

The Brandon Book Crisis
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First edition
May 2009

Muumuu House
<http://muumuuhouse.com>
muumuuhouse@gmail.com

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THURSDAY
APRIL 23

12:47 PM **Sarah:** hey bro

Tao: hi

12:48 PM **Sarah:** sup

Tao: brandon book cover crisis in 'full on' mode

Sarah: damn why?

12:49 PM **Tao:** various problems, brandon and i are working though ,feels like a thriller movie about photoshop

what's goin on with you

Sarah: damn, sounds scary, good luck

**MONDAY
APRIL 20**

From: Tod Baker <todb@tshore.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Mon, Apr 20, 2009 at 11:09 AM
Subject: 560922 During my nervous break down...

Hi Tao,

We are moving ahead with your title and have a few issues to resolve in order to proceed.

On the Text:

1) The following fonts are not embedded and subset. We will need new files submitted with these embedded and subset. These fonts are :

Font TimesNewRomanPSMT, ArialMT, Arial-BoldMT is not embedded.

On the Cover:

The supplied "DURING_MY_NERVOUS_BREAKDOWN.pdf in RGB, please convert to 3 pantone colors, Black , PMS 802 and PMS 5555 and resubmit.

We are on hold until we resolve the above issues.

Tod Baker

Sales and Customer Service Representative
Thomson-Shore, Inc
Phone 734-426-6248
Fax 800-706-4545
todb@thomsonshore.com

From: Tao Lin <binky.tabby@gmail.com>
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Mon, Apr 20, 2009 at 11:54 AM
Subject: Fwd: 560922 During my nervous break down...

hm, if you have any information about embedding and subsetting let me know

i'll resolve this today, i feel

From: Brandon Gorrell brandongorrell@gmail.com
To: Tao Lin <binky.tabby@gmail.com>
Date: Mon, Apr 20, 2009 at 1:06 PM
Subject: Re: 560922 During my nervous break down...

i have done things with embedding fonts, before, i think there were some options in the 'save as' windows, or something, in photoshop

search 'embedding' in photoshop

1:06 PM **me**: hey
Tao: hi
stay here a minute
me: i will be here for awhile
Tao: the color you chose, 5555, is like not grey
it's like green-grey

1:07 PM **me**: hmm
Tao: someone who is helping me says they found a grey that
looks identical to the grey
that looks like on your blog
do you want that grey
me: yes
has the person found the green
Tao: yes
me: i want it to look exactly like the picture on my blog
Tao: can yu open pdfs right now
me: i can only look at the picture
i have, it seems, no access to photoshop files or pdf

1:08 PM maybe i do pdf
in email
Tao: someone is working on it
it seems like everything is going to be ok
me: okay
Tao: ill just make sure it looks like it looks like on your blog
me: i wonder how font files can be embedded if they dont have
.psd file though

1:09 PM **Tao**: there were like 'space' things that were in times roman or
something
i fixed that i think
it's all in helvetica right
and they have that
me: its in arial but that is the same thing as helvetica kind of
my photoshop didnt have helvetica
Tao: it's in arial?
me: i thought so
Tao: i mean, the interior
me: oh

1:10 PM interior is in helvetica yes
Tao: ok
the interior is fine now

and cover just needs pantone things, which someone is doing
now
i feel like i'm freaking out, keep touching my face
me: really
thats interesting
are you excited
Tao: yes, i feel like all my computer shit is messed up
me: hm

1:11 PM **me:** youre not experiencing zen like calm?
Tao: i feel like i'm not, i'm not sure, i still feel detached
me: shit dude
fuck ass
Tao: earlier people were talking loudly in comptuer lab, i dont
know
i feel okay

1:12 PM **me:** one day there was some shitty music playing and my
computer like, just contracted a virus and was acting shitty and i
feel like i was 'on the edge' of 'really freaking out' overtly
Tao: blake butler
me: is blake butler on our side or not
Tao: that's what i'm feeling maybe, technology keeps messing up
he never did the contest
me: hm

1:13 PM **me:** he probably just got busy and forgot
Tao: i think i secured you an interview with FREEwilliams-
burg.com
for later
me: oh, good, thanks
Tao: high density hipster thing
me: i want to be in vice
get me in vice
Tao: i have no more connections at vice
the person left or something
me: just kidding, in a way
shit
Tao: they ignored my last email, regarding myself

1:14 PM **me:** damn really
fucking bitches
is your gf sara schnieder?
Tao: yes

do you know her
me: no
saw blog link
1:15 PM **Tao:** oh ok

From: Brandon Gorrell <brandongorrell@gmail.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Mon, Apr 20, 2009 at 1:15 PM
Subject: Fwd: your book

----- Forwarded message -----

From: Shane Jones <sejones85@gmail.com>
Date: Mon, Apr 20, 2009 at 1:12 PM
Subject: your book
To: Brandon Gorrell <brandongorrell@gmail.com>

hi brandon,

i just wanted to say good luck with your book. i pre-ordered a copy a while ago and look forward to it.

best,

shane

me: you see that email
just got that email
Tao: wtf
me: 'out of nowhere'
Tao: i guess that's his method to get a lot of people to read his
book, it seems to work
me: hm
is it a networking tool
1:16 PM **Tao:** i feel like it wont work in the long term though
like being 'more real' will work better in the long term
me: yes, it seems like 'last ditch effort' or something
1:17 PM **Tao:** what are you going to do with photoshop
you asked for photoshop
me: i was thinking about muumuuhouse, i have a 'suggestion',
maybe you can solicit noah for an excerpt
from best behavior
Tao: what is the sgugsetion
me: 'solicit noah for an excerpt from best behavior'
Tao: oh, yes, that sounds good
ill ask him if i can read it all and then post something from it, i feel
what are you going to do with photoshop
1:18 PM **me:** like, marketing things, for the sidewalk sales
i need to make brochures and shit
or something
Tao: damn
me: i had a 'favor' or something to ask
Tao: ok
1:19 PM **me:** i need to create a website for the sidewalk sales, already
made a blog but blogger is hard to work with,
want the website to look like muumuu house
do you have any advice
Tao: hm
you could do it in blogger
i can copy and paste the code for muumuu
and you can just revert to original blogger, in blogger, then paste
my code into your template
1:20 PM **me:** okay, can you give me the template
ill work 'from there'
thank you
Tao: tumblr might be better, you could look into that

me: interesting
Tao: seems highly better, in the new age
followers and stuff
me: new age
thats funny
you used it unsarcasticaly
Tao: i'm freaking out
me: the new age
1:21 PM i felt it was really funny like 2 seconds ago and now i feel nothing
1:22 PM **Tao:** im sending you code for tao lin store
do you want two columns like
never mind, ill send code for muumuu
me: okay
i assume you just looked on internet for all information concerning html
1:23 PM **Tao:** do you know how to edit templates
me: hardly
1:24 PM **Tao:** hm
you should be able to figure it out i feel
me: yes
i will, 'dont worry about it'
im unemployed
have time
Tao: damn
me: hits, emails high
good shit
Tao: emails, really
how
1:25 PM **me:** dont know
popularity
increase 100%
double
in the past month i think
maybe i am fooling myself, feel like i get a lot of google alerts
kind of feel like i want to be in noon
Tao: did people pre order
1:26 PM **me:** seven
Tao: nice
me: seems alright
i feel okay
someone asked for a free book

From: Tao Lin <binky.tabby@gmail.com>
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Mon, Apr 20, 2009 at 1:27 PM
Subject: Re: Chat with Brandon Gorrell

chat me, i can't chat you, internet closed

1:27 PM **me**: kk
Tao: who asked for free book

1:28 PM **me**: an 18 year old male who was 'down and out'/ 'low on cash' or something
Tao: damn
me: is freewilliamsburg good
Tao: i dont know
seems good
is there any other media
info

1:29 PM **me**: no, i think i will wait to try and obtain any more readings until like 1 week before i get my books
then email people in seattle and other places, maybe, then send books and await response, or soemthing

1:30 PM will probably, i think, work to promote myself online, somehow, through 'audrey', soliciting interviews
Tao: seems good
me: but will probably email you telling you about that, when i do it
Tao: i feel positive things will happen
me: i think so
Tao: based on ellen's 'complete absence' and her things

1:31 PM **me**: how do you think her book release has gone was it 'successful'
Tao: in terms of her level of involvement i feel it has been successful
or, i just feel satisfied

1:32 PM i work on it more leisurely than i will with yours, i feel, since i feel like it doesnt matter to her at all, and that if i got any interviews she wouldn't do them
me: i think i will do all interviews
Tao: i think there's like 3 interiews and 1 essay she didn't do
me: feel sure i will

1:33 PM yeah
hm

1:34 PM **Tao**: what happened to your relationship wasn't it 'extremeley unstable' before
me: yes

it is a little more stable
we started 'working' together
so its easier,
in a way

1:35 PM 'working' as in doing the sales together, both quitting/getting fired
from jobs
Tao: i see
nice
me: whos your girlfriend
seems interesting
Tao: sophmore at nyu
me: hm
Tao: seems good so far
better than other relationships ive had

1:36 PM **me:** good

1:38 PM im going to send muumuu house a story today
or soon
Tao: good
want to post more things by you, but need more things by other
people to 'pad' between yoru things
me: yeah
Tao: padding
me: ill just send, i dont 'mind' if you accept and then wait for
padding

1:39 PM **Tao:** ok

1:44 PM crisis has been resolved, i feel
peeing

TUESDAY
APRIL 21

From: Linda Skrzypek <lindas@tshore.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Tue, Apr 21, 2009 at 11:38 AM
Subject: FW: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922

Hello Tao,

Tod Baker, your customer service representative is out of the office this afternoon and the person that is working on the cover for the above title has asked me to notify you and let you know that the new PDF file provided for this cover is still RGB out of Photoshop and we are unable to fix this. We suggest that you use a layout program such as InDesign to do this cover, and that you use the correct Pantone colors. Please advise.

Linda Skrzypek (for Tod Baker)

Linda Skrzypek
Customer Service Representative
Thomson-Shore, Inc.
Phone: 734-426-6205

From: Linda Skrzypek <lindas@tshore.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Tue, Apr 21, 2009 at 11:48 AM
Subject: FW: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922

Hello Again Tao,

Please see e-mail below. This has additional information that was not in the previous e-mail that I sent.

Thank you,

Linda Skrzypek

Hello Tao,

Tod Baker, your customer service representative is out of the office this afternoon and the person that is working on the cover for the above title has asked me to notify you and let you know that the new PDF file provided for this cover is still RGB out of Photoshop and we are unable to fix this. We suggest that you use a layout program such as InDesign to do this cover, and that you use the correct Pantone colors.

Also, the new text files that we received still do not have the fonts embedded. These files are not usable.

If you need to speak to our technical support person for help, please let us know and we can have him contact you via e-mail or by phone. Please advise.

Best Regards,

Linda Skrzypek (for Tod Baker)

Linda Skrzypek
Customer Service Representative
Thomson-Shore, Inc.
Phone: 734-426-6205

From: Tao Lin <binky.tabby@gmail.com>
To: Linda Skrzypek <lindas@tshore.com>
Date: Tue, April 21, 2009 at 12:20 PM
Subject: Re: FW: DURING MY NERVOUS BREAKDOWN I WANT TO
HAVE A BIOGRAPHER PRESENT JOB #560922

Can you have the technical person email me?

From: Tao Lin <binky.tabby@gmail.com>
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Tue, Apr 21, 2009 at 12:54 PM
Subject: more problems with cover / interior

new files i sent still didn't work

they need cmky

'apparently' there's cmky, rgb, and pantone, and like 'channels' need to be created for pantone

he said a lot of things i don't understand, on the phone

i converted the one my friend made to RGB in new colors to CMKY and it looks ok, going to send that to him

you will see 'proofs' before anything happens

From: Jeff Rhoades <jeffr@tshore.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Tue, Apr 21, 2009 at 12:59 PM
Subject: Re: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922

Hi Tao,

One other thing I thought of was to send us the native Photoshop file.
Send the RGB and CMYK version. Send that along with the PDF file and
maybe we can do something with that. We'll also need the fonts for the
cover.

I looked at the color you want and the CMYK version of that green isn't
going to be close to the PMS version. It's much more muted.

