



The Brandon Book Crisis  
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First edition  
May 2009

Muumuu House  
<http://muumuuhouse.com>  
[muumuuhouse@gmail.com](mailto:muumuuhouse@gmail.com)



MONDAY 8  
TUESDAY 21  
WEDNESDAY 35  
THURSDAY 52  
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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](mailto:todb@tshore.com)>  
To: Tao Lin <[binky.tabby@gmail.com](mailto: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](mailto:todb@thomsonshore.com)

From: Tao Lin <[binky.tabby@gmail.com](mailto:binky.tabby@gmail.com)>  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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](mailto:brandongorrell@gmail.com)  
To: Tao Lin <[binky.tabby@gmail.com](mailto: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 you 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](mailto:brandongorrell@gmail.com)>  
To: Tao Lin <[binky.tabby@gmail.com](mailto: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](mailto:sejones85@gmail.com)>  
Date: Mon, Apr 20, 2009 at 1:12 PM  
Subject: your book  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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 sugusetion

**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](mailto:binky.tabby@gmail.com)>  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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](mailto:lindas@tshore.com)>  
To: Tao Lin <[binky.tabby@gmail.com](mailto: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](mailto:lindas@tshore.com)>  
To: Tao Lin <[binky.tabby@gmail.com](mailto: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](mailto:binky.tabby@gmail.com)>  
To: Linda Skrzypek <[lindas@tshore.com](mailto: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](mailto:binky.tabby@gmail.com)>  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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](mailto:jeffr@tshore.com)>  
To: Tao Lin <[binky.tabby@gmail.com](mailto: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](mailto:binky.tabby@gmail.com)>  
To: Jeff Rhoades <[jeffr@tshore.com](mailto: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//>

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](mailto:binky.tabby@gmail.com)>  
To: Jeff Rhoades <[jeffr@tshore.com](mailto: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](mailto:brandongorrell@gmail.com)>  
To: Tao Lin <[binky.tabby@gmail.com](mailto: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 inghit  
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 foward  
**me**: ok  
thanx

From: Tao Lin <[binky.tabby@gmail.com](mailto:binky.tabby@gmail.com)>  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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](mailto:binky.tabby@gmail.com)>  
Date: Tue, Apr 21, 2009 at 5:38 PM  
Subject: talking heads sub  
To: Zachary German <[zachary.german@gmail.com](mailto: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](mailto:jeffr@tshore.com)>  
To: Tao Lin <[binky.tabby@gmail.com](mailto: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](mailto:binky.tabby@gmail.com)>

To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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](mailto:binky.tabby@gmail.com)>  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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](mailto:binky.tabby@gmail.com)>  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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](mailto:brandongorrell@gmail.com)>

To: Tao Lin <[binky.tabby@gmail.com](mailto: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](mailto:brandongorrell@gmail.com)>

To: Tao Lin <[binky.tabby@gmail.com](mailto: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](mailto:binky.tabby@gmail.com)>  
To: Jeff Rhoads <[jeffr@tshore.com](mailto: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](mailto:binky.tabby@gmail.com)>  
To: Jeff Rhoades <[jeffr@tshore.com](mailto:jeffr@tshore.com)>  
Cc: Tod Baker <[todb@tshore.com](mailto: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 something

**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](mailto:binky.tabby@gmail.com)>  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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](mailto: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](mailto:binky.tabby@gmail.com)>  
Cc: Tod Baker <[todb@tshore.com](mailto: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](mailto:binky.tabby@gmail.com)>  
To: Jeff Rhoades <[jeffr@tshore.com](mailto:jeffr@tshore.com)>  
Cc: Tod Baker <[todb@tshore.com](mailto: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](mailto:binky.tabby@gmail.com)  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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](mailto: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](mailto:jeffr@tshore.com)>  
Cc: Tod Baker <[todb@tshore.com](mailto: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 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 yes, ask him, maybe, if he can do a comparable one  
or something  
**Tao:** damn  
**me:** suddenly felt like having 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 RGB 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](mailto:binky.tabby@gmail.com)>  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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](mailto:jeffr@tshore.com)>  
To: Tao Lin <[binky.tabby@gmail.com](mailto:binky.tabby@gmail.com)>  
Cc: Tod Baker <[todb@tshore.com](mailto: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](mailto:binky.tabby@gmail.com)  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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](mailto: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](mailto:binky.tabby@gmail.com)>  
Cc: Tod Baker <[todb@tshore.com](mailto: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](mailto:brandongorrell@gmail.com)>  
To: Tao Lin <[binky.tabby@gmail.com](mailto: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 **Tao:** whatis that new colors  
is that cmyk  
seems good  
**Tao:** its rbg, but someone changed the colors for me before

9:36 AM **Tao:** 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 **Tao:** hm  
one second  
are you sure the thing you sent me is rgb  
**Tao:** im not sure  
it should be

9:40 AM **Tao:** 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 **Tao:** 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](mailto:brandongorrell@gmail.com)>

To: Tao Lin <[binky.tabby@gmail.com](mailto: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 **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 somthing 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](mailto:binky.tabby@gmail.com)>  
To: Jeff Rhoades <[jeffr@tshore.com](mailto:jeffr@tshore.com)>  
Cc: Tod Baker <[todb@tshore.com](mailto: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](mailto:binky.tabby@gmail.com)>  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto:brandongorrell@gmail.com)>  
Date: Thu, Apr 23, 2009 at 11:29 AM  
Subject: (no subject)

