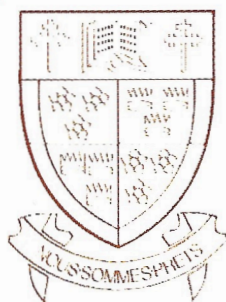
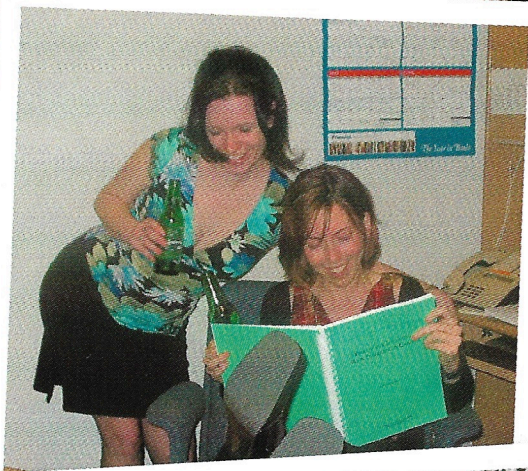
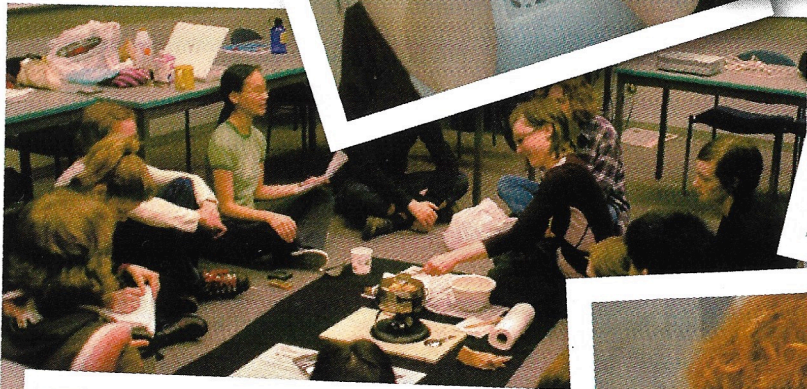
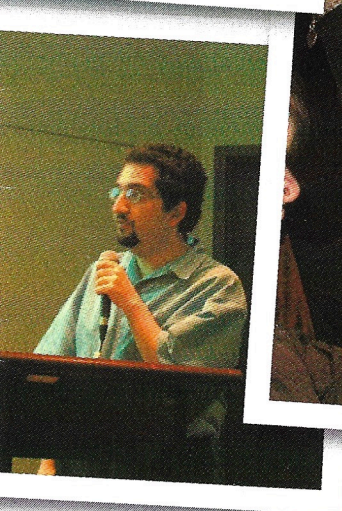
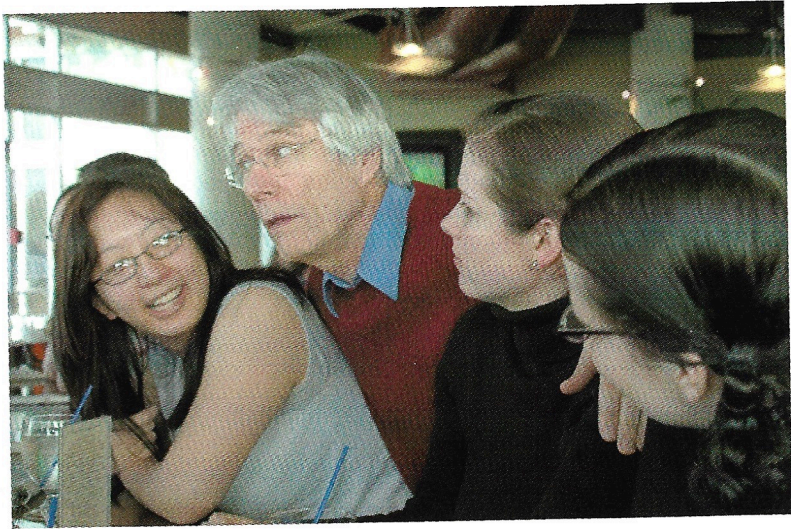


Vibrant

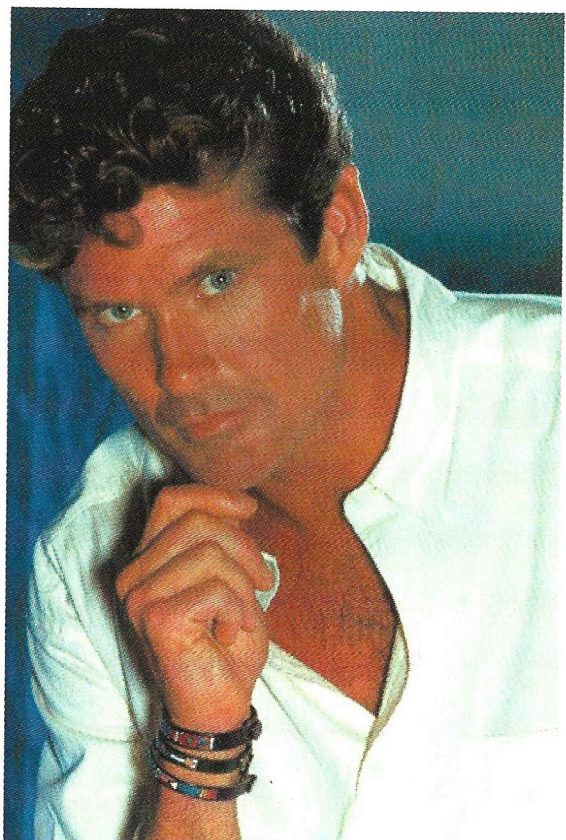


SIMON FRASER UNIVERSITY
MASTER OF PUBLISHING 2005





Valedictorian's Address



Hello, grads of 2004/2005. I am so very honoured and touched that you have made me an honorary MPub student, and then voted me class valedictorian. This stirred me in a way that talking automobiles never could. I mean, KITT was really special to me, and I do think there was real tenderness in his voice, sometimes, when he huskily murmured, "Hello, Michael." But I'd like to think this is a lot more than "hello," and that you guys are a lot more than just internal combustion engines and scrap metal.

This also moved me like running across the beach in sexy red shorts just didn't. I mean, I got to be a raging alcoholic on the beach in California, and I had screaming legions of female fans. But frankly, I kind of like wearing the red shorts underneath my jeans—it's like I'm Superman, with my secret superhero underwear! I never knew how much fun it was to burst out of phonebooths in my knickers! And I may not be on the beach now, but I'm still a raging alcoholic, so I don't really need the sun and surf. Sand ends up in the worst places anyhow. Finally, as for the screaming legions of female fans—you guys have basically got that covered, right? That's what all this valedictorian stuff is about, isn't it?

