Publish, Don't Perish

THE ENCYCLOPEDIA OF SELF-PUBLISHING: HOW TO SUCCESSFULLY WRITE, PUBLISH, PROMOTE AND SELL YOUR OWN WORK, by Marilyn and Tom Ross. La Jolla, CA: Communication Creativity, 1979; 199 pp., $9.95 spiral-bound, $9.95

In nine chapters of good sense and good writing, the Rosses' Encyclopedia of Self-Publishing does exactly what its subtitle promises. It tells how to plan a book, how to write, publish, publicize, and sell it. If you follow carefully and energetically the advice given here, you should be able to print and market almost any document—you might even become a professional publisher, as the Rosses did.

Subjects discussed in the Encyclopedia include how to get started and ensure salability, how to operate as a small business; how to produce, advertise, find buyers. Subsections explain procedures for generating capital, organizing and indexing, pricing, selecting a printer, working with wholesalers and trade publishers, getting listed in directories, creating promotional tie-ins, negotiating contracts, "compaigning," and other book-related activities.

The bibliography lists business guides, writing guides, and books on self-publishing; and the ten-page appendix gives names and addresses of reviewers, columnists, buyers, and other sources of help and information. Equally valuable are the actual samples of forms, orders, and letters shown throughout the book.

There are pitfalls and pleasures in self-publishing, say the Rosses, but it can be a road to independence (p. 14).

For those who use creativity, persistence, and sound business sense, money is there to be made. . . . You can begin your [self-publishing] venture on a part-time basis while still keeping your present job.

You can make your dream of self-employment more than a reality, by mastering every aspect of your work, by influencing the thoughts and actions of readers, preserving your words and ideas for posterity.

On the other hand, you must test your own ideas, obtain start-up capital, spend time and effort in promotion, and "be prepared to fail and skin your nose occasionally" (p. 15).

Nevertheless, the Rosses advise, "Move ahead with passion and conviction and you will succeed."

As this Encyclopedia is to some extent a case-history of how Marilyn Ross recently published and successfully marketed Creative Leasing, it rings true and inspires confidence. For would-be self-publishers it is a must—perhaps the most useful and comprehensive work available on its subject. For new readers and non-self-publishers, it is a fascinating guided tour of behind-the-scenes activities in a new Do-It-yourself industry.

The Rosses have conducted seminars on self-publishing and are writing/publicizing consultants in California. From the information and experience so generously and encouragingly shared in their Encyclopedia, readers with other specialized knowledge or ideas can learn how to put these too in book form, how to promote, and how to sell copies.

Microfiche for Field Training

K. C. Wingard, in The Communicator of Scientific and Technical Information News (CSTIN) (April 15, 1979), describes how sales representatives use colored microfiche with portable readers to project diagrams, cut-aways, charts, and drawings from parts manuals as visual aids in lectures to shippers, customers, and overseas service personnel.

Positive film gives better results than the more commonly used negatives. Most microfiche readers can project enlarged images onto a wall if the front screen is removed, but sturdy portable readers can be obtained and are preferable.

Wow!

The rate per 100 pounds applicable for the transportation of 999 pounds or less, for the applicable mileage, column (a), is that shown in column (h) unless the weight equals or exceeds the number of pounds shown in column (c) for the applicable mileage: in the latter case, the applicable rate is that shown in column (d) for the same mileage; and the applicable weight is the minimum hundred-weight of that column, instead of the actual weight of the goods transported.

—From a General Services Administration Bulletin via the Aeronautical and Electronics Systems Society Newsletter (April 1979)

IEEE PROFESSIONAL COMMUNICATION SOCIETY NEWSLETTER

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AdCom Meetings

Since the last issue of this Newsletter was mailed, PC's AdCom has met twice—on September 7 and December 14. Highlights of those meetings are as follows:

1. Appointments

Bill Wells and Larry Martin will fill the terms (ending 1982) left open by the resignations of Lou Cole and Ivy Selkoway, respectively.

Dave Dobson will replace Bill Wells as liaison to the Council of Communication Societies.

2. PC Conference

Dan Rosich is planning a PC conference, with plenary meetings, individual-paper sessions, workshops, and discussion, that will help engineers communicate with special audiences—e.g., at professional gatherings, in interviews, with representatives of the press, at public hearings, with members of management. He needs help from PC's membership at large, especially from engineers and writers in the Boston area. Write or call him with suggestions and offers of assistance, for responsibility for all or some aspects of the progress, finance, publicity, local arrangements, and publication.

Dan Rosich
352 Essex Road
Mt. Vernon, NY 10552

3. IEEE Press Book

Craig Barlack and Daniel Plung are assembling articles for a C-PSponsored collection, "How to Prepare Better Technical Papers and Articles." It will be pub-


4. Scholarship

The heads of Student Chapters and the editors of IEEE Newsletters have notified that a PC Scholarship of $1,000 will be offered to 1980 to Student Members of PC who have completed at least one full year of college work and are proficient in written and oral communication as well as in engineering. Get further information from the Chairman of PC's Scholarship Committee, Dr. Cella Whitaker, 11080 Ashfield Road, Adelphi, MD 20783.

5. Dues

In 1979, PC's annual dues were raised from $4 to $6. In 1981, they will increase to $8. For this small sum, any member will receive four issues of PC's quarterly Transactions, and four issues of PC's quarterly newsletter. Also available to PC members are many opportunities to increase personal skills and professional stature by working on the Society's standing committees.

6. Election of Officers

The following were nominated and elected to fill the six vacancies in PC's AdCom for the three-year term, 1980-82:

David R. Dobson
Bertrand B. Pearlman
Leon C. Pickus
Richard Robbison
Nelly Schiessinger
William Terman

Nearing objections from the general membership, these elections will stand. Pictures and brief biographies appear elsewhere in this issue.

7. Election and Appointment of Officers

Bert Pearlman was elected President of PC and Dan Rosich Vice-President, both for the year 1980. At Bert's request, Dave Dobson will continue as Secretary and John Phillips as Treasurer.

Send Form 3579 to IEEE, 345 East 47th Street, New York, New York 10017.
Goldsmith Award to E. O. Taylor

At the Annual Meeting of PTC’s ACom on December 14, Eric Speaksman Taylor of Hastings, in Sussex, England, was presented with the Alfred R. Goldsmith Memorial Award for 1979. The award is given annually in recognition of work done within PTC’s organization to promote quality in engineering communication.

E. O. Taylor was cited for leadership, service, and inspiration. In 1977 through 1979, as Chairman of PTC’s UK/IR Section, he represented the Society and encouraged others to support its ideals in the United Kingdom and Republic of Ireland.

