

Cutting Edge

Publishing

1732 North 15 East, Rexburg, ID 83440
cuttingedgepublishing@gmail.com
(208) 543-4339

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Spori Publications
Brigham Young University—Idaho
106 Rigby Hall
Rexburg, ID 83460-4540

Dear Sister Reschke:

Cutting Edge Publishing, a company that was just formed this year, is concerned with reversing the uninspired perspective on change in this country by reintroducing the need for new innovations and ideas. For this reason, we are requesting funding to advertise and produce a magazine based around new, creative ideas and products. The proposed name of this publication is *Out of the Box*. The idea for this magazine comes from one shared by members of the Cutting Edge editorial board. We have felt a call to action and feel it necessary to provide a magazine that not only highlights how recent innovations have changed and sculpted our culture, but also provides a platform to put forth new innovations. We aim to show future innovators that there is still room for fresh and rejuvenating ideas. In this proposal, we will show the following things:

- Why we feel there is a need for this magazine
- A description of what the magazine will contain and how we plan on displaying our ideas within the magazine
- How we plan on organizing the first issue and subsequent issues
- Introduce our editorial board
- Who we feel would benefit most from reading this magazine (or, in other words, who our intended audience is)

We hope this proposal will convince you of what we believe is an obvious need in our society. With funding, we will have a premier issue out by the beginning of April 2012.

The Need

There are magazines out there today for artists, such as *The Artist's Magazine* and *Asthetica*. There are also magazines for technological innovation, like *Technology Review* and *Innovation America*. Art and innovation go hand in hand; however, there are currently no magazines available that combine these two concepts into one convenient publication. We believe that our magazine will be successful for three reasons. First, since this magazine will be about innovation in both art and technology, it will appeal to a wide-ranging audience of innovators, inventors, creative thinkers, and anyone who has an appreciation for creative art and technological innovation.

Second, this magazine will be full of revolutionary ideas that have changed our society's perspective in the fields

of science and art. Readers will see how much of an impact art and technology have on them as individuals and on society as a whole. This will help illustrate the usefulness of innovation and how it is important to ensure that we never stop pushing the envelope to discover what new advances lie waiting to be discovered.

Third, our magazine will promote the need for more ideas that will be innovative and revolutionary. This magazine will provide a creative outlet for artists and inventors, and we hope to inspire creativity and innovation in our readers and encourage them to come up with the next big thing in technology or the next great masterpiece of our time. Thinking outside of the box is beneficial to our society, and our magazine will provide the incentive necessary to get our readers' creative juices flowing.

The Magazine

We have chosen the title *Out of the Box* for our magazine because our focus is on sharing and encouraging innovative ideas that extend outside the boundaries created by society. The phrase typically used to promote this kind of thinking is "think out of the box," and so we felt that using this saying as the name of our magazine immediately conveys what our magazine is about. In addition, we want our magazine to attract everyone from teenagers to retired grandparents, and so we chose a name that would be catchy enough to appeal to the younger generation, but also sophisticated enough to interest an older audience. *Out of the Box* has a much zingier sound to it than something like *Modern Innovation*, but it still retains a certain familiarity due to its origin in an old saying.

In our first issue, we will focus on groundbreaking innovation in the twenty-first century, things that have either recently come about or are currently being created, with the purpose of showing how these innovations have influenced society. We expect a wide variety of article topics submitted by our readers focusing on creative ideas in everything from music, art installations, and science fiction to the latest advances in video games, phones, and computers. This focus on innovation in all aspects of creative thought makes our magazine unique in the industry and therefore highly competitive. Our first issue will be organized into two major sections, art and technology, that will be further subdivided into smaller categories:

Art:

Fine Arts

"Fine Arts" will include new techniques and styles created in the areas of two-dimensional design, such as drawing and painting; three-dimensional design, such as sculpture, ceramics, installation, and architecture; and graphic design, such as posters, magazines, and cover designs.

Music

"Music" will contain articles on advances in the music industry, such as the advent of techno, the MP3, and iTunes; computer editing; and even covering how Guitar Hero, Rock Band, and shows like American Idol have changed how people think about music.

Writing

"Writing" will cover innovative changes that have been or are being made in the world of the written word, such as blogs, e-books, steampunk, and the comeback of poetry in the form of young adult novels.

