

Summary of documentation for iColor

Throughout the printing of the four issues of the Recreation Guide and Carson Report, the Public Information Office experienced difficulties in working with iColor. Issues include:

- Printer takes up to four days to deliver a proof for PIO to review and up to six days in the pre-press phase. (Winter 2011 issue and Spring 2011 issue). The process is usually a next-day, or even a same-day process for other printers that have previously printed the publications. For Winter 2011 issue: digital file was submitted on 1/6/11, first proof came in on 1/10/11, PIO artist requested revision on screens that were barely showing, Sameer Khan said he'll deliver proof on the morning of 1/11/11, but did not show up. PIO artist called him throughout the day on 1/11/11 and throughout 1/12/11. Proof was finally brought in at 5 p.m. on 1/12/11.
- Printer has a tendency to make a promise – verbal or via e-mail -- to bring proof back to PIO for review, or deliver office copies, or deliver publication to post office for mailing at a certain date and time, but either does not make good on his promise, or gives false information to PIO
 - On two of the four issues, Sameer Khan verbally informed PIO upon inquiry, that it has already taken the publication to the post office for printing, but when PIO checked with the post office to confirm, it was told that no copies have been delivered by printer (Spring 2011 and Summer 2011 issues).
 - Spring 2011 Issue: Sameer Khan e-mailed PIO Manager that publication will be delivered to post office on 5/5/11. On 5/9/11, PIO staff checked with printer, and confirmed that the publication has not been delivered.
 - Summer 2011 Issue: Sameer Khan verbally informed Dee Smith that publication has been delivered to the post office. Smith called the post office who told her that no copies have been delivered.
- Incompatibility issues with software used by PIO and printer, resulting in a delay in the pre-press phase. Printer insists that issues come from PIOs end, but when digital file is submitted, PIO artist always makes sure to provide a hardcopy which show no issues from PIOs end. Troubleshooting causes further delay in the publication.

Exhibit 4

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- Printer is unable to accommodate last minute adjustments on schedule, which the printer said it could, when PIO met with printer after the contract was awarded last year. Because of the nature of the Carson Report, which requires that the published information or news be as up-to-date as possible, stories sometimes need to be rewritten, updated, or confirmed, resulting in a delay in submission of digital file. This is the nature of the writing news materials, and PIO manager made sure that printer can accommodate this type of situations when necessary, which the printer acknowledged and agreed to accommodate.
- Bottomline: The Rec Guide and Carson Report used to be a four-person job (Rec Guide: Eva Gatling and Victor Gastelum; Carson Report: Zarah Cruz and Cian Camba); and produced separately on different schedules. Now that the publications are combined, printed together, and produced by two people only (Zarah Cruz and Victor Gastelum), it is a more complicated process and takes more time for the two staff persons involved to produce it. PIO cannot afford delays caused by incompatibility in software and troubleshooting, the stress of having time-sensitive information not printed on time, and the staff time wasted on constant follow-ups with a printer who cannot deliver a promise and repeatedly misrepresents information provided to PIO.
- Note: The first of four issues (Fall 2010 was produced by Cian Camba). No documentation on any issues he encountered is available for that issue.