The UK/IR Chapter was and still is very small; yet it achieved a recognition from the Society’s ACom in 1977. As PTC’s UK/IR Section Chairman, Eric Speaksman Taylor, however, made its existence known and its influence felt locally through continuos personal and professional effort. He maintained official liaison with larger engineering and communication groups in particular coordinating PCChapter activities with those of IEEE’s UK/IR Section, the Institution of Electrical Engineers, and the Institute of Scientific and Technical Communication. PTC UK/IR Section invited leading individuals; for example he encouraged others to join with him in helping engineers to improve their skills as communicators and helping professional communicators to support engineers.

E. O. Taylor, a retired Chartered Engineer, is a diploma of London University’s Imperial College of Science and Technology, a Senior Member of IEEE, a Fellow of the Institution of Electrical Engineers, and a Fellow of the Royal Society of Edinburgh. From 1939 through 1963, he was the Institution of Electrical Engineering at Heriot-Watt University in Edinburgh.

Professor Taylor has a number of articles and editorials to his credit and he has written four books—


REFERENCES

4. See, for example, papers in Digest of Topical Meeting on Optical Fiber Transmission II (Optical Society of America, Washington, D.C., 1977).
7. See, for example, T. Li, Bell Lab. Rec. 34, 340 (1975) and papers on repeaters in Digest of Topical Meeting on Optical Fiber Transmission II and Digest of Conference on Laser Engineering and Applications (Optical Society of America, Washington, D.C., 1977).
12. See, for example, papers on systems trials in Technical Digest of 1977 International Conference on Integrated Optics and Optical Fiber Communications (July 1977, Tokyo, Japan) and in Proceedings of the Third European Conference on Optical Communications (September 1977, Munich, Germany).
14. H. Tsuchiyu and I. Hatakeyama, in Digest of Topical Meeting on Optical Fiber Transmission II, paper PDI.
15. See, for example, papers in Digest of Topical Meeting on Integrated and Guided Wave Optics (Optical Society of America, Washington, D.C., 1978).

Back Issues

Percy Pearlman has extra copies of the following issues of PC’s Transactions:

PC-15, No. 1 March 1976
PC-19, No. 2 December 1976
PC-23, No. 9 September 1977
PC-26, No. 3 November 1977
Send him $8.00 for each volume still in your own series or encourage prospective PCers. Make your check payable to IEEE/PCOS.

Activities are: examination of new glass materials for lower loss and lower cost, improvement of fiber fabrication and characterization techniques, exploration of better cladding and cladding methods, and development of fiber transmission and couplers with lower loss and greater reliability [4]. In addition, technologies relating to single-mode fibers are now beginning to receive attention. Promising results have already been achieved in the areas of single-mode fibers and fibers with improved characteristics [13,14]. The more demanding requirements of single-mode operation and small core dimensions (~10 m diameter) will present new and interesting challenges.

The potential of optical-fiber cables with low loss and dispersion in the spectral region of 1-1.7μm has stimulated intense interest in materials and device research. Novel sources and detectors that will work efficiently and reliably at these wavelengths. Examples of sources that show promise are InGaAsP lasers and LEDs and a single-mode, non-unidirectional mould laser end-pumped by a single LED [16-18]. The problem of making a low-noise avalanche photodiode with low dark current is being tackled presently [15].

Rather new work on optical repeaters and terminals during the last few years has produced results that cover a wide range of data rates [7]. Current repeater research interest is directed toward pushing the frontiers of high-density communications and broadening the base of various areas of application.

REFERENCES

4. See, for example, papers in Digest of Topical Meeting on Optical Fiber Transmission II (Optical Society of America, Washington, D.C., 1977).
7. See, for example, T. Li, Bell Lab. Rec. 34, 340 (1975) and papers on repeaters in Digest of Topical Meeting on Optical Fiber Transmission II and Digest of Conference on Laser Engineering and Applications (Optical Society of America, Washington, D.C., 1977).
12. See, for example, papers on systems trials in Technical Digest of 1977 International Conference on Integrated Optics and Optical Fiber Communications (July 1977, Tokyo, Japan) and in Proceedings of the Third European Conference on Optical Communications (September 1977, Munich, Germany).
14. H. Tsuchiyu and I. Hatakeyama, in Digest of Topical Meeting on Optical Fiber Transmission II, paper PDI.
15. See, for example, papers in Digest of Topical Meeting on Integrated and Guided Wave Optics (Optical Society of America, Washington, D.C., 1978).
THE COMING OF AGE OF OPTICAL-FIBER TRANSMISSION

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ABSTRACT
Optical-fiber transmission lines appear attractive for a variety of communication applications in which twisted copper pairs and coaxial cables are now used. These applications range from on-premises data links and equipment wiring to interoffice and intercity telecommunications trunks. Experiments to explore the technical feasibility of using fibers in these areas are presently in progress. This paper summarizes the current state of research on optical fibers, fiberguide cables and splicing techniques, reviews the state of the art of fiber-compatible sources and detectors, and discusses various systems considerations, experiments and applications.

INTRODUCTION
A new transmission medium is about to emerge as a competitor to copper media in many communications applications. It is the optical fiber, 100μm or so in diameter and made principally of silica, one of the most abundant materials on earth. When suitably engineered, optical-fiber cables may be used in a variety of applications where twisted copper wire-pairs, coaxial cables and metallic waveguides are now used for the transmission of information; these applications range from short data links and equipment interconnections within a building, to long telecommunications trunk circuits connecting switching offices within a city or between cities. The small size of the individual fiber, the allowable small bending radius of the fiber core, the large information capacity, the flexibility of system growth, the freedom from electromagnetic interference, the immunity from ground-loop problems and the potential economy are some of the features which make optical-fiber systems appear more attractive than copper systems.

