Graduate Student Project Funds Application : Entry # 468

Requestor Information

UCInetID
tellis

Name of Requesting Student:
Tagert Ellis

Requesting Organization:
Faultline

Contact Email Address:
tellis@uci.edu

Contact Email Address (repeated):
tellis@uci.edu

General Program/Event Information

Program/Event Name:
Faultline

Description of Program/Event:

**While your website asks for a date/time for the "event," the literary journal is a year-long endeavor on the part of the involved graduate students. Our on-campus launch party hasn't yet been scheduled, but we've put an approximate date and time to fulfill the minimum requirements for submitting this form.**

About Faultline

The MFA Program in Writing at the University of California at Irvine has produced Faultline, a Pushcart Prize-winning journal of art and literature, since 1993. The journal is edited by two MFA students each year who are assisted by graduate readers and undergraduate interns, providing both graduate and undergraduate students hands-on experience in the fields of publishing and editing. The Faultline staff is committed to reading hundreds of annual submissions - both those from the writing community at large and those solicited by respected writers - in order to curate a publication featuring writing of the highest possible caliber, for the enjoyment of both the UCI community and the broader literary community. We have published nationally and internationally known writers, including CK Williams, Frank Bidart, Charles D’Ambrosio, Heather McHugh, Stuart Dybeck, Ander Monson, Robert Olmsted, Michael Burkard, Geoffrey Wolff, Christine Schutt, Jim Krusoe, Thomas Lux, and Susan Straight, alongside such distinguished alumni as Alice Sebold, Aimee Bender, Virgil Suarez, Richard Ford, Yusef...
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Komunyakaa, Kilarney Clary, David Benioff, and Maile Meloy, T.R. Hummer, Paul Breslin, and Michael Earl Craig.

Faultline’s History with AGS

AGS has generously provided funding for Faultline each year since 1994, with two exceptions in the 1990s. The amount given by AGS has been $1000 in every case except for the Faultline double issue in 1998, when it was $1200. Last year, as in most years since Faultline has been produced, AGS generously supported Faultline, granting us a donation of $1000 to help defray the printing costs that constitute the vast majority of our expenses.

This year we are asking AGS to grant us $1400. The increase in funding would allow Faultline, in addition to covering standard operating costs, to invest in the acquisition of new layout software that will benefit the publication for years to come. The increase in funding from AGS would also allow our publication to continue to thrive despite reduced support from the English Department and the bookstore, and the loss of funding opportunities sparked by the consolidation of the language departments.

Use of Funds

Over the past decade, Faultline’s annual budget has shrunk steadily, as editors have fought to make the most of increasingly limited departmental funding opportunities without compromising the quality of the journal. This year’s budget is estimated at $5,490, an 18% decrease in spending from the budget averages since 2004.

The projected budget of $5,490 takes into account the experience of last year’s editors, who were over-optimistic in trimming the budget, and whose printing costs overran the cost projection. Our budget reflects a minor (14%) increase from last year’s projection to ensure that our issue makes it to press without any budgetary surprises. The additions to this year’s budget comprise two major factors: accounting for incremental industry-wide annual increases in printing costs, and the one-time acquisition of layout software that will make production of the journal less time-intensive and more economical for all future editors.

We are extremely diligent about conserving our funds so that we can most efficiently make use of the generous support of our donors. As such, the Faultline staff makes a concerted effort to take advantage of social media in order to build our presence in the literary community at large and publicize our journal. Through our web presence and growing use of social media, we take advantage of no-cost means to help Faultline reach the widest number of readers possible and maximize its community impact. To that end, at the beginning of the 2012-2013 academic year, we fully revamped our website, established a program of advertisement through social media and worked with the bookstore to sell and distribute the journal online.

In the current economic climate, we seek to reduce printing costs and ensure that every printed copy of our publication finds a reader. This year, we plan to print 500 issues, -- the minimum number of issues that still allows us the benefit of discounted bulk-printing costs. We are working closely with our printer to cut costs in as many ways as we can, and have reduced our mailing costs through our
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distribution deal with the bookstore.

The lion’s share of our funding goes, of course, toward printing. The rest of the funds finance the purchase of ISBN Bar Codes and copyright registration, and allow us to fund a launch party on campus, at which selected authors published in the upcoming Faultline issue will read for the enjoyment and enrichment of the graduate and undergraduate campus communities.