I to r

new colors / psd / front

[Picture 1.png]

From: Brandon Gorrell <[brandongorrell@gmail.com](mailto:brandongorrell@gmail.com)>

To: Tao Lin <[binky.tabby@gmail.com](mailto: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](mailto:binky.tabby@gmail.com)>  
To: Jeff Rhoades <[jeffr@tshore.com](mailto: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](mailto:binky.tabby@gmail.com)>  
To: Jeff Rhoades <[jeffr@tshore.com](mailto:jeffr@tshore.com)>  
Cc: Tod Baker <[todb@tshore.com](mailto: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](mailto:brandongorrell@gmail.com)>  
To: Tao Lin <[binky.tabby@gmail.com](mailto: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]

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 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 wants 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 understand it

**me:** seems like everything will be okay but not completed until tomorrow, if everything is done correctly today because hes leaving office soon

**Tao:** i see

1:40 PM **me:** yes

**Tao:** as long as everything 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](mailto:brandongorrell@gmail.com)>  
To: Tao Lin <[binky.tabby@gmail.com](mailto: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  
yuru 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](mailto:brandongorrell@gmail.com)>  
To: Tao Lin <[binky.tabby@gmail.com](mailto: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](mailto:brandongorrell@gmail.com)>  
To: Tao Lin <[binky.tabby@gmail.com](mailto: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 gray

**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](mailto:binky.tabby@gmail.com)>  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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](mailto:brandongorrell@gmail.com)>  
To: Tao Lin <[binky.tabby@gmail.com](mailto: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](mailto:brandongorrell@gmail.com)>  
To: Tao Lin <[binky.tabby@gmail.com](mailto: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](mailto:binky.tabby@gmail.com)>  
To: Jeff Rhoades <[jeffr@tshore.com](mailto:jeffr@tshore.com)>, Tod Baker <[todb@tshore.com](mailto: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](mailto: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](mailto: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](mailto:binky.tabby@gmail.com)>  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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](mailto:brandongorrell@gmail.com)>

To: Tao Lin <[binky.tabby@gmail.com](mailto: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](mailto:binky.tabby@gmail.com)>  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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](mailto:brandongorrell@gmail.com)

To: Tao Lin <[binky.tabby@gmail.com](mailto: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](mailto:jeffr@tshore.com)>

To: Tao Lin <[binky.tabby@gmail.com](mailto: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](mailto:binky.tabby@gmail.com)>  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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](mailto: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](mailto: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](mailto:binky.tabby@gmail.com)>  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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  
osmething

**me:** okay coo

|

sweet

**Tao:** it's finally working bro

can't believe it

From: Tao Lin [binky.tabby@gmail.com](mailto:binky.tabby@gmail.com)  
To: Jeff Rhoades <[jeffr@tshore.com](mailto:jeffr@tshore.com)>, Brandon Gorrell  
<[brandongorrell@gmail.com](mailto: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](mailto:muumuuhouse@gmail.com)>  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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](mailto:muumuuhouse@gmail.com)>  
Date: Tue, Dec 30, 2008 at 7:29 AM  
Subject: brandon's barcode  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto: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](mailto:binky.tabby@gmail.com)>  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto:brandongorrell@gmail.com)>  
Date: Fri, Apr 24, 2009 at 8:49 AM  
Subject: (no subject)

[Picture 12.png]

8:50 AM my computer is mased 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 ratter 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 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 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](mailto:brandongorrell@gmail.com)>  
To: Tao Lin <[binky.tabby@gmail.com](mailto: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](mailto:brandongorrell@gmail.com)>  
To: Jeff Rhoades <[jeffr@tshore.com](mailto:jeffr@tshore.com)>, Tao Lin <[binky.tabby@gmail.com](mailto: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 everyrthing 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](mailto:jeffr@tshore.com)>  
To: Brandon Gorrell <[brandongorrell@gmail.com](mailto:brandongorrell@gmail.com)>, Tao Lin  
<[binky.tabby@gmail.com](mailto: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](mailto:brandongorrell@gmail.com)>  
To: Jeff Rhoades <[jeffr@tshore.com](mailto:jeffr@tshore.com)>, Tao Lin <[binky.tabby@gmail.com](mailto: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'  
printnig 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 mn  
**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 copy  
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](http://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 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 23<sup>rd</sup>, 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 18<sup>th</sup>, 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 31<sup>st</sup>, 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 9<sup>th</sup>, 2009 said, “I have 37,000 words. / I’m on page 114.”

16

**Blake Butler** (b. 1979) maintains gillesdeleuzecommittedsuicideandsowilldrphil.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](http://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*** (Muuumu 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](http://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](http://dayofmoustaches.blogspot.com); lives in Manchester, UK; and is the author of ***The Bird Room*** (Canongate, 2009).

138

**Clay Baner** (b. 1965) maintains [claytonbaner.blogspot.com](http://claytonbaner.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](http://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](http://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).

**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,

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 hehehehehehehehehehehe.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



