

SUMMER INTERNSHIP AT WOMEN'S PRESS COLLECTIVE

COMD4900
KADEEM WALLACE



WOMEN'S PRESS COLLECTIVE

Women's Press Collective was founded in 1982, it is an all volunteer, non government associated organization. The collective utilizes skills from its members which comprise of writers, designers, printers and various media professionals. Low income and working people along with community and labor organizers are the audience of interest to receive assistance from the collective.



LOCATION

2675 Heath Avenue
Bronx, NY, 10463

DUTIES

PHONING

- updating volunteers on upcoming events
- persuading volunteers to participate in upcoming events
- Recording the number of attempted calls and the status of the individuals phoned

FILING

- Efficiently securing volunteer information
- Using a typewriter to create info cards for volunteers
- Updating Secondary & Master files

COMMUNITY OUTREACH

- Going out into the community and connecting with the people
- Persuading individuals to sign up to the organization
- Executing persuasive techniques by following an assigned pitch

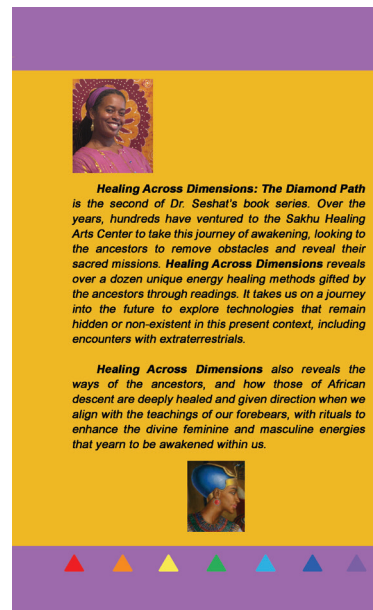
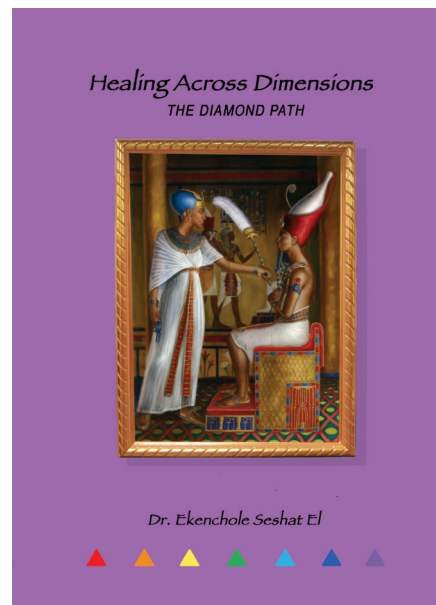
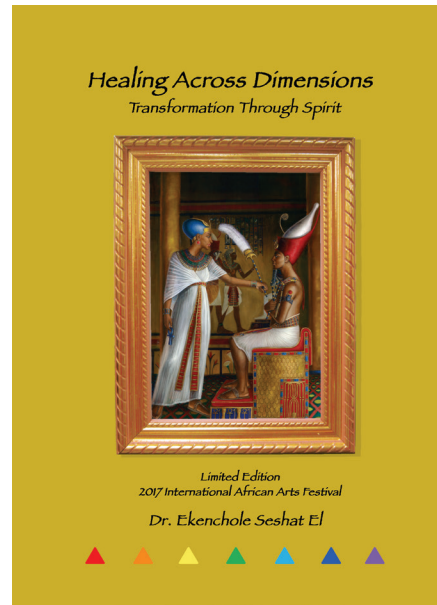
GRAPHIC DESIGN

- Helping Clients to create publications
- Meeting deadlines
- Communicating with clients in a professional manner

PROJECT 1

BOOK COVER & SPINE DESIGN

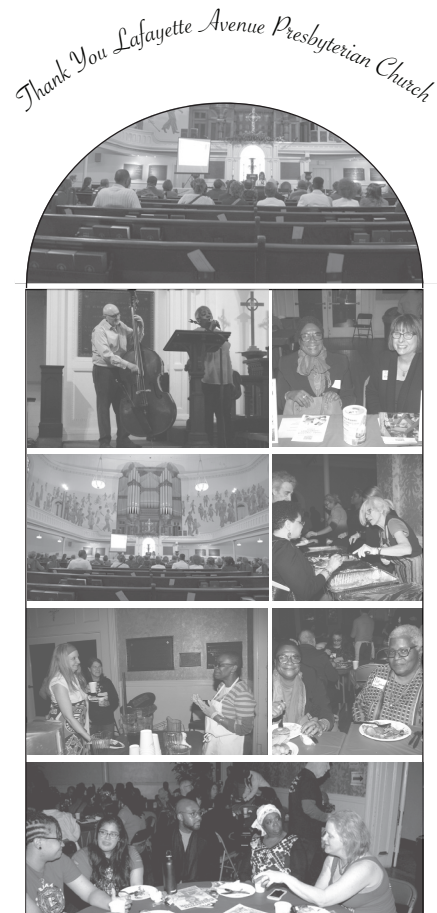
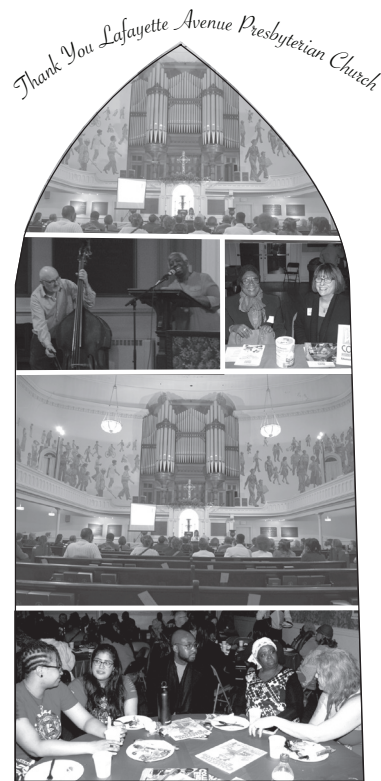
The first project entailed book cover re-sizing and also adding a few new design elements such as the triangle pattern on the back of the book. A spine was also created using the aforementioned pattern.