So now it's time for me to offer some words of inspiration. You, Master of Publishing students, are the best thing that has happened to me since Germany. Ich Bin Ein MPubber! Guess what that means.

Anyway, I hear that one of your groups proposed an erotica magazine for women. I'll be ready for the phonecall whenever you start that one up. I'm starting my spray-on tanning sessions now. Extra bonus: I'm now old enough to wear a gold medallion without shame.

Yours sincerely,

David

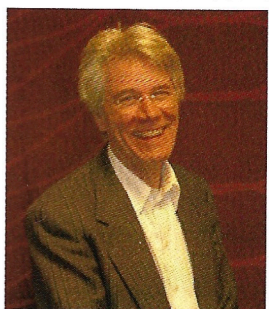
David Hasselhoff, MPub

MP_{ub} 2004-2005



(aww, ain't we cute)

MPub Faculty



Rowly Lorimer

Nickname: R. Lo

I dream in 10 years to be: Francis Robinson, wine expert

In 10 years, I will really be: Franz Liszt, vineyardist & vintner

My most memorable MPub moment: Being a teletubby

I wish I could forget: I have absolutely no trouble forgetting just about anything.

I have a secret crush on: There are too many to name.

If I were a book/magazine, I would be: *The Heartbreak Grape*.

Quote: "Beelzebub has a devil put aside for me."



Jo-Anne Ray

Nickname: jray

I dream in 10 years to be: On the beach reading a good book.

In 10 years, I will really be: In my office processing applications.

My most memorable MPub moment: Participating in the book project.

I wish I could forget: The MPub move from the lower floor to floor 3 (which took place on Valentine's Day).

I have a secret crush on: David Hasselhoff and his thingamabobber.

If I were a book/magazine, I would be: *Wallpaper**.

Quote: "Please make sure to maintain your registration."



Nancy Flight

Nickname: None. Long ago and far away, when I was very young, I was called Jet, Flidget, and occasionally Nance, but now I am just Nancy (and let's keep it that way).

I dream in 10 years to be: Soaking up the sun at my villa in Greece, reading all the books I have never gotten around to reading, and dandling my visiting grandchildren on my knee.

In 10 years, I will really be: Hobbling into Greystone Books (though not every day, I hope) with a bunch of manuscripts, perhaps still lecturing MPub students on the grammar they somehow missed in Grade 8 (as well as more advanced topics, of course), watching reruns of *Sex and the City*, and begging my kids to please have children before I die.

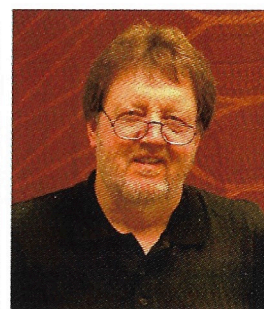
My most memorable MPub moment: Being accused of teaching Grade 8 subjects to a class of graduate students.

I wish I could forget: That no one knew anything about these Grade 8 subjects.

I have a secret crush on: It's a secret.

If I were a book/magazine, I would be: *Sin and Syntax*.

Quote: "Editing should be invisible, but editors shouldn't."



Ron Woodward

Nickname: Ron Woodward

I dream in 10 years to be: Ron Woodward

In 10 years, I will really be: Ron Woodward

My most memorable MPub moment: Opening my briefcase in class to have a large beetle fly out.

I wish I could forget: the beetle.

I have a secret crush on: my wife.

If I were a book/magazine, I would be: *The Baby Boomer Manifesto*.

Quote: "The only way to not fear the state is to not want what the state has to offer." -Kierkegaard

MPub Faculty



John W. Maxwell

Nickname: JMax

I dream in 10 years to be: teaching a course that begins with, "The publishing industry has indeed survived the digital revolution; let me count the ways..."

In 10 years, I really will be: greyer, and quite probably whipping the same dead horses.

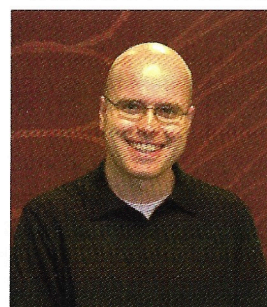
My most memorable MPub moment: ...obviously wasn't terribly memorable.

I wish I could forget: 3/4 of my to-do list.

I have a secret crush on: cheese.

If I were a book, I would be: heavily laden with footnotes.

Quote: "I guess this means there is no Content Management System involved in this yearbook..."



Craig Riggs

Nickname: No known alias

I dream in 10 years to be: About five years into early retirement.

In 10 years, I will really be: Scheming about a new business start-up.

My most memorable MPub moment: Final presentations for this year's mag project.

I wish I could forget: The savoury-sweet siren call of the Chinese food joint in the Harbour Centre food court.

I have a secret crush on: I don't have any secrets, I talk in my sleep.

If I were a book/magazine, I would be: In need of a good copyedit.

Quote: "Have I said too much?"



Jillian Shoichet

Nickname: Funny enough, Jill. Although all my life my father has called me "Doin" [to rhyme with Boin, similar in sound to "Boing"], because this is the name one of my brothers bestowed upon me, lacking, as he did at the age of two, the capacity to voice either "J" or "L."

I dream in 10 years to be: [I tried to be silly here, but it just came off as trite. So I went for honesty: I really dream in ten years to be] happy and in love with life.

In 10 years, I will really be: [and also here I went for honesty, because things would have to get very, very bad for it not to be true] happy and in love with life.

My most memorable MPub moment: After all these years, still Rowly as a teletubby.

I wish I could forget: Rowly as a teletubby.

I have a secret crush on: Liam, my stepson-to-be.

If I were a book/magazine, I would be: hardcover, set in lead type, with woodcut illustrations, on that handmade German paper with the uneven edges.

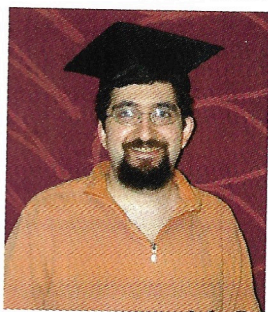
Quote: I have two that I'm into right now, because I'm doing a paper on the *Mishnah* (one of the books in the corpus of Rabbinic literature), where they're both from):

"You are not obligated to complete the work, but neither are you free to abandon it."

