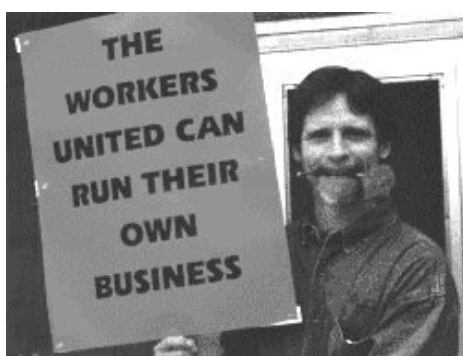


# Our Collective Voice

Spring, 1998 • 15th Anniversary Issue

15th Anniversary Celebration

## May Day Unstrike & Workers' Holiday



The weather sulked (as did just a few customers) but the predicted downpour never materialized and scores of our loyal customers *did*, to join us in celebrating 15 wonderful years of worker-ownership with our '**MAY DAY UN-STRIKE & WORKERS' HOLIDAY ON THE COMMON**'.

If you weren't around or you missed the advance promotion, posters and press coverage, (and stood grimacing at our locked doors) and want to know what you missed, or if you just want to see if you get mentioned by name, read all about it on page 2.



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# May Day Anniversary Celebration

- At our invitation, over twenty area organizations representing human rights, labor, environmental, health, child-care, education, youth and other concerns set up information tables on the town common.

- An eclectic assortment of area musicians took to the stage and kept participants clapping, tapping and singing along as they visited tables, enjoyed free lunch, cold drinks and cotton candy, played games or took a turn in the bounce castle.

- The worker-owners of Collective Copies took up our signs and, joined by friends and supporters, picketed our own store in a good-natured tribute to the far more grim strike that got us our start 15 years ago. We followed this with an impromptu march down Pleasant Street to the site of the original strike (and present-day site of puzzled café patrons).

We'd never before attempted to organize a special event of this sort

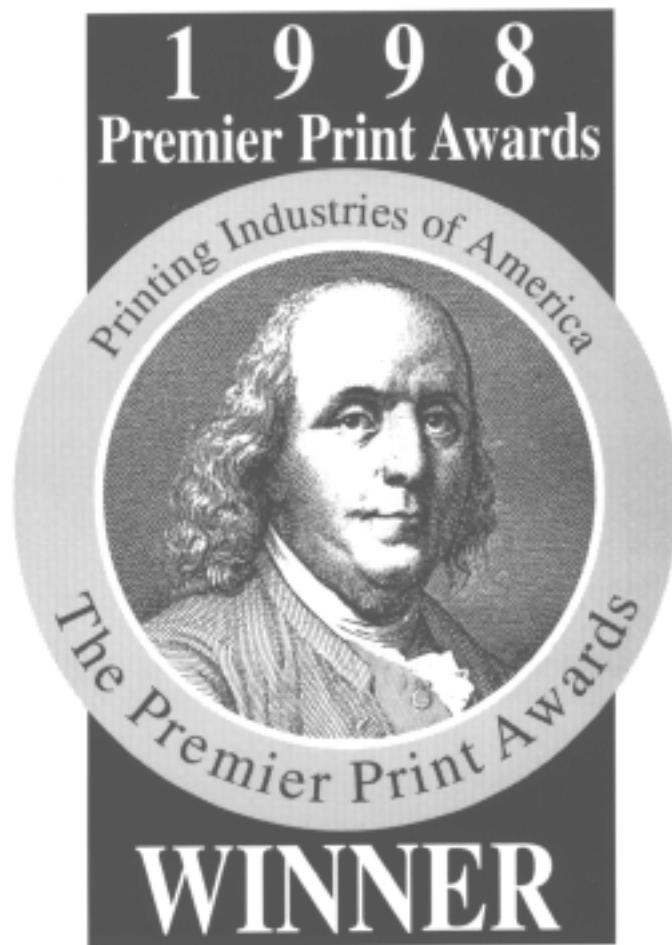
and size, and it didn't happen without some bumps along the way, but for their help in bringing it all off, we'd like to thank the folks who staffed their organizations'

tables; the volunteers who turned out to lift, haul, fetch and ladle; the performers who donated their talents; Drummer, Loren Wiesman, who walked us through the role of producer; and Amber Waves, Antonio's, Bueno Y'sano and Rao's for keeping the food, drink and a ton of napkins coming.

