IEEE Group on
Professional Communication

NEWSLETTER

PUBLISHERS AND EDITORS PARTICIPATE IN PC 1973 CONFERENCE

The IEEE Conference on the Future of Scientific and Technical Journals, sponsored by our Group, was held at the Commodore Hotel in New York City on May 17th, 18th, and 19th. Probably the first of its kind to be sponsored by an engineering society, the conference was unique in many respects. It brought together for the discussion of common interests and problems, scientific and technical editors and publishers, along with "users," such as information specialists and librarians. It combined in a similar way publication specialists from engineering and the engineering-related sciences, together with specialists from the biological and social sciences. Both groups found that they had much to learn from each other.

The Conference was given an international coloring by a number of speakers who came from Canada and two who came from London: Robert Maxwell, Chairman of the Board of Pergamon Press, Ltd., and William Askew, Director of Publishing of the IEE.
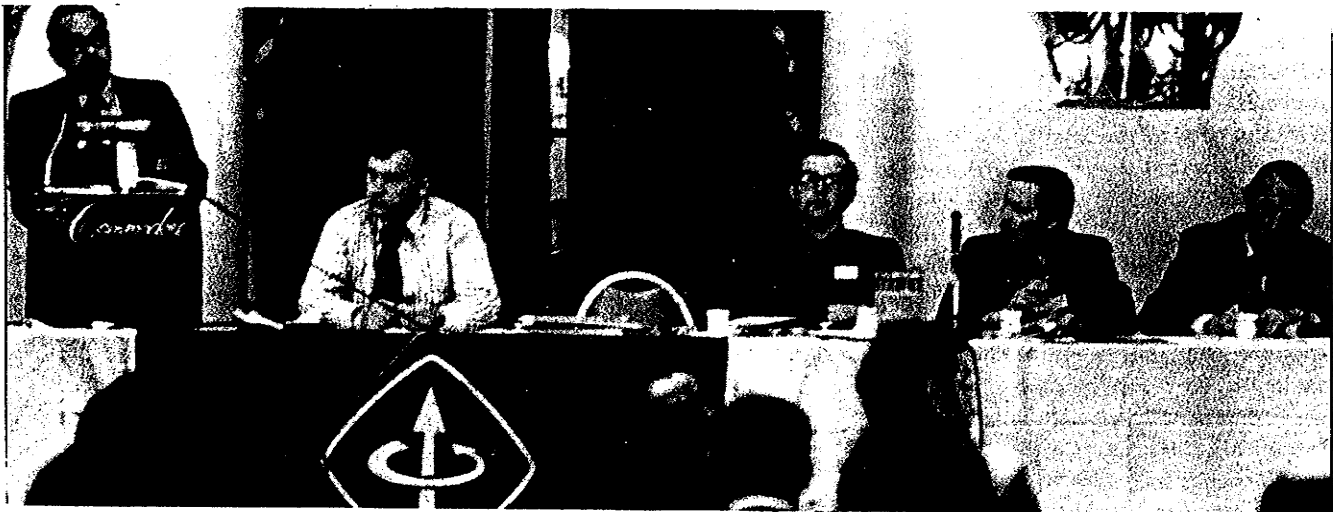
A MESSAGE FROM OUR PRESIDENT

There are two areas in which each and every G-PC member can play a vital role in the coming year: participation in Group activities, programs and projects; and helping to increase G-PC membership.

Most of the effort on G-PC projects over the past few years has been contributed by a very small Group of members. I would like to encourage all Group members to participate more fully. We need volunteers for a wide variety of efforts. If you're interested in donating just a little time to G-PC activities, please get in touch with me. Your help will be most appreciated; and I think you'll find it enjoyable. G-PC is going to have an exciting 1973 and 1974.

It's also vitally important that we increase our Group's membership: both from within IEEE and without. If you know a fellow IEEE member who is interested in being a better communicator, suggest joining G-PC. Also there is affiliate membership available for those in the technical communications area who might not qualify for or wish to join IEEE.