Jeff Rhoades
Prepress Technical Support
734-426-1718

From: Tao Lin <binky.tabby@gmail.com>
To: Jeff Rhoades <jeffr@tshore.com>
Date: Tue, Apr 21, 2009 at 1:17 PM
Subject: Re: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922

Hi Jeff,

Thank you for the help. Here is how we want the colors to be like, or near,
this is a jpg from an RGB:

<http://www.flickr.com/photos/11002902@N00/3436393526/sizes/l/>

I've uploaded onto Thomson Shore the CMKY of the cover and the interior
with the font imbedded (however I've also attached the WORD file, in this
email, in case the fonts aren't imbedded, so you could convert it correctly,
if possible; the only font should be Helvetica).

Sorry for these problems, we don't know much about these things, and our
computers are all broken (using library computers). I would appreciate if
you called me if there are further problems.

Thank you

Tao

[1:20 PM text from Tao to Brandon]

What font is cover and bak cover is it all one font

From: Tao Lin <binky.tabby@gmail.com>
To: Jeff Rhoades <jeffr@tshore.com>
Date: Tue, April 21, 2009 at 1:23 PM
Subject: Re: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922

Also, I believe the "Native" PDF file (I'm not sure what that means though) in RBG is the one I first uploaded to Thomson Shore.

That one is RBG and appears on computer screens as how we would like it to be color-wise. Don't know if that is helpful or not.

Tao

[5:49 PM text from Brandon to Tao]

Arial.. 1 font

From: Brandon Gorrell <brandongorrell@gmail.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Tue, Apr 21, 2009 at 7:10 PM
Subject: Re: more problems with cover / interior

k

7:40 PM **me**: you there
7:41 PM **Tao**: yes
me: is everything ok
Tao: i think it will be resolved tomorrow on the phone
7:42 PM there's like cmky, rgb, and then pantone, i didn't understand it all
it will be ok though i feel
me: okay good
'just making sure'
7:43 PM **Tao**: ok
7:46 PM **me**: i feel so bad
Tao: about what
me: not sure
Tao: damn
7:47 PM you felt good yesterday, right
me: i think so
i felt good, i think, gmail chatting you
i was productive
7:48 PM kind of feel like 'life is shit'
Tao: damn
do you have beer
me: no
Tao: damn
how is your gf
7:49 PM **me**: bitches
Tao: damn
unemployed, what are you going to do tonight
me: keep thinking ;fucking weak'
i dont know
7:50 PM i keep thinking 'fucking weak' and 'this is lame'
Tao: damn, maybe eat something
zachary rejected me for his magazine
me: thats interesting
7:51 PM can i see what he rejected
he also rejected me
Tao: yes
me: a long time ago though
Tao: i think it sucks maybe, will forward
me: ok
thanx

From: Tao Lin <binky.tabby@gmail.com>
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Tue, Apr 21, 2009 at 7:51 PM
Subject: Fwd: talking heads sub

----- Forwarded message -----
From: Tao Lin <binky.tabby@gmail.com>
Date: Tue, Apr 21, 2009 at 5:38 PM
Subject: talking heads sub
To: Zachary German <zachary.german@gmail.com>

[923847193847.doc]

7:52 PM **Tao:** goin invis
me: ok
Tao: if you find some funny gchat send me to post muumuu
with like someone new
me: richard grayson
Tao: do you have funny ones with chelsea martin
me: i dont know
maybe
7:54 PM just read your last poem about your dad and thought 'i hate my
dad' feeling like i dont hate my dad
Tao: damn

6 minutes

8:01 PM **me:** fuck america
Tao: damn

8:05 PM going away from computer
good night, 'bro'
me: goodnight

**WEDNESDAY
APRIL 22**

From: Jeff Rhoades <jeffr@tshore.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Wed, Apr 22, 2009 at 5:03 AM
Subject: Re: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922

I'm out of the office today but checking email. I need the Photoshop file, should have a .psd extension. I won't be able to check the files until tomorrow. Please upload the native Photoshop file, not the PDF, if you haven't already.

From: Tao Lin <binky.tabby@gmail.com>
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Wed, Apr 22, 2009 at 6:32 AM
Subject: do you have the photoshop file, .psd, not the pdf of any version of the cover?

[6:51 AM text from Tao to Brandon]

They want native photoshop file of cover .psd do you have .psd of and version of cover

From: Tao Lin <binky.tabby@gmail.com>
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Wed, Apr 22, 2009 at 7:11 AM
Subject: email me or call when you get this

From: Tao Lin <binky.tabby@gmail.com>
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Wed, Apr 22, 2009 at 11:05 AM
Subject: Re: email me or call when you get this

the 'technical' person there is out of the office, but he said tomorrow he might be able to make it the colors you want if you send a .psd file of the cover, before it was made into a pdf.

the problem is that pantone is a completely different thing, it can't be specified 'on top' of cmky, it has to be created from the beginning as pantone or something.

our options are to send him the .psd file or make a cmky version that looks on the screen like the colors you want, which is what i did with ellen's (didn't specify pantones at all with ellen's).

therefore if you respond today if you have .psd or not we can either send that or make a cmky version that is ok and send that, and he can start tomorrow.

From: Brandon Gorrell <brandongorrell@gmail.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Wed, Apr 22, 2009 at 12:07 PM
Subject: Re: do you have the photoshop file, .psd, not the pdf of any version of the cover?

[PS FILE RGB FULL.psd
PS FILE FRONT.psd
PS FILE BACK.psd]

[12:06 PM text from Brandon to Tao]

Just emailed u ps files

From Brandon Gorrell <brandongorrell@gmail.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Wed, Apr 22, 2009 at 12:10 PM
Subject: Re: email me or call when you get this

shit

sent psds

[12:16 PM text from Tao to Brandon]

Thanks

From: Tao Lin <binky.tabby@gmail.com>
To: Jeff Rhoads <jeffr@tshore.com>
Date: Wed, Apr 22, 2009 at 1:42 PM
Subject: Re: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922

Hi Jeff,

I've just uploaded an unflattened .psd RBG of the exterior in the colors we desire.

Thank you very much for your help on this, it is very much appreciated.

I'll be available by phone or email all day tomorrow. 917 607 4465.

Thanks,

Tao

From: Tao Lin <binky.tabby@gmail.com>
To: Jeff Rhoades <jeffr@tshore.com>
Cc: Tod Baker <todb@tshore.com>
Date: Wed, 22 Apr 2009 at 1:58 PM
Subject: Re: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922

Also, the font is all Arial for the exterior and all Helvetica for the interior.

1:21 PM **me**: you there
1:22 PM **Tao**: yes
me: whats going on
Tao: i am implementing the typo fixes into .psd, then emailing .psd to them
the person said i could email the .psd and he would, it seems, take care of the colors, so i think everything is good again
me: is it faster to email psd to them or to fix using cmyk
Tao: seems safer to email .psd
do you have photoshop
me: are these problems affecting date we get books, significantly
1:23 PM **Tao**: not significantly, just by like the 1-3 days it's taking to 'fix' these things
1:24 PM **me**: okay, good. i dont 'really' have photoshop. my old computer does, but it has a abad virus, and i didnt think i was able to turn it on until today, when i messed around with it for a long time and finally got it open, thus enabling me to send you files
Tao: ok
me: that computer has photoshop and i copy and pasted the photoshop program file to a hard drive
Tao: i think everything is fine for now, will know more tomorrow, whent he person is back in office
me: but am afraid tto put it on my new computer
ok
Tao: re sidewalk story
1:25 PM i like it but feel not publishing it on muumuu unless it is either longer or shorter, you can do that if you want
me: hm
okay
i will probably edit it down
maybe significantly
Tao: ok
what happened to your 2nd poetry book
that you were going to email me
me: nothing
Tao: the entire thing of
me: i havent finished
not ready
Tao: ok

me: bitch
1:26 PM brb
Tao: <http://htmlgiant.com/?p=7801#comments>
kevin sampsell comment
~9th comment
1:27 PM **me:** damn, email is letting me down
1:28 PM **Tao:** damn
me: ebay is letting me down
twitter is letting me down
worlds got me down
1:29 PM **Tao:** damn
me: i know
Tao: ate a lot of nachos last night
and beer
me: shit dude
Tao: what did you 'end up' doing
with gf
me: got pretty drunk by myself on vodka tonics
Tao: damn
1:30 PM **me:** she came home 'unexpectedly', was drunk and 'flustered' by
her appearance
Tao: damn
'flustered,' as in 'aroused'?
me: no
whats the word
1:31 PM i just wasnt talkative
or soemthing
like i didnt feel like being around her maybe
today we fought and i left
Tao: damn
me: i went home and reorganized my apartment , feeling like i'd
be staying there alot more
1:32 PM **Tao:** maybe you can 'leave her behind' and 'latch on' to your book
soon, seems like a viable option, for
your life
me: i feel like that may happen, the feeling has been increasing
and becoming more 'concisciously articulated' by my brain
Tao: damn
how many hours do you sell things now
1:33 PM outside

a week
i mean
me: it is supposed to be 4 days a week
we keep getting kicked off though
we only have one spot that we never get kicked off, and we're only
allowed to be there 2 days a week
this week we are fighting, so i dont know if i will even do it this week
1:34 PM **Tao:** damn
me: yeah
Tao: unemployed, what do you do each day
me: 'lately' a lot of time has been spent on doing things for selling,
on 'days off'
if i quit selling then i dont know
1:35 PM i will get \$190 a week from unemployment
Tao: damn
me: if my claim is eligible, or somethinhg
Tao: damn, \$190 a week
me: yeah
good
its exciting
Tao: nice
me: feel like throwing a 'temper tantrum'
Tao: the intern who rec'd your novella emailed wanting your poetry
book
1:36 PM when i email her again i'll ask about your novella
me: oh, good
thank you
wonder where its at
does dennis have to read every MS
or does he have interns filter them
Tao: i don't think so, he was on tv
interns
he has a book now that is famous or something, he seems
preoccupied, being on tv
me: hm
shit dude
1:37 PM **Tao:** i feel that is good though, he'll feel more rich, more willing to
'take on' people
me: good perspective
maybe he will think im kind of famous because of my poetry book

1:38 PM **Tao:** i feel
did you read that kevin sampsell coment
me: where
Tao: i sent the link, bro
me: in 'nervous assface' post
Tao: no, scroll up in this gchat

1:39 PM **me:** didnt get the link bro
Tao: <http://htmlgiant.com/?p=7801#comments>
around 9th comment
me: what about it

1:40 PM **Tao:** funny, i guess
me: i dont get it, justin taylor
wtf
Tao: justin likes ellen
me: wtf

1:41 PM **Tao:** justin
might spray paint 'justin d taylor . net' really big in certain places
soon
me: interesting

1:44 PM feel like i could would begin writing a novel like 3 months after i
broke up with my girlfirend
a 'continuation' of novella maybe
also that i would move to new york because i have no reason to be
any place other than
Tao: seems good

1:45 PM want to try hard to 'keep' current gf
haven't fought ever, yet, seems like i'll feel original if we never fight
me: how long have you been together

1:46 PM **Tao:** around 45 days
me: is she hipster-like
alt
is she alt
Tao: i would say 'lightly' hipster-like, but detached from it sort of

1:47 PM **me:** sounds good
i keep 'searching' my brain for compelling websites to 'check'
cant think of any
Tao: damn

1:50 PM **me:** do you have pictures of your gf
online

1:51 PM **Tao:** hm

1:52 PM no
me: what is 'space space'
,
Tao: she is in that beer ad
a place, like a large room
me: not your house
Tao: no, it's a place
me: are we having that reading at your apt
is that something
thats happening
Tao: we could do that, it's not planned yet

1:53 PM i do not know the status of brandon's novella at melville, beyond
the fact that i read/enjoyed it and passed it
on to dennis.
"" intern
me: okay
thank you
hm
dennis seems mysterious
Tao: dam
n

1:54 PM **me:** the 6th is the only day i dont have a reading
in ny

1:55 PM hm
Tao: ill try to get a bookstore to let you read
so they'll buy your books
me: okay, sounds good

1:56 PM i think, from boston, i have to like take a bus back to new york
city, really late at night
the night of the reading
Tao: ok
wait, am i reading in bosto
n
me: yes
brookline booksmith
Tao: damn

1:57 PM **me:** they said 'book talk' a number of times
i think
feel like i dont know what that is
Tao: hm

THURSDAY
APRIL 23

From: Tao Lin <binky.tabby@gmail.com>
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Thu, Apr 23, 2009 at 7:36 AM
Subject: Fwd: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE
A BIOGRAPHER PRESENT JOB #560922

----- Forwarded message -----
From: Jeff Rhoades <jeffr@tshore.com>
Date: Thu, Apr 23, 2009 at 9:17 AM
Subject: Re: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922
To: Tao Lin <binky.tabby@gmail.com>
Cc: Tod Baker <todb@tshore.com>

Hi Tao,

I looked over the cover and text. We still can't use them as is. There's some possible options we can try but we charge \$92/hour for any work we do.

