

The Need to Print A Proposal for Typesetting

In the spring months of 1970 a group of students, ex-students, and student journalists began to research the concept of a community newspaper in the K-W area. One of the earliest problems struggled with was the task of getting the paper typeset and made-up. After a great deal of searching the best situation was found in Montreal with a group which gave us typesetting at half the cost. Even with this support, many communication and transportation problems arose which hampered the paper financially and technically. This was a situation which barely permitted us to survive.

Out of this situation we began to research the possibilities of establishing a co-operative typesetting shop in Kitchener-Waterloo. Impetus was added during the initiating of the War Measures Act, when several papers had their copy confiscated when an unsympathetic printer quietly called the RCMP to protect his class interest (this happened with the University of Guelph paper, the Ontarian). This led us to conclude that: "Freedom of the Press is Guaranteed Only to Those Who Own One."

Need

Co-operative typesetting would provide support in several crucial areas.

1) Community Newspapers

As mentioned before, inexpensive and reliable typesetting could be made available to any progressive group working in southwestern Ontario. Groups could possibly use the equipment but provide their own labour to cut their costs and also participate in the production themselves.

2) Community Base

A printing operation could provide a base from which to work for past students, student journalists and community-conscious people interested in community work.

Facilities would be available to re-establish a community newspaper in this area, using the experiences and lessons learned from "On the Line" (much was learned from the rise and fall of this first endeavour). Once this operation is firmly established, additional commercial contracts could be secured to lend stability and provide resources for further development. It is felt that union contracts would be available because of the lack of union shops in the area that can compete for these contracts. This base could be used to raise money to establish other community projects such as a co-operative food store, bookstore or community hall cum coffee shop, cinema etc.

Without a material base from which to do constructive work, the class-conscious community which exists will slowly disintegrate and drift away. The need for a working situation from which a politically active (or dormant) people can begin to provide an existence for themselves and their comrades, while doing constructive work is obvious.

3) Means of Existence

One common problem of most people involved in any community work is the difficulty in providing a source of income for survival. The base would hopefully provide such a source for people working within the organization and also outside.

4) Student Press

The student press serves two basic purposes. It provides information, ideas and stimulation to the university community concerning the problems in their lives. Besides this, it also provides the facilities for potential journalists to develop and understand the intricacies of newspaper media.

It is hoped that the typesetting shop will allow Chevron staff and other potential journalists to acquire a deeper understanding of this operation and provide insight into the requirements of initiating an independent community newspaper.

5) Feasibility and Requirements

Because of the highly competitive nature of the typesetting

business, there is difficulty in initiating an operation, particularly for a group without the ability to make a large capital outlay. For this reason, a contract is necessary before initial outset to ensure a successful operation. The future of a typesetting co-operative rests on the availability of the Chevron printing contract. The Chevron contract would provide the guarantee needed and provide enough resources to pay expenses while operations were settled, and other contracts were explored.

Without some working understanding, few commercial clients would commit themselves without proof of quality and ability. The working understanding with the Chevron and the Federation of Students would lie firstly in the abilities of the people involved and secondly in the nature of the shop. The people interested in the operation come from ex-Chevron staff, On the Line staff, CUP, and commercial printing shops. Most of the interested people worked on On the Line, a paper of high technical quality that was laid out and pasted up by the staff.

A willingness to learn, pride in one's work and a responsible attitude are more necessary than an actual highly skilled training. The machines involved are very simple to operate and are quickly mastered. From our experiences with On the Line and Northern Press Graphics, we learned that quality was more dependent on the willingness of those involved to take the time and concentration to do the job right.

Technical Information

Location

The best location that we have found is in an office at 97 Victoria Street North which is almost on the corner of Weber and Victoria. The situation consists of a square floor space of approximately 1900 square feet, on the second floor at the back with windows along three walls. Heating, plumbing and lighting are included, with access to a freight elevator also.

Staff

Initially, during the summer, only five people will be employed. Since only a small workload will be available, this number of people should be sufficient. These people will

stabilize operations and begin to prepare for the fall by training four to six more staff as needed and completing the outfitting of the shop. In the first phase of operation the staff will be the following:

1. **Frank Brayton**

Editor of the Georgian
Co-founder, production manager of Northern Press Graphics
Present advertising manager for the Varsity

2. **Trudy Chippier**

On the Line staff

3. **Ed Hale**

Chevron staff
On the Line staff

4. **Tom McKegney**

Editorial staff at Age-Dispatch of Strathroy
Experience in composition, layout and camera
Reporter for Sudbury Star
Reporter for the Globe and Mail
Editor at Western Gazette

5. **Gary Robins**

Chevron staff
On the Line staff
Paste-up and layout man for Web Offset Publications
Night shift production supervisor for Web Offset

Equipment

In setting up a printshop we have seen development possible in two phases. Phase I - will be the initial phase of development and will begin hopefully in May. In this phase we will be equipped to print the Chevron in the summer and also prepare to print the Chevron in the fall. The following is an explanation of the equipment involved. The main piece of equipment is a Compugraphic photo typesetter which sets the body type for the newspaper. It is capable of composing type ranging from 5 points to 24 points in size at the rate of 25 to 30 lines per minute. This machine has a very good reputation for being reliable, accurate and easy to operate and maintain. This

machine is used by Webco Printing in London, Dales Free Press in Acton and Newsweb in Toronto, three large printers who praise its dependability.

Initially two and eventually (by the fall) three or four tape perforators will be used to program the photo typesetter. They have a simple typewriter-like keyboard but punch a code in a one-inch wide paper tape, rather than produce a typewritten page. The headliner is a Korrisawa Electra, a very versatile machine and also the same as the headliner used now to produce the Chevron. The advantage of using the same machine is obvious in the simplicity of change-over. Other major purchases are a rapid print processor and light tables and a waxer.

The rapid processor is used to develop the film from the headliner and the phototypesetter, the waxer is used to wax the back of the material to be stuck down to the paste-up boards and the light tables provide a tabletop with back light to facilitate accurate paste-up and composition.

In addition to this equipment a large process camera will be acquired before the fall. This camera will allow us to do our own camera work and also allow us to take the finished negatives to the printer rather than the pasteup boards. This provides for a saving in time and cost. This shop will consist of some very sophisticated equipment which will allow for the possibility of experimenting with new ideas. One such idea suggested was the ability to put out overnight flyers and small papers.

Printing Arrangements

Because of the availability of 24-hour service and low cost, Newsweb Printing of Toronto appears to be the best available printer. Operating with the same deadlines which are now custom with the Chevron, the paste-up boards which are finished on Thursday or Thursday evening could be taken down to Webnews Printing early Friday morning (before 6 am) This provides the possibility of newspaper deliveries earlier than 11 am. Friday morning as is now practised and would also give us the versatility to allow later entries and changes from the Chevron. The equipment before mentioned is capable of handling the workload and also has great potential. The rest is left to the initiative and hard work of the people involved.