Thomas E. Nunan

At the Saturday morning Roundup and Critique Session of the May Conference, summary reports were given of the first four sessions. At the podium, in this picture, is Art Herschman, of the American Institute of Physics, summarizing Session III. Seated, right to left, are Fred Spilhaus, Executive Director of the American Geophysical Union, Chairman of Session V; A. H. Michael Bowen, of the American Chemical Society, who summarized Session IV for George Schindler; David A. H. Shephard, of the Mayo Clinic, who summarized Session I for Charles Roland; and Elwood Gannett, of the IEEE, who summarized his session (Session V).

Bill Askew, of the IEE (London), discussing a problem in transatlantic technical information liaison with Emily Schlesinger, who came to the May Conference straight from the STC meeting in Houston, where she produced a play. Emily is an editor at the Baltimore Gas & Electric Company.

PUBLISHERS AND EDITORS PARTICIPATE IN PC 1973 CONFERENCE (continued)

Two luncheon speakers discussed the joys and agonies of scientific editing and publishing. Philip Abelson, Editor-in-Chief of *Science* and President of the Carnegie Institution of Washington, spoke on Thursday; George Scherr, Publisher of the *Journal of Irreproducible Results*, spoke on Friday. Both speeches are included in the *Conference Record*, published as the September issue of the G-PC TRANSACTIONS.

Attendance at the Thursday and Friday sessions was more than 150; about 75 people stayed for the 3-hour, Saturday morning Round-up and Critique session.

The Conference issue of the TRANSACTIONS contains all of the speeches of the Thursday and Friday sessions and a transcription of the discussion at the Saturday morning session. It runs well over 100 pages.

Sessions I and II, held on Thursday, were devoted to Editorial Management and Economics and Production (of Journals). They were chaired, respectively, by George Schindler and Elwood Gannett. Session III (Friday) presented talks on alternatives to the conventional ways of producing and distributing journals. It was chaired by Arthur Herschman. Session IV, chaired by Charles Roland, was co-sponsored by the American Medical Writers Association; it explored the social implication of journals. Session V (Saturday) consisted of a round-up and critique of the four earlier sessions, including an extended panel discussion. It was chaired by A. F. Spilhaus, Jr.

George Schindler, a former chairman of G-PC, is head of Technical Publications and Advertising at the Bell Telephone Laboratories, Murray Hill, New Jersey.

Elwood Gannett, a Fellow of the IEEE, is Director of Publishing Services for IEEE.

Arthur Herschman, a Fellow of the American Physical Society, is Director of Information Services for the American Institute of Physics.

Charles Roland, a past President of the American Medical Writers Association, is Chairman of the Department of Biomedical Communications at the Mayo Foundation.

A. F. Spilhaus, Jr. is the Executive Director of the American Geophysical Union.

Those who attended the Conference will get copies of the *Conference Record* without extra charge. Others may order copies from the IEEE Publications Sales Office, 345 East 47th Street, New York, N. Y. 10017 at $15.00 per copy.

Since IEEE publishes many conference records and special issues, please specify that your order is for the September issue of the *Transactions on Professional Communication*, Volume PC-16, Number 3.

THE ASSOCIATION FOR SCIENTIFIC JOURNALS IS BORN

An unanticipated result of the Conference on the Future of Scientific and Technical Journals was the founding, by Jim Lufkin, of the Association for Scientific Journals. So far, this consists of a Newsletter, the second issue of which has just appeared. As stated in this Newsletter: "[The organization] is an unofficial, unorganized, non-profit, free association of editors, publishers, and users of learned journals. It has no officers, incurs no expenses, and collects no dues. Anyone can join, and anyone who does will get this NEWS-LETTER, which will appear whenever there is some news or some letters to print. The purpose of the NEWSLETTER is to promote the exchange of ideas among members. If the Association gets official, or organized, or starts to incur expenses, the editor [Jim L.] will resign."

Those interested may join by sending a mailing address to J. M. Lufkin, GZ118, Honeywell Inc., 2701 Fourth Ave., S., Minneapolis MN 55408.