For the text, I can try and embed the fonts here. That will probably take 15 minutes. I'll send you back a PDF file to check before we make a proof.

For the cover, it's a bit more complicated. The problem is you can't take what you've made and convert it into a 3 PMS color job. It needs to be created from the beginning that way. I can't work with what I have. We would need to recreate it in another program to get you the PMS 802 you wanted. The blacks also won't be as rich as you may be looking for using the PMS Black. If your OK with that, I would need the images you placed in Photoshop. The barcode, face and the starbursts all as separate files. If you created them in another program you may need to call me when your in front of the computer to see how we can get them out.

If you have another file with the text and images separated on layers, that would be helpful also. If you can get us all that it would be 2-3 hours to recreate what you have.

If you can't do this, we can always convert it to CMYK like you did and print it as is. You won't get the bright green your looking for.

If you want to call me I'll be here all day. Let me know what you think.

Jeff Rhoades
Prepress Technical Support
734-426-1718

From: Tao Lin <binky.tabby@gmail.com>
To: Jeff Rhoades <jeffr@tshore.com>
Cc: Tod Baker <todb@tshore.com>
Date: Thu, Apr 23, 2009 at 10:42 AM
Subject: Re: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922

Hi Jeff,

Thanks for all that information.

Could you please go ahead and make a workable PDF of the interior for me, at \$92/hour, and send it back to me to look over? (Someone told me the problem is in the page breaks at the end of the document, because those fonts shouldn't need to be imbedded, since it's all in Helvetica, not those other fonts, or something, but I don't have access to a working computer).

On the cover, I will consult with the author of the book and get back to you today.

Thanks again,

Tao

From: Tao Lin binky.tabby@gmail.com
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Thu, Apr 23, 2009 at 7:45 AM
Subject: Fwd: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE
A BIOGRAPHER PRESENT JOB #560922

----- Forwarded message -----

From: Tao Lin <binky.tabby@gmail.com>
Date: Thu, Apr 23, 2009 at 10:42 AM
Subject: Re: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922
To: Jeff Rhoades <jeffr@tshore.com>
Cc: Tod Baker <todb@tshore.com>

Hi Jeff,

Thanks for all that information.

Could you please go ahead and make a workable PDF of the interior for me, at \$92/hour, and send it back to me to look over? (Someone told me the problem is in the page breaks at the end of the document, because those fonts shouldn't need to be imbedded, since it's all in Helvetica, not those other fonts, or something, but I don't have access to a working computer).

On the cover, I will consult with the author of the book and get back to you today.

Thanks again,

Tao

7:39 AM **Tao**: are u there
chat with me

[7:40 AM text from Tao to Brandon]

Come on gmail, book problems

8:23 AM **me**: hello
Tao: will you be here in 15 min

8:24 AM **me**: yes
Tao: ill be back in 15 min
can you look at the emails and think of things
me: yes

8:26 AM shit 92 an hour

8 minutes

8:34 AM **me**: unless i put photoshop on this computer i dont have the means to 'do anything' about this

8:35 AM basically, all they need is a cmyk file that looks like the rgb file i thought that the 'cover' and 'back cover' psd's that i sent you were unflattened

8:36 AM **Tao**: they are
but he needed every single item unflattened
the file you sent was back cover, front cover, spine
yes, they just need a cmky that looks like the rgb, but he said in the email that if we did that it wouldnt be as bright for the green

8:38 AM our options are to (1) somehow remake the entire thing ourselves 'correctly,' (2) send him a completely unflattened thing and pay him around \$250 to make it, (3) me make a cmky version that looks good, knowing that, according to him, the green won't be as bright, but the black will be richer, i think he said

8:39 AM **me**: arent options one and 3 the same
Tao: i'm ok with either one, but feel unconfident in (1) and like we don't have the materials for (2)
no, in one we could 'learn' how to make the pantone things correctly, and do the channel thing he takls about

8:40 AM **me**: my internet is bad, maybe will lose connection
seems like there should be a comparable green in cmyk
Tao: i feel that also

8:41 AM but probably less bright, since he said that thing
me: i guess try for cmyk
are you sure we dont have the materials for option 2

8:42 AM **Tao**: do you have file with everthing not flattened the text
me: did you see front and back cover psds in email yesterday

Tao: no, are those unflattened
8:43 AM **me:** i believe so
the only thing i dont have, for psd, unflattened, is the spine
i thought
8:44 AM **Tao:** ill look at it in library
do you want to do 2
is it unflattened in a way that i could just click on the text and
retype it to fix the typos
me: yes, i think so
8:45 AM **me:** feel 90% sure
i cant check on this computer
let me think
he doesnt have the spine
seems he would need the spine
Tao: yes
8:46 AM **me:** plus he needs 'face' picture, 'starbursts' etc
Tao: are those unflattened in the things
me: starbursts were never saved as image files, i just made them
in photoshop on the actual file
yes
8:47 AM **Tao:** so they are not flattened in the thing
me: correct, 90% sure
maybe i should just install photoshop
8:48 AM **Tao:** he says the blacks wont be as rich using the PMS way
me: yes
seems strange
i dont get it
but
i dont know
8:49 AM **Tao:** should i call him and ask him if we just convert to CMKY
what the colors might look like, how less
bright the green would be
me: pretty sure files i sent you (not full cover, just back and front
cover) are unflattened, dont have spine. you can try cmyk if you
want, or you can pay 250. i am okay with either
8:50 AM **me:** yes, ask him, maybe, if he can do a comparable one
or something
Tao: damn
me: suddenly felt likehaving a conference call
feeling professional or something

8:51 AM **Tao**: do we have all the things for 2
just missing starburst as separate file right
me: no, we dont have the spine
and face
but they are within the psd
he could like isolate them
Tao: should i call him now and ask him what it would look like in
cmky
8:52 AM **me**: yes
Tao: is there anything else i should ask him
me: why hes being such a hater
Tao: damn
8:53 AM **me**: um
Tao: should i go to the library to make into CMKY first to see what
it looks like then call him
me: ask him about the spine
if he needs the spine
Tao: i'm sure he needs the spine
me: i only have pdf of spine
psd is missing
8:54 AM **Tao**: is darker black or brighter green more important to you
me: fuck
seems arbitrary
8:55 AM maybe a darker black will make any green brighter
try cmyk
does he charge you for phone conversation
8:56 AM **Tao**: seems so
here is my plan
i'm going to the library to convert it to cmky, ill tell you what it
looks like, then ill call him and ask him things about cmky
8:57 AM **me**: ok
sounds good
Tao: are you sure this is ok
me: would it be a waste if i converted my files to cmyk too
unsure if i will actually do that
Tao: what do you mean
me: yes, this is ok
Tao: if you do that you could see what it looks like better
8:58 AM and maybe change colors if you know how to do that

if you do that, if you get photoshop and do that, do it with the RBG
with fixed typos and added margins i sent you though

me: did you send me a pdf or psd

Tao: so if you 'come upon' colors you like you could just send me
the file

i send you a psd

From: Tao Lin <binky.tabby@gmail.com>
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Thu, Apr 23, 2009 at 8:59 AM
Subject: Re: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922

this one

[DURING MY NERVOUS _ PSD RGB FULL.psd]

8:59 AM **me**: okay, good
unflattened
is it unflattened
Tao: can you dl that 30 day trial thing
me: i was considering it
Tao: yes, but only for front and back cover and spine
me: i think ill risk it and take it off my other computer
Tao: damn

9:00 AM **me**: i have norton antivirus
should protect me
Tao: ok
so we'll both conver to cmky things to find a cmky that looks good
then ill call him
me: yes
ill be here most of the time, might need to leave for like 30 mins to
get food
Tao: ok

9:01 AM itll take me like 1 hour 30 min to go to library, showering and
packging some stuff
me: ok
ill get food soon then
to maximize time
Tao: ok going to do things now
bye
me: bye

From: Jeff Rhoades <jeffr@tshore.com>
To: Tao Lin <binky.tabby@gmail.com>
Cc: Tod Baker <todb@tshore.com>
Date: Thu, Apr 23, 2009 at 9:06 AM
Subject: Re: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922

Here is the PDF file with the fonts embedded. Please look it over carefully
and let me know if it's OK.

Jeff Rhoades
Prepress Technical Support
734-426-1718

[FINAL_INTERIOR_3.pdf]

9:18 AM **me**: looking at it, feel like im less worried about the black than i am the green
i converted it to cmyk and it looks shitty

9:19 AM but i am unable to 'tweak' colors because psd only includes pdf files that are put togethert
i dont think its possible to mess with colors this way, only convert

9:20 AM **Tao**: damn
i'm sending you a file to convert to cmky to see how it looks

9:21 AM **me**: ok

9:23 AM i can mess with the colors in files i have
Tao: which files
me: but not in the psd file with fixed margins
Tao: i see

9:24 AM **Tao**: can you do that to see if you can find suitable colors
me: yes
seems kind of promising

9:25 AM already converted to cmyk and found a similar greet
green
Tao: damn, good
oh good
me: though not as bright
Tao: damn

9:26 AM **me**: haha
Tao: im willing to spend \$250, it seems like not a problem compared to the \$3500
but (2) seems 'precarious' and 'arduous' where (3) seems 'just so easy'
Tao: but it can still be done

9:27 AM **me**: ill show you front cover, converted, in a minute

From: Tao Lin binky.tabby@gmail.com
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Thu, Apr 23, 2009 at 9:27 AM
Subject: Fwd: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE
A BIOGRAPHER PRESENT JOB #560922

look this over briefly within next 2 hours or something if you want before i
confirm

----- Forwarded message -----

From: Jeff Rhoades <jeffr@tshore.com>
Date: Thu, Apr 23, 2009 at 9:06 AM
Subject: Re: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922
To: Tao Lin <binky.tabby@gmail.com>
Cc: Tod Baker <todb@tshore.com>

Here is the PDF file with the fonts embedded. Please look it over carefully
and let me know if it's OK.

Jeff Rhoades
Prepress Technical Support
734-426-1718

[FINAL_INTERIOR_3.pdf]

9:31 AM **me**: you there
Tao: yes
me: attaching new pdf now

From: Brandon Gorrell <brandongorrell@gmail.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Thu, Apr 23, 2009 at 9:32 AM
Subject: (no subject)

[01 FRONT_CMYK.pdf]

9:33 AM **Tao:** damn
what do you think
me: unsure
i feel the difference is notable
or something

9:34 AM **Tao:** did you try converting that file i sent to cmyk
me: no, ill try

9:35 AM whatis that new colors
is that cmyk
seems good
Tao: its rgb, but someone changed the colors for me before

9:36 AM can you fwd to me
me: oh
weak
Tao: it's weak?
me: weak that it isnt cmyk
its ok
Tao: but im telling you to convert to cmyk
me: i was confused

9:37 AM **Tao:** hm, so it is weak when converted to cmyk?
me: im confused by photoshop
it says 'cmyk'

9:38 AM hm
one second
are you sure the thing you sent me is rgb
Tao: im not sure
it should be

9:40 AM what's going on now
me: feeling confused
about some stuff
Tao: damn
what stuff

9:41 AM **me:** saving it in a new pdf makes it pixellated
changing resolution didnt help
Tao: fuckkk

9:42 AM **me:** trying other shit

9:43 AM hm seems good
will attach now
Tao: damn nice
i'm going to approve interior for him

can you take a little time to look at that now
to 'get that out of the way'
im looking now also
9:44 AM **me**: yes, one second
9:45 AM is there any way you can confirm that that file is cmyk
9:46 AM feel unsure
Tao: yes, when i get to library i can try

From: Brandon Gorrell <brandongorrell@gmail.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Thu, Apr 23, 2009 at 9:45 AM
Subject: (no subject)

[DURING_MY_NERVOUS_BREAKDOWN-new colors copy.pdf]

me: ill look at interior now
in pdf i just sent you, you can see where extra border was added

9:47 AM **me:** will that show up in real cover, do you know
Tao: looking
border, do you mean the blue thing in the 'thumbnail'

