

**For Immediate Release**

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## **Zuckerbook: Open It and Read**

*Students Explore Publishing World Through Jerry Zucker  
Middle School's Literary Magazine*

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NORTH CHARLESTON—

“You get to be whatever you desire, you get to speak of what you have become.” This thought-provoking line is from a poem written by a former student at Jerry Zucker Middle School. It appears in the 2012-2013 edition of *Zuckerbook*, a literary magazine created by Erik Hilden, an 8<sup>th</sup> grade ELA teacher at Zucker Middle. *Zuckerbook* is much more than just a compilation of student writings, however. Hilden has created an entire class around the magazine in which students have the opportunity to learn how to run a small publishing company.

*Zuckerbook* has its roots in a literary magazine called 321 that Erik Hilden produced as a student teacher in Portland, Oregon a number of years ago. 321 was a collection of Hilden's favorite writings by his 8th graders at the time. When he came to Zucker five years ago, Hilden wanted to produce a similar literary magazine, but it wasn't until his second year here that he teamed up with another teacher who had the same interest and the result was a literary magazine entitled *Dude, It's A Magazine*. The next year, *Zuckerbook* was born when Hilden renamed *Dude, It's a Magazine* for a bulletin board he designed which mimicked a Facebook page.

The first *Zuckerbook* was produced by a group of students in an after-school club and consisted of a 70-page softcover pamphlet of student artwork, poetry, and short stories. Last school year, *Zuckerbook* was on hiatus as there was neither enough interest nor money for producing the magazine. However, Hilden continued to collect student writing in the hopes of producing the magazine again.

Hilden's dream has always been to produce a real paperback book and sell it in stores as well as give it away to students for free, but “there was no way that was going to happen with an after school club,” says Hilden. So, this year, after teaching a semester of his usual Anthropology class during the

daily 45-minute exploratory period known as “Z-period,” he decided it was time to “just go for it.” Hilden’s second semester Z-period class became a class devoted to producing *Zuckerbook*

Hilden runs his *Zuckerbook* class like an actual publication. There is an entire staff with department leaders and workers that are assigned various tasks. Fundraising is in charge of raising the money to cover the costs of producing *Zuckerbook*. Internal Production is in charge of what goes into *Zuckerbook*. External Production is in charge of getting the book made, and Public Relations is in charge of raising awareness about the book. Leaders grade their team members, and Hilden grades the leaders. The leaders receive assignments from Hilden and distribute them to their teams. A job board is maintained and there are bi-weekly corporate meetings where Hilden and his staff review plans for fundraising, production, and PR as well as review their financial statement and plan of action. The class is currently just under \$700 from their goal of \$2500 to produce copies of the book and distribute them on Amazon.com as well as in local book stores and businesses. Half of the production run will be set aside for free distribution to students. Hilden and the students are raising the money to produce *Zuckerbook* by various means. Most recently, they had two cookie sales which proved very popular with Zucker students, teachers, and staff- one for Valentine’s Day and the other for St.Patrick’s Day.

According to Hilden, the goal of *Zuckerbook* is best left to its staff’s mission statement which is “to produce the very highest quality Student Publication of Literary Works intermingled with Visual Art, Research, Editorials of Student Interest, and Expository Works while Remaining Faithful to the Zucker Middle School Student Experience, and then distribute it to the community, so that our voices may be heard. Open it and read...”

For more information regarding this event, please contact Principal Jacob Perlmutter or librarian Miranda Cary at (843) 767-8383.

### **About the Charleston County School District**

Charleston County School District (CCSD) is the second largest school system in South Carolina representing a unique blend of urban, suburban, and rural schools that span 1,000 square miles of coastal lands. CCSD serves more than 48,000 students in 84 schools and several specialized programs. CCSD offers a diverse, expanding portfolio of options—including neighborhood, charter, magnet, IB (international baccalaureate), and Montessori schools—and is divided into early childhood, elementary, middle, secondary, “Innovation Zone” and Promise Neighborhood Learning Communities, each led by an associate or assistant associate superintendent. With approximately 6,000 employees district-wide, CCSD is the fourth largest employer in the region.

For more information, visit [www.ccsdschools.com](http://www.ccsdschools.com).

### **About Vision 2016**

Vision 2016 is the next phase of Charleston Achieving Excellence, Superintendent McGinley’s flagship reform initiative. The five-year plan aims to dramatically improve the achievement of every student in Charleston County and includes three fundamental goals: 1) close the achievement gap, 2) elevate achievement overall and 3) raise the graduation rate. These goals were developed through a series of community engagement meetings in partnership with the CCSD Board of Trustees.

CCSD believes that by combining the right supports, high expectations, and great teaching—every child will graduate with the critical skills and knowledge necessary to succeed in college and the 21st Century global workforce.

For more information, visit [vision2016.org](http://vision2016.org).