G-PC SPEAKERS BUREAU STARTS SECOND YEAR

The G-PC Speakers Bureau is celebrating its first birthday and is looking forward to another busy year. Over 700 letters were recently mailed to section officers and various IEEE publications to advertise the availability of the Bureau's services, and numerous requests for speakers have already been received. The primary function of the G-PC Speakers Bureau is to serve as a focal point for providing speakers to local sections, student branches, and regional meetings on subjects within G-PC's field of interest. The Bureau maintains files on the availability of speakers, the subjects they are prepared to cover, and the geographical areas in which they are located. Upon request from a local group for a particular topic, the Bureau works with both the speakers and the local group to coordinate schedule and general arrangements.

To offer a more responsive program, however, we need more people who are willing to serve as speakers. If you are interested, please write to Bob Woelfle at the address shown below. The Administrative Committee believes that this activity is one of the best ways that G-PC can serve IEEE members at the grass roots level.

Robert M. Woelfle
G-PC Education Chairman
11250 Drummond Drive
Dallas, Texas 75228

MINUTES OF THE JULY ADCOM MEETING

AdCom Members	Bill Hadlock
	Craig Harkins
Bill Arrott	
Mason Southworth	Visitors
Dave Dobson	
Emily Schlesinger	John Phillips
Sig Dierk	Dick Emberson
Tom Patterson	Ralph Ciafone
Tom Nunan	Charlie Thompson

The meeting opened with a general discussion on the enthusiasm and success of the Conference on the Future of Scientific and Technical Journals. The Conference Proceedings will be printed as the September issue of the PC TRANSACTIONS. Most of the papers have been supplied by the conference speakers, and the session chairmen are rounding up the remaining ones.

Dr. Emberson of IEEE Headquarters suggested that the Group send these proceedings to a specific list as a membership promotion. He felt that we could get support from IEEE for such a promotion. The Conference was successful financially, and the net gain over expenses will supplement the Group's reserves, even after the expense of the Proceedings is deducted.

Everything is in place for the October 8 G-PC Technical Communications Seminar at the IAS meeting in Milwaukee. Ron Blicq, of Red River Community College, Winnipeg, Manitoba, will conduct the seminar. There will be no concurrent sessions.

Emily Schlesinger, Tom Nunan, Dave Dobson and Bob McGahey have prepared a preliminary outline for a 1974 conference: "The Engineer as an Effective Business and Social Communicator." This appears elsewhere in this Newsletter.

Action: Tom Nunan is soliciting comments for further refinements of the meeting plans. Also, he is seeking the names of prospective speakers and participants. Since the '74 Conference tentatively is planned for Pittsburgh, John Phillips suggested a survey of engineering management in that area to determine potential interest.

The Group membership is only slightly above 1500, which number is considered the minimum practical size for a group. We have been fortunate in finding a new membership chairman, Jane Swanson, and it should now be possible again to bring the advantages of Group membership before the IEEE membership. Dave Dobson offered to handle the composition of the new membership brochure, and John Phillips has agreed to handle the printing.

Bill Arrott, our treasurer, has prepared a preliminary balanced budget for 1974.

Dave Dobson reported that Jim Lufkin expects an invitation to present one of his plays, "The Slide Talk," at the June 1974 conference in St. Louis of the Society for Technical Communications (STC). Dave also reported on the 1973 STC conference in Houston. He suggested increased "cross-pollenization" between PC and STC, and also the possibility of a merger of the journals of the two groups.

Members of the Administrative Committee at the first meeting of 1973. Clockwise, from lower left: Tom Patterson, Sig Dierk, Irv Seideman, Ron Eames, Emily Schlesinger, Dave Dobson, Tom Nunan, Bill Arrott, and Bob McGahey. Also, visitors Lou Cole and George Schindler.

PLANNING FOR 1974 G-PC CONFERENCE STARTED

The preliminary outline for the 1974 G-PC Conference was submitted at the May AdCom meeting by Emily Schlesinger, Tom Nunan, Dave Dobson, and Bob McGahey. Anyone who can recommend further refinement of the meeting plans or prospective speakers and participants should communicate with President Tom Nunan, c/o Burson-Marsteller, Inc., 1 East Wacker Drive, Chicago, Illinois, 60601, or any other of those named who may be more conveniently located.