9:48 AM **me:** no, like the padding
extra 1/8 inch
of black
on left and right edges of pdf
Tao: i cant see it on my comp
i can fix taht somehow in library i think

9:49 AM **me:** ok
i think that file looks fine
in terms of color
if it is cmyk i approve of sending it
Tao: ok good, i will look at it when at library

9:50 AM **me:** interior looks sweet bro
Tao: damn
should i approve
me: i havent looked over entire thing
probably its okay
Tao: damn
me: approve at library

9:51 AM **Tao:** ok
i will look through once at library then approve
me: ill look it over wheil youre in transit
Tao: in transit, damn
me: yeah
Tao: i feel like i'm in a thriller movie about book making
me: this is sweet
Tao: damn

9:53 AM **me:** i need to get food
ill bbl and then look at interior
Tao: ok

11:04 AM **Tao**: i have arrived at the library, wil begin work
11:06 AM **me**: cooking, will look over interior pdf soon
can you verify that file i sent you is cmyk
11:07 AM **Tao**: yes
11:09 AM unexpectedly ate an egg sandiwch on way to library
11:10 AM **me**: damn
Tao: the one you sent me full spread is duller than the one you sent
just cover
which one were you ok with
11:11 AM both are smky
cmky
me: i feel okay with full one
Tao: why
me: do you thnk cover looks better
i didnt notice a difference or maybe felt full one looked better
Tao: does the black look less black on the full spread one for you
me: 2 minutes
11:12 AM **Tao**: i feel ok with either
but are you looking at it right, because the full spraed one has a less
dark black and less bright green to me
11:15 AM interior looks swwet to me
me: hm, black is alot doarker on front cover file
green, on full cover, seems slightly brighter though
11:16 AM **Tao**: im going to confirm interior with him and ask him in the same
email if it's possible to 'manipulate'
the colors from the .psd file i sent him, is this ok
me: why, so he can do the work?
Tao: so either he can manipulate the colors to something closer or we can
me: okay
sweet
Tao: do you want to look through interior
first
11:17 AM **me**: have you
Tao: yes
me: okay, send it
Tao: ok
11:18 AM **me**: will you call him
maybe call him so we can know rihgt away
Tao: yes, after this email, i think, after 10 minutes
me: fucking sweet

From: Tao Lin <binky.tabby@gmail.com>
To: Jeff Rhoades <jeffr@tshore.com>
Cc: Tod Baker <todb@tshore.com>
Date: Thu, Apr 23, 2009 at 11:19 AM
Subject: Re: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922

Hi Jeff,

Brandon and I have looked over the interior and it's OK, thank you.

We have tentatively decided to create a CMKY file to send you. We have one question, is it possible for us, or you (at \$92 an hour), to manipulate the colors, using the .psd file, so it is closer to what we wanted?

If it'll be better to talk on the phone about this let me know and I'll call you, or you can just call me now: 917 607 4465.

Thank you,
Tao

11:19 AM **Tao**: damn
11:20 AM im on a mac
the green looks brghter and the black looks darker on the one
with just covr
me: you think so
11:21 AM **Tao**: yeah
im gong to convert .psd one to cmky to see
11:23 AM looks bad
11:24 AM **me**: which psd did you convert
the one you originally sent me
rgb
Tao: yeah
me: yeah
looks like shit bro
you can change colors though
it is easy
11:25 AM i used
Tao: how
me: 75C043
that color
Tao: didnt you say i cant change colors on the full spraed .psd
me: oh
yeah
sorry
i meant on front and back covers
Tao: damn
11:26 AM to me the .psd converted to cmky now looks better than eithre of
the other two
me: which psd
11:27 AM **Tao**: rbg psd full spread
me: converted to cmky? really
11:28 AM i think 'during my nervous breakdown new colors copy looks
best
,
Tao: damn, can you screenshot ti
looks different on pc maybe
i screenshotted all three, sending you

From: Tao Lin <binky.tabby@gmail.com>
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Thu, Apr 23, 2009 at 11:29 AM
Subject: (no subject)

l to r

new colors / psd / front

[Picture 1.png]

From: Brandon Gorrell <brandongorrell@gmail.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Thu, Apr 23, 2009 at 11:34 AM
Subject: (no subject)

[FRONT CMYK MANUALLY.jpg
FULL RGB CONVERTED TO CMYK.jpg
NEW COLORS-COPY-CMYK-FULL.jpg]

11:35 AM **me**: hm
the green 'isnt right' on the middle one
i dont think
Tao: i see
me: what do you think

11:36 AM **Tao**: the blacks on both right ones seem good
me: im having a really hard time coming to a conclusion
i feel less worried about the black
Tao: jeff might help us, wating for his response

11:37 AM he responded to the other thing fast, so ill wait a little mor
me: the one on the very right, maybe presents a problem
Tao: how
me: because using that method we need to convert all colors,
which is okay, but we need to do spine as well, and i dont have
psd for that
Tao: are you able to just remake the spin
me: so we would have to remake it
does that seem difficult to yo
u

11:38 AM **Tao**: if you remember how you made it it seems you could do it
easily
me: i feel like i could, if you give me correct dimensions
werent my dimensions off
or something
Tao: hm
not for the spine
the width you had is correct, i can tell you the height

11:39 AM height should be 8 inches
me: i could remake the spine, i think
Tao: width is correct
me: if i make spine, correct front and back, can you put it all into
one file
can you do that work
Tao: yes
me: i feel confused by dimensions

11:40 AM **Tao**: fuckkk
i left my phone at home
me: haha

11:41 AM damn
what are you going to do bro

Tao: fuck
me: thomson is going to 'drop us'
Tao: can he call you
me: yeah, what am i saying
Tao: i dont know
me: does he have questions
11:42 AM **Tao:** no
our last communication is that email
can you tell me your number
me: 2064348210
11:43 AM **Tao:** fuckkk
me: its okay, he can call me

From: Tao Lin <binky.tabby@gmail.com>
To: Jeff Rhoades <jeffr@tshore.com>
Date: Thu, Apr 23, 2009 at 11:43 AM
Subject: Re: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922

Hi Jeff,

Sorry, I left my phone at home. I'm at the library.

If you have things easier said on the phone could you call Brandon at 206
434 8210? He is up to date on everything, has read all your emails, and we
are in constant communication on Gmail Chat.

Thanks,

Tao

Tao: are we able to provide evrything needed for option 2
11:44 AM **me:** we are not able to provide the spine
Tao: you are making it though
me: yes
am i making it for the purpose of him working on it
Tao: i dont know, should we do option 2
me: i thought i was making it in cmyk, just for him to print it as is
11:45 AM **Tao:** you can do that
are you ok with the colors
11:48 AM **me:** i am okay with colors, right now, for the 'new colors file' ,
however, if he can make them 'as close as
possible' using pantones i would prefer that
i can create a psd of spine, and already have psds of front and
back
can he use those to then work on it as a pantone file, or whatever
Tao: i'm not sure, need to reread his email
11:49 AM starbursts as separate files
me: yeah
Tao: and the text on separate layers
can we provide that
me: let me see
11:51 AM i can like, isolate, the starbursts, by 'muting' all other layers,
including background, so that the psd
appears as just the starburst, on a book-cover sized palette
wonder if that would be ok
11:52 AM **Tao:** damm
11:53 AM what is happenng
me: i can do the same for all other images that he mentioned in
the email
11:54 AM also i have 'another file with the text and images separated on
layers'
we are only missing the spine
i can create spine
Tao: so should we do option 2
11:55 AM **me:** i need to know what file format he has
i mean he wants
i suppose we should
if that will lead to best results
Tao: can you call him
and get the info, then get the materials needed for optino 2

11:56 AM **me**: okay
let me write down info i need
Tao: you need to fix the typos on the back also
me: okay, i will
Tao: 1. make = made, 2. lives in Seattle. 3. add '-' to noah cicero

11:57 AM prepare info to call him
me: i am
Tao: then ill email him saying you're calling him
me: ok

12:01 PM we are going to give you a full file, with all layers unflattened

does it need to be in cmyk if you are going to work with it any-
ways, does it matter

will pantone look the closest to what we want (original rgb file)?

what kind of files do you need for the images?

can i just isolate the images on the photoshop file and send them
to you that way?

12:02 PM if things appear as if option 2 will be best, should i confirm with
him to do that
Tao: yes
me: can you think of any more questions

12:03 PM **Tao**: no, might be easier just to ask 'what is evrything that you
need for you to have the materials needed
to work at \$92 an hour to match as best as possible the rbg file' or
something
you're in front of a computer, the computer you're working on, so
he can help you, you should him that also (i wasn't able to be on
the phone in library in front of computer)

12:04 PM **me**: ok
im going to callhim now
Tao: wait
i'm emailing him first
so he knows
me: oh
ok
Tao: do you have his numbr
me: yes, its on email

From: Tao Lin <binky.tabby@gmail.com>
To: Jeff Rhoades <jeffr@tshore.com>
Cc: Tod Baker <todb@tshore.com>
Date: Thu, Apr 23, 2009 at 12:05 PM
Subject: Re: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922

Hi Jeff,

Sorry to bother again, but now Brandon is going to call you. He is in front of a computer and is going to work on providing you with everything that is needed for you to work at \$92 to match as best as possible what we want. He will call you in a few minutes.

Thanks again for your help,

Tao

'pegasus' in oakland, a bookstore, says they will order some of my books
maybe email them
some time

12:05 PM chelsea just told me this info
Tao: i know them, it's 'clay banes'
if you know him
so yse i know they will order
me: oh
interesting
Tao: read the email i sent
me: hm

12:06 PM **Tao:** what does 'hm' signify there
me: because he 'booked us' for a reading
chelsea and i
didnt know it was clay
Tao: oh ok
oh wiat, clay left ther ei think
me: and then said they would order my book
Tao: must be one of his frinds or something

12:07 PM **me:** who is hyo jung
Tao: i think it's 'fran'
if you remember 'fran'

12:08 PM **me:** im not sure
no
fran
ill call now
Tao: ok
good luck

12:09 PM he probably has like \$50000 jobs to work on
bitches
me: shit no answer bro
left VM

12:10 PM he sounded southern
Tao: damn
damn
we're overloading him
damn
me: i know
Tao: damn

me: haters
Tao: damn
me: going to start creating interior
i mean
Tao: you could start making the spine
me: spine
Tao: dam

12:11 PM ok

me: shit bro
Tao: i just want to give someone \$500 to make this 'be done with'
me: seems like thats going to happen with option #2
Tao: damn
me: hopefully

12:16 PM progress is being made

Tao: good
i just hope it all works out
keep thinking that
me: feeling pretty pumpeed
Tao: damn

12:17 PM think i'm going to comment a lot on muumuu posts now

me: cool

10 minutes

12:27 PM **Tao:** twittered something with 'niggres' and 'bitches' in it

12:28 PM **me:** sweet

12:29 PM almost at 9:100 for following/followers on twitter

good ratio
Tao: damn
damn, gonna start an audrey twitter
me: the next line is like 'im on the trigger, plus i got the wu tang
sword'
Tao: damn, so sweet

12:30 PM **me:** pretty sure thats a wu tang lyric bro

its in the song that goes m e t h o d man
i think

Tao: dman

12:31 PM **me:** he says 'im a sniper/ plus i got the ginseng boost'

i think

Tao: nice

5 minutes

12:37 PM **Tao:** snail mail

'hehe'
12:39 PM **me**: almost done with spine
12:40 PM **Tao**: damn
insane nigga
damn
switching cmops
12:41 PM **me**: bros not calling us back wtf

From: Brandon Gorrell <brandongorrell@gmail.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Thu, Apr 23, 2009 at 12:47 PM
Subject: (no subject)

[01 FRONT_CMYK.psd
01 BACK CMYK.psd
01 SPINE CMYK.psd]

6 minutes

12:48 PM **Tao**: i think you should keep .psd files also of those seems safer
me: yes
they were created on my new comp saved on it
Tao: wait, why did you send met hose me those
me: so you can put them all in one jacket file and send them to bro

12:49 PM **Tao**: i thought we were doing option 2 which will require you to find out what you need
me: i feel sure we need all three of those files, unflattened, in one file that represents the size of the jacket
Tao: ok

12:50 PM i should combine them as .psd maybe
me: yes
thats what i mean
Tao: you sent me cmky wait nevermind was confused
me: but dont flatten layers
yes
Tao: you sent me psd right
me: yes
Tao: ok
me: make sure you use same black as background of other files
Tao: ok
i dont know how to do that actually