RECENT ADVANCES AND PROGRESS
Advances in research on optical fibers and cables in the past few years have been accompanied by similar progress in research on optical devices and components, and on optical repeater techniques and systems [1]. Signal attenuation in fibers as low as a fraction of a decibel per kilometer and pulse dispersion as small as a few hundred pico seconds per kilometer have been reported for multimode fibers [2]. Several methods for coating and jacketing fibers to preserve their intrinsic strength have been applied successfully, and various techniques for bending, splicing and connectorizing have been developed [3]. The Barlow-type high-radiance light-emitting diode (LED) and the stripe-geometry injection laser have proved their suitability and reliability in many laboratory tests and field experiments. These aluminum-gallium-arsenide (AlGaAs) devices emit in the spectral region of 0.8-0.9μm, where currently produced fibers have low loss. Temperature-accelerated aging tests on a large number of such devices indicate a projected mean life in excess of 10 hours for continuous operation at room temperature [5,6]. Various optical repeaters and terminals involving LEDs, lasers, photodetectors, amplifiers and digital electronics have been built and tested at data rates up to 800 Mbit/s; their performance were measured and found to be close to theory [7,8]. During 1976 a field experiment involving optical-fiber cables in underground ducts, cable splices, fiber connectors and optical repeaters operating at 45 Mbit/s was conducted to obtain information on the performance and reliability of an integrated system under simulated field conditions. Overall results were extremely encouraging [9]. A data-bus system using optical-fiber bundles also was tested successfully in a military aircraft [10]. Trial systems with fiber cables and repeaters carrying voice, data and video signals have been installed in standard telephone company ducts, manholes and central offices in the United States [11]; similar tests are being conducted in Europe and Japan [12]. At the same time, vital economic studies are being pursued to ferret out applications that are not only technically sound, but also economically viable. With such rapid progress in research and promising results from field experiments, there is good reason to believe that optical-fiber technology will begin to have a substantial impact upon the telecommunications field in the near future.

CURRENT RESEARCH ACTIVITIES
Although optical-fiber cables of various configurations are now available on an experimental basis and already have demonstrated satisfactory performance in several applications trials, current research work continues to push toward the achievement of higher strength, lower cost, lower loss, larger bandwidth, greater reliability, and other desirable features. Examples of some of these...
Notice to New Members

New PVAers, now that you have joined, please participate—
* Identify a PC activity that interests you, call or write to a PC officer or editor about it, receive an answer—and before you can say communicate you will begin to benefit. Then go back to * and help yourself personally and professionally, over and over.

David B. Dobson

Dave Dobson holds the BSEE degree from Rensselaer Polytechnic Institute, is a Registered Professional Engineer, and has been a seminar instructor on communication at Colorado State University, and has published articles on automatic test equipment and publications management.

His employers have been the U.S. Army (Signal Corps Engineering Laboratories and Psychological Warfare Board) and NBS (National Bureau of Standards, Engineering, Public Affairs, and Lunar Excursion Module Radar for the Apollo Project). In October, 1979 he became Vice-President for Marketing at McGregor & Warner, printers, in Washington, D.C.

Dave is a Senior Member of IEEE and also of the Society for Technical Communication. He is active on three committees (Finance, Publications, and Meetings) of IEEE's Technical Council and serves on three other IEEE Boards (Publications, Standards, and S&I Activities). In addition, he is Administrative Editor of the Aerospace and Electronic Systems Society's Newsletter and Transactions and a member of the AES Administrative Committee.

Dave's present term on PVA's Administrative Committee expires this year. He is eligible for re-election.

Leon C. Pickus

Leon Pickus has been a Technical Publications Engineer for nearly 30 years. As an engineering writer with the RCA Missile and Surface Radar organization in Moorestown, New Jersey, he was responsible for preparing major technical proposals and engineering reports, equipment specifications, test documentation, technical marketing brochures, and visual aids for technical and management presentations.

In the Project Management Office of the RCA ARISI Department he is now responsible for ARISI Awards Program, conferences, oral presentations, video films, and employee activation.

As a member of IEEE and a past member of Toastmasters, Leon serves on PVA's Education Committee as an instructor on the "Technically-Write" non-credit courses and a lecturer for technical report writing workshops. His hobbies include oil painting and traveling (he's a part-time travel agent). He received a BSEE degree from Pratt Institute, and an MS degree in Business from Burlington County College; he has taken several MSRE courses at Villanova University.

Comparisons for the sample of 65 students tested seem to show that an objective editing test can be as very good a measure of writing ability as traditional subjective tests, although no correlations reached the desirable level of reliability, 0.7.

McNamara notes that the correlation between the objective test and the other was not high, but points out that it was higher than correlations between the different objective tests, and that it had the highest correlation with instructors' predictions of student performance.

If communicative ability were a simple measurable entity, she suggests, one might have expected students' performance to be fairly uniform over the several types of question. But the observed spread of coefficient values supports the view that writing is a composite skill and that a student's communicative performance will vary with the type of test assignment given.

It seems, therefore, that assessment of writing ability should be made on the basis of a set of short tests, each designed to reveal skill in a different aspect of communication.

Richard Robinson

Richard Robinson holds two degrees from Rensselaer Polytechnic Institute—the B.S. in Physics and the M.S. in Technical Writing—and has taken additional graduate courses in the psychology and in an exposure to communication.

He has worked as writer and publications engineer at Raytheon and Sperry Gyroscope and taught courses in
electrical safety, and holds patents on the elimination of magnetic field effects and the use of mercury in re-curren electric control valves.

As Manager of Design Engineering at Stouffer Chemical Company, Bert directs supervision of a variety of engineering functions—electrical, technical, architectural, and civil. He is responsible for engineering standards and represents his company on the Engineering Advisory Committee of the Chemical Manufacturers' Association.

Bert is a member of six IEEE Societies, IEEE's Public Relations Board, the Society for Technical Communication, the American Institute of Chemical Engineers, and the Instrument Society of America.

Engineer / Manager

A recent (1979) publication from the IEEE Press is Engineer in Transition to Management: A Learning Tool for the Advancement of Other Professional Society Project to Management, by Ivor Gray. The book contains 425 pages and is designed for individuals who are moved into management positions.

On the second floor of Engineering Hall is a "System Simulation" room; the equipment is extremely sophisticated and the controls are quite elaborate. However, all the equipment is designed to allow students to "see" the system they are studying and to "feel" the effects of changes they make in the system. The students can also "hear" the sounds of the system and "smell" its odors. It is a very exciting and realistic environment.

The other edge of the sword is that further automation will require a new generation of EIS systems that are larger and more complex than those in use today. Without improvements in system technology and end-user sophistication, these systems will be very expensive and will require a high level of training for the users. This training will be very difficult to implement, especially in light of the problems of increasing use of EIS systems and the associated training needs of end-users and computer vendors. Manufacturers of the systems must provide adequate assistance to those who are new to the use, maintenance, and modification of essentially un-interpreted (fail-safe) systems. Moreover, there must be improvements in the skills of end-users in order to maintain the integrity of the system and to improve the productivity of the users. The end-users must improve their skills in:

- Establishing requirements
- System design
- System implementation
- System operation
- System recovery

—From "Computer and Electronics Systems Society Newsletter" (May 1979)

Computers and Management


The message of this book is that advances in computer technology, not only in processing power, but also in speed and ease of use, as well as the hardware and software support systems, will change the way we do business. The book is divided into two parts: "The Business Environment" and "The Role of the Manager." The first part provides an overview of current computer technology, while the second part looks at the impact of computer technology on management decisions.