(*Mishnah*, Tractate Abot, 2:16)

"Do not say: When I have time, I shall study, for you may never have time." (*Mishnah*, Tractate Abot, 2:4)

MPub 2004-2005



Mamdouh Al-Daye

Nickname: Memo

I dream in 10 years to be: Flying a galactic cruiser shipping books to distributors in outer region of space

In 10 years, I will really be: Packing newly released titles to local niche market distributor and preparing for long nights at Ishtar Publishing

My most memorable MPub moment: Wearing a straw hat before a crowd of bored audience and zealous panelist and still trying to make a sale of a non-existent book

I wish I could forget: The maps of Ontario's book publishers location we saw in an unnamed class

I have a secret crush on: Sandra Bullock

If I were a book/magazine, I would be: Bound by leather, studded with diamonds, rubies, and amethyst, and filled with the steamiest heart wrenching romance novel.

Quote: "When you meet evil face to face, don't philosophize, rationalize, negotiate or retreat. Oh no! Pull out your bunny slippers and smack it saying: 'Shoo! Shoo! You bad bad evil.'"



Iva Cheung

Nickname: I have no idea. What do people call me behind my back?

I dream in 10 years to be: Freelancing from one of the Gulf Islands.

In 10 years, I will really be: One of Rowly's grad students. Sigh.

My most memorable MPub moment: ...but there are so many. Probably the time Rowly completely forgot my name.

I wish I could forget: Our tour of Massive Change

I have a secret crush on: Thom Hirschmann, one of Upstart Crow's fake authors

If I were a book/magazine, I would be: A cynical left-wing rag.

Quote: "If my head were made of veal, which I know it is not, but if it were, how much would it be worth?" —Gavin, *Kids in the Hall*



Megan Brand

Nickname: Dark Angel

I dream in 10 years to be: a freelance editor

In 10 years, I will really be: An Editorial Assistant (cog) at a huge house

My most memorable MPub moment: Will hopefully be graduating.

I wish I could forget: Slamming PExOD (not a good idea within the confines of the CCSP)

I have a secret crush on: The cutest boy to set foot in the CCSP this year, River!

If I were a book/magazine, I would be: Savvy! Of course.

Quote: "Don't quote me on that."



Laraine Coates

Nickname: Larry

I dream in 10 years to be: Retired, with my cats, to a sub-tropical island after designing the hottest font since Helvetica

In 10 years, I will really be: Editing a dictionary, begging to become the marketing assistant at Arsenal Pulp.

My most memorable MPub moment: That glass of red after the book project presentations, ahhh!

I wish I could forget: Catching the 1am bus outside the Harbour Centre.

I have a secret crush on: Wesley, but that's not a secret.

If I were a book/magazine, I would be: Bound in leather

Quote: "This is rubbish!"



Jennifer Croll

Nickname: J.Cro

I dream in 10 years to be: Ridiculously wealthy from selling the "J.Cro Lifestyle" in all its fabulous brand manifestations. Buy my J.Cro leopard-print tube tops!

In 10 years, I will really be: 35. Possibly a Wal-Mart greeter. Probably wearing a leopard-print tube top.

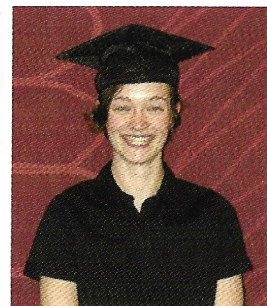
My most memorable MPub moment: Me, David Hasselhoff, and a twenty-sixer of Malibu in the handicapped bathroom on the UM.... Wait. That never happened.

I wish I could forget: The painful realization that I will never be a famous, internationally renowned graphic designer for the pickle-making industry.

I have a secret crush on: The entire male population of Denmark.

If I were a book/magazine, I would be: *Miss Manners' Guide to Excruciatingly Correct Behavior*

Quote: "Turn up the good! Turn down the suck!"



Christine Davidson

Nickname: Glue Huffer

I dream in 10 years to be: Done my project report.

In 10 years, I will really be: Thinking of a topic.

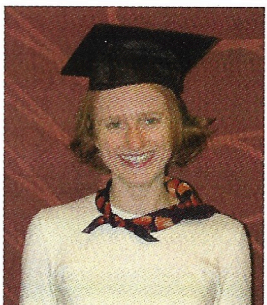
My most memorable MPub moment: Working with Firecracker

I wish I could forget: Text & Context exam

I have a secret crush on: Wesley.

If I were a book/magazine, I would be: *Big Trucker's Magazine*

Quote: "Hey there, cowboy..."



Sarah Dingle

Nickname: Firefox

I dream in 10 years to be: Retired and living in Bermuda.

In 10 years, I will really be: Editor? Prof? Civil servant? Schmooser? Mom? I wish I knew, but I'm too directionless to tell.

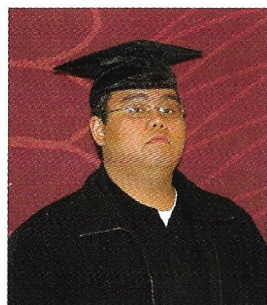
My most memorable MPub moment: David Hasselhoff biting on the raw fish.

I wish I could forget: Being told during the book panel before the presentation that one of our books was headed "straight for the remainder bin." And that another was incredibly offensive and practically unsaleable.

I have a secret crush on: I have too many of these to count. The whole MPub class and faculty, pretty much.

If I were a book/magazine, I would be: The Thinkubator

Quote: "Caw caw caw"



Sergie Ferrer

Nickname: Jr

I dream in 10 years to be: Dictator of *National Geographic*

In 10 years, I will really be: Living in some jungle...

My most memorable MPub moment: Getting a 9.5 on Craig's assignment

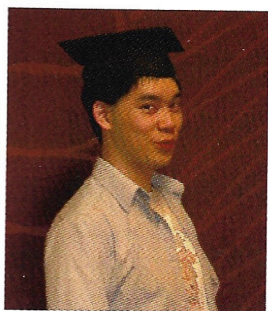
I wish I could forget: Hasselhoff's tanned pecs. Arrrrgh!

I have a secret crush on: Christine

If I were a book/magazine, I would be: How to succeed in life without knowing anything.

Quote: "Is that so..."

MPub 2004-2005



Wesley Fok

Nickname: I'm open to suggestions. Used in the past: Fokko, Fokman, etc.

Try not to repeat history.

I dream in 10 years to be: solvent.

In 10 years, I will really be: bankrupt (financially and morally).

My most memorable MPub moment: Probably something involving alcohol.

I wish I could forget: Probably something involving alcohol.

I have a secret crush on: Too many to list. You're all new hotness.

If I were a book/magazine, I would be: the novelization of *The Exorcist* as re-enacted by bunnies.

Quote: umm... "Like the bond between two long-time alcoholics, our trust is immediate and recognizable." —Heather Ingram



Holland Gidney

Nickname: BIPPY-DIP (joke)

I dream in 10 years to be: running a vegetarian café/bookstore and printing a magazine on the side

In 10 years, I will really be: a mail carrier

My most memorable MPub moment: winning the "best poster" contest in Design class

I wish I could forget: Rowly's Text & Context exam; starting to laugh in the middle of the book project presentation ("The one-armed mayor of a shantytown")

I have a secret crush on: The bald-headed barista at Cafe Artigiano

If I were a book/magazine, I would be: *Maisonneuve: The magazine of eclectic curiosity*

Quote: "Like the country."



