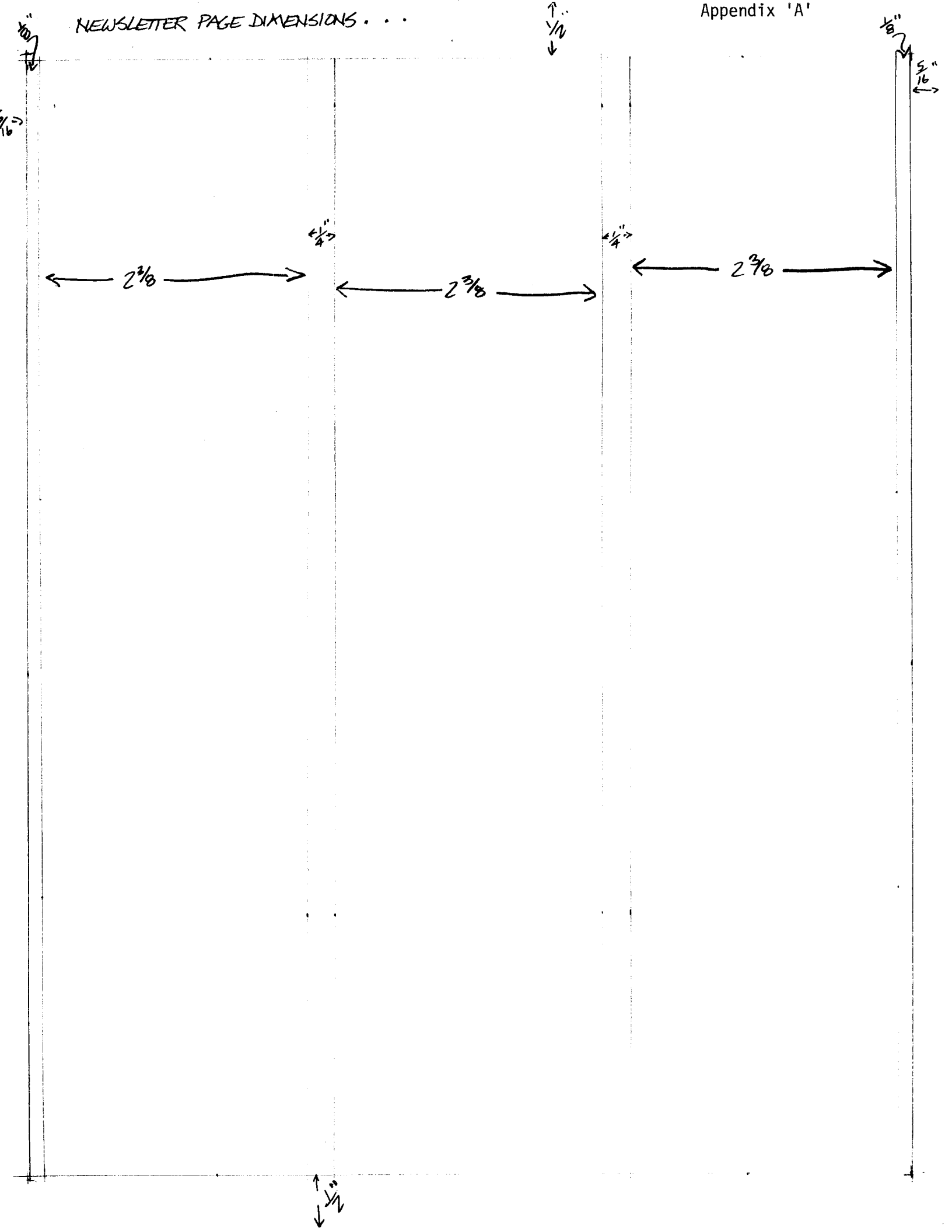


HEALTH MATTERS

PRODUCTION MANUAL

NEWSLETTER PAGE DIMENSIONS . . .