12:51 PM can i tell you how to make the full jacket, it might be safer, i have mac, not pc
me: just click on the background layer in the little toolbar double click it, a color palette will come up there will be, on the bottom of that screen, a code for the color ill actually just get it
oh
its 000000

12:52 PM **Tao**: i feel it will be safer if you make the full jacket
me: hm
can you give me correct dimensions then

Tao: yes
12:53 PM **me:** just looked at 'new colors copy' and felt that that still looks better than what i've made 'jesus'
Tao: damn
12:54 PM **me:** look at the files i just sent you, can you
Tao: but with option 2 he is going to do it right
me: yeah
Tao: the size for full jacket is 11.127 by 8 inches
me: youre rigght okay
Tao: shouldnt you make it in rgb then confused
12:55 PM the computer i'm on can't view cmky
me: i dont think it matters, now, whether its in cmky or rgb because he is just going to take all the layers nd put them into a new program
Tao: is jeff going to call you bitches
me: i left him a message bro hasnt called back
12:56 PM **Tao:** i keep switching computers in library, things close periodically, some don't have photoshop
me: should i call again
Tao: no, i think are you going to be ok making full jacket
me: yeah
Tao: you just copy and paste each thing
me: its fine dont worry
Tao: ok godo
me: wait but to place a file i believe i have to make it into pdf dont know that it can be psd never done that
12:57 PM have you
Tao: i dont remember
me: shit bro
Tao: i'm pretty sure you can copy and paste or maybe he can just combine them himself

no, i think you can copy and paste
yeah
but you might need to do it for each layer or something
me: hm
Tao: fuckkk
me: like select all layers, copy, then go to other file and just press
paste
Tao: yeah
12:58 PM **me:** try it
me: ill try
this is so hard
haha
12:59 PM **Tao:** damnnn
1:00 PM **me:** fuck
Tao: damn
me: bro should call me back
1:01 PM cant copy paste
Tao: damn
me: ill keep trying
Tao: thought 'what if he never talks to us again'
i paid 60% down payment
bitches
1:02 PM **me:** maybe hes at lunch
Tao: damn
yeah
1:05 PM i hope evrything works out
damn
1:06 PM no shit storms really
damn
1:07 PM **me:** i know
pretty disappointing

15 minutes

1:22 PM **me:** i did it
sweet
Tao: nice
1:24 PM now what
me: will finish full file
then communicate more

[phone conversation between brandon and jeff]

1:38 PM **me**: just talked to jeff
Tao: oh shit
nervous
me: he wnatns me to do some shit

1:39 PM its okay
Tao: is everything going to be ok
me: there is a way for him to convert to pantones without him
doing any work and me doing a little work
which he explained to me
Tao: damn
did you undesrstand it
me: seems like everything will be okay but not completed until
tomrrow, if everything is done correctly today
becuse hes leaving office soon
Tao: i see

1:40 PM **me**: yes
Tao: as long as eveyrthing will be ok
me: i believe i did
Tao: i'm glad
me: going to do it now before i get confused
Tao: ok go

8 minutes

1:48 PM **me**: im going to send you the back, can you look for typos
Tao: yes
me: the file ill send to jeff
dont worry about the different colors

From: Brandon Gorrell <brandongorrell@gmail.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Thu, Apr 23, 2009 at 1:49 PM
Subject: (no subject)

[BACK CMYK JEFF.psd]

1:49 PM **Tao**: k

1:51 PM this might be due to the computer i'm using, it's fucked up, but

yoru bio covers your face a little

oh, wait, no that's just because it's black

yeah never mind

me: yeah

Tao: i see no typos

1:52 PM you opted for " " in bio, i see

no tyops

good job

me: yes

thx

7 minutes

2:00 PM **Tao**: glad everything is working

2:02 PM **me**: yes

2:03 PM **Tao**: afk 10 min

2:04 PM **me**: OK

ok

From: Brandon Gorrell <brandongorrell@gmail.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Thu, Apr 23, 2009 at 2:13 PM
Subject: can you look at it, give me suggestions for centering, or placement

[FULL_CMYK.psd]

2:15 PM **Tao**: looking at thing
2:16 PM **Tao**: are you there
me: yeah
you see my email
Tao: yeah
i would move your name up and the title down on the spine
'remember,' there's a 1/8 margin that will be cut off from the 8 inch
height
and it seems close to the edges
2:17 PM other wise seems swweet
2:18 PM **me**: fuckin sweet
Tao: sort of can't believe it's working
like it's going to be ok
me: will 1/8 be cut off from sides
2:19 PM **Tao**: yes
me: i am unsure if it will be okay
author photo presents a problem
i think
Tao: damn
is it going to be ok
im switchin to mac to look on there
2:21 PM **me**: okay
it will probably be ok
Tao: lookin on mac
looks good except spine text things i said
me: i think we will 'run into' problems with author photo but
seems that could be resolved tomorrow morning
Tao: damn, he will call you right
instead of me
2:22 PM **me**: ill email him
2:23 PM **Tao**: you are emailing him the files right
me: yes
Tao: if possible, can you communicate with him from now on, so
you can get what you want, and also because i have no means to
edit things reliably on photoshop
while talking on hpone
2:24 PM you can do whatever it takes regarding the \$92 hour
2:25 PM **me**: yes
im unemployed
fuck

just popped off n key again

fuck

wtf

Tao: seems like it has something to do with the word 'nigger' i feel

me: thats funny

Tao: thanks for working on book cover and 'dealing' with jeff

i feel a 'great load' has been removed from me

2:26 PM **me:** yeah

'np'

Tao: after ellen's party ill make facebook thing for your thing

excited to do that

2:27 PM **me:** sending you another version of psd can you look

Tao: yeah

me: sweet

From: Brandon Gorrell <brandongorrell@gmail.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Thu, Apr 23, 2009 at 2:28 PM
Subject: (no subject)

[FULL CMYK.psd]

2:28 PM **Tao:** what changes did you make
me: centering things
plus name spine thing you said
Tao: seems sweet

2:29 PM what did you move besides spine things
me: just front and back
minor adjustment

2:30 PM **Tao:** seems sweet
me: hm, now have to prepare author photo
Tao: i might even move the title down a little more and the name
up a little more, to go with 'cramped' design re title on front, and
make more centered, as a whole (bottom of name closer to bot-
tom of barcode), but not sure about that, seems sweet as is

2:31 PM **me:** hm
okay, will consider
Tao: time out chicago editor requested pdf of your book, sending
him

2:33 PM **me:** fuckin sweet
shane jones

2:34 PM **Tao:** damn shane linked you
me: when
Tao: i think no one published by muumuu house has read more
than 2 pages of hsane's book
<http://shaneejones.blogspot.com/>
fifth paragraph down 2nd post

2:35 PM **me:** oh he did
damn
Tao: did you get hits
stacunter
statcounter

2:36 PM **me:** yeah
pretty good
pretty sweet

2:40 PM **Tao:** shane
damn

2:41 PM when i view your cover it looks blue and pink, pretty sweet

2:42 PM **me:** he said, if given to him that way, it would be simple for them
to convert to pantones, without doing the
93/hr work,. or seomthing

2:43 PM those colors are like 100% cyan for green, 100% 'k' for black,
100% magenta for greay
Tao: ok
seems sweet
was the phone conversation civil
like, friendly
or soemthing

2:44 PM **me:** yes
he seemed like
worried a little
but not in a bad way
Tao: oh, good
me: he tried to explain a lot of things to me
Tao: we must seem 'so retarded' to him
me: but using language i could understand
he maybe 'felt he was dealing with amateurs' but still treated me
'professionally'
yeah

2:45 PM **Tao:** nice
me: he probably thinks that phrase
'so fucking retarded'
retarded bros
Tao: i hope he views us as like children that he cares about and
wants to help
me: it seems, maybe, a little like that
Tao: small retards
me: tiny retarded bros

2:46 PM the author photo is going to be a problem
fuck
brb
Tao: did you and him talk about the author photo

2:48 PM **me:** think im going to have to change the author photo
feel like illhave to
Tao: was it discussed

2:49 PM **me:** no, but i think if i send it to him this way it will look like a
darker black square
behind my head
its two different blacks
how did you make ellens so it wasnt pixellated
Tao: the photo?

me: yeah
Tao: 300 dpi i think
yeah
2:50 PM **me:** just made it 300
Tao: still pixelated?
me: nevermind
was reaffirming what you said
looking for a photo
Tao: is black behind your head not good
nevermind, because bio goes over it
me: it looks wrong
Tao: damn
2:51 PM you could do no author photo, some kind of symbol
(just an idea)
me: thinking about it
2:52 PM maybe i should try and use nylon pic
that seems 'sound'
Tao: nice
might not be high enough resolution
unsure
wait, yeah
but then you'll need to move bio over
me: it must be
ill just crop
2:56 PM if i used nylon photo would we be sued for photo credit
2:57 PM not crediting that photographer
Tao: i'm sure not
if so seems good

8 minutes

3:05 PM **me:** fuckin sweet
3:09 PM i cant find the muumuu nylon pdf
do you have that available somewhere
Tao: let me look
fwdeed
fwd'd

From: Tao Lin <binky.tabby@gmail.com>
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Thu, Apr 23, 2009 at 3:09 PM
Subject: Fwd: are you able to get pdfs of muumuu article easily?

[MuuMuu1.pdf]

3:12 PM **me**: ty

3:15 PM i hope we dont get sued
do you really think its ok

3:16 PM **Tao**: yes
does ti work, 300 dpi

8 minutes

3:24 PM **me**: feel worried about using the nylon photo
its like 'blatant'
'blatant disregard for law'

3:25 PM **Tao**: you could credit the photo
i dont know, seems ok
dennis johnson used photography by ellen kennedy without
crediting it
he said he would credit it but didn't

me: hm

Tao: i approve of it, the nylon person didn't get paid
i dont kow

whatver seems fine

going to 'ppoop'

me: nylon hasmore power and interest in being credited than
ellen kennedy does

3:26 PM okay

3:28 PM i may credit on back cover
going to eat bbl

3:31 PM **Tao**: you can credit

11 minutes

3:43 PM **Tao**: going to eat dinner
good night bro

[4:45 PM voicemail from Brandon to Tao]

Hey, Tao, it's Brandon, um, I got, I finished with all the cover files, and Jeff on the phone said something about, like, uploading the files to a server, or, to an ftp, rather than sending the files in an email directly to him, and I'm looking at the emails you sent him, and you said that you uploaded some stuff to Tompkins, Thomson-Shore...or something...and I don't know if I should just email him the files or email you the files or upload it to whatever ftp...he's talking about, so give me a call back, or text message me, or get online, okay, bye.

5:35 PM **me**: nigger
Tao: is the pic working
me: i left you VM

5:36 PM **yes**
um
jeff said something about 'uploading to ftp'
and i saw in emails that you 'uploaded files to thomson's website'
can i just give you files to upload

5:37 PM **Tao**: oh yeah
yeah, send me the files now
if you're ready

5:39 PM **me**: in amin gfjust came
Tao: ok

From: Brandon Gorrell <brandongorrell@gmail.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Thu, Apr 23, 2009 at 7:28 PM
Subject: Fwd to Jeff: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A BIOGRAPHER PRESENT JOB #560922

Jeff, I have asked Tao to upload to the Thompson FTP the barcode, author photo, full jacket PDF, and full jacket PSD.

For the PSD/PDF files, I used the colors you told me, 100% magenta for grey, 100% cyan for green, and 100% black for black. The PSD file has all the layers, unflattened.

There is one issue. I embedded the fonts in the full jacket PDF, but if you look at it, some of the fonts don't match up with the PSD file. However, the fonts are correct in the full jacket PSD file. Can you somehow correct this?

If you are able to resolve this issue, please go ahead and, if everything is ready, use the pantones that Tao has provided to replace the colors on the full cover PDF. I appreciate your patience and help. If you need to talk about anything, please call me at 206-434-8210.