MORNING, FIRST DAY

Introductory Remarks by Conference Chairman

Session I. Why Engineers Should Communicate (Basically, a motivational session)

1. Opening remarks by the Session Chairman
2. Talks on the following subjects:
   a. The success the engineer can achieve by communicating effectively
   b. Enhancement of the engineer's career which can be achieved by his communicating outside the company to his technical peer group
   c. A new, ever-growing role for engineers: communicating with the general public
   d. Why engineers must communicate more broadly:
      (1) engineers should be concerned citizens
      (2) engineering orientation makes engineers well qualified to present objective information
      (3) engineers will have to provide solutions to today's problems *and* communicate those solutions
      (4) if engineers do not express their viewpoint, no one else may do it for them

FIRST DAY LUNCHEON, WITH LUNCHEON SPEAKER

AFTERNOON, FIRST DAY

Session II. The Engineer as a Communicator in His Company

1. Opening remarks by the Session Chairman
2. Talk: Effective Internal Communication
3. Workshop Sessions on Report Writing, Presentations, etc. (small groups)
4. Panel Discussion (full session): The Engineer's Role in His Company's Public Relations Effort
   a. Panel participants would include advertising/public-relations manager; engineering executive; advertising agency public-relations executive

b. Each panel participant gives 20-minute talk, followed by questions from the floor

Reception, first day (90 minutes, early evening)

MORNING, SECOND DAY

Session III. The Engineer as a Technical Communicator Outside His Company

This will be a panel discussion by four or five leading technical-publication editors.

1. Each will give a 20-minute talk covering:
   a. What they expect from engineering communicators
   b. What is the process for getting an article in print
   c. The importance of engineering communications through the printed media
   d. What being an effective engineering communicator can mean to an individual's career (with specific examples)
2. A question and answer session following the talks.

Session IV A. The Engineer as a Public Communicator

1. Summary Talk: Why Communication With the Public is Necessary
2. Explanation of Afternoon Sessions

LUNCHEON, WITH LUNCHEON SPEAKER

Session IV B. Series of Concurrent Small-Group "Role-Playing" Sessions (each group attends all three sessions in turn)

1. Press Interview (local newspaper doing story on desirability of nuclear power plant)
2. Expert Witness at Product Liability Trial
3. Public Hearing on Local Pollution Problem

Session V. Summary Session. Short Talk on Basic Communication Problems:

- Redefining Purpose of Communication
- Importance of Communication
- Understanding the Audience
- What is Communicated
- Barriers to Communication
- Communication as a Two-Way Process

JULY ADCOM MEETING (continued)

Emily Schlesinger suggested that we send a delegate to AdCom meetings of the Groups on Computers and Power to describe services that G-PC has provided to the Industrial Applications Society over the years and offer to do the same for them.

MEMBERS CAN HELP G-PC GROW

G-PC is essentially an engineering-support group, although it also serves the professional science and technical writer. Its continued existence depends upon a large enough membership to justify its existence as a group. We are now slightly over the minimum membership that is considered sufficient. Our Membership Chairman needs help in recruiting new members. Personal contact with both members and non-members of IEEE is one of the better techniques for successful recruitment. The appeal of G-PC is different for different types of potential members. Revealing what *you* find attractive in Group membership is a good way to kindle interest in others. Send Jane Swanson the name and address of any IEEE member who seems interested; she will send them appropriate literature. Send the name and address of any non-IEEE member to the Membership Department of IEEE in New York. Addresses are listed below.

Note that an individual can become an affiliate PC Group member without joining IEEE upon payment of the $6.00 Group membership fee plus an $18.00 surcharge. (Group dues alone do not cover Group operating expenses, and there are Headquarters administrative expenses even for non-members of IEEE.) Affiliates will receive all Group publications covered by the membership fee and are entitled to member rates for meetings and conferences for which there are registration fees. Affiliates do not receive benefits and privileges offered to IEEE members.

PC GROUP MEMBERS IN OTHER IEEE ACTIVITIES

In addition to taking an active role within the PC Group, a number of our members are engaged in liaison and independent IEEE activities.

Lou Cole, a former AdCom member and previous editor of the TRANSACTIONS, is our representative on the Editorial Board of *Spectrum*.