Basis for funding from AGS constitution (Article 5, Section 6)

Faultline benefits the UCI graduate community at large in a number of ways. Of course the graduate students immediately associated with Faultline’s production in editorial and art-directive capacities gain eye-level professional publishing experience in the production of a high-quality journal - valuable skills ranging from interacting with contributors to advertising and circulating the journal throughout the literary community. Faultline, as a project, also seeks to positively impact the academic environment of the UCI community. By serving as a cultural and artifactual correlative to the university’s prestigious programs in writing and English, Faultline serves as a forum in which key figures in the humanities—writers, essayists, poets, artists—affiliate themselves with the university and participate in the conversation of contemporary literature. Faultline’s perennial dedication to eclectic and enduring art and literature celebrates and reinforces the university’s diverse aesthetic culture.

The Faultline staff makes a concrete effort to encourage members of the UCI graduate community to benefit from our publication. The journal itself is available to all members of the UCI graduate community: it is displayed and sold in (and typically funded in part by) the UCI bookstore; it is reasonably priced; we constantly strive to increase our visibility on campus so that all students feel encouraged to visit the bookstore and peruse or purchase a copy. In addition, Faultline strives to improve the social environment of campus, for the benefit of the graduate community. In May we will be holding a launch party reading that is free and open to the public, at which several of our contributors will read their work and speak with those in attendance. The event is traditionally publicized on campus, and targeted invitations are sent to graduate students in the humanities so that they may enjoy the event.

As editor of Faultline I believe that the journal provides both an outlet and an influx of creativity for the university, and that the university environment is enriched and strengthened by its presence on campus and its renown throughout the country.

Location of Program/Event:

TBD

Date of Program/Event:

05/22/2014

Start Time of Program/Event:
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05:00 pm

Expected Attendance

Number of UCI Graduate Students Expected to Attend:
50

Number of UCI Undergraduate Students Expected to Attend:
35

Number of UCI Admin/Faculty/Staff Expected to Attend:
25

Number of Other People Expected to Attend:
40

How are you predicting the attendance numbers listed above?

This attendance projection is based on attendance from past launch parties. As mentioned above, the project being funded is a multifaceted and year-long endeavor of which the launch party is only one component.

Planned Methods of Advertisement:

The journal itself has been (and will continue to be) advertised through online journal listings such as Duotrope, through diverse social media (Facebook, Twitter, and Pinterest; across these platforms, we have hundreds of followers), and through ad swaps with other literary journals. The launch party will be advertised through the social media sites listed above as well as intercampus email announcements and physical postings on bulletin boards across campus.

Request and Budget

Amount of funding requested from AGS Project Fund:
$1,400

How much do you expect the event to cost in total?
$5,490

Are you receiving other funding for this event?
Yes
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<thead>
<tr>
<th>Source:</th>
<th>Amount:</th>
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<tbody>
<tr>
<td>The Hill</td>
<td>TBD (Expected: $500, based on past contributions)</td>
</tr>
<tr>
<td>Department of English and Comparative Literature</td>
<td>TBD (Expected: $2000-$2500, based on past contributions)</td>
</tr>
<tr>
<td>International Center For Writing and Translation</td>
<td>TBD (Expected: $1000 based on past contributions)</td>
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Itemized Budget for Program/Event

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<thead>
<tr>
<th>Items w/ Description and Quantity</th>
<th>Cost (in dollars)</th>
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<tbody>
<tr>
<td>Printing (500 color copies printed and mailed to distributor and English Department)</td>
<td>$4000</td>
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<tr>
<td>Postage (Media Mail shipment of journal; correspondence with contributors, publisher, etc.)</td>
<td>$500</td>
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<tr>
<td>Software (Photoshop CS6 purchase required for layout)</td>
<td>$350</td>
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<tr>
<td>Advertising (No ad purchasing plan in place; social media campaign underway; ad swaps arranged with other literary journals; other publicity options under investigation)</td>
<td>$0</td>
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<tr>
<td>ISBN Purchase (Single ISBN purchase price is $125; up to 10 ISBNs is $250; we're considering an epublication of the journal as well as print)</td>
<td>$250</td>
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<tr>
<td>Copyright Registration (Form SE)</td>
<td>$65</td>
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<tr>
<td>Office Supplies (Envelopes, pens, stamps, paper, labels, toner and other goods)</td>
<td>$125</td>
</tr>
<tr>
<td>Launch Party/Reading (Space acquisition and refreshments)</td>
<td>$200</td>
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Has your organization received AGS Projects Funding in the past?

Yes

<table>
<thead>
<tr>
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<tbody>
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<td>2012</td>
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<tr>
<td>2011</td>
<td>$1000</td>
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<td>2010</td>
<td>$1000</td>
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<tr>
<td>2009</td>
<td>$1000</td>
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<td>2008</td>
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<table>
<thead>
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<tr>
<td>1998</td>
<td>$1200</td>
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<tr>
<td>Each year since 1994 (1998 and two other years excepted; records incomplete)</td>
<td>$1000</td>
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