Brandon

[01 BARCODE PDF.pdf
02 AUTHOR PHOTO COPY.pdf
02 FULL CMYK copy.pdf]

From: Brandon Gorrell <brandongorrell@gmail.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Thu, Apr 23, 2009 at 7:29 PM
Subject: also upload this

[02 FULL CMYK.psd]

From: Tao Lin <binky.tabby@gmail.com>
To: Jeff Rhoades <jeffr@tshore.com>, Tod Baker <todb@tshore.com>
Date: Thu, Apr 23, 2009 at 9:20 PM
Subject: Fwd: Fwd to Jeff: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A BIOGRAPHER PRESENT JOB #560922

----- Forwarded message -----

From: Brandon Gorrell <brandongorrell@gmail.com>
Date: Thu, Apr 23, 2009 at 10:28 PM
Subject: Fwd to Jeff: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A BIOGRAPHER PRESENT JOB #560922
To: Tao Lin <binky.tabby@gmail.com>

Jeff, I have asked Tao to upload to the Thompson FTP the barcode, author photo, full jacket PDF, and full jacket PSD.

For the PSD/PDF files, I used the colors you told me, 100% magenta for grey, 100% cyan for green, and 100% black for black. The PSD file has all the layers, unflattened.

There is one issue. I embedded the fonts in the full jacket PDF, but if you look at it, some of the fonts don't match up with the PSD file. However, the fonts are correct in the full jacket PSD file. Can you somehow correct this?

If you are able to resolve this issue, please go ahead and, if everything is ready, use the pantones that Tao has provided to replace the colors on the full cover PDF. I appreciate your patience and help. If you need to talk about anything, please call me at 206-434-8210.

Brandon

From: Tao Lin <binky.tabby@gmail.com>
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Thu, Apr 23, 2009 at 9:24 PM
Subject: Re: Fwd to Jeff: DURING MY NERVOUS BREAKDOWN I WANT
TO HAVE A BIOGRAPHER PRESENT JOB #560922

did it

in case you need the info, to login go here: <http://www.thomsonshore.com/>
and click 'login' in upper right

pw is muumuu, login is '37182'

From: Brandon Gorrell <brandongorrell@gmail.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Thu, Apr 23, 2009 at 9:24 PM
Subject: Re: Fwd to Jeff: DURING MY NERVOUS BREAKDOWN I WANT
TO HAVE A BIOGRAPHER PRESENT JOB #560922

sweet

you upload all 4?
sweet

From: Tao Lin <binky.tabby@gmail.com>
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Thu, Apr 23, 2009 at 9:26 PM
Subject: Re: Fwd to Jeff: DURING MY NERVOUS BREAKDOWN I WANT
TO HAVE A BIOGRAPHER PRESENT JOB #560922

yes, going to sleep now, use that login info if you need and i'm not up

From: Brandon Gorrell brandongorrell@gmail.com
To: Tao Lin <binky.tabby@gmail.com>
Date: Thu, Apr 23, 2009 at 9:27 PM
Subject: Re: Fwd to Jeff: DURING MY NERVOUS BREAKDOWN I WANT
TO HAVE A BIOGRAPHER PRESENT JOB #560922

ok

FRIDAY
APRIL 24

From: Jeff Rhoades <jeffr@tshore.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Fri, Apr 24, 2009 at 8:28 AM
Subject: Re: Fwd to Jeff: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A BIOGRAPHER PRESENT JOB #560922

There's still some things we have to correct. Should be less than an hours time (\$92) if you want us to fix it. The author photo isn't in the right color and the barcode is blurry. We can convert the photo to grayscale and make it the Pantone Black. We would need the original, unedited barcode to fix that. We can leave it as is but no guarantees that bookstores will be able to scan it. Barcodes shouldn't be resized or edited from what was sent.

I didn't see any font differences between the two. Can you give me specifics? I want to make sure we're both seeing the same thing.

Let me know. We're getting close.

Jeff Rhoades
Prepress Technical Support
734-426-1718

From: Tao Lin <binky.tabby@gmail.com>
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Fri, Apr 24, 2009 at 8:30 AM
Subject: Fwd: Fwd to Jeff: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A BIOGRAPHER PRESENT JOB #560922

answer these questions for me or call him or email him directly, i don't know what he is talking about

----- Forwarded message -----

From: Jeff Rhoades <jeffr@tshore.com>
Date: Fri, Apr 24, 2009 at 8:28 AM
Subject: Re: Fwd to Jeff: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A BIOGRAPHER PRESENT JOB #560922
To: Tao Lin <binky.tabby@gmail.com>

There's still some things we have to correct. Should be less than an hours time (\$92) if you want us to fix it. The author photo isn't in the right color and the barcode is blurry. We can convert the photo to grayscale and make it the Pantone Black. We would need the original, unedited barcode to fix that. We can leave it as is but no guarantees that bookstores will be able to scan it. Barcodes shouldn't be resized or edited from what was sent.

I didn't see any font differences between the two. Can you give me specifics? I want to make sure we're both seeing the same thing.

Let me know. We're getting close.

Jeff Rhoades
Prepress Technical Support
734-426-1718

[8:31 AM text from Tao to Brandon]

Bro, check your email. Jeff.

From: Tao Lin <binky.tabby@gmail.com>
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Fri, Apr 24, 2009 at 8:37 AM
Subject: Re: Fwd to Jeff: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A BIOGRAPHER PRESENT JOB #560922

i recommend telling him to use the barcode you sent, i'm pretty sure bookstores can still scan it

since otherwise the barcode will be huge and not look like ellen's

if they can't i think that 'doesn't even matter' based on ellen's bookstore sales; bookstores won't know they can't scan it until later on, and it won't matter, most of the stores being 'independent' ones that aren't stopped from stocking unscannable books by 'rules'

i don't know what he is talking about re author photo, i recommend, for that, paying him \$92 an hour for whatever thing he is talking about, if it is compatible with how you see the cover in your mind

if you email him cc me in the email

8:39 AM **Tao**: bro
me: hey bro
8:40 AM will 'handle' jeff thing soon bro
Tao: ok sweet
should i email him saying you'll be handling it soon with him
me: hm, no, ill do it within like the next 10 mins
ill email him directly
Tao: ok
me: is that ok
Tao: ok
8:41 AM yeah, i'll just email him so he'll know i have approved you or
osomething
me: okay coo
I
sweet
Tao: it's finally working bro
can't believe it

From: Tao Lin binky.tabby@gmail.com
To: Jeff Rhoades <jeffr@tshore.com>, Brandon Gorrell
<brandongorrell@gmail.com>
Date: Fri, Apr 24, 2009 at 8:42 AM
Subject: Re: Fwd to Jeff: DURING MY NERVOUS BREAKDOWN I WANT
TO HAVE A BIOGRAPHER PRESENT JOB #560922

Hi Jeff,

Thank you very much for your continued help, I appreciate it.

Brandon is going to email you within 20 minutes about the concerns you listed below. I've attached Brandon in this email so you know it's him, and that I approve of his choices.

Sincerely,

Tao

me: fucking sweet bro
8:43 AM hm, why is the barcode blurry
8:44 AM **Tao:** huh, is it blurry
me: doesnt look blurry to me
he says its blurry
Tao: oh damn
i dunno
8:45 AM im looking at it
8:46 AM **me:** does it look blurry to you in the 'barcode pdf' or in the 'full
cmyk
' file
Tao: barcode pdf
but it's bigger there, so it 'should' be blurry i think

From: Muumuu House <muumuuhouse@gmail.com>
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Fri, Apr 24, 2009 at 8:46 AM
Subject: Fwd: brandon's barcode

----- Forwarded message -----

From: Muumuu House <muumuuhouse@gmail.com>
Date: Tue, Dec 30, 2008 at 7:29 AM
Subject: brandon's barcode
To: Brandon Gorrell <brandongorrell@gmail.com>

i have attached your barcode

i looked at 'rise up' by matthew rohrer and the barcode on his book is only half, only half is there (i attached what i mean), i think any amount of the barcode being there will work, as long as the entire horizontal area is shown. making the barcode smaller in that way may make it look better. the top half doesn't matter because it is just the ISBN repeated (it's on the bottom part).

i think ellen is going to see where you put your barcode first before deciding where to put hers since she used your back as a template for her back sort of.

[b25fe1c5493359bffc4307414dbec609_2.TIF
Picture 1.png]

me: in email
8:47 AM minimize it to 100%
Tao: damn, it does look blurry in barcode pdf file
me: really
Tao: yeah
me: is it really blurry?
wtf
can you screenshot
and send me
8:48 AM bro
Tao: i sent you barcodes
me: wait
i mean the barcode that i sent jeff
8:49 AM did you look at that
Tao: yes its blurry
are you looking at it
me: yes, it doesnt appear blurry to me, only the numbers like
slightly messed up
but acceptably
can you screenshot
Tao: sending

From: Tao Lin <binky.tabby@gmail.com>
To: Brandon Gorrell <brandongorrell@gmail.com>
Date: Fri, Apr 24, 2009 at 8:49 AM
Subject: (no subject)

[Picture 12.png]

8:50 AM my computer is mesed up, it's hard to navigate
can you look at the barcode i sent you, and if it's less blurry, send
that to him
the one i sent you looks less blurry to me
me: the ones you just sent me are too big though i think
Tao: it's not in pdf yet though
the bottom one is the one used on ellen's book
's size

8:51 AM **me**: really
Tao: yes
it's the same size you used i think
me: oh
sweet
Tao: it doesnt appear blurry
me: not to me
Tao: it's in png though and might need to be pdf or something
the one i sent you doesnt appear blurry, the one you sent jeff
appears blurry, to me
me: he said, on the phone, that he wanted the barcode file in the
format that they gave it to us

8:52 AM **Tao**: ok
then that is exactly the top one in the email i sent with two bar-
codes
you could download that and then cut it in half (or whatever size)
and send that to him without altering it
further rather than cutting it to size
me: can you look at the full cover pdf and see if you see font
differences
my computer messes with the fonts on the back cover of the full
cover pdf
makes them into a different font
jeff says it doesnt do that for him

8:53 AM **Tao**: yes
me: why dont i just send him 'picture 1'
was 'picture 1' edited by you
Tao: that's 'png' and the other is 'tiff'
png was edited by me
'tiff' is original
me: hm

Tao: can you just download the tiff and cut it to size
keeping it as tiff

8:54 AM **me:** do i look for different fonts in pdf or psd copy
me: pdf

8:55 AM **Tao:** you could just send him the png, but that isn't exactly what
he asked for
but it's what i used on ellen's and it worked
me: hm

8:56 AM **Tao:** im having problems viewing the pdf on my comp, i can view
it at library
but i see no font problems right now
me: okay
Tao: where exactly are font problems so i can look specifically
me: they are 'glaring' on my computer
my computer must be messing up

8:57 AM **me:** like all of the blurbs are in some strange gay looking font
its probably not a problem
Tao: oh, it looks normal, sweet, to me
me: if you see normal and jeff sees normal
its probably sweet
Tao: ok

8:58 AM **me:** if i cut the barcode in half i have to make a white space
behind it and put it behind it
remember
Tao: yes
me: seems hard
fukkkckckckk
Tao: just open both the png and the tiff
and look at the 'canvas size' of the png
and open a new file with the same size
and paste the tiff over that
come on bro
just open both and make them the same size
me: bro
Tao: bro

8:59 AM **me:** shit bro
Tao: bro, you can do it
me: im doing it bro
feels sweet
Tao: ok sweet

sweet

8 minutes

9:07 AM **me**: would it be okay without the white space on top
would that look strange
Tao: i believe it will look strange

9:09 AM you can put them side by side, cut the tiff so it is the same size as
the barcode in the png, then go to canvas
size and increase the height of the file the match the png, clicking
the correct arrow so it only increase the top of the file, putting in
the correct white space
'file the match' = 'file to match'
bro

9:11 AM **me**: sweet bro
Tao: if you have problems i can try to do it on my comp now

9:12 AM i think the png wont even wor
k
it seems smaller than the tiff
i think i messed up when making the png
that is why it is blurry to him maybe
me: the png was big
like 4 inches or something
it was strange
Tao: the tiff seems bigger to me when i open both
me: look at image sizes

9:13 AM **Tao**: im looking not in photoshop though
me: oh
Tao: my computer isnt sweet
me: weak bro
Tao: is it working
can it be done

9:14 AM **me**: i did it but feel unsure of if its good or not
ill send to yo
u

From: Brandon Gorrell <brandongorrell@gmail.com>
To: Tao Lin <binky.tabby@gmail.com>
Date: Fri, Apr 24, 2009 at 9:14 AM
Subject: (no subject)

[BARCODE.TIFF.tif]

9:15 AM **Tao**: it seems good
me: he says the barcode shouldnt be edited or resized from what was sent, but the problem is that we have to do that, no matter what