Our original notion was just to find an appropriate way to celebrate our 15th anniversary and the community that has been so supportive of us, but we've already been asked if we'll be doing it again next year. After recovering from our initial exhaustion, we started to warm to the idea. No promises yet, but we're already kicking around ideas for an "Annual May Day Workers' Holiday on the Common."



This is what we get  
for going up against commercial presses,  
publishing houses and design firms...



## We Won! We Won!

The Premier Print Award (or, "Benny") is presented for excellence in print communications. It has been awarded to printers, presses, lithographers, screen printers, publishers and designers. But a copy shop? Not until we brought one home this year. This makes us unique, but then, we've always known that. The quality of our work

is something we have always been proud of: We're all experienced professionals and as worker/owners, each of us demands a great deal of ourselves. But boy, it's nice to have confirmation and recognition from others in our field. Very nice.

# New Stuff

**Network Server** (Coming in September) This will connect our Docutech copier to our computer and the internet. Document files can go straight from email to finished job without paper originals.

**Oversize Copier** Our new roll-feeding copier makes multiple copies of large originals in a fraction of the time it used to take. It reduces from as large as 36" and enlarges to 36" wide and nearly limitless length.

**Roll Laminator** This machine handles up to 24" wide and...really long in lamination thicknesses 1.5 - mil. Particularly good for menus and signs.

**Mail Merge** Mail merge enables us to print addresses from your mailing list directly onto copies of your newsletter -- with no labels!

**More Papers** We've added more of the popular flecked fibertone papers in soft, subtle shades. They include three 11x17 text weights, two poster-size (18x24) cardstocks, and one 8.5x11 cardstock.

**File Conversion** Software upgrades or Mac/PC incompatibility complicating your efforts to get files printed? Our new conversion



program laughs at such petty challenges.

**Fonts** We have over 325!

**Hebrew Fonts** We now have over 17 Hebrew fonts – the kind of selection most places only offer in

English – for your bar/bat mitzvah invitations, wedding announcements, holiday wishes, etc.

**People** New member, Jennifer Goodheart and apprentice, Randy Zucco.

# Customer Feedback

As always, keep it coming. Over the past couple of years, your feedback has led to a new and bigger store, a larger staff, a color copier, high-quality photo reproduction, an oversize zoomer, a scanner, more self-serve copiers, 2-sided self-serve capability, self-serve copiers with document feeders, a second register for student course packet sales, T-shirts, mouse pads and mugs, a postal scale, more bind types, and a Federal Express drop box.

*I believe in  
censorship...afterall,  
I made a fortune  
out of it.  
— Mae West*

# Looking Good

*So you're putting together a newsletter or brochure. Maybe you've been doing it forever (or it only feels that way), maybe you're making your first foray into uncharted territory. Either way, you've probably concluded there must be some tricks to making your piece look really good. Indeed, there are; along with innumerable pitfalls to push you over deadline, over budget, or just over the edge. Here then, along with a glossary of indispensable terms, are some general points and tips for using grey screens so you get it right the first time.*

## The Fundamentals

It's not enough that your design look good on the computer screen or coming out of your printer; what you'll be getting in the end are *copies* and a copy is always just that — a step removed from the original. If you know that your piece is going to be reproduced on a copier, design it *for* the copier, with the copier's capabilities and limitations in mind:

### Copiers "see" in black & white.

More precisely, they translate what they see only in black and white; very light colors come out white, dark colors come out black and in-between shades come out...badly. It's possible to create the *illusion* of grey (for photos, etc.) by screening the image. A screen is just a pattern of black dots which the copier can translate and which we then *perceive* as shades of grey. (Read on for more about using screens.)

### Copiers choke on lots of black.

White text and images on a black background are dramatic, but a copier isn't designed to dispense toner fast enough to keep turning out a good, solid black. After just five or so copies, black areas become snowy or streaked - or the density of toner causes the machine to just jam up and shut down. If more than 40% of one page or 20% of several pages is black, go back to the drawing board.

### Copiers don't do bleeds.

That is, they can't print clear to the edge of the paper. To avoid having parts of your page cut off, allow *at least* 1/8 inch margin. If you desire a bleed,

design your piece a little undersize and trim the margin from the final copies.

### Paper will shift as it travels the paper path.

To get from the paper source to the imaging area, each sheet of paper is pulled as much as several yards through a series of wheels and belts. Each sheet may reach its destination in a minutely different position. The shift is minor, but you should reconsider any design that relies on perfect registration. (For example, lines or borders on opposite sides of the page which, when folded, are expected to line-up just so.)