PROJECT 2

CE DESIGN EDITS

The second project involved tweaking the company magazine called “Collective Endeavor” changes were made typographically and visually.



PROJECT 3

The second project involved tweaking the company magazine called “Collective Endeavor” changes were made typographycally and visually.

WHY YOU NEED WPC

WPC IS BUILDING A PRESS
THAT WILL WORK FOR WORKING PEOPLE

Women are traditionally the “last hired and the first fired” and 85% of the lowest paid workers are women. Over 35 million women in the United States labor at in-home care work, temporary work, farm work or other low-paid jobs, excluded from even the dubious benefits and provisions of federal labor laws. Over the past three decades, corporate and government policies have driven the nation's production base abroad and decimated the labor movement, leading to declining economic well-being for the majority of working people.

While the ranks of those of prosperity and privilege appear more diverse, those ranks are few and shrinking. Through divide-and-conquer tactics waged by wealthy corporate interests, the greater poverty of most women and minorities has not only worsened, but has been used to lower the wages and working conditions of all workers.

Many of us who work professionally in publishing, graphic arts, writing, design, illustration, photography and other media fields have low-wage jobs, temporary or independent contract work without access to medical care or stable income, or we are at risk of laboring under those conditions.

Many of us who labor at low-wage jobs have formed organizations to fight to change the oppressive conditions under which we live and work, and media is an important arena in that struggle. Over 90% of mainstream media is owned by a handful of huge corporate interests, which profit from the decline of an organized workforce. Such media sources either misrepresent or ignore the real concerns and needs of labor, community and women's movements and leaders.

In order to have a voice for our struggles and our victories, we must build independent, community-based media organizations. WOMEN'S PRESS COLLECTIVE (WPC) uses and teaches an organizing approach that assures the voice of a minority grouping can gain in strength and determination through the use of publications and media as organizing tools.

To give voice to struggles for positive social and economic change, aiding efforts for decent living and working conditions for the most exploited workforces and for all working people. WPC is that organization and invites you to sign up as a member today!

WPC is a free and voluntary, unincorporated, private membership association of printers, writers, artists, community and labor organizers and other women and men with an expressed concern and commitment to organizing alternative publication resources in the interests of low-income and working communities, recognizing that the needs of women workers require special attention due to the special economic, political and sociological conditions facing women.

WPC members have full access to WPC's Benefit Program, including Publication Production, Desktop Publishing Training, Press Operation Training, Writing Training, WPC's own quarterly magazine Collective Endeavor, Job Information and an Information & Referral Benefit. Members donate a voluntary \$5.00 a month dues when they can. "Members helping members" is our approach to WPC's Benefit Program, which is a tool for strengthening the most important benefit of all — organization. WPC is a self-help organization, which grows in strength and ability as more members join and participate.

1. PUBLICATION PRODUCTION

Members with publications projects can learn use of the computers, software and presses at no charge to design, print and publish materials for their own use that they could not otherwise afford to produce. This can include everything from business cards, resumes or other paraphernalia used in looking for work, to wedding invitations, memorial programs, poetry books, brochures and flyers for a member's organizational or personal use.

2. DESKTOP PUBLISHING TRAINING

Members can both learn and teach skills in publications production through the time-tested, apprenticeship-style method of on-the-job training. At Design Training Sessions members can bring projects of their own on a pre-scheduled basis, or can learn and teach publication skills through working on other members' projects, through the production of WPC's magazine, Collective Endeavor or other WPC projects.

3. PRINTING PRESS TRAINING

WPC volunteer professional printers have designed a uniquely successful approach to teaching offset press operation using the apprenticeship method. This hands-on training method allows member trainees working on WPC's press equipment to begin to produce final printed materials as early as their first press training session and to begin to teach others the skills they have already mastered.

4. WRITER TRAINING

Through the production of our own magazine, Collective Endeavor, WPC volunteers have developed writer training sessions where WPC members and volunteers work under the tutelage of experienced writers and learn the writer's craft in the course of producing articles for publication in Collective Endeavor.

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5. WPC'S MAGAZINE

Collective Endeavor is a quarterly magazine distributed free of charge to members of WPC. Collective Endeavor is produced through WPC's publication training sessions and contains articles on issues of concern to low-income and working people, especially women, as well as articles in press-related fields. In addition, Collective Endeavor contains news about WPC, its activities, its needs and how people can participate.

6. JOB INFORMATION SERVICE

The WPC "Job Board" lists job openings that association members come across through want ads and other job postings, word of mouth or other means. The "Job Board" has a focus on graphic arts, design, publishing and communications fields, but does not exclude other categories of job openings. Members are encouraged to add to the job board with job openings they come across or have available through their own businesses.

7. INFORMATION & REFERRAL SERVICE

WPC maintains resources and referral listings of a wide range of services available from non-association sources. We can fairly and safely say that at WPC we will do our best to help, whatever the problem may be.



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COMMUNICATION SKILLS

PHONING

COMMUNITY OUTREACH

SYSTEMIC ORGANIZING

FILING

RESEARCH