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Headline Summary

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Teens Favor Offline Ads

According to a new study by Research Now and K&A Brand Research, teens, ages 12 to 17, generally have more favorable attitudes towards print, radio and TV advertisements than online ads.

For example, when asked which ads they're more likely to remember for a long time, half chose offline ads, while just 12% chose online ads.

Teens said print and other traditional ads were more likely to inform them (39% vs. 21%), and were twice more likely than digital ads to have introduced them to a product they then went on to buy (46% vs. 23%).

WatchDog

Guarding the Business of Print

March 2013

Legislative Agenda

February 22nd was the last day to introduce bills in the legislature. Lawmakers introduced 2,189 bills for this year's session—1,376 in the Assembly and 813 in the Senate. That is 8 percent less than in 2011, the start of the previous two-year session, when lawmakers introduced 2,381 bills.

Prominent issues include the statewide water supply, gun control, environmental reform, and constitutional changes regarding the passage of local taxes, altering the initiative process, and implementing the federal healthcare act. Along with this legislation, many new 'spot bills' have also been introduced. These measures merely signify the legislature's intent to address a certain issue with legislative action, but lack specific provisions or language regarding the legislation's actual scope. Here are items of immediate focus:

- Senate President Pro Tem Darrell Steinberg of Sacramento wants Democrats to use their supermajorities to "once again make California's gun laws the very toughest in the nation."
- Senators Mark Leno of San Francisco and Lois Wolk of Davis are proposing constitutional amendments to lower the vote threshold to raise taxes for school districts and other local governments from the current two-thirds to 55 percent.
- Assemblyman Tom Ammiano of San Francisco is seeking a change that would eliminate Proposition 13 provisions that let corporations avoid reassessments after property sales. No changes are proposed for the rules governing residential property tax assessments.
- Senator Noreen Evans of Santa Rosa, has introduced a bill with Leno that would impose a new tax on oil produced in California, which Republicans say would inevitably be passed on to motorists. The measure would raise a projected \$2 billion annually to help fund the state's higher education and state parks systems.
- Senator Jim Beall of Santa Clara has introduced legislation that would reverse many of the employer cost-saving provisions in last year's workers' compensation reform package; it would cost employers nearly \$1 billion in benefit increases to injured workers without the prospect that the increases will be offset by system savings.

Forklift Training Manual

PIC has produced a comprehensive forklift operator's training course. As of July 15, 2000, all employees who operate a forklift must be certified.

You don't have to hire an outside consultant or a certified trainer to conduct the training; however, if you choose someone from within your company to do the training, you must make sure that individual has not only extensive knowledge and experience with forklifts, but also the skill to conduct the training.

The price for members is \$21.50. To order your copy, please contact Rose Dorado at (323) 728-9500, Ext. 231.

Lower Test for Tax Hikes

Several measures have been introduced this legislative session seeking constitutional changes to how local governments pass and levy special taxes for services and projects. For the most part, the measures all seek the same goal: lowering the current vote threshold for local voters to approve special taxes from two-thirds to a fifty-five percent majority.

Legislative Democrats have introduced six Constitutional Amendments in the Senate (SCA) and one Constitutional Amendment in the Assembly (ACA). Of these measures,

- **ACA 3** (Susan Bonilla of Concord) seeks to pass special taxes at the reduced vote threshold in order to provide funding for local fire, emergency response, police and sheriff buildings, and related public safety equipment;
- **SCA 3** (Mark Leno of San Francisco) seeks to direct revenues to local school districts and community colleges;
- **SCA 4** (Ted Liu of Torrance); and **SCA 8** (Ellen Corbett of San Leandro) also direct funds to local transportation projects;
- **SCA 7** (Lois Wolk of Davis) directs the special funds to local library operations and facilities;
- **SCA 9** (Ellen Corbett of San Leandro) directs the money to pay for community and economic development projects;
- **SCA 11** (Loni Hancock of Berkeley) seeks to impose new special taxes on local real property sales and transactions.

ACA and SCA measures must be passed by a two-thirds vote in the Legislature before being submitted to the election ballot and placed before voters for final approval. With the new Democratic super majority, it is possible that these, and similar measures will garner the approval necessary to be placed on the ballot. However, the question remains whether there is enough voter support to pass these constitutional amendments.

The Recycling Symbol

Have you ever wonder about the origin of the recycling symbol?

In 1970, the Container Corporation of America sponsored a contest to design a symbol to signify the company's use of recycled-content paper. From more than 500 entrants, Gary Anderson, then a student at the University of Southern California, won first prize—a \$2,500 tuition scholarship.

The design (see below), three chasing arrows in the shape of a triangle, he drew heavily on the Mobius Strip made by artist, M.C. Escher.

The concept came from 19th century mathematician August Ferdinand Mobius, a name most of us will recognize when we talk about a Mobius strip, a strip of paper that when twisted into itself and joined at both ends forms an infinite loop. Accordingly, the recycling symbol is often called the Mobius loop.



Today the symbol as an identifier of a product's recycled content and recyclability.

Copyright Protection

Previous court decisions have established that printers are jointly responsible with their customers for reproducing copies of any material, protected by copyright law, for the customer.

Copyright infringement can sometimes be avoided by the printer under Title 17 section 405(b). This section states that "any person who innocently infringes a copyright in reliance upon an authorized copy... from which the copyright notice is omitted will incur no liability for...damages... if he/she proves that he/she was misled by the omission of notice." The burden, however, generally falls on the printer to prove that he/she was misled by the lack of notice.

Question a customer when he or she is submitting typed pages to be added to a manuscript. If it appears the person is presenting another's work as their own, be cautious. Inspect publications you print to be sure that the publisher includes copyright information and acknowledges contributor's work. Watch for art that involves film titles, song lyrics, popular characters from a book, TV series, cartoon, or comic strip.

It may be prudent, in suspicious cases, perhaps at all times, to ask the customer for either proof of ownership, proof of public domain, or proof of permission from copyright owner to reproduce copyrighted material.

Below is sample language for a contract, printed by PIA National, which can be used, in full or modified form, to protect your company and yourself from copyright infringement liability.

" _____ [name of customer], (hereinafter referred to as "Customer"), warrants that Customer is the copyright owner or has secured the right to reproduce in copies and to distribute copies of all copyrighted works printed pursuant to this agreement. Further, Customer warrants that the work to be printed pursuant to this agreement has not been altered, defaced, mutilated or otherwise modified without the permission of the author in violation of any right of the author recognized under common law or state law. Customer hereby agrees to indemnify and hold harmless (name of printer) against any and all losses suffered by _____ [name of printer] or any of its officers, employees or assignees for copyright infringement, or for alteration, defacement, mutilation or other modification of the work without the author's consent, or any other cause of action based on the rights of the author of the works printed pursuant to this agreement. Such indemnification shall include actual and statutory damages, fines, and attorneys' fees which may be awarded to a plaintiff or incurred in defending against an action, and all other legal costs incurred in defending against such actions."