## Using screens & photos in the digital age

Does this look familiar?



All these years, with analog copiers, you've been taught that you can't just paste-down a photo -- if you want it to look halfway decent, it must be made into a halftone. Even so, this is how your copied photos have been coming out.

What's happening?

Well, there's a halftone, and then there's a halftone calibrated specifically for a copier...and you know what? Unless you're something of an expert,

it's exceedingly difficult to produce a halftone that *is* right for a copier. The average home/office printer doesn't do it. So now, along comes digital technology and you'll have to learn all over again how to use photos. Here it is:

### Provide the photos.

Really. Indicate where they should go and how big they should be and have us **digitally scan** them into your document. You'll end up with this:

The same goes for placing text over



a grey background. Experience has probably taught you that it doesn't work well on a copier; for the best results, the grey block has to be copied one way and the text another, but when they occupy the same space on your original, it can't be done. So don't do it. Instead, provide us with the B&W text and, on a separate page, a solid black box. We can scan it, turn it into a grey shade, and drop it in beneath nice, dark text so you get this:

*Be bold in what you  
stand for and careful  
what you fall for.*  
— Ruth Boorstin

# Glossary

**Bleed** Printing that runs clear to the edge of the paper.

**Camera-ready** Refers to a piece that is setup specifically for the copier, so that it requires no additional setup, scanning or editing but is ready to run as-is.

**Copy** Refers to a reproduction or the process of making one. Also, not an original.

**Cut & Paste** Pretty much what it sounds like, it can be done with scissors and glue stick or digitally.

**DPI** (Dots-per-inch) Refers to the number of black dots packed into an inch of space. A higher number makes a better quality printout or a darker shade of grey.

**Docutech** A digital copier which functions more like a digital scanner and printer than a traditional copier in that it permits the operator to manipulate images and screen graphics.

**Editing** The process of digitally manipulating elements of a piece to delete, add, move or alter them.

**Element** The individual photos, graphics, captions, body text, etc. that make up a page. Any number of elements may be found on a single page.

**Funky Gradoo** Colorful Southern term for schmutz (Yiddish), crud (Yankee) or other unwanted marks, spots or streaks on a copy.

**Generation** Refers to the remove of a copy from its parent — a copy from an original is a 1st generation. A copy of a 1st generation is a 2nd generation, a copy of a 2nd generation is awful. Closer is better.

**Ghost** A 'special effect' wherein a graphic appears as a faint grey in the background beneath text

**Graphic** Refers to images and non-text elements, e.g., photos, art, illustrations.

**Grey Screen** (a.k.a., screen, greyscale, half-tone). The terms are often used interchangeably — don't be alarmed. Refers to an image rendered in black dot patterns to simulate grey shades.

**Line Count** Relates almost exclusively to screens. Generally, a lower line count is more important for a good copy than

a lower DPI, but not all printers can be adjusted for this.

**Master** Whatever copies will be made from. Whether an original or a copy, it should be clean, clear, unmagled and as close to the original as possible.

**Moire** A strange, swirled, woven or even plaid pattern in a screen. It can result from rescreening a previously screened image.

**Output** Generally refers to your printer settings as in, '600 DPI output' or "can you adjust your output?"

**Original** As opposed to a copy. Whatever serves as a master.

**Paste-up** Whether done with an actual glue stick or digital imaging, it's still what it sounds like.

**Paste-up Lines** These marks or lines appear on your copy where your pieces are not glued securely or are glued with too many layers, one atop the other, producing shadows or edges which the copier 'reads'. (see *Funky Gradoo*)

**Piece** Refers to the whole of your document, the 'piece' you'll need to have run.

**Print** The product of a printer or an offset print shop (not a copier or copy shop).

**Printer** Refers to an output device attached to a computer or to the operator of a print shop.

**Proof** A sample for purposes of detecting possible problems, typos, etc. before the run.

**Registration** The precise position of an image on the page in relation to other images on the same page or back side.

**Reverse** A black background with 'white' text.

**Run** Your green-lighted order, as in 'a run of 600' or "has it run yet?"

**Scan** A digital 'snap shot' of an image, usually of a photo or other graphic element, to convert it to greyscale or incorporate it into a computer file.

**Screen** It's a verb! It's a noun! It's an adjective! It's a short-hand term for a greyscale (see above) or the process of creating one.

