

Opening & Growing: Adapting & Sustaining a Literary Magazine in the 2020s

111AB, Pennsylvania Convention Center, 100 Level

Saturday, March 26, 2022

1:45 pm to 3:00 pm

This panel of five long-term *Typehouse Literary Magazine* editors will discuss the challenges of and techniques for dealing with and adapting with the changing publishing world, including structure for dealing with submissions, printing formats, soliciting and publishing #ownvoices, establishing consistency in a rapidly changing publishing market, budgeting, and engaging in activism within the magazine industry.

Opening introductions from editors:

Val Gryphin is an author, educator, and editor in chief of *Typehouse Literary Magazine*, founded in 2013. Their fiction, poetry, and queer literary research are published in markets such as *BUST* and *The Writer's Chronicle*. They hold an MFA from Spalding University and teach creative writing and queer literature.

Troy E. Wilderson is an African American writer living in the Midwest. She's an editor and graphic designer. Her work is in *The Louisville Review*, *Notre Dame Review*, and *F(r)iction*. She has an MFA from Spalding University and is a 2019 McKnight Foundation Writing Fellow.

Lily Blackburn has been an editor with *Typehouse Literary* since 2016. She is also a writer of short prose and book reviews, as well as a workshop facilitator based in Portland, Oregon. You can find her work in *World Literature Today*, *JMWW*, *Little Fictions | Big Truths*, and elsewhere.

Yukyan Lam is a senior prose editor at *Typehouse Literary Magazine*. She is especially interested in work that elevates social justice issues and underrepresented voices. She brings over fifteen years of experience researching and advocating on racial and environmental justice in Latin America, Asia, and the US.

Kameron Ray Morton is a senior prose editor at *Typehouse Literary Magazine*. All together, they

have been working with online and print literary magazines for nearly five years, starting at the age of twenty. A true Zillennial, Morton considers the internet incredibly valuable to the literary scene.

Overview of the history of Typehouse from Val

During the panel the Typehouse editors will talk about the different mechanics that go into running a magazine in the 2020s, as well as how that has shifted from the last century.

1. Starting smaller and climbing steadily
 1. This allows you to be seen as dependable and as a market with a future
 2. You can always start smaller and grow larger, but rolling back hurts your credibility
2. Print vs. PDF vs. Both
 1. Formats desired by readers and contributors
 2. Cost
 3. Print on demand vs. printer vs. hybrid
3. Costs involved with printing magazines
 1. Layout
 2. Cover art
 3. Formatting
 4. Printing
 5. Marketing
4. Handling submissions
 1. Emails
 2. Submission managers
 3. Readings
5. Sharing the workload/avoiding burnout
 1. Staff of enough editors
 2. Not providing feedback on all submissions
 3. Ensuring flexibility for all editors
6. Editorial staff
 1. How to find staff
 2. How many staff members
 3. Clear and consistent guidelines for how submissions are handled available to all eds
 4. Allowing for flexibility with personal life.
 1. Set beginning and end dates for each issue
 2. Relives stress of an open end date
 5. Allows for the splitting of ways smoothly
 6. Guidance from EIC

1. How to handle submissions
 2. Feedback on handling
 3. Available to answer questions
 4. Trusting editors to make decisions once they have learned the ropes
 5. Not micromanaging
 7. Importance of diverse editorial staff
 8. Importance of a non-irrefutable EIC
7. Submitters
1. Make sure submission guidelines are clear
 2. If you need to change open dates do so, but communicate with submitters
 3. Form rejections are important
 4. There is no set guidelines, formula, or criteria what makes a good submission
 5. Accidents happen. Using the wrong name, wrong journal name, wrong title, so salutation, short cover letter; none of these should dq a submission.
 6. Have guidelines for how often then can submit, length, subject etc. Decide which rules can't be broken. (Wordcount for one.)
8. Finances
1. Build up to paying submitters
 2. Determine what parts of the magazine creation can be done by the team and what has to be outsourced (meaning money)
 3. For print issues, can they be done without operating at a loss
 4. Ways of building income
9. Social Media
1. Types to use
 2. How to interact with people
10. Diverse voices
1. What diverse voices are
 2. Why they are important
 3. How to find them
 4. How to not be just lip service
 5. How to make it an integrated part of the culture of the magazine
 6. Rejecting with reasons submissions that are harmfully biased or bigoted, and pointed out issues that be inadvertent, but are unacceptable.
 7. Allowing editors to call out submissions that are harmful
11. Stressors
1. Burnout
 2. Dealing with rejected submitters
 3. Not taking the stress n personally