Technology:

Video Games

"Video Games" will be about innovations that have been shaped by video games in areas such as graphics, storytelling, and game-play and the affect those innovations have had on people and the society we live in.

Media

“Media” will include articles that discuss how technologies like television, movies, radio, and the web have changed in recent times, from the popularization of the “crime” show and HD radio to the advances being made in computer graphics and social networking.

Computer/Mobile

“Computer/Mobile” will contain articles on the advances that have been made in computer technology, such as the iPad, as well as how mobile technology has changed because of smart phones and apps, focusing on what these changes are doing to change how we think about and interact with the world.

The Editorial Board

The editorial board is well-staffed with Jessica DeLand as Editor in Chief and Emily Garrard, Andrew Wallock, Cara Aucoin, and Lexi Clark as Sponsoring Editors. Together, the team is equipped with the best techniques and skills available to produce a journal of quality and professionalism. As editor in chief, Jessica will be leading the team in major decisions and organization. She will focus on making sure all details are assigned and that each sponsoring editor is completing tasks to the best of his or her ability. As sponsoring editors, Emily, Lexi, Cara, and Andrew will be in charge of managing and revising written work submitted to the journal for publication and sending letters to the authors in regards to publication decisions. The sponsoring editors will also work closely with Jessica on layout and concept decisions for the journal.

All the team members of Cutting Edge Publications are college seniors, preparing to graduate with English degrees with emphases ranging in English education, technical writing, creative writing, and literary studies. Each has prepared himself or herself throughout his or her college career by participating in leadership roles and group projects. Jessica has previously participated on the editorial board for the *Outlet* literary journal published by Brigham Young University-Idaho as well as the *Phoenix* art and literary journal published by Clark College. This editorial background gives her the tools necessary to produce the best products possible. Emily and Cara both have receptionist and office backgrounds that make them excellent assets for insight into office organization and maintenance. Emily has also served on editorial boards and knows the demands associated with publishing journals. Andrew has participated in publications such as *The Scroll* and Bleacherreport.com. With this background as a writer, he knows how to best involve and capture the attention of the audience. In addition to her focus on English, Lexi is also studying Art History and has worked extensively as a researcher in many areas of literature and art.

The main goal of the editorial board is to publish a journal that is top of the line and professional. To achieve this goal, editors will focus on responding promptly to all submissions and providing the best possible feedback through detailed analysis of work. Feedback will focus on positive aspects that will help the writers revise their work to the highest quality. Our goal is not to alienate our readers and writers, but to create relationships through meaningful and positive interactions.

Submissions and resubmissions of articles from writers may pose a problem due to the busy schedules that each editor maintains. To deter any problems, editors will be prompt with responses, and the expectation is that writers will be prompt as well. Together, editors and writers can edit and revise writing to professional standards and quality. The editorial board will also make sure that the call for papers is clear and concise in explaining our needs and desires for the upcoming publications to better enable writers to submit work.

The Audience

The goal of this magazine is to appeal to a wide range of people of all ages, but we feel that our target audience is comprised of enthusiastic, entrepreneurial-minded people. The world of technology and innovations is

changing quickly, and we want our readers to feel they are being informed. Students, creative thinkers, and anyone who is interested in new ideas and ideas that have changed society will be perfect readers for our magazine.

The magazine aims to be informative but not comprehensive based on the assumption that our readers have a basic understanding of art and technology. The articles will be inclusive of all knowledge levels. Even though our magazine covers many areas within art and technology, we anticipate that all the articles will be appealing even to those who, given their interests, may not be knowledgeable about art or technology.

Because our magazine covers many areas of innovation, we will have a wide range for advertisement. Advertisements for the MOMA, the opera, and other art galleries as well as technology companies such as Apple, Microsoft, Sony, and Nikon will appeal to the diverse interests of our audience.

In conclusion, we request approval and funding for this proposed magazine, confident in its potential to appeal to a wide variety of readers. We expect to send out our call for articles on February 11, 2012. We would appreciate it if you will contact us as soon as possible with your decision. If you have any additional questions or concerns, our editor in chief, Jessica DeLand, would be happy to discuss them with you. She can be reached at (208) 557-8204 or kjspontaneity@gmail.com. Thank you for your consideration.

Best regards,

Cutting Edge Publishing Group