Bethanne Grabham

Nickname: Shakti Powa (or Elizabeth)

I dream in 10 years to be: a superstar

In 10 years, I will really be: a superstar

My most memorable MPub moment: Susan's presentation on Erotic Lit.

I wish I could forget: Some of the questions I blurted out in class.

I have a secret crush on: Everyone.

If I were a book/magazine, I would be: *The Tantric Way Of Loving: A Holistic Guide to Sensual Exploration*

Quote: "I, the all-pervading light..."



Stephanie MacDonald

Nickname: Step-on-me (well that was from high school); now I get called mummy a lot.

I dream in 10 years to be: employed

In 10 years, I will really be: attempting to finish my MPub thesis

My most memorable MPub moment: Realizing that our book project could be boiled down to one book entitled... *Help! My Elderly Gay Father and his Husband are Aging Preposterously on my sofa and I want to Drop Out and Drink Wine on the Gulf Islands!*

I wish I could forget: Hooked on a Feeling!

I have a secret crush on: As if you don't know... Scotty Steedman! (AKA Hottie Steedman)

If I were a book/magazine, I would be: *Vice Magazine* meets *Martha Stewart Living*.

Quote: Free Martha goddamnit... or alternately, anything regarding murder, inbreds in Nova Scotia, or anything lowering the discourse appreciatively.



Robyn Matthew

Nickname: Robyn Around Town (or The Hat Lady)

I dream in 10 years to be: On Oprah

In 10 years, I will really be: touring universities doing seminars and selling my books

My most memorable MPub moment: Knocking down the Choices sign in the middle of Savvy's presentation and at the beginning of my advertising speech.

I wish I could forget: Ever having lived in White Rock for the first semester.

I have a secret crush on: Craig / Jr

If I were a book/magazine, I would be: Barry Lyndon by Thackeray

Quote: "Dare and the world will yield" – Barry Lyndon



Susan Pi

Nickname: Suzzyna

I dream in 10 years to be: 33 years old, fabulously wealthy, juggling 5 different hot guys at once...

In 10 years, I will really be: 33 years old, still living at home, with only a cat as a companion (kill me now...)

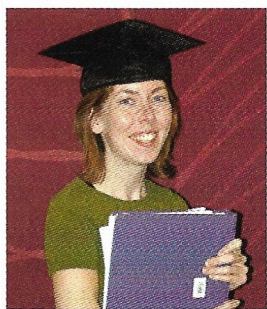
My most memorable MPub moment: Spring Break

I wish I could forget: The image of David Hasselhoff in a g-string.

I have a secret crush on: the "Vibrant but Threatened" textbook. Oh baby!

If I were a book/magazine, I would be: An erotica novel thinly disguised as a romance novel.

Quote: "Thx 2 elo 4 a gr8 yr. Special thx to TKBR, CCSP, MPUB. U no who u r! xoxo Grad 05 all the way!"



Kathy Sinclair

Nickname: "The Taskmaster" or "Concussion" (thanks Jr)

I dream in 10 years to be: A freelance editor/publishing consultant/kayak guide/poet working out of a palapa hut in Baja Mexico.

In 10 years, I will really be: An overworked and hopefully not-too-underpaid manager for a small-to-medium-size Canadian book publishing company. Future MPub students will be clamouring for 5 minutes of my time, or even a reply to their emails.

My most memorable MPub moment: Watching "Hooked on a Feeling" video 5 times in one day; the White Trash party; week one, when I was convinced we were on some sick reality TV show, à la "The Apprentice"

I wish I could forget: The "Hooked on a Feeling" video; any presentation that went on longer than 30 minutes.

I have a secret crush on: The overhead projector. Rrrrrrowl.

If I were a book/magazine, I would be: Purr (the magazine that never was. Ask me.), or maybe *Utne Reader*.

Quote: "But how do you really feel?"



Heather Young

Nickname: Feather

I dream in 10 years to be: living in the Caribbean

In 10 years, I will really be: living in the Caribbean

My most memorable MPub moment: Creating and presenting *Gaga!*

I wish I could forget: Text & Context exam!

I have a secret crush on: Kent

If I were a book/magazine, I would be: "Threatened, but Vibrant"

Quote: "Wokka wokka wokka..."

The Sea Of Love: Statistics

saucily compiled by Laraine Coates

Nicest: Oh, so many nice people. Bethanne, Kathy, Jr and Christine all tied for first, but we are all winners.

Ms. Congeniality: Heather is oh so congenial that she stomped the competition.

Quietest: Megan, you little church mouse, you.

Loudest: Hmmm... Wesley, you swept this one.

Most social/biggest partier: Jen is the booziest getter out there of the group.

Argumentative: Wesley is not only loud...

Helpful: Jr, sweet, sweet Jr, followed closely by lovely Susan.

Thoughtful: Nearly everyone got a vote so... think on that.

Biggest drinker: No surprise to see Jen here. Laraine comes in a distant second.

Always late: Tardy Robyn! And Mamdouh is the second tardiest. Naughty.

Longest presentation: A tie. See 'Always Late'. Maybe they were working on their presentations.

Best presenter: Oh the irony! The quietest also takes best presenter, followed closely by Iva.

Most technologically handicapped: Beth struggles, and Christine struggles in second. But we do not discriminate.

Bookworm: In a publishing program, Sarah is the clear winner.

Best shoes: Lots of votes for lots of people... Bethanne, Megan, and Stephanie all take first.

Cookie monster: Stephanie loves her cookies, of course.

Best hair: Rowly sweeps! Get the name of his stylist. Honourable mention to Craig.

Best ass: Ass is in the eye of the beholder as nearly everyone got at least one vote, but Nancy got three, so she wins.

Best dresser: Laraine and Christine tie. Stylish ladies indeed!

Best smile: Christine's pearly whites light up our lives.

Best laugh: Heather laughs loudest, with Bethanne laughing two.

Class clown: Stephanie makes us laugh. She is funny.

Best night out: Honey after the mag project rocked.

Teacher's pet: Wesley is the leader, with Iva also having a strong showing.

What should be added to the curriculum: Lots of comments, all generally focussed around telling us how to actually make money, dang it! Oh, and many suggestions for what should be taken out...

MOST LIKELY TO...

Never write a project report:

Mamdouh

Cast a shadow of scandal on MPub:

Lots of votes for lots of people, but Jr, Steph and Robyn win. Scandalous!