Sig Dierk, AdCom member, is also IEEE representative on Subcommittee S/C 32, Technical Report Numbering, of ANSI Committee Z39: Standards Committee on Library Work, Documentation and Related Publishing Practices.

Dave Dobson, AdCom member, is also on the Administrative Committee of the Aerospace and Electronics Systems (AES) Society and is a member of the IEEE Technical Activities Board (TAB) Finance Committee.

Bob McGahey, a past president and AdCom member, is Division VI representative of the IEEE Membership and Transfers Committee and a member of the IEEE Public Relations Advisory Council.

Emily Schlesinger, AdCom member and Book Review Editor of our TRANSACTIONS, is our liaison with the AdCom of the Education Group.

Tom Patterson, AdCom member, is the representative of G-PC and Division VI on the TAB Publications Committee.

Ed Grazda, Associate Editor of the PC TRANSACTIONS, also is editor of the IEEE Press.

Are there more of our members active both in and out of PC? Please let the editor know.

JANE SWANSON NEW MEMBERSHIP CHAIRMAN

Jane Swanson, Director of Publications and Information for Operations Research, Inc., Silver Spring, Maryland, has been appointed Membership Chairman of G-PC. Jane, who has a degree in English Composition and the Biological Sciences, has been involved in technical communications since 1968 with various firms in the Washington, D.C. area, which included an 18-month field assignment in Vietnam.

IEEE MOVE CONFIRMED BY EXECUTIVE COMMITTEE

A 36,000 square foot building will be constructed at Piscataway (near New Brunswick) New Jersey to house the expanding IEEE offices. Completion is scheduled for mid-1974. Current plans call for the building to be occupied only by Administrative Services. Field Services and Publications, previously announced as moving, will remain at the United Engineering Center in New York City.

IEEE COMPLETES CHARTER REVISION

The IEEE has completed the lengthy process of amending its Certificate of Consolidation. The Certificate, commonly called the "Charter," is the legal document that created IEEE as a merger of AIEE and IRE. The amended Certificate will enable IEEE to engage in professional activities, conduct and publish surveys and reports of professional concern, collaborate with public bodies and other societies for the benefit of the engineering profession as a whole, and establish standards of qualification and ethical conduct.

G-PC CHALLENGED TO PRODUCE SKILLED COMMUNICATORS FOR A SPEECH AND WRITING AWARENESS YEAR

The following letter, addressed to the TRANSACTIONS editor, is published in the Newsletter to give it more prominent exposure. PC members who wish to comment or take action are urged to write to the editor.

Dear Sir:

Because all engineers are involved in communication it seems to me that in addition to servicing its own members G-PC has the task, not shared by any other Group or Society, of trying to improve the deplorably low communication skills of all IEEE members. We are not making enough effort to discharge this task.

My evidence for such a sweeping statement is that throughout all Sections G-PC has only one Chapter. My excuse for questioning the work of the Group is that this Chapter, in the United Kingdom and Republic of Ireland Section, was founded by when I was Section Secretary.

You may question my statement that G-PC is not doing its job, but all of us who read articles and listen to talks can hardly question that communication is bad, and is getting worse.

I propose that G-PC plan and launch SWAY — Speech and Writing Awareness Year — a year in which the Group's main effort goes into improving the speaking and writing skills of all IEEE members. It is an enormous task to change habits which members find as natural as breathing; this will have to be a big effort with real punch.

We may SWAY people to think more about writing and speaking and perSWAYde them to improve: "SWAY provide WAYS of communicating better". During SWAY the Group's main effort should go into improving the speaking and writing skills of all IEEE members in two major ways.

Firstly by promoting the purposes of SWAY by talks and articles and a bigger than usual presentation at the annual March meeting. Secondly, even at the risk of giving offence, by criticising ability to communicate. During SWAY let us have the courage to make criticism — and praise when merited — in reports of meetings and reviews of books and articles, and let us have available the books, tape/slides, cassettes, and other suitable material to educate those who get the message and want to learn how to communicate better. And let us make sure everyone realises what we are trying to achieve, and why.

Has G-PC enough skilled communicators to operate SWAY? As I try vainly to dig ideas out of the mass of words in some articles in G-PC Transactions I have serious doubts. If we have not, then the Group has not been effective even for its own members.