9:16 AM **Tao**: it can be resized, i read on hte internet and saw on wave books and other places
me: is jeff a bro or isnt he a bro
shit bro
Tao: he said he'd do it with the barcode
bro, you didnt cut it all
cut the part on the right also

9:17 AM ignore what i just said
sorry bro
me: if he said he would do it, why did i make the tiff

9:18 AM **Tao**: i mean he said he would print it even if he thought it might not scan
me: oh
yeah
Tao: and he seems wrong about that
so it seems sweet
me: elliot bay put a bigger barcode over your barcode on your poetry book
in the form of a sticker
Tao: that's just their thing maybe
me: seems like maybe bookstores are prepared
Tao: yeah
it's ok

9:19 AM just email him whatever
me: ill email him, 'here is the tiff at the size we want it, if this is more blurry than the first we sent you, use first'
Tao: ok sounds good

9:20 AM afk makin a smoothy
me: sweet

8 minutes

9:28 AM **Tao**: here
how's it goin

9:29 AM **me**: just finished writing email, now going to upload barcode to ftp
Tao: sweet

if you have problems ill upload it
or just email to me and ill upload, since ive done it before
9:30 AM **me**: keeps saying ' You do not have access to read this page:

Login Failed

You will be automatically redirected. If your browser does not
support redirecting, click here:

Login Page'

can you just upload it

Tao: yeah

is it the one you emailed

9:31 AM **me**: yes

9:32 AM emailing now

9:33 AM have you uploaded barcode yet

Tao: doing now

me: tell me when finished

Tao: ok

9:34 AM done

From: Brandon Gorrell <brandongorrell@gmail.com>
To: Jeff Rhoades <jeffr@tshore.com>, Tao Lin <binky.tabby@gmail.com>
Date: Fri, Apr 24, 2009 at 9:36 AM
Subject: Re:DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A BIOGRAPHER PRESENT JOB #560922

Jeff,

I have had Tao upload the barcode in the file format it was given to us. I have resized it, though. We prefer to have it at that size. Hopefully this file is less blurry (all I did was cut and resize it - I didn't change the resolution or file type). If it isn't less blurry than the first barcode, we prefer you use the first barcode.

Sounds good about the author photo, go ahead and fix it.

As for the font differences, I think it is a problem with my PC. My computer views all text on the back cover and spine in a font that isn't Arial. However, Tao notices no differences in font, on his computer. Basically, the whole thing should be in Arial. I believe it's just a problem with my computer.

Please let me know if there are any more problems and the status of this project when you can. Thank you again.

Brandon
206-434-8210

9:39 AM **Tao**: sweet email

9:40 AM gonna package shitt
afk
me: bye

21 minutes

10:01 AM **me**: call me if jeff emails with problems and i'm not at computer,
going to gf's for a bit

10:05 AM **Tao**: k

11:46 AM **me**: any word from jeff
11:47 AM **Tao**: no
 maybe he's finishing eveyrthing then emailing
 me: yeah hopefully
11:51 AM i wonder if noah can come for my book party
 Tao: damn
11:52 AM are you in contact with him
 me: we email and chat occasionally
11:54 AM where jeff bro
 shit bro
11:57 AM **Tao**: damn

5 minutes

12:02 PM **me**: no one comments on my blog anymore
12:03 PM my hits are higher than ever but no one comments
 like much less comments
 when i was getting like 30 hits a day i would get like 7 comments
on a post
 now thats rare
12:04 PM **Tao**: damn
 me: i feel sure ive alienated myself
 Tao: damn
 go comment on some random ass bro blogs
12:05 PM **me**: bitches
12:07 PM **Tao**: nothing seems to be happening today
12:10 PM **me**: just thought 'jeff' then 'shane jones' then 'justin taylor' then
saw myself screaming

12 minutes

12:22 PM **Tao**: damn
 going outside
12:23 PM **me**: k

From: Jeff Rhoades <jeffr@tshore.com>
To: Brandon Gorrell <brandongorrell@gmail.com>, Tao Lin
<binky.tabby@gmail.com>
Date: Fri, Apr 24, 2009 at 1:18 PM
Subject: Re: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A
BIOGRAPHER PRESENT JOB #560922

The new barcode looks much better. One last question, I mentioned the photo printing in the Black, it can also print in the Pantone 416 which is the same color as the type over the starbursts. Since this is a different photo I just wanted to make sure.

I prefer the black as it will look better. Let me know and we'll get things moving on Monday.

Jeff Rhoades
Prepress Technical Support
734-426-1718

From: Brandon Gorrell <brandongorrell@gmail.com>
To: Jeff Rhoades <jeffr@tshore.com>, Tao Lin <binky.tabby@gmail.com>
Date: Fri, Apr 24, 2009 at 1:32 PM
Subject: Re: DURING MY NERVOUS BREAKDOWN I WANT TO HAVE A BIOGRAPHER PRESENT JOB #560922

Jeff, go ahead with the black, if it will look better. Thank you very much for your help. I'm excited to have things finally moving.

Brandon

1:38 PM **Tao:** damn, so sweet
jeff
me: yeah bro
seems really sweet
Tao: jeff is sweet bro
me: jeff is a sweet bro
Tao: feeling good re your book
sweet
sweetness
me: when it comes down to it
jeff is just a fucking sweet bro
Tao: doesn't 'jets to brazil' have a song called 'sweetness,' 'weird'
i mean
jimmy eats world
me: dont know
Tao: damn

1:39 PM thinking of making chapbook
'the brandon book crisis'
printng our gchats, we can split profits
in a chapbook thingy
me: sweet
fucking sweet
Tao: you down with that bro
me: fucking sweet
Tao: damn

1:40 PM **me:** are you really
Tao: yeah
me: can i help
sweet
Tao: yeah
if yuo compuile all the gchats
into a file, i'll print it and staple and shit
me: emails too
Tao: yeah
if you compile ill create
splti the profits bro
me: sweet
ill work on it
Tao: damn, sweet
include this gchat

me: damn
1:41 PM **Tao:** feels ssweet
me: seems really sweet
Tao: da mnn
me: talking to gf
gmail chatting her
1:42 PM **Tao:** damn
the brandon cook crisis
book crisis
damnn
me: i could make the pages in photoshop so it looks nicer
1:43 PM **Tao:** 'jesus'
me: seems like it wouldnt be that hard
take like 2 hours or something
Tao: i feel a shitty representation would be cool
if youw ant to do that thing go ahead though
we can 'up the price'
me: ill think about it
Tao: just want to 'milk' my bitches some more
me: thats funny
1:44 PM **Tao:** gotta milk them while hits are high
me: every offer ive given on my book fails
word bro
Tao: damn, might be too far off still
2 months
me: two months
hm
1:45 PM **Tao:** i have a gchat with gf
referring to 'the brandon book crisis,' will include that also
as like a
maybe like the preface
to explain the title or something
you know, bro
1:46 PM **me:** im having like a serious relationship discussion
with gf rihgt now
Tao: oh shit, ill back off
good night bro
me: jaha
Tao: damn
me: its ok

Tao: jamaican haha
1:47 PM watch out fer haiti bitches, i heard they throw hex
1:48 PM **me:** wu tang bro?
Tao: you got it bro

5 minutes

1:53 PM **me:** i feel like really excited about the chapbook, seems 'so sweet'
really
like i imagine it and it seems really sweet
feels like it will be a compelling thriller
mystrey

1:54 PM **Tao:** i feel excited also
yeah, people will want to know
it has a strong plot
damn
Tao: just thought about getting blurbs for it
the brandon book crisis has a strong plot
me: chris killen would blurb it
Tao: damn
yeah
we'll give him a free copuy
damn
we're going to be rich

1:55 PM **me:** are we going to be as excited about this tomorrow bro
shit
did i just kill the mood bro
damn

1:56 PM **Tao:** damn...
i thought about it yesterday i think
it's already 'simmered' in my brain, without losing excitement
me: sweet

1:57 PM **Tao:** i autographed my name 9 times on a piece of paper
1:58 PM then signed the back of it and dated it
new gimmick
me: wtf
seems sweet
Tao: new gimmick bro

5 minutes

2:03 PM **me:** brb

5 minutes

2:08 PM **Tao:** im freaking out
the person next to me keeps moving their hand weirdly
me: seems sweet

2:09 PM **Tao:** damn, you're right i think
me: starting compiling
compilation
Tao: sweet

2:10 PM **me:** think im just going to copy/paste in word doc
Tao: can you amke it so it reads like in gchat
easier to read
like the shit on muumuu
muumuuhouse.com/gmailchats.html
me: yes
Tao: <http://muumuuhouse.com/gmailchat.html>
me: ill just make it and you can change it to however you feel
ill make it like the gchats on muumuu

2:11 PM **Tao:** damn nice
me: inserting emails
Tao: if you see errors on your amazon page, i'm aware of them
and fixing them, re blurb area
me: also things, maybe, like [brandon has phone conversation
with jeff rhoads of thomson shore]
Tao: sweet
me: small, one sentence things where 'necessary'

2:12 PM **me:** brb
Tao: "me: brandon book cover crisis in 'full on' mode
Sarah: damn why?
12:49 PM me: various problems, brandon and i are working
though ,feels like a thriller movie about photoshop"

2:13 PM **me:** sweet
when i send doc maybe check to see if there's any chats i left out
i may have deleted one or something, unsure
Tao: i will bro

2:14 PM **me:** ill insert text messages, damn, fucking sweet
Tao: texts., oh damn
insert jeff too, right, or not
me: yeah
emails
Tao: damn

16 minutes

2:31 PM **me**: going sweet bro

Tao: damn

just did a lot of small shit online
twittering and commenting and shit
going to 'poop'

me: interesting

2:32 PM ok

7 minutes

2:39 PM **Tao**: while pooping i thought about organization

2:40 PM one way would be to put it into sections, each section starting with
the date, like APRIL 22 MONDAY
and beginning the entire thing with my small quote with gf, saying
'the brandon book cover crisis is in 'full on' mode', APRIL 23 , 2
pm or something
to build suspense

me: haha

Tao: the next page would be like APRIL 21

me: i laughed

2:41 PM thats good

Tao: damn, this is so sweet

me: im just compiling now, when i get done compiling i will be
able to focus on organization, yours seems like a pretty sweet
idea though

Tao: damn

ok

me: i am leaving out chats that have nothing to do with crisis
during that time

Tao: seems smart

me: like entire chats

INDEX

AFK is short for Away From Keyboard.
95, 129, 132

Arial, sometimes marketed as **Arial MT**, is a sans-serif typeface and computer font packaged with Microsoft Windows, other Microsoft software applications, Apple Mac OS X, and many PostScript computer printers.
9, 12, 30, 46, 131

Audrey Allendale (b. 1988) is an employee of Brooklyn-based publishing company **Muumuu House**, which was founded in 2008 by **Tao Lin**. In an April 23rd, 2009 interview with **Sam Pink** for **HTMLGIANT** she said, "Three [seconds is a good hug]."
19, 86

BBL is short for Be Back Later.
73, 104

Best Behavior is a novel-in-progress by **Noah Cicero**. A blog post by Noah from December 18th, 2009 said, "I went to NYC. / I'm going to write a short book about it. / I think it will be called, "Best Behavior." / The book will be about how people from my generation always behave appropriately and are really great and sincere and lovely. / The book will not define a generation. / If it did, it would be really horrible. / I'm going to use everyone's real names that are writers. / Everyone that is not a writer will have another name that is made up. / It will be better than bright lights big city / it will not be better than American Psycho." A blog post by Noah from January 31st, 2009 said, "i'm on page 44 in open office, which would be like 52 in microsoft word, and probably 65 in book pages. / The whole thing is me ruminating on people / just talking about them / kind of endless shit talking about people / but not in a mean way." A blog post by Noah from March 9th, 2009 said, "I have 37,000 words. / I'm on page 114."
16

Blake Butler (b. 1979) maintains gillesdeleuzecommittedsuicideandsow-illdrphil.com; lives in Atlanta, GA; founded and edits **Lamination Colony**; co-founded and co-edits **No Colony** with **Ken Baumann**; and is the author of **Ever** (Calamari, 2008) and **Scorched Atlas** (Featherproof, 2009).
13

Brandon Scott Gorrell (b. 1984) maintains brandon-alien-fine.blogspot.com; lives in Seattle, WA; and is the author of *During My Nervous Breakdown I Want To Have A Biographer Present* (Muuumuu House, 2009), *Nervous Assface* (Bear Parade, 2009) and *ALIENATED AFRAID OF BEDROOM FURNITURE* (Lamination Colony, 2008).