Prostitute for publishing:

Stephanie, who knows where there's a will, there's a way.

Arrested for stalking David Hasselhoff:

Jen

Become the next Rowly:

Iva will! Runner-up is Sarah. Vibrant young ladies.

Publish tasteful photos of nekkid people:

Heather knows how to make money.

Become a woman who kills:

Stephanie

Write a brownie cookbook:

Stephanie, but before or after she kills?
Holland is runner-up.

Write 'High Fibre Cooking with Porn Stars':

Heather and Holland tie. Who gets naked?

Be the next Susan Juby:

Bethanne. Who will publish her?

Work for Harlequin:

Susan

Form a guild in a cabin in the woods:

Whoa. Lots of people got votes. We have a bright, shiny future.

Sell wikis to the industry:

Laraine

Sleep their way to the top:

Mamdouh, Wesley, and Jen. Hopefully not together.

Sleep their way to the bottom:

Jen, and Wesley is the runner-up, or down.

Abandon Canada for Mother England or the

Great Satan to the south:

Robyn followed closely by Jr. Traitors.

Quotes and Memories

QUOTES

Rowly

"Now, will this magazine have pictures of both men and women? Or just women?" ... when reviewing Strathcona Media's proposal for an erotica magazine for women

"Who are you again?"

Nancy

"You guys are getting so passionate about commas!"

"You didn't like *Science Probe* 9? But... I edited it!"

Ron

"So after I did lab tests for experimental drugs on mice, I hopped up to Canada and opened a printing shop/hippie commune in the middle of nowhere, B.C." (paraphrased)

"23 hours to go!" (evil laughter) ... before the book project presentations.

"Hallelujah!" ... during Mamdough's speech in the mag presentation.

"Designers wear black to hide the sweat."

Jo-Anne

"Just between you and me, I call him 'The Rowler'."

"We're called 'Chicks with Balls.'"

"Oh, I've got to call Rowly to remind him to come for your exam."

John

"Fair enough, fair enough."

"Let's take it to the Thinkubator."

"Don't be too ambiguous."

"There's a paper topic."

Jillian

"I'm not hiding my People magazine anymore."

"Jean-Luc Picard is one of the sexiest men alive... the way he says ENGAGE!"

Craig

"That's a very particular type of animal."

"Wokka wokka wokka."

"That's where the rubber meets the road."

"Let's bat a little cleanup."

"It's dynamite! It's dynamite! It's dynamite!"

"It feels very J.Lo somehow."

"You have good momentum."

"Bingo bango."

"Publishers are not profitable because they're not profitable."

"There's a few different ways you can skin that cat."

"Good gravy."

"I'd be the kind of animal that would BUY and SELL you!"

"Every time I open up the Globe and Mail Books section and see the *Da Vinci Code* at number 1, AGAIN, I want to fling myself out the window. But I only live on the second floor. So I'd have to do it a few times."

"It's an eat-what-you-kill situation."

Ralph Hancox

Hancox: "Look at this cover. It's what, 50 lbs?"

Panel: "Actually, I think it's more like 80 or 100..."

Hancox: "So, 50 lb cover. Maybe you should think about the lighter cover stock."

"Have you done a break-even analysis?"

Andrew Feenberg

"You look bea-u-ti-ful today!"

Gary Ross (Editor of *Saturday Night*)

"Only one snorefest per issue."

Operations (panicking to Jo-Anne)

"David Hasselhoff is IN the project room with his thingamabobber!"

MEMORIES

Rowly

The green corduroy suit. So hot.

THE SUIT.

Missing his train and re-opening "the bar" after the book-publishing project.

Salient details.

All those bottles of wine...

Nancy

Supremely amusing sessions discussing semi-colons at 9 on Friday morning.

Her fear that she'd turned us off editing forever.

Awesome fashion sense.

Ron

His invitation to Massage Change.

The "face-smushed-against-the-Oyster-window" incident.

Telling us to take a walk on the pier after our Design exam.

The perverse pleasure he seemed to get out of watching us sweat during the book project.

Craig

Triangles.

Please see "quotes" section.

Jo-Anne

Her bowling team.

Note to next year's class: invite Jo-Anne to White Trash Party.

Ponytails!

Her story about getting the Vice President of SFU kicked out of the Harbour Centre.

Ensuring there was hummus at all parties.

John

His undying love and devotion... to XML.

His boundless enthusiasm, even for some dubiously interesting topics.

Getting upset because we have more inside jokes with Craig.

Enough hand-waving to put anyone into a hypnotic trance.

Jillian

Pastries.

Rugula.

Forgetting her wallet on the bus.

Did we mention... tasty food?

Evelyn Lau

Her story about how her editor was really terrible about returning phone calls. And then the editor appearing in our class the week after Evelyn Lau and announcing she was editing Evelyn's book.

Year in Review: Classes

by Megan Brand

It's easy to get swept up in the hype surrounding the MPub program before you enter "North America's premier training ground for professional publishing." So we thought you should (retroactively) know what REALLY lies in wait for you during the next 16 months of your life as Master of Publishing student...

PUB 800—Text and Context

It's been called the crux of the MPub program, and the reason why it's a Master's level program as opposed to an undergraduate one. With those weighty words come weighty expectations, and this course is about as heavy as it gets in Harbour Centre. Kick off your week at 9am on Mondays with in-depth discussions on idiosyncratic topics hatched up in the bowels of the CCSP—PEXOD, the CJC—solely for your learning pleasure. You'll be spewing forth salient acronyms with ease in no time. Don't be afraid of nodding off in class either; Rowly shows you how to nap with the panache that comes from having sat through years of boring presentations. Of course you've "read" *Vibrant But Threatened* by now, but you'll soon have a new appreciation for the genius that is *VBT*, and all the legislative gems within—Tariff 9958, Bills C-32 through 60, and Article 19 of the Declaration of Human Rights. Sound daunting? It's nothing you can't cram in during one fateful all-nighter before the course's three-hour exam. And be sure to save it on the server, already.

PUB 602—Design and Production Control in Publishing

This course is the reason why you spent a good hunk of your time and money attending Quark sessions during the summer before MPub. Only here you'll find that Quark is so passé, and that you'd better switch to InDesign if you're going to make it as a designer these days. Never mind the fact that most publishing houses still use Quark, who wouldn't want to succeed in the cutting-edge world of design? The money sure beats editing, and if you can proficiently emulate the style of a certain Vancouver cover designer with a penchant for script fonts, hey, you'll have it made. The course schedule's a breeze too—there are Wednesday-afternoon labs, in theory, but you'll likely spend them "working" on designs for your book-project covers. And then there are the readings. Save yourself some study time and stick to the handouts—Pocket Pal is really just a reference book in disguise and Bringhurst is a turn-on for Type-A typography geeks only. And no matter what you'll be told in this course, becoming a type geek is NOT something to aspire to.