The author's style is clear and concise, with a good balance of technical and practical information. The book is well-organized and easy to read, making it an excellent resource for professionals in the field. The book is highly recommended for anyone interested in understanding the impact of computer technology on business and management.
Report on Questionnaire

As of December 10, 1979, the editor has received 21 responses to the questionnaire printed in the July (1979) issue of this Newsletter. Apparently 1700 or so PCs'ers either don't care, don't read the Newsletter, or are perfectly satisfied with PC's publication policy. This, in practice, leaves the results largely decided by the individual interests of the Society's two editors, although it is discussed occasionally and in general at AdCom meetings. PC's Editorial Advisory Board seems to have evaporated.

An AdCom member, independently, a respondent to the questionnaire recently suggested that PC's Trans- actions and Newsletter might be combined to form a Magazine. Further discussion, or other ideas, PCs'ers?

The questionnaire, with responses, is printed on page 6 of this Newsletter.

Request For Help

Julian Dolezak, PC's resource person and Home-Study Course instructor in the Mediterranean/Middle East area, asks for copies of poignant articles and news items for his course on American institutions and government. During a recent visit to the U.S., he commented on how difficult it is even for his students, who would like to be able to quote current articles which have impressed them.

Can you clip or copy an article or book review you have recently enjoyed, and mail it to him (and do it again from time to time)? Address: Mr. Julian Dolezak, 13 Flanker St., Apt. 8, Be'erotov, Israel.

Campus Notices

Professor Pauling's lecture on Vitamin C is cancelled because the Professor has a cold. Refreshments will still be available in the Planck Room.

Professor Edenkamp's lecture is either in Room 2011 at 4:00 or 5:00 or at 4:10 somewhere in the Science Building.

Mr. H. G. Wells! Lecture on his time machine will be held yesterday.

Mr. Shakespeare's lecture will be held tomorrow and tomorrow...

Ms. Levey's course on Birth Control will be postponed until after her confinement.

Professor Zimmerman's lecture is postponed until after the energy crisis.

Answers to Questionnaire

Date: 12/10/79
21 respondents

1. I skip through 7 read 14. PC's Transactions.
2. I skip through 5 to 16. PC's Newsletter.
3. Print more 14 fewer 1 longer 3 shorter 2 book reviews. Same 1

Review books about Language, translation (2), speaking, graphics, print, business writing (2), science and public policy, unusual techniques

1. special issues like the one on Patents even if published irregularly only original articles
2. mixture of original and reprint articles
3. articles on communication in relation to technologies, sociology, psychology, disabilities, politics, business ethics, etc. (circle, add, or list out to show interest or lack of it)
4. articles on automated communication
5. articles on advances in various technologies
6. articles on history of various technologies
7. brief biographies of scientists, inventors, etc., and accounts of their work

5. Both Transactions and Newsletter should have
6. personal-experience articles
7. articles or letters from PC members (U.S. and abroad)
8. how-to articles about writing and public speaking
9. how-to articles about other modes of communication

6. Newsletter should print should be a magazine
10. roster of PC members by section 1 separately
11. more work of other IEEE societies
12. IEEE news related to PC
13. The Transactions to print How to, translation, self-improvement, career advancement, report writing, grammar, questionnaires, results of this questionnaire, as is (2)
14. I'd like the Newsletter to print News of members, news of other groups, grants, questionnaires, info. on college and corresps. courses (2), as is (2), on time (2)
15. Stop publishing Transactions and Newsletter to make Magazine

REASON COMMING Transactions and Newsletter to make Magazine

15. I want to be 2 Area Representative 2 Member of ASG 1 member of ASG subcommittee on
16. I will send ____ article for Transactions ____ items for Newsletter
17. My name is 17 names given (optional; but if you give it, please print all information)
18. My address is

C. Distinguish between informative and persuasive messages—for example, in advertisements about non-prescription drugs.

D. Identify biases in messages—for example in a management response to union requests.

E. Recognize when another does not understand your message—for example, when a customer doesn't understand your directions for product use.

BASIC ORAL SKILLS
A. Express ideas clearly and concisely. Example: Describe an accident or crime to a policeman.
B. Express a point of view and defend it with evidence. Example: Refuse to accept a product or service you didn't order and explain your refusal.
C. Organize messages so others can understand them. Example: Explain to a child how to prevent accidents, using a cause-effect pattern.
D. Ask questions to obtain information. Example: Find out how to improve your job performance.
E. Answer questions effectively. Example: Respond to a tax auditor's questions.

F. Give concise and accurate directions. Example: Explain the procedure for voting.

G. Summarize messages. Example: State briefly the views of a political candidate on a campaign issue.

HUMAN RELATIONS
A. Describe another's point of view. Example: Examine the viewpoint of a retail store manager when you are returning merchandise.
B. Describe differences of opinion. Example: State the points of view expressed in a zoning hearing.
C. Express feelings to others appropriately. Example: Show that you approve of a child's school achievement.

D. Perform social rituals appropriately. Example: Introduce strangers to one another.

Readability vs. Prestige

Po-er Hoteh Inbal of Tahal, Israel calls attention to an article in the Alexander Hamilton Institute's monthly "Executive's Personal Development Letter" for August, 1979—"Communication Skills: Simple, Clear Writing Always the Most Impressive..." or is it?

The article describes a two-part investigation made by J. Scott Armstrong, professor of marketing at the University of Pennsylvania's Wharton School. First, Armstrong applied the Flesch Reading Ease Test to ten well-known journals of business management and obtained a series of readability scores by delegating an expert reader to read easier-to-read. Second, he asked twenty business faculty professors to rank the same ten journals in order of academic prestige.

The poll, according to the AII Letter, showed a positive, statistically significant relationship between high prestige and difficult reading. That is, the most highly regarded magazines contained the most unintelligible language. "Harvard Business Review" and "Administrative Science Quarterly" for example, were considered most prestigious but found to be least understandable. Personnel and Supervisory Management, on the other hand, though called fairly readable, were not very highly regarded.

A similar, better known experiment with a similar outcome, was conducted in 1971, the AII Letter relates also. In this case, a speech was read to three audiences—a total of 32 social workers, psychologists, psychiatrists, educators, and administrators: in an action, introduced as "Mr. Fox," gave a meaningless two-hour talk—nothing but empty impressive-sounding nonsense on "Mathematical Game Theory as Applied to Physical Education.

Judging from a questionnaire administered after the lecture, listeners found Dr. Fox "clear and stimulating."

