." We would not argue against the proposition that some of them deserved publication. All we are saying is that PLNU's community literary magazine is not the right place to publish them. Again, PLNU writers are free to submit their work to Driftwood and any other magazine without censure from PLNU.**

**Sometimes work submitted does not blatantly violate the above guidelines, and sometimes writers say that their work is open to other, less controversial interpretations. In these cases we go by this rule of thumb: if it seems likely that a significant number of readers in the PLNU community would interpret a work as outside our range, then we err on the side of common sense. If only a few words or a passage is objectionable, we sometimes ask writers to modify their work slightly; if writers are willing to do this, we reconsider the submission.**

**We certainly are not perfect judges of anything; but overall, we believe that we keep an open mind and do the best we can to publish as much as possible from our writers. If work does not fit our guidelines, writers might want to try their work with one or more of the hundreds of literary magazines published across the country. In any case, we encourage PLNU writers to keep writing.**