PUB 601—Editorial Theory and Practice

So, you think you've made it over the hump that is Wednesday and that Editing class will be a breezy way to wake up on Thursday and Friday mornings? Think again, my future editorial assistant for life/photocopier extraordinaire. Just when you thought it was safe to re-enter room 2290 after nine hours of Text and Context, you'll find yourself back for another six hours of anal-retentive hairsplitting that is the Editing course. Spend time pouring over the

smallest differences between an ABI and TI sheets, the narrative voice and dramatization, and restrictive and non-restrictive clauses. Still confused? Not to worry. Learn how the "profession" of editing is all really subjective anyway, and that you can pretty much mark up a paper however you like as long as you have your reasons—the best of which is "because it looks right." But if you're really lucky, this course will provide you with the opportunity to take out your pent-up aggression on a horrifically bad manuscript, which will leave you scarred on any number of levels. Be very afraid.

PUB 600—Topics in Publishing Management

Are you an editor or designer who is secretly harbouring aspirations of wealth and power? Just itching to claw your way up the corporate ladder in the cutthroat industry that is publishing? Then this is the course for you. Learn how to tease out your own personal management style! As long as you value results over efforts you'll do just fine. Forget everything you learned in first term about being destined to rake in \$25,000 a year in publishing—when you're management you set your own salary. This course teaches you why functional management is actually dysfunctional, the carrot is more effective than the stick, and why we just can't rely on grants forever, people. By the end of the term, any lingering notions you may have had of toiling nobly in the "gentleman's profession" for a pittance will have been soundly dismissed. Take away anything at all from this course—and the airy-fairy concepts presented will surely leave you grasping for more—it's that it's all about the bottom line, baby.

PUB 801—The History of Publishing

Otherwise known as Time Travel 101—the course where the history of publishing seems to morph from century to century and country to country with the blink of an eye. Still stuck in 13th-century France? Well, if you're ever to become a fabulously successful publishing historian, you'd better read up before the subject shifts to 16th-century Germany and you're left haplessly sputtering a list of outdated dates and place names. Learn that no matter how standoffish they may first appear, Eisenstein and Hall are really your friends, but that Steinberg should continue to be avoided at all costs. Oh, and your essay can be only (!) 4000 words, OK? No use killing yourself by squeezing out another 2000 on top of that. Find out how the course schedule, like history itself, is mutable and open to interpretation—hand in the essay the following week, in two weeks, or even at the end of term sometime between your exams and the tech-project presentation. All the time in the world...

Year in Review: Classes

PUB 802—Technology and Evolving Forms of Publishing

No matter what you've heard, this course is for serious eggheads only—casual dabblers in technology need not apply. Learn how Microsoft is just one big baddy and that the whole world should be open source and available for free downloading... whee! Rivals Rowly's course for the number of acronyms you'll be required to regurgitate on exams; but please don't waste your time, and the class's, by asking how to pronounce them. (Ed. note: Sorry! But it's ess... er, never mind.) Unlike the Design course, Tech actually requires you to show up in the dimly-lit cave that is the Publishing Lab on Wednesday afternoons for hours of hands-on, geek-speak fun, as taught by your fellow classmates who have less of a clue than you do. But before you go all academic-like on the essays, don't bother—you'll be able to whip them off in a couple of hours on the weekend. It's true.

PUB 605—Book Publishing Project

Be prepared to give up any notion of a life you may have enjoyed before starting the Book Publishing Project, which will shortly come to consume your every waking hour. Start by meeting the four or five equally shell-shocked classmates you'll be working, eating, and imbibing with for the next eight weeks as you develop six book titles from TI sheet to full-blown fruition. You'll soon be traipsing en masse from one guest lecture and industry panel to another only to be hit over the head with more book-related knowledge than you'd have ever thought possible. And the panelists... look forward to fielding bizarre left-field questions and suggestions from a disparate group of professionals just waiting to tell you how and why your titles don't work on a variety of levels. Their divergent input will have your group changing the focus of your books from week to week. Six weeks in, however, you'll find your titles will have basically returned to their original concepts anyway and all will be right with the world again. Don't forget to revise your purpose and mission statement after every visit with panel members in order to reflect what *THEY* want you to do (today); to know your demographic better than you know yourself; and, oh yeah, to keep up with your three other courses during the oodles of remaining free time you'll have while working on this project.

PUB 606—Magazine Publishing Project

The second in the mighty triumvirate of MPub projects, the Magazine Publishing Project offers you the chance to work with a new group of classmates, which may or may not be a good thing based on your book-project experience. Like the latter, this project will soon come to occupy every iota of your time and will afford you the chance to glean valuable insight from a plethora of wildly successful industry types with heaps of useful suggestions and stories to share. Find out how, for example, with a little hard work and lots of good luck, you will soon be taking calls from Paris Hilton offering to pose for your magazine cover; how white space is *STILL* a good thing; and how *Saturday Night* staffers used to be a useless lazy bunch in need of a good kick in the pants. Look forward to revisiting those Abacus circulation reports for a second time, banging your head on the PMB terminals, and having even less of a life than you did in first term. Brace yourself...

PUB 607—Multimedia and Other Publishing Projects

First off, the name of this project is subject to change based on whether or not "multimedia" is a buzzword in any given year. Not so much in 2005, apparently, as this course came to be known as the Tech Project—a chance for you and four other lucky, burnt-out MPub students to a) wrestle with the beast that is PExOD, b) attempt to boldly go where no other MPub group has gone before in getting XML content in catalogue form, and c) throw a party for the Thinkubator. Before choosing your group (yes you, my little MPub minion, actually have a *CHOICE* of which group you want to join) it's best to consider a) the usability of PExOD (or tragic lack thereof); b) how failing at the XML project is no great shame, really; and c) whether you're able to get *THAT* worked up about the Thinkubator. But one of the best things about the Tech Project, by far, is the noticeable and welcome absence of the ever-present guest speakers of projects past—the mention of whom has been known to strike fear in the hearts of time-starved students. Plus, you get Tuesdays off. Sort of.

PUB 899—Publishing Internship

Your Publishing Internship is the reason why you can look forward to spending a good chunk of your school year worrying about where you're going to end up the following summer. Be sure to book your consultation meetings with Rowly and Craig early on—they're infinitely capable of taking one look at you and your dusty resume and being able to line up something suitable for the both of you in a snap. Once you actually manage to secure a much-coveted publishing-industry position, don't be overly floored by the fact that your salary will actually allow you to make your rent... just. If history proves correct, you'll be playing hangman and Scrabble with your new colleagues, or at least photocopying their hangman games for them, in short order. Other exciting prospects that await include your chance to be one of the roughly 50% or so of MPub "grads" who never actually write their project report; or the opportunity to have your scathing diatribe about the whole experience languish indefinitely in the oblivion that is non-publication. Who knows? You may also be one of the lucky ones who gets a job out of their internship and manages to recoup the \$1911.98 price tag of the entire shenanigan. Ouch.