—

Brookline Booksmith, named by **Boston Magazine** as Boston's best bookstore in 2004, 2005, 2006, and 2008, is located on 279 Harvard Street in Brookline, MA.

51

Chelsea Martin (b. 1985) maintains jerkethics.com; lives in Oakland, CA; and is the author of *Everything Was Fine Until Whatever* (Future Tense, 2009) and *The Really Funny Thing About Apathy* (Sunnyoutside, 2009).

34, 85

Chris Killen (b. 1981) maintains dayofmoustaches.blogspot.com; lives in Manchester, UK; and is the author of *The Bird Room* (Canongate, 2009).

138

Clay Banes (b. 1965) maintains claytonbanes.blogspot.com; lives in East Bay, CA; and is an employee of **Small Press Distribution** and a former employee of **Pegasus**.

85

CMYK, short for Cyan, Magenta, Yellow, and Key, is a subtractive color model used in color printing and often referred to as "process color" or "four color."

25, 27, 32, 40, 59-61, 64, 66, 70, 74-76, 89, 90

Dennis Loy Johnson (b. 19??) co-founded Brooklyn-based publishing company **Melville House** in 2001 and is the author of *The Big Chill* (Melville House, 2005). Dennis previously taught writing at Iowa Writer's Workshop, maintained the weblog **Moby Lives**, and wrote short stories which won him a **Pushcart Prize** and inclusion in the annual anthology *New Stories from the South*.

49, 51, 104

DPI, short for Dots Per Inch, is a measure of spatial printing or video dot density, in particular the number of individual dots that can be placed within the span of one linear inch.

102, 104

During My Nervous Breakdown I Want to Have a Biographer Present (Muumuu House, 2009) is **Brandon Scott Gorrell's** debut poetry-collection.

—

Ellen Kennedy (b. 1989) maintains bleak-perverse-fetishistic.blogspot.com; lives in Boston, MA; and is the author of ***yesterday i was talking to myself and i told myself that i was going to write a book and give it to you so i put paper in my bag and put a pen in my bag and rode my bike to the river bank and sat on the ground and thought 'i will never write a book' and watched ducks swim away from me*** (Bear Parade, 2006), ***Sometimes My Heart Pushes My Ribs*** (Muumuu House, 2009), and, the co-author, with **Tao Lin**, of ***Hikikomori*** (Bear Parade, 2007).

19, 49, 50, 98, 101, 104, 110, 118, 122, 125-126

Elliot Bay Book Company is a book store located in Seattle, WA in the Pioneer Square district.

129

Facebook, created in 2004 by **Mark Zuckerberg**, is a free-access social networking website owned and operated by Facebook, Inc.

98

Fran maintains franswhatever.blogspot.com and was formerly a frequent commenter on **Tao Lin's** blog. Her comments were critical of Tao Lin and often alluded disapprovingly to Tao Lin's father's jail sentence, Tao Lin's shoplifting, and Tao Lin's posting of stickers throughout NYC. It has been suspected, but not confirmed, by Tao Lin that since 2007 Fran has anonymously commented propaganda against Tao Lin more than four dozen times on multiple blogs, posing as multiple people.

85

FREEwilliamsburg is a weblog with reviews and guides of Williamsburg and Greenpoint bars, restaurants, events, organizations, and art galleries.

144

13, 19

GF is short for Girlfriend.
13, 32, 48, 50, 106, 132, 137, 140

Helvetica is a sans-serif typeface developed in 1957 by Swiss typeface designer Max Miedinger.
12, 27, 46, 55-56

Hyo Jung is the name used to make comments critical toward **Muumuu House**, and those associated with Muumuu House, on the website **HTMLGIANT** in April, 2009. In some of these comments Hyo Jung identified herself as a woman in her 30's with a pre-teen son. Hyo Jung later claimed to be an intern under Tao Lin's employ.
85

InDesign is a desktop publishing software application produced by Adobe Systems which can be used to create anything from posters, flyers, and brochures to full magazines or books.
22-23

ISBN, short for International Standard Book Number, is a 10-digit number that uniquely identifies books and book-like products published internationally.
122

Linda Skrzypek (b. 19??) is an employee of Thomson-Shore, Inc.
22-24

Jeff Rhoades (b. 19??) is an employee of Thomson-Shore, Inc.
—

Jesus is a colloquialism indicating awe.
90, 137

Justin D. Taylor (b. 1984) maintains justindtaylor.net; lives in Brooklyn; edited *The Apocalypse Reader* (Running Press, 2007); co-edits *The Agriculture Reader*; contributes to **HTMLGIANT**; and is the author of *More Perfect Depictions of Noise* (X-ING, 2008) and *Everything Here is the Best Thing Ever* (Harper Perennial, 2010).

145

50, 133

Kevin Sampsell (b. 1967) lives in Portland, OR; founded and edits Portland-based publishing company **Future Tense Books**; and is the author, among other books, of *A Common Pornography* (Future Tense, 2002), *Beautiful Blemish* (Word Riot, 2005), *Creamy Bullets* (Chiasmus, 2008), and a forthcoming memoir from Harper Perennial.

48, 50

Matthew Rohrer (b. 1970) lives in Brooklyn, NY; teaches at NYU; and is the author of *A Hummock in the Malookas* (W.W. Norton, 1995), *Satellite* (Verse, 2001), *A Green Light* (Verse, 2004), which was a finalist for the Griffin Poetry Prize, and *Rise Up* (Wave, 2007).

122

Melville House Publishing, founded in 2001 by **Dennis Loy Johnson** and **Valerie Merians**, is a publishing company formerly based in Hoboken, NJ and now based in the DUMBO area of Brooklyn, NY. It was named by the Association of American Publishers in 2007 as the winner of the **Miriam Bass Award for Creativity in Independent Publishing** and has published several best-sellers.

51

Muumuu House, founded in 2008 by Tao Lin, is a Brooklyn-based publishing company publishing fiction, poetry, and Gmail chats online and in print. It has, as of June 2009, published two debut poetry-collections, by **Ellen Kennedy** and **Brandon Scott Gorrell**, and the book-publishing thriller *The Brandon Book Crisis*. In an interview in April, 2009 Muumuu House employee **Audrey Allendale** said that possible future books include a *Bear Parade* anthology edited by **Gene Morgan** and a *Where's Waldo*-type book featuring tagged **Facebook** photos of a single person partying in various locations.

16, 17, 20, 34, 47, 86, 100, 102-103, 110, 122, 139

Nervous Assface (Bear Parade, 2009) is an e-book by **Brandon Scott Gorrell**.

50

Noah Cicero (b. 1980) maintains noah-cicero.blogspot.com; lives in Youngstown, OH; and is the author of *The Human War* (Fugue State,

146

2003), **The Condemned** (Six Gallery, 2006), **Burning Babies** (Parlor, 2006), **Treatise** (A-Head, 2008), **Nosferatu** (Bear Parade, 2008), and **The Insurgent** (Blatt, 2009).

16, 83, 133

Norton AntiVirus is a product developed and distributed by Symantec Corporation that provides malware prevention and removal during a subscription period.

64

Nylon is a monthly American magazine that focuses on pop culture and fashion.

102, 104

Pantone Inc. is a Carlstadt, NJ-based corporation best known for its **Pantone Matching System**.

9, 13, 22-23, 25, 32, 40, 59, 82-83, 93, 100, 107, 109, 115-116, 134

PDF, short for Portable Document Format, is a file format created by Adobe Systems in 1993 used for representing two-dimensional documents in a manner independent of the application software, hardware, and operating system.

—

PMS, short for Pantone Matching System, is a proprietary color space used in a variety of industries, primarily printing, though sometimes in the manufacture of colored paint, fabric and plastics.

9, 26, 53, 60

PNG, short for Portable Network Graphics, is a bitmapped image format that employs lossless data compression. It was created to improve upon and replace GIF.

77, 122, 124,-127

PSD, short for Photoshop Document, is the default file extension of the proprietary file format of Photoshop.

12, 36-38, 40-41, 43, 45, 47, 59-63, 66, 74-77, 79, 82, 88-90, 94, 96,98-99, 107-109, 126

Pegasus is a new and used bookstore in Oakland, CA.

85

Photoshop is a design application by Adobe Systems.

7, 11-12, 16, 22-23, 26, 36-38, 41, 47, 53, 59-60, 62, 70, 83, 90, 97, 127, 139

RGB, short for Red, Green, Blue, is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors.

25, 27, 29, 45, 59, 62, 70, 76, 83, 90

Richard Grayson (b. 1951) maintains richardgrayson.com; lives in Brooklyn, NY; and is the author, among other books, of *With Hitler in New York* (Taplinger, 1979) *I Brake for Delmore Schwartz* (Zephyr, 1983), *I Survived Caracas Traffic* (Avisson, 1996), *The Silicon Valley Diet* (Red Hen Press, 2000), and *Highly Irregular Stories* (Dumbo, 2006). He was a registered candidate for Vice President in 1979 and was one of the founders of *The Fiction Collective*.

34

Rise Up (Wave, 2007) is **Matthew Rohrer's** fourth poetry-collection.

122

Sarah Schneider (b.1989) maintains damphotos.tumblr.com and lives in Manhattan, NY.

7, 139

Shane Jones (b. 1980) maintains shaneejones.blogspot.com; lives in Albany, NY; and is the author of *Light Boxes* (Publishing Genius, 2009), *The Nightmare Filled You with Scary* (Cannibal, 2009), and *The Failure Six* (Fugue State, 2010).

15, 100, 133

Statcounter, created in 1999 by a then-16-year-old Aodhan Cullen, is a free invisible web tracker that shows its users how many people have visited their website and in what ways.

100

Tao Lin (b. 1983) maintains hehehehehehehehehehehehehehehehe.com; lives in Brooklyn, NY; founded and edits **Muumuu House**; and is the author of *you are a little bit happier than i am* (Action Books, 2006), *Bed* (Melville House, 2007), *Eeeee Eee Eeee* (Melville House, 2007), *cognitive-behavioral therapy* (Melville House, 2008), *Shoplifting from American Apparel* (Melville House, 2009), and *Richard Yates* (Melville House, 2010).

—

Tao Lin Store, created in 2008 by **Tao Lin**, is an online retailer offering, among other items and services, Tao Lin's books, prints of Tao Lin's art, organic beer, and "surprise packages" of items from Tao Lin's room.

17

The Brandon Book Crisis (Muuumu House, 2009) is a limited-edition book containing mostly online correspondences between **Tao Lin**, **Brandon Scott Gorrell**, and others regarding the production of *During My Nervous Breakdown I Want to Have a Biographer Present*.

136-138

Thomson-Shore, Inc., founded in 1972 by **Ned Thomson** and **Harry Shore**, is a Dexter, MI-based manufacturer of hard and soft cover books.

9, 22-23, 105

TIFF, short for Tagged Image File Format, is a file format for storing images, including photographs and line art that, as of 2009, is under the control of Adobe Systems.

125-129

Time Out Chicago is a weekly listings magazine. Its books section is edited by **Jonathan Messinger** who also edits **Featherproof Books**.

100

Tod Baker (b. 19??) is an employee of Thomson-Shore, Inc.

9, 22-23, 46, 53, 55-56, 65, 67, 75, 84, 109

Tumblr, created in 2007 by David Karp, is a blogging platform that allows users to post text, images, video, links, quotes, and audio.

16

Twitter, created in 2006 by Jack Dorsey, is a free social networking and micro-blogging service that enables its users to send and read other users' text-based posts of up to 140 characters in length, known as "updates" or "tweets."

48, 86, 140

Wu-Tang Clan is a New York City–based hip hop group consisting of nine American rappers: RZA, GZA, Raekwon, U-God, Ghostface Killah, Inspectah Deck, Method Man, Masta Killa, and the late Ol' Dirty Bastard. Its albums include *Enter the Wu-Tang (36 Chambers)* (1993), *Wu-Tang Forever* (1997), *The W* (2000), *Iron Flag* (2001), and *8 Diagrams* (2007).

86, 138

Zachary German (b. 1989) maintains zacharygerman.com; edits *The Name of This Band is the Talking Heads*; lives in Brooklyn, NY; and is the author of *Eat When You Feel Sad* (Bear Parade, 2008) and *Eat When You Feel Sad* (Melville House, 2010).

32, 33