The frightening moral of these two stories is "Don't invest much energy in writing. Lack of clarity may enhance your reputation, especially if you have little to communicate."

White House Conference

The White House Conference on Libraries and Information Services, held November 19-20, 1979, in Washington, D.C., was attended by about 3,000 delegates, alternates, and observers. The purpose of the Conference was to propose legislation on the dissemination of information.

The series of meetings was planned by the White House Conference Staff, supported by an authorizing law and a $5-million appropriation. Preliminary goals were defined at the outset meeting, and at all conference, two-thirds of the delegates were lay persons, and one-third were librarians.

From the State conferences, Staff members evolved five themes to be addressed at the National Conference. They commissioned background materials to help the delegates in their discussions, and recorded the work of the Conference.

Most people came to Washington with a will to make this White House Conference have a real impact on the future of libraries in the United States, but there was a great deal of uncertainty as to how they should proceed. After the opening session, the delegates formed pre-assigned Working Groups. The directions and effectiveness of these groups varied considerably, depending on background, preparation, and guidance. They added to the feeling of uneasiness, simultaneous general hearings were being held to elicit other legislation.

It was obvious that people were confused about how to proceed. The long days and overlapping sessions were exhaustive. A few people with vested interests were able to promote their particular causes, sometimes infringing on the time available for group discussion. The failure and effectiveness of the Working Groups varied considerably. They were somewhat stymied by the organization made it almost impossible for strangers to get to know each other.

After the Working Group Sessions, delegates met in five "Check Sessions" to consider the Groups' resolutions. Some Sessions reached consensus, others did not. The final General Session was held in a hot,
Compliance

Excerpts from "Compliance in Speaking and Listening," an address given by Dr. William Vore, Executive Director of the Speech Communication Association, at the American Association of School Administrators Summer Conference, Dallas, July 1976.

An individual exhibits comprehensive literacy when he or she is competent and comfortable across a full spectrum of communication experiences—free from reading a serious literary work with sensitivity and perception—or digesting an expert radio commentator's analysis of the probability of Proposition 13—writing a clear, articulate biographical statement in support of a favorite cause—singing through the eye-radiating currents of information, persuasion, and entertainment, or the other way around—defending one's conduct before a peer, parent, principal, or policeman—to a sharing of ideas and feelings, through conversation, with another human being.

Now, more clearly we are recognizing the unity, complex, interdependent nature of the communicative processes through which we feelings provoke and alter their environments—through which they revolve to others—and through which they gain some notion of self-identity.

Preliterate humans, we presume, communicated in a physical, animal way—with flight and chase and the barking of teeth. The "invention" of speech, of graphic representation, of writing and reading, of printing and proofreading, and of instantaneous, worldwide electronic communication—each represented an increase in the capability for communication and the complexity of available means of communication. As the agrarian society gave way to the industrial society, the industrial society is giving way to the information society. Already, we are told, in the United States, more money is being spent on information processing than on manufacturing. With each step along such technological and societal change—greater demands are placed on the individual for communicative competence as a survival skill. The children who will be the adults in tomorrow's world will need skills that are, today's skills, plus the ability to communicate comfortably with computers; plus the ability to communicate across a range of cultures; plus the ability to communicate in an environment of unparalleled conflict between the haves and the have-nots; plus the ability to defend communication rights and freedoms against increased pressures from the left, the right, and the middle.

How do people spend their time? Especially, how do they divide their communication time? Here are some estimates:

- Listening and Viewing
  - Talking
  - Reading
  - Writing

It has been said that the average person hears the equivalent of a novel in one day; speaks the equivalent of a novel in one week; reads the equivalent of a novel in one year.

Another suggestion is that if a person were to live to the age of 100, he or she would have spent 17,000 years looking, 30 years sleeping, and 40 years in speaking/listening/viewing.

A different idea is that we listen 7 times as much as we speak, speak 4 times as much as we read, and read twelve times as much as we listen.

Three years ago, a group of school officials were reported to be deploying their communication time as follows:

- On the telephone 75
- Interacting in groups of 6 or more 25
- Interacting in groups of 2 or 3 15
- Interacting with one other person 15
- Speechmaking 15
- Writing 15
- Reading 15
- Babbling/able to categorize 15

It is through our communicative relationships with other people—and chiefly through speaking and listening—that we are able to enhance the rewards and minimize the punishments that life metes out to us all. It is through speech and the underlying thought processes that it represents—the problem with problems and frustrations on the one hand, and create and exploit opportunities for the other hand.
pears that reviewers must be rotated every six months—constantly to explore new vogues and contem-
plates people, making them unable to recognize it.

3. A speaker from industry sells individual writers an enraged species, threatened by teams, systems, and
formulas—even though group writing tends to be wordy
and fuzzy.

4. A scientist/writer/teacher thinks that professional
and business people "consciously use fuzzy language,
platitudes, and verbiage to hide ignorance or lack of
substance in their writing." About 99 percent of poor
writing represents poor thinking, this speaker said, as
though language are inseparable. She pointed out
that eliminating grammatical and mechanical (e.g.,
punctuation) flaws cannot remedy defects in organi-
ization and information. Every teacher of every subject
should be a teacher of English, she said, and students
must learn to think clearly before they begin to speak
or write their ideas.

5. A linguist reported some research findings: read-
ers comprehend narrative language slightly more slowly
than positive language, and have more problems with
poor transitions and unclear relationships than with
long sentences or long passages.

Guidelines
Plain Talk, Inc., would like to have plain lan-
guage laws adopted in every State of the U.S. The
group has drafted a model act that requires small-busi-
ess, courts, and government offices to issue only
clear and straightforward documents.

The proposed act specifies readability standards as
follows:
1. Use words "as simple as possible without sacrific-
ing accuracy.
2. Use personal references (I, we, you) instead of
general references (such as lettres, applicants).
3. Avoid unnecessary legal language and confusing terms
(foreseea, forever, heretofore, latter, notwithstanding,
thereunto, where, etc.).
4. Avoid foreign and archaic terms.
5. Swap average sentence length to 25 words or less,
average paragraph length to 200 words.
6. Use type large enough for people with normal vision
to read without eyestrain.
7. Divide text into logically related sections with
headings that stand out.
8. Make unavoidable cross-references as clear as possi-
ble.

STC
The 27th International Technical Communication
Conference of the Society for Technical Communication
will be held in Minneapolis, May 14-17, 1980. Papers
will be presented on aspects of:
- Management
- Technical Writing
- Computer Applications and Technology
- Writing and Editing
- Information Retrieval
- Technical Education

PC members who will take part in the program are
Ron Biele, editors of MarkNet, Lynn Martin, and Daily
Schrleising.