PUB 898—Internship Project Report Evaluation

Another \$1911.98 buys you the Internship Project Report Evaluation: a chance to spend four months writing your project report, talking to Rowly about it, and emailing John. Sound like a bargain? You'll also be able to bitch about it on Thinkubator with your fellow procrastinators and post pictures of the pretty little bracelets you made bearing your (proposed) completion date. But somehow that December deadline will get bumped back to January, then maybe April, and before you know it you're out another 1,911 bucks (and ninety-eight cents). Why not just get a job out of your internship and work on the report nightly for the next five years, whydontcha? Surely that would be the lesser evil? Um... maybe not.

Coffee Break With Faculty

interviews by Megan Brand

The following probing question was put to the MPub faculty in an attempt to uncover their respective thwarted dreams:

What would you have done with your life/become had you never entered the “gentleperson’s profession” of publishing/set foot in the CCSP?

Would you currently be circumnavigating the Americas in a 40-foot sloop? Tasting wines in Tuscany for a living? Or would you now be a tree surgeon, tree hugger, or dog musher?



John Maxwell:

I was going to be a starving post-punk-pop musician, but new media rescued me from that career choice; then I was going to be a starving web designer or programmer or some such, but MPub rescued me from that career choice.



Ron Woodward:

When I was growing up in Cincinnati, Ohio, I played little league baseball... all the time. My passion was pitching. At the tender age of 12, I had a reputation for having the fastest pitch ever seen in that age group. The only downside was that I was wild as hell, adding to my reputation as the pitcher most likely to hurt a batter.

This worked for me as the small frail bodies of young boys would hang trembling over my target. Anything on the inside would send them to the dust. As the years went by my speed picked up and my accuracy increased, although not as much as it should have. At a point in my career, an uninspired coach (or perhaps he was tired of apologizing to parents for me beaming their kids) moved me to catcher. Given the right coaching I could have gone all the way to the big dance. Down side... at the time I would have made the majors salaries weren't much better than other professional areas. As for where I would rather be right now... nowhere. Teaching MPub keeners is the best job I've ever had and sailing is the best hobby.



Rowly Lorimer:

I would have pursued a career as a confirmed malcontent inside SFU's Communications department while establishing Stone Meadow Vineyard as BC's best boutique winery. To integrate these two elements of my life I would present research papers at every conference located near a grape-growing region.



Nancy Flight:

When I was young and naïve, I thought about becoming a professor of Russian—until I realized how long it would take me to become proficient in the language. In my fantasy life I would be a ballet dancer.



Jillian Shoichet:

It was either a Master's degree in archaeology or a Master's degree in publishing and I got the acceptance letter from MPub first. So if I hadn't entered the CCSP offices, I'd probably be leathered and weatherbeaten, sweaty and sand-encrusted on a tell in the Jordanian desert (with my trusty bull-whip in my back pocket).



Craig Riggs:

If not this, I would be the benevolent proprietor of a cafe and used bookshop. We would publish occasional works on an old letterpress, and a dedicated circle of readers and writers would hang there during the day arguing and drinking too much.

The Fall 2004 list: what's in store?

snarkily edited by Jen Croll

from Firecracker: some explosive (cough cough) new books!
reviewed by Christine Davidson

Encyclopedia of Sex: A to Z for Teens
By Sue Johanson

Diaphragm, BDSM, G-spot, bukkake: what does it all mean? Sue Johanson takes today's sophisticated teens on a stimulating journey of sexual discovery. No, you dirty people! That's not what I meant!

Pomegranate
By Sarah Lyons

A curious 16-year-old is hot for teacher. Why didn't they ever get it on? This one makes an ideal buy for all those who lusted in vain after Ralph Hancox. (According to our surveys, this contingent is shockingly large.)

Teenage Antihero #1: Brainwash
text by Jesse Rains

illustrations by Hiro Takahashi

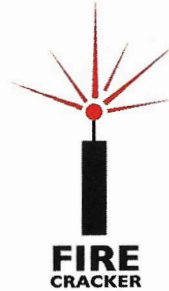
In this new graphic novel series, four stereotypical teens face tough issues and everyday crises at Whitebread Suburban High. And they have superpowers! No, really, it's not schizophrenial! The *Teenage Antihero* series is sure to bring back memories of hot-boxing the school bathroom, and will make you want to break out your Cure albums and black turtle-necks and start drinking pilfered alcohol out of your parents' liquor cabinet. You did stop doing that stuff, right? Er...

No Reservations: Native Youth Speak Out
Edited by Joanna Cranmer Recalma

Native youth tell their stories about identity and Canadian urban culture in this important collection—the first of its kind. These young writers demonstrate a true understanding of courage and resilience. This is an excellent collection that every Canadian, especially those lacking in courage and resilience, should read.

ohmygod! am i straight?
By Ernie French and Josey Vogels

NO, YOU'RE NOT. Question answered—now let's all go drool at the cage-dancers at the Odyssey to celebrate! This book tells it like it is, which is exactly what youth want to hear.



from Upstart Crow: books that ain't guano
reviewed by Christine Davidson

Feeling the Buzz: The Sexy Saga of the Vibrator

By Laura Penny

Desperately searching for that perfect gift for Grandma Jennings, your new boss, or your mother-in-law? Well look no further! Guaranteed to stimulate (yes! yes! YES!), edify (I'm ready to learn!), and amaze (oh ENRICO, you're the KING!), *Feeling the Buzz* is a smart and stylish celebration of 150 years of vibrator history for women who take sex seriously.



The Dissident Son: The True Story of an al-Qaeda Deserter
By Mark MacKinnon

A gripping and authoritative account of a life on the frontlines of the war on terror. This book is about 23-year-old Abdurahman Khadr—a self-professed al-Qaeda deserter, former CIA agent, and Canadian citizen. An ideal buy for friends or loved ones who wish to desert al-Qaeda.

Speaking of Survival: Shantytown Dwellers Tell It Like It Is
text by Thom Hirschmann

photos by Sean White

A collection of 16 gritty and heart-wrenching stories that puts a human face to the acute global problem of homelessness, urging us to do more to solve it. You'll appreciate the empathy this one stirs when you abandon publishing to become a squeegee kid.