Appendix 'A'



## HEALTHMATTERS PRODUCTION MANUAL

- 1) SOLICIT articles - submissions from health collective members should be in a month before the newsletter issue date. -submissions from outside writers should be in 6 weeks before issue date.
- 2) EDIT articles - as articles come in they go on the newsletter corner of the Read & Comment Board in the front office - each article is to be edited by ~~3 health collective members~~ *the Healthmatters committee* - if the topic is one unfamiliar to health collective members, an outside person should edit it for content - After re-write, ~~2 of the 3 original editors~~ must approve the final version - for outside articles, the edited copy is sent to the writer for their O.K. before printing - health collective articles are not signed, but articles from outside are - workers on the particular issue are listed in a contributors box. *and all reviews are signed.*
- 3) Seek out GRAPHICS which either relate to article content or which would be appropriate aesthetically and in line with any other considerations. -choice of graphics should be approved by ~~2 of 3 writers~~ *the committee* who look at them. -there is a graphics file, but its content is limited.
- 4) CONTACT PRESS GANG - determine when you want the newsletter ready by - contact Marilyn or Helen at Press Gang to see when it should go to press in order to meet your deadline - usually you can allow one week for printing - Press Gang - 253-1224/2537.
- 5) TYPE all articles on the same typewriter (the first issue used the IBM) -rule off, with a blue non-repro pen or pencil, 3" columns on white bond or zerox paper -underline book titles -note the source, eg. Globe & Mail and date at the end of applicable articles -when article covers more than one column, columns should begin with article title and consecutive numbers for ease of layout.
- 6) PROOFREAD copy twice and make corrections - type 2-line corrections rather than 1-line or 1-word corrections - this makes for ease of stripping in ('stripping in' is just the process of laying waxed copy on the layout sheet - 'stripping out' is taking it off).
- 7) Get COPY REDUCED to fit HEALTHMATTERS 2 3/8" column width - reduction is 79% at Zippy Print. *Credits and sources are reduced 51%.*
- 8) Figure out appropriate HEADLINES for each article - as well, get an overview of the newsletter - ads, contributors or up & coming boxes, changes to format... and determine what copy is to be typeset (this step could also follow Step 9, it is up to individual preference). *All headlines are in the same type and size.*
- 9) LAYOUT
  - a) Preparation of Layout Paper - with a non-repro pencil rule off the page size (17"x11"), i.e. two 8 1/2"x11" sheets - the 'box' in which the copy lies is 1/2" from the top and bottom, and 5/16" in from the sides (this box was done in ~~3~~ *3* pt. tape ~~on Vol. 1 No. 1~~) -to assist in copy layout vertical lines should be ruled in, with non-repro blue, to indicate where the galleys (sheets of typed articles) go - these lines are 1/8" in from the box (on the vertical) -then allow 2 3/8" for the galley and 1/4" gutter (the space between galleys), another 2 3/8" galley, another 1/4" gutter and yet another 2 3/8" galley. (see Appendix 'A' - Newsletter

Page Dimensions).

- b) Layout Mock-up - use the 'dummy' sheets (see Appendix 'B') to do your figuring and rough mock-up work on (A dummy sheet is a model of a layout page that can be used for rough work) -these sheets are ruled off in column inches - there are 30 column inches per page -measure each story for length -add 1" to allow for headline spacing for each column the headline covers, i.e. if the story is 2 columns wide the headline is 2 columns wide, if the story is 3 columns... -avoid 'tombstoning', i.e. having two headlines running into each other -experiment on the dummy sheets with different layout ideas and story/graphic combinations; not on the layout table if at all avoidable -here too, graphic sizes can be experimented with and other's input to the page design can be given.
10. TYPESETTING - Information re. giving typesetting instructions to BASELINE. The contact at Baseline is David - he's at 683-5038, 986 Homer Street, 2nd floor -typestyle used in the Spring '85 issue was Musica (see Appendix 'C') -Musica comes in light, semibold or italic - when submitting copy to be typeset, group items in point (pt.) size (i.e. all 20 pt. heads in one group; 18 pt in another, etc.) ((Pt. size is a unit of measurement used by typesetters -see Appendix 'C')) -type copy to be typeset -do not give typesetting instructions in words, use the appropriate symbols (this cuts down typesetting time and thus cost). (see Appendix 'D') - the HEALTH-MATTERS logo has been PMT'd, as has the back page logo and return mailing address (what this means is that they can be used repeatedly because they have been photographed with a special camera allowing for this. Artwork can be reduced or enlarged on an appropriate photocopier, eg. Zippy's. If photos are used they must be PMT'd. This produces a dot pattern on the photo which is necessary in order for the printing press to pick-up the image.) So...our PMTs can be carefully stripped off the Spring '85 originals which are hanging in the layout room and re-used in subsequent issues - so, in fact, can the whole back page be used again if desired.
11. ACTUAL LAYOUT of Original Material - it can take Baseline up to 24hrs. to get the typesetting ready - as well, you should allow for errors on their part and other last minute complications -the body of the newsletter can thus be waxed and laid out, both copy and graphics, so that you are just waiting to strip in the typesetting wehn it is ready (Waxing instructions are included with the waxer in the layout room). -when all is stripped in and you've done a last minute check...
12. IT'S OFF TO PRESS!!!