Get facts about registration from Program Chairman Paul Rehak, Oak Ridge National Labora-
tory, Oak Ridge, TN 37830, or Deputy Program Chairman John Muller, Uni-
versity of Minnesota, St. Paul, MN 55101.

SITAR
The Society for Intercultural Education, Train-
ing and Research (SITAR), newest member of the Council
of Communication Societies, will hold its Sixth Annual
Conference March 9-14, 1980, at Mount Airy Lodge,
Mount Airy, Montana.

SITAR, an international professional organization,
seeks to promote understanding of intercultural rela-
tionships and to enhance individuals' ability to inter-
act effectively in multi-cultural environments.

SITAR tries to identify and facilitate adjustments
which contribute to international harmony. By concept,
research, and training, its approach is designed to evolve
the interdisciplinary field of intercultural communi-
ication.

Under the Fulbright-Hays Act of 1964, SITAR'S
activities are assisted financially by the Directorates
for Educational and Cultural Affairs of the U.S. Inter-
national Communication Agency.

SITAR membership fees are $100 (institution), $30
(individual), and $15 (student). For more information
on the group or its director, write to SITAR, 66 Poulion
Building, Georgetown University, Washington, DC
20057; call (202) 687-1276, or write to SITAR (E47A).

New Journal
Vol. 1, No. 1 (Spring 1979) Technology in Society:
A New International Journal introduced a new
quarterly, published by Pergamon Press.

The editors, George Bugliarello and A. George
Billings, both of the Polytechnic Institute of New
York, hope to create a forum for the discus-
sion of such topics as the management of technology,
technology and economic development, science and
public policy, ethical implications of science and
technology, and so on.

The objectives of Technology in Society are,
in general, to
1. Explore the effects of technology on society
2. Study the ways in which social processes and
attitudes lead to technological decisions
3. Identify and assess open technological and
social choices.

Reprint Journal
The Engineering Management Review, quarterly re-
print journal of IBM's Engineering Management Society,
is now available to all members of the Institute at an
annual subscription rate of $6.00.

Last year the Review contained articles on govern-
ment and business functions, administrative techniques,
the hierarchy of supervisions, professional advancement,
and self-development.

Subscribers to pay annual IBM dues and send payment
at anytime to IBM Headquarters.

The Editorial Eye
Information about Plan, Inc., comes to PC-ers from
The Editorial Eye, an eight-page newsletter publish-
ed by Editorial Experts, Inc., 5905 Pratt Street, Alexan-
dria, VA 22302. A one-year subscription to this gold
mine of information, challenge, and support costs $45;
a single copy, $3; a five-issue trial, $15.

The twelve-page Index to IEEE Issues 1-60, printed in
March 1979, lists such subjects and authors as abbrevia-
tions and acronyms, artists, Franklin and Roger Bacon, double spe-
cialization and double majors, Albert Einstein, foot-
notes, "knock up," manuscripts, printing, spelling and style
management, scientific tabs, software usage, printer
Worlds, usage, Writer's World, editors and editing, and
writing, "pros" and "cons." For subscription Information,
write to the Editor, IEEE, 345 E. 47th St., New York, NY
10017.

Communicate as a Citizen
The General Electric Company's office in Columbus
(Ohio) printed a political self-quizz in a recent (October
1979) issue of the newsletter, Washington Update, issued by its Power Systems Sales and Service
Operation.

PC-ers in the US may want to ask themselves the
dilemmas and take action in view of their an-
swers. PC-ers in other countries may do the same,
selecting appropriate verbal adjustments.

1. Can I name my Congressman or
2. Can I name both of my Senators or
3. Do I know where any of my nearest local offices
are?
4. Have I visited any of my nearest local offices
5. Have I contacted any of them in the last year re-
garding my views on their voting records?
6. Am I satisfied with their voting records?
7. If answer to 6 is Yes, as I working to keep them in
office?
8. If answer to 6 is No, am I doing enough to try to
get someone else elected?
9. Do I get the message of this quiz?
Guidelines

Plain Talk, Inc. will award a prize of $250 to the author of the best booklet. The prize will be awarded for the best booklet that meets the following criteria:

1. The booklet should be written in a clear, concise, and accessible style.
2. The booklet should be well-organized and easy to follow.
3. The booklet should be free of jargon and technical terms.
4. The booklet should be relevant to the topic at hand.
5. The booklet should be tailored to the intended audience.

The judges will be looking for booklets that are not only informative but also engaging and accessible to a broad audience. The judges will be evaluating the booklets based on their clarity, organization, and overall effectiveness in communicating the topic.

The Editorial Eye

The Society for Intercultural Education, Training and Research (SIENTR) is pleased to announce the launch of its new journal, SIENTR International. The journal is designed to provide a platform for researchers, practitioners, and policymakers working in the field of intercultural education and training.

SIENTR International will publish high-quality research articles, case studies, and policy analyses on topics related to intercultural education, training, and research. The journal welcomes contributions from scholars and practitioners from around the world.

SIENTR International aims to foster a community of practice that promotes the exchange of ideas and best practices in the field of intercultural education and training. The journal welcomes submissions from researchers and practitioners who are interested in advancing the field of intercultural education and training.

Communicate as a Citizen

The General Electric Company's office in Columbus (Ohio) plans to make a public service announcement in a recent (February 1975) issue of the newsletter, "Communicate as a Citizen." This issue is scheduled to be distributed to all employees in the region.

The announcement will highlight the importance of clear and effective communication in the workplace. It will encourage employees to communicate effectively with their colleagues, customers, and clients.

PC-users in the US may want to ask themselves the questions raised in the article and take action in response. The article also suggests that PC-users in other countries may do the same, making appropriate verbal adjustments.

Available Speakers

IBM's Magnetics Society has announced that three distinguished lecturers are available to speak on topics ranging from business, educational, technical, and social issues.

1. Dr. R. W. Pugh, of IBM's T. J. Watson Research Center, will present a talk on "Magnetism and Its Applications" at the Magnetics Society Seminar on February 10th.
2. Dr. Jeffrey Bailey, of Oakland University, will present a talk on "Magnetic Recording Technology" at the Magnetics Society Seminar on February 25th.
3. Dr. H. H. White, of the Research Center of IBM, will present a talk on "Advances in Magnetic Technology" at the Magnetics Society Seminar on March 10th.

The availability of these three outstanding speakers is an opportunity for students and non-teaching professionals to learn about cutting-edge developments and innovation in specialized disciplines. The cost of all lectures will be borne by the Magnetics Society.