Thread of Prayers: Biography of a Political Prisoner at Thirteen

By Kalsang Dawa

Foreword by the Dalai Lama

The heartbreaking true story of a Tibetan Buddhist nun's 14-year fight for freedom after becoming the world's youngest female political prisoner. If you don't like this book, you're a bad, bad person! I mean it.

Worn Thin: A Gay Man's Battle with Anorexia
By Dylan Rourke

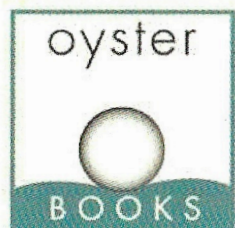
Foreword by Dr. Keith Loukes

An unflinching look at one gay man's struggle with a devastating eating disorder. Nonetheless, this book is excellent and will compel readers to follow Dylan Rourke on his difficult journey from addiction to recovery, and then maybe to eat a big sandwich.

Book Reviews

from Oyster Books: reading to ineffectively alleviate midlife crises (maybe you should skip this step and buy the Porsche right now...)

reviewed by *Jen Croll*



Sea Mist on Chardonnay: A Romantic Journey on the Pacific Coast

By Jill Connolly

In this captivating travel narrative, Jill Connolly experiences the exotic culinary pleasures and romance of the beautiful West Coast, from the verdant shores of British Columbia to the idyllic, artistic communities

of the San Juan Islands. While the overflowing bounty of adjectives about Connolly and her husband reveling in the sensual pleasure of crushing different foodstuffs between their toes and other parts of their anatomy might make you think that this is some kind of bizarre North-Western epicurean softcore, sadly, it's not.

I Love You, But Please Leave! Springing Free From the Perma-Parent Trap

By Dr. Cindy Richardson

Today, 4.5 million North Americans between the ages of 25 and 34 live with their parents. This book shows parents how to get their lazy good-for-nothing spawn off the bloody couch and into a rewarding career in appliance sales (or something equally exciting, no doubt), all while maintaining a passive-aggressive nurturing warmth.

How to Say "I Do!": The Gay and Lesbian Guide to Marriage in Canada

By Rick Archbold

For years, straight people have been enduring the agony of marriage. Now, gay people can too! In this informative guide, Rick Archbold shows the newly liberated masses of lesbian and gay couples how to transcend romantic bliss into stale legal unions.

Maturing Preposterously: How to Completely Exaggerate Your Potential in Your Zenith Years

By Christopher Guest

How the hell did Oyster Books manage to get Christopher Guest as an author? Whatever.

Choosing What Matters: The Forty-Something's Guide to Simplifying Life

By Edye Ellis

This book allows the newly middle-aged to prolong their youthful delusions by encouraging them to cultivate dreams of jobless drug-addled commune life. Or something along those lines.

Caring for your Aging Parents: A Comprehensive Canadian Resource

By Dr. Janice Keefe

The alternate title for this fun-filled tome was once *Paving the Way to Death*. Beyond a doubt, this is the breathtaking pinnacle of Oyster's top-notch list of captivating reads. Everyone's going to want to be seen with this beauty on their beach towel. Makes an excellent wedding present, too!

THE BANANA REPUBLIC OF LETTERS

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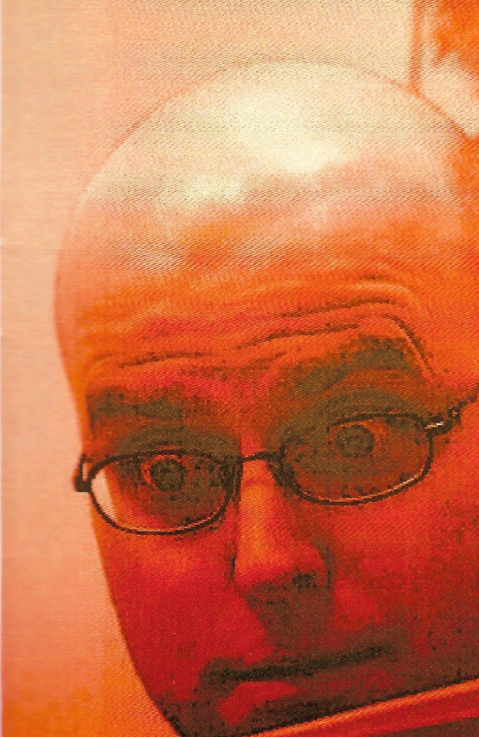
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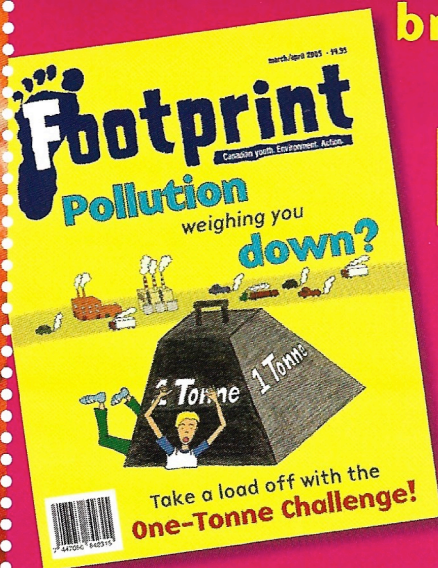




THE CRAIG RIGGS MEDIA EMPIRE

CRAIG RIGGS KNOWS
WHAT YOU LIKE

AND YOU'RE GONNA
TAKE IT LIKE THE
SHEEP YOU ARE



brightly coloured
environmentalist
HIJINKS!

Name _____

Address _____

☐ Payment Enclosed

☐ Bill Me Later



consume everything
in sight

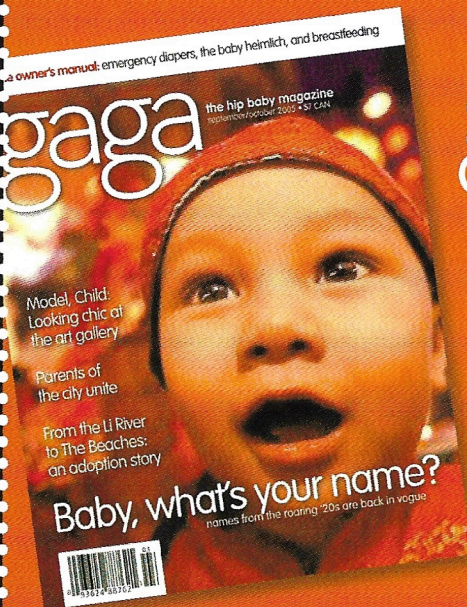
(but do it sustainably)

Name _____

Address _____

☐ Payment Enclosed

☐ Bill Me Later



gaga

because your mommy's loaded
(in more ways than one)

Name _____

Address _____

☐ Payment Enclosed

☐ Bill Me Later