A LETTERWRITER'S GUIDE TO CONGRESS

Today's Congressional work schedule no longer permits the frequent and extended visits back home that used to keep Members of Congress in close personal touch with their constituents. As a result, letters from back home have come to be the main form of voter contact with their legislators — and the prime source of constituency views.

Writing an effective letter to your Senators or Representative is easy. Here are a few guidelines:

Write on your personal or business letterhead, if possible, and sign your name over your typed signature at the end of your message.

Be sure your exact return address is on the letter, not just the envelope. Envelopes sometimes get thrown away before the letter is answered.

Identify your subject clearly. State the name of the legislation you're writing about. Give the House or Senate bill number, if you know it.

State your reason for writing. Your own personal experience is your best supporting evidence. Explain how the issue would affect you, or your family, your business or profession — or what effect it could have on your state or community.

Avoid stereotyped phrases and sentences that give the appearance of "form" letters. They tend to identify your message as part of an organized pressure campaign — and produce little or no impact.

Be reasonable. Don't ask for the impossible. Don't threaten. Don't say, "I'll never vote for you unless you do such and such." That won't help your cause, but may harm it.

Ask him to state his position in his reply. As his constituent, you're entitled to know.

The timing of your letter is important. Begin to encourage approval or disapproval of a bill or to recommend that it be amended favorably while it is in committee. Your Representative and Senators usually can be more responsive to your appeal at that time, than after a bill has already been approved by a committee. Of course, this isn't always the case. Sometimes your legislator may reserve his judgment — and his vote — until the sentiment of his constituency has crystallized.

Thank him, if he pleases you with his vote on an issue. Everybody appreciates a complimentary letter, and remembers it. Congressmen are no exception. But if he votes contrary to your position, don't hesitate to let him know. He will remember that, too.

If something is not done soon the standard of communication will fall beyond recall. The problem presents a tremendous challenge — who better to take it up than G-PC?

Robert C. Winton
London, UK

NEW LOGIC DIAGRAMS SYMBOLS STANDARD
APPROVED BY DOD, ANSI, AND IEEE

A new national standard for logic symbols has been approved by the Department of Defense, the American National Standards Institute, and the Institute of Electrical and Electronic Engineers. The new standard supersedes MIL-STD-806B, 26 Feb 1962; MIL-STD-00806C (SHIPS) 11 Aug 1965; IEEE Std 91-1962; and ANSI Y32.14-1962.

The new standard incorporates a section that cross-references new, approved symbols with superseded symbols, a quick reference guide to approved symbols, and an appendix that details recommended practices for determining need and use of particular logic symbols. IEC (International Electrotechnical Commission) Binary Logic Element Symbols (IEC 117-15) is in substantial conformance with the new ANSI-IEEE document, and a number of new symbols that are presently in the process of achieving international acceptance are also included. The new standard adopts the internationally recognized uniform shape symbols; it does, however, retain a substantial number of the distinctive shapes that were included in earlier U. S. Standards.

Copies of IEEE Std 91-1973, Graphic Symbols for Logic Diagrams (ANSI Y32.14-1973) are available from IEEE, 345 East 47th Street, New York, N. Y. 10017 and the American National Standards Institute, 1430 Broadway, New York, N. Y. 10018 at a price of $6.00 per copy.

Our President, Tom Nunan, caught in a contemplative mood at an AdCom Meeting at New York Headquarters.

We are indebted to Jim Lufkin for the photos from the May Conference, of Tom Nunan, and of the AdCom in action (or inaction). Wherever G-PC members gather, one is likely to hear "Smile! You're on Jim's camera."

IEEE REFERENDUM VOTE AFFIRMS
EXISTING CORPORATE STRUCTURE

A referendum among the membership of the Institute of Electrical and Electronics Engineers has reaffirmed the confidence of the members in the existing structure of the organization in regard to both technical and professional activities.

This is the conclusion drawn from the results of the referendum, just reported by the Tellers Committee, according to Dr. Harold Chestnut, President of IEEE.

Dr. Chestnut reported that the membership has voted by a margin of five to one against a proposal to set up a separate corporation to administer the Institute's technical activities.