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Compliance

Excerpts from "Competence in Speaking and Listening," an address given by Dr. William Vore, Executive Director of the Speech Communication Association, at the American Association of School Administrators Summer Conference, Chicago, Illinois, July 26th.

An individual exhibits comprehensive literary when he or she is competent and comfortable across a full spectrum of communication experiences—free from reading a serious literary work with sensitivity and perception—or digesting an expert radio commentator's analysis of the probability of Proposition 13—or writing a clear, articulate biographical statement in support of a colleague for a promotion—or entertaining one's own audience of five or twenty—de-fending one's conduct before a peer, parent, principal, or police—to a sharing of ideas and feelings through conversation, with another human being.

...more clearly we are recognizing the complex, interdependent nature of the communicative processes through which feelings provoke and alter their environments—through which they revolve to others—and through which they gain some notion of self-identity.

Preliterate humans, we presume, communicated in a physical, animal way—with flight and fume and substance of hearing. The observation of speech, graphic representation, of writing and reading, of print and language and, of instantaneous, worldwide electronic communication—each represented an increase in the complexity of communication and the role of available means of communication. As the agrarian society evolved into the industrial society, the industrial society is giving way to the information society. Already, we are told, in the United States, much energy is being used on information processing rather than on manufacturing. With each step—such technological and social change—greater demands are placed on the individual for communicative competence as a survival skill.

The children who will be the adults in tomorrow's world will need skills and today's skills, skills to communicate with computers; skills to use technology across a range of cultures; skills to use technology in an environment of unparalleled conflict between the haves and the have-nots; skills to use technology to defend communication rights and freedom against increasing pressures from the left, right and the middle.

...how many people spend their time? Especially, how do they divide their communication time? Here are some estimates:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listening/Viewing</td>
<td>45%</td>
</tr>
<tr>
<td>Talking</td>
<td>30%</td>
</tr>
<tr>
<td>Reading</td>
<td>15%</td>
</tr>
<tr>
<td>Writing</td>
<td>9%</td>
</tr>
</tbody>
</table>

It has been said that the average person hears the equivalent of a novel in one year; reads the equivalent of a novel in one week; reads the equivalent of a novel in one year.

Another suggestion is that if a person were to live to the age of 100, he or she would have spent 14 years reading, 3-1/2 years sleeping, and 40 years in speaking/listening/viewing.

A different idea is that we listen 7 times as much as we speak, speak 4 times as much as we read, and read 12 times as much as we write.

Some years ago, a group of school officials were reported to be deploying their communication time as follows:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>On the telephone</td>
<td>75%</td>
</tr>
<tr>
<td>Interacting in groups of 6 or more</td>
<td>25%</td>
</tr>
<tr>
<td>Interacting in groups of 2-4</td>
<td>15%</td>
</tr>
<tr>
<td>Interacting with one other person</td>
<td>15%</td>
</tr>
<tr>
<td>Speedreading</td>
<td>15%</td>
</tr>
<tr>
<td>Writing</td>
<td>15%</td>
</tr>
<tr>
<td>Reading</td>
<td>15%</td>
</tr>
<tr>
<td>Hassling; unable to categorize</td>
<td>25%</td>
</tr>
</tbody>
</table>

It is through our communicative relationships with other people—and chiefly through speaking and listening—that we are able to serve the rewards and evaluate the punishments that life metes out to us all. It is through speech (and the underlying thought processes that it represents) that we cope with problems and frustrations on the one hand, and create and express ourselves on the other hand. It's a very exciting experience. This sounds like an extremely interesting communicator's conference.

Why do we speak? Perhaps for no more than five chief purposes: 1. Attempting to control the behavior of others 2. Expressing attitudes and feelings 3. Giving or seeking information 4. Ritualizing and socializing 5. Releasing, creative, fantasy, and exploratory ideas

What constitutes speaking and listening competence? A task force of the Communication Research and Educational Foundation has prescribed four groups of communicative skills as essential for high school graduates.

<table>
<thead>
<tr>
<th>Group</th>
<th>Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oral</td>
<td>Listen effectively to spoken English. Example: Understand a doctor's directions for taking a prescribed medication.</td>
</tr>
<tr>
<td>Written</td>
<td>Use words, pronunciation, and grammar for particular situations. Example: Speak appropriately during interview employment.</td>
</tr>
<tr>
<td>Nonverbal</td>
<td>Use non-verbal signs suitable for particular situations. Example: Have facial, gesture, and eye contact.</td>
</tr>
<tr>
<td>Perspective</td>
<td>Use voice effectively. Example: Speak with appropriate volume, rate, and clarity when expressing views to an elected official by telephone.</td>
</tr>
</tbody>
</table>

EVALUATION OF FINAL MEASURES

A. Identify main ideas in messages—for example, in a broadcast about preparing tax returns.

B. Distinguish facts from opinion—for example, in a discussion between evidence and opinion in court testimony.

INTECOM

The General Assembly of INTECOM, the International Council for Technical Communication, meeting in Paris, September 20-23, 1979, accepted IREXPC as an Affiliate Member.

PC or Gene Malony of Paris was present as an observer when the vote was taken. He reports that our request for membership was warmly received, clearly the feeling being to avoid duplication and to promote and improve their transnational organization.

Gene's letter (October 3, 1979) continues:

"There was a discussion of the legal responsibility of individual communicators in an international organization as to how they prepare. This apparently is a growing problem in Europe, and the committee has decided to collaborate on it from all of the national societies. An input from PC would be welcomed indeed.

"After a round of reports from the different national societies represented (GB, NL, Holland, France, Sweden, and Norway), there was a long discussion about the East-West cooperation. There is a growing interest in this area, which is especially true for Denmark.

"This sounds like an extremely interesting communicator's conference, especially if you're interested in 'Communication in a Complex Future.'"

"After the meeting, I talked with Alex Norens, President of the French technical communicators' group, ACT, and offered to act as unofficial liaison between ACT and IREXPC. M. Norens suggested that I might want to forward these items from ACT's newsletter, 'Le Communicateur Technique,' for use in PC's newsletter. I hope to send you some items in the near future, some of which I think you will find other channels of collaboration with M. Norens. I'll keep you informed individually.

"Since he wrote this report, Gene has become PC's official liaison to ACT, but has been unable to send any reports yet. In this connection, it is important to recognize that, unlike companies in the U.S., those in Europe do not subsidize or support professional societies and their activities. It is up to the individual and Continental engineers and communicators work for the good of the group, on their own personal time, after business hours.