13. INSIDE HEALTHMATTERS - This box on the front page denotes what is in the issue. Articles are listed in order of appearance. Work on this box last as the order of the articles may change as you have to rearrange pages.

14. ISSUES ARE COLLATED, <sup>by Press Gang</sup> BUT NOT STAPLED! The stapled part is folded inside (issue folded in thirds) and taped on the outside. Posties don't want to have to handle staples.





typography's function is to convey a visual message quickl  
*Typography's function is to convey a visual message quickl*  
TYPOGRAPHY'S FUNCTION IS TO CONVEY A VISUAL

24 PT • 24 LF • K½U

24 pt.

Typography's function is to convey a visual mes  
*Typography's function is to convey a visual mess*  
TYPOGRAPHY'S FUNCTION IS TO CONVEY A

30 PT • 30 LF • K½U

30 pt.

Typography's function is to convey a vis  
*Typography's function is to convey a vis*  
TYPOGRAPHY'S FUNCTION IS TO CO

36 PT • 36 LF • K½U

36 pt.

Typography's function is to conve  
*Typography's function is to conve*  
TYPOGRAPHY'S FUNCTION IS T

42 PT • 42 LF • K½U

42 pt.

Typography's function is to c  
*Typography's function is to co*  
TYPOGRAPHY'S FUNCTION

48 PT • 48 LF • K½U

48 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz\$0123456789¢¼½¾¹²³⁴⁵⁶⁷⁸  
.:;,'!''--?&•/□◎\*( )= + - # % ° á ç è ì ñ ö Á Ç È Ì Ñ Ö ÿ ÿ ÿ ÿ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz\$01234567890123456789  
.:;,'!''--! ? & ° ™ ® \$( ) † ‡ [ ] \$ ¶ ' á ç è ì ñ ö Á Ç È Ì Ñ Ö ÿ ÿ ÿ ÿ





Typography's function is to convey a visual message quickly and easily. The typographer's aim should be to ai  
**TYPOGRAPHY'S FUNCTION IS TO CONVEY A VISUAL**

24 PT • 24 LF • 23½ S • K¼U

Typography's function is to convey a visual message quickly and easily. The typographer's  
**TYPOGRAPHY'S FUNCTION IS TO CONVEY**

30 PT • 30 LF • 29½ S • K¼U

Typography's function is to convey a visual message quickly and easily. The  
**TYPOGRAPHY'S FUNCTION IS TO C**

36 PT • 36 LF • 35½ S • K¼U

Typography's function is to convey a visual message quickly and  
**TYPOGRAPHY'S FUNCTION IS**

42 PT • 42 LF • 41½ S • K¼U

Typography's function is to convey a visual message quickly  
**TYPOGRAPHY'S FUNCTION IS**

48 PT • 48 LF • 47½ S • K¼U

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz\$0123456789¢¼½¾³⁴⁵⁶⁷⁸

.,;!'"-?&•/@□©\*( ) = + - # % ° á ç è ì ñ ö Å Ç È Ì Ñ Ö ; ÿ ò ß £

## Typesetting Instructions:

Musica - Light is indicated by typing the head as is, no underscoring, eg. DES


- Semibold is indicated by a wiggly line under the head, eg. DES


- Italics is indicated with a straight line, eg. DES


If you want all caps, eg. DES, indicate by u/c (means upper case)

If you want caps and small letters, eg. Des, indicate by u/lc (means upper and lower case).

If you want type Centred... 

If Flush left and ragged right... 

If Flush right and ragged left... 

If Justified, i.e. right and left margins even... 