Such a proposal had been instituted by the Governing Board of the IEEE Computer Society and had been opposed by the IEEE Board of Directors. Ballots which were mailed out contained statements for and against the proposal.

The Tellers Committee on November 8th reported that a total of more than 45,000 votes had been cast as valid ballots. Of this number more than 37,000 — or over 83 percent — were cast against the proposal.

The ballot contained space for members to indicate whether they belonged to any of the IEEE Groups and Societies which might have been affected had the proposed new corporation been established. Among this class of voters, the vote was over 81 percent against the proposal. Those with no Group or Society membership voted over 87 percent against it.

"I interpret this vote as a clear and substantial majority opinion in favor of our existing organization which continues to stress the IEEE commitment to technical activities while assuming an additional commitment to professional affairs," said Dr. Chestnut.

"We also look upon it as a positive reaffirmation of the 1972 vote which approved the Constitutional Amendments making possible the Institute's active entry into professional activities."

He emphasized the determination of the Board of Directors, as expressed to the members in 1972 and since implemented by action programs, to enlarge and extend technical programs while furthering the new professional activities in IEEE headquarters and the nation's capital.

"Our IEEE corporate structure is fully adequate to meet the needs of members in technical and professional areas," he emphasized.

Dr. Chestnut pointed out that IEEE, as the largest U.S. professional society, has the resources of people, ideas, and money to deal effectively with the challenges of furthering technical progress and improving professional stature of the members.

NEWSLETTER

THE INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS

Group on
Professional Communication

345 EAST 47th STREET, NEW YORK, N. Y. 10017

Postmaster: If undeliverable, do not return

IEEE PROFESSIONAL COMMUNICATION GROUP
SPEAKERS BUREAU

NAME _____ DATE _____

HOME ADDRESS _____ TELEPHONE _____

CITY _____ STATE _____ ZIP _____

BUSINESS AFFILIATION_____

BUSINESS ADDRESS _____ TELEPHONE _____

CITY _____ STATE _____ ZIP _____

TITLE OR JOB FUNCTION_____

PREPARED TO SPEAK ON
- ☐ GENERAL WRITING PRACTICES
- ☐ GENERAL EDITING PRACTICES
- ☐ GENERAL ILLUSTRATION PRACTICES
- ☐ TECHNICAL ARTICLES AND PAPERS
- ☐ MANUALS AND HANDBOOKS
- ☐ TECHNICAL AND BUSINESS REPORTS
- ☐ PROPOSALS AND BROCHURES
- ☐ TECHNICAL JOURNALISM
- ☐ SPECIFICATIONS AND STANDARDS
- ☐ TECHNICAL AND SCIENTIFIC JOURNALS
- ☐ TRADE JOURNALS
- ☐ TECHNICAL BOOKS
- ☐ COPY PREPARATION
- ☐ PRINTING AND OTHER REPRODUCTION TECHNIQUES
- ☐ ORAL PRESENTATIONS
- ☐ VISUAL AIDS
- ☐ INFORMATION PROCESSING
- ☐ COMPUTER--ORIENTED MEDIA
- ☐ NON--PRINT MEDIA
- ☐ PUBLICATION MANAGEMENT
- ☐ TECHNICAL WRITING EDUCATION
- ☐ OTHER _____

TRAVEL CAPABILITIES
- ☐ INTERNATIONAL
- ☐ NATIONAL
- ☐ REGIONAL
- ☐ LOCAL ONLY
- ☐ OTHER _____

EXPENSES
- ☐ COMPANY/PERSONAL
- ☐ NEED PARTIAL REIMBURSEMENT
- ☐ NEED TOTAL REIMBURSEMENT
- ☐ REQUIRE FEE AMOUNT _____

AVAILABILITY
- ☐ AT LEAST 10--DAY NOTICE
- ☐ AT LEAST 30--DAY NOTICE
- ☐ AT LEAST 60--DAY NOTICE
- ☐ BY SPECIFIC APPOINTMENT ONLY

PLEASE MAIL TO: ROBERT M. WOELFLE
G--EWS EDUCATION CHAIRMAN
11250 DRUMMOND DRIVE
DALLAS, TEXAS 75228