**Setup** Broad term to cover whatever is involved in making a piece camera-ready, from paste-up to scans.

**Toner** The type of dry ink used by copy machines.

**Typesetting** Refers to computer work or desktop publishing services.

## Quick Tips

For the best copy results

Use black & white originals. Blue ink, pencil or light colors on white or black on colored backgrounds will copy poorly and in some cases, not at all.

Use the original. Try not to make copies from a copy. The quality degrades with each step from the original and over time, just plain stinks.

Try to provide original photos and Do Not place text in grey backgrounds. You'll get the best result from having these digitally scanned.

Allow at *least* 1/8" margin all the way around your document. Anything that's too close to the edge will get cut off.

Give us your originals in the correct order,

with pages numbered. DO NOT turn pages over to indicate back to back pages.

Remove staples and warn us if your document contains paste-ups, punched edges or undersize pieces of paper. These can jam the machine and ruin your original.

If you want copies of a document we have on file for you, you must call ahead. It takes time to call up files and we can't do it while you wait.

Carefully proof any typesetting you have done *before* we make your copies.

Tell us exactly what you want -- we will make no assumptions. If you want your copies stapled, 2-sided, on a color, trimmed, pasted-up, folded, etc. . . tell us.

# Copyrights...

*Whad'ya mean you  
can't copy it?!*

Did you ever imagine anyone cared what you have copied? If it's copyrighted material, you can bet someone does. **FYI...**

Our policy is to be in full compliance with U.S. Copyright Laws. Under these laws, it is unlawful to reproduce copyrighted material without the documented permission of the copyright holder (usually the publisher). The law *does* permit a single copy of such material to be made for personal use. This, we will do, but in the absence of the necessary permission, we will not make multiple copies. While we are aware that this may present you with an inconvenience, we ask you to understand that this is our collective policy and that of the U.S. Government -- and not a lack of cooperation on the part of any one staff member.

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# Helping Out ~~~~~

As most of our customers are by now aware, we earmark 10% of our profits to be returned to the community. Throughout the year, we accept requests from a staggering range of organizations and projects. Each request is considered by all the collective members and each donation is based on our unanimous support.

**Some** of our donations this Spring & Summer:

Human Rights Campaign  
Interfaith Pilgrimage  
Friends of Bosnia  
Friends of Dakin Animal Shelter  
Mixed Nuts  
Nat'l High School Honors Orchestra  
Special Olympics  
Hope Worldwide, N.E.  
UMass Pride Alliance  
Greenfield Area Animal Shelter  
Youth Summit  
National Child Rights Alliance  
Tibetan Students Association  
March of the Living  
Advocacy Network  
Peacemakers Summit  
Amherst Earth Day Committee  
Friends of Pelham Free Public Library

Porter-Phelps Huntington Museum  
Jobs with Justice  
First Call for Help  
Resolutes' Softball  
Deaf Blind Contact Center  
NELCWIT  
Double Edge Theatre  
Drums Around the World  
Hadley First  
Hitchcock Center  
Big Brothers/Big Sisters



# Erratica



Education is that which remains when one has forgotten everything he learned at school.

— Albert Einstein

Creative minds have always been known to survive any kind of bad training.

— Anna Freud

It's so simple to be wise. Just think of something stupid to say and say the opposite.

— Sam Levinson

The highest result of education is tolerance.

— Helen Keller

Hatred is the failure of imagination.

— Graham Greene

Approach a goat from the back, a horse from the front, and a fool from no direction whatsoever.

— Yiddish Folk Saying

To be conscious that you are ignorant is the a great step to knowledge.

— Benjamin Disraeli

Truth is very heavy, which is why few choose to carry it.

— Hebrew proverb

Work is good, provided you do not forget to live.

— Bantu proverb

If you don't know what it is, don't mess with it.

— Fats Waller

Let us be clear: censorship is cowardice – it masks corruption. It teaches and accustoms one to the use of force against an idea...but worst still, censorship destroys criticism, which is the essential ingredient of culture.

— Pablo Antonio Cuadra

Thinking is more precious than all five senses.

— Nachman of Bratslav

This is what learning is. You suddenly understand something you've understood all your life, but in a new way.

— Doris Lessing

You do not like them so you say. Try them! Try them! And you may.

Try them and you may, I say.

— Dr. Seuss

## Kisses



To professor **Susan Cocalis**, whose tasty and tasteful expression of appreciation for our work on her course packet touched just the right chord with us. Thank **you!**