To indicate where you want the line broken, indicate by //

Our heads are between 14 and 24 pt. usually. As well as point size desired for the head, give column length, in inches or picas, that the head is to cover. This way, if you've called up a point size which, when typeset exceeds the column length, Baseline will hopefully reduce it to an appropriate size for the space allowed.

One column is 2 3/8"; 2 columns is 5", 3 columns (full page) is 7 5/8".

Use the character guide at the bottom of the type face sheets to help determine the required point size for a given head in a given space.

Eg. of how to call up heads.

7 pt. u/c Healthmatters u/lc page 2

6 pt. u/c Publication of the Vancouver Women's Health Collective

14 pt. u/lc Ultrasound // A Growing Concern  
13 LF

(\*LF refers to leading, the space between the lines; ask Baseline for further clarification...)

To

MAKE

BORDER LINES

Should the Healthmatters committee have a grammar bee. We could each investigate an area of grammar & spelling that causes us a problem & share our knowledge with one another.

### SOME SUGGESTIONS

- consistency in spelling = advertise / advertize
- consistency in spelling = co-operation / cooperation
- when to divide words at the end of a line = the rules are quite simple ie always between two like letters → pas-sion
- when to use commas, colons, & semicolons.
- structure of an article intro body conclusion & thesis statements.
- when to capitalize anorexics / Anorexics  
native ♀ / Native ♀

## HEALTHMATTERS - Editing Suggestions

I thought it would be helpful to have a guide to use when editing an article and/or deciding whether to include it in an issue, so that we could be more thorough and systematic about our decisions. This is one proposal for such a guide.

As a background issue, I also think it would be worth looking at how we feel about our roles as editors and therefore critics of each other's articles. One problem which comes up is a tendency to shy away from being too critical, to avoid hurting a person's feelings, or to avoid appearing to dislike an article. The flip side of it, of course, is the person writing, who may feel threatened by editorial comments, or defensive about her original writing. Either way, we end up not benefitting from one another's help.

The way out of this problem is to treat one another's work as we would a draft of our own. This means assuming that we're working with a draft and not something final, and looking at it very seriously from the point of view of "how would I present this, how do I think it could best be presented?" All comments should then go to the writer, who takes them as suggestions for changes, and makes the final decisions herself about rewriting, and then re-submits another draft to the collective. Presumably it would then be a final draft unless someone had major problems with it.

### DECIDING WHAT ARTICLES TO PUT IN AN ISSUE:

- 1) Does each article contain info likely to be new & interesting to readers?
- 2) Is there a good "mix" of articles on different types of health issues? (local vs. international, emotional vs. physical health, alternative medicine vs. standard western?)
- 3) Are political issues being raised in at least some of the articles in an issue?

### Categories:

Current news (example=Depo-provera)

Little known health areas (example=polycystic ovarian disease)

Book reviews

What's happening at the health collective (promoting upcoming events)

A new, interesting slant or new info on a well known topic (such as menopause, PMS, birth control, etc)

*Occupational health*

A summary of something we've recently written, with a push for it being available

Health shorts

## EDITING INDIVIDUAL ARTICLES

### Content:

- ~~Is information new and interesting? Did you learn something from it?~~
- Does it cover the topic well?
- Are there any areas left out that should be in?
- Are there areas that are unnecessary, better left out?
- Is the argument well presented? ( If certain conclusions are being suggested, does the argument lead logically to them, or is the reader expected to "jump" to the same conclusions)
- Do you agree with this article? (possibility of signing articles not everyone agrees with)
- If something controversial is claimed, is the claim backed up with a source or evidence?
- If you would have a very different approach, what is it?
- Did you learn something from this article?

### Organization:

- Look over whole flow of organization, see if a better order would help present information more clearly. (It can be helpful to make your own outline of the article to see what you think.)

### Style and Wording:

- Is there any jargon being used, or stock feminist phrases. eg. health practitioner, process, male hierarchy, I don't know,?
- Any unexplained medical or technical words.
- Other wording changes.

Criticisms are constructive suggestions for change, it is up to the writer to <sup>finally</sup> decide what to say. Criticisms can be very helpful, not just for an individual article, but to learn about different approaches to writing. ~~One type of~~

As a writer responsibility is to seriously consider comments of the editor; use them unless you disagree or have a better alternative. Realize you will still have to provide the final polish on the whole paper.