The next PC newsletter will contain more information about IREXPC. Meanwhile, Norwegian PC-ers are urged to consider attending this next INTECOM meeting, identified as members of our Society. It will be making part in discussions, and writing to Bert Pearson or Emily Schoninger about business, activities, projects, people, and activities engaged in. Please let us hear from you, PC-ers in Norway.

CCS Seminar

The annual Communication Seminar of the Communication Society was held in Washington, DC on December 7 and 8, 1979, after the meeting of the CCS Board. Under the general title, Communication Policy: Planners for the '80's, two topics were considered. On the first day, the directors of types of business firms and Federal offices discussed the influences and implications of the Communication Policy. On the second day, business and association views were given and a group discussion followed.

To obtain a full account of the Seminar and information on future activities, PC-ers should subscribe to the Council's newsletter, Communication Notes. At the present price of $6 per year, it is a bargain. Write to P.O. Box 1070, Silver Spring, MD 20910.

Plain Talk

Plain Talk, Inc., is a new, non-profit group of about 120 writers, editors, educators, researchers, and others, based in DC and interested in simple English. Many of its members are U.S. Government employees trying to enforce President Carter's Executive Order that plain language should be used in official documents.

The use of the facts and thoughts revealed at a Plain Talk seminar in October, 1979 are as follows:

1. The Environmental Protection Agency (EPA), which is responsible for 77 percent of governmental regulations affecting the industry, is planning to repeat "Plain English" seminars. EPA uses "mechanical" procedures for eliminating such horrors as acronyms, jargon, and other forms of euphemism and buzzwords, but no simple way to simplify a document's organization or its writing style.

2. At the Department of Housing and Urban Development (HUD), plain English reviewers can now hold up the issue of a regulation. HUD reviewers have found that improving the organization of a regulation effectively shortens the sentences. It also ap-
Answers to Questionnaire

Date: 12/10/79

21 respondents

Letter to PC's ACM:

1. I skin through 7 read 14, PC's Transactions.
2. I skin through 5 read 16 PC's Newsletter.
3. Print more 1/4 fewer 1/h longer 3/2 shorter 2 book reviews. Same 1

Review books about Language, translation (2), speaking, graphics, print, business writing (2), science and public policy, unusual techniques

4. Transactions should review:

a. Special issues like the one on Patents even if published irregularly
b. Only original articles

5. Mixture of original and reprint articles
6. Articles on communication in relation to technologies, technology, psychology, sociology, ethics, politics, business and                     information systems, etc. (plus or, add, or list out to show interest or lack of it)
7. Articles on automated communication

8. Articles on advances in various technologies
9. Articles on history of various technologies
10. Brief biographies of scientists, inventors, etc., and accounts of their work

Both Transactions and Newsletter should have

11. Personal-experience articles
12. Articles or letters from PC members (U.S. and abroad)
13. How-to articles about writing and public speaking
14. How-to articles about other modes of communication

Newsletter should print

15. A report of PC members by Section 1 separately
16. More news of work of other IEEE societies
17. News-related to PC
18. More news of these
19. News of interest to PC
20. More news to these

7. PC's Transactions or Print How to, translation, self-improvement, career advancement, report writing, grammar, questionnaires, results of this questionnaire, as is (2)

8. I'd like the Newsletter to print News of members, news of other groups, grants, questionnaires, info. on college and correspondence, courses (2), as is (2), on time (2)

9. Stop publishing Transactions or The Newsletter regularly

Reason: Combine Transactions and Newsletter to make Magazine

10. I want to be 2 Area Representative 2 Member of ASCN 1 member of ASCN subcommittee on

11. I will send the article for Transactions 1 items for Newsletter 1

12. My name is 17 names given (optional: but if you give it, please print all information)
My address is

C. Distinction between informative and persuasive messages—for example, in advertisements about non-prescription drugs

D. Identify biases in messages—for example in a management response to union requests.

E. Recognize when another does not understand your message—for example, when a customer doesn't understand your directions for product use.

Basic Oral Skills

a. Express ideas clearly and concisely. Example: Describe an accident or crime to a policeman.

b. Express a point of view and defend it with evidence. Example: Refuse to accept a product or service you didn't order and explain your refusal.

c. Organize messages so that others can understand them. Example: Explain to a child how to prevent accidents, using a cause-effect pattern.

d. Ask questions to obtain information. Example: Find out how to improve your job performance.

E. Answer questions effectively. Example: Respond to a tax auditor's questions.

F. Give concise and accurate directions. Example: Explain the procedure for voting.

G. Summarize messages. Example: State briefly the views of a political candidate on a campaign issue.

Human Relations

a. Describe another's point of view. Example: Explain the viewpoint of a retail store manager who you are returning merchandise.

b. Describe differences of opinion. Example: State the points of view expressed in a zoning hearing.

c. Express feelings to others appropriately. Example: Show that you approve of a child's school achievement.

d. Perform social rituals appropriately. Example: Introduce strangers to one another.

Readability vs. Prestige

Poet Yehuda Amichai, Israel calls attention to an article in the Alexander Hamilton Institute's monthly "Executive's Personal Development Letter" for August, 1979—"Communication Skills: Simple, Clear Writing is Always the Most Impressive...or Is It?"

The article describes a two-part investigation made by J. Scott Armstrong, professor of marketing at the University of Pennsylvania's Wharton School. First, Armstrong applied the Flesch Reading Ease Test to ten well-known journals of business management and obtained a series of readability value delegations by assigning grades from hard to read to easier-to-read. Second, he asked twenty business firms to have their professors to rank the same ten journals in order of academic prestige.

The poll, according to the AII Letter, showed a very positive, statistically significant relationship between high prestige and difficult reading. That is, the most highly regarded magazines contained the most unintelligible language. "Harvard Business Review" and "Administrative Science Quarterly," for example, were considered most prestigious but found to be least understandable. Personnel and Supervisory Management, on the other hand, though called fairly readable, were not very highly regarded.

A similar, better known experiment with a similar outcome, was conducted in 1972, the AII Letter relates also. In this case, a speech was read to three mixed audiences—a total of 51 social workers, psychologists, psychiatrists, educators, and administrators: an actor, introduced as "Mr. Fox," gave a meaningless one-hour talk—nothing but empty impressive-sounding words—on "Mathematical Game Theory as Applied to Physical Education."

Judging from a questionnaire administered after the lecture, listeners found Dr. Fox "clear and stimulating."

The frightening moral of these two stories is "Don't invest much energy in writing. Lack of clarity may enhance your reputation, especially if you have little to communicate."

White House Conference

The White House Conference on Libraries and Information Services, held November 15-19, 1979, in Washington, D.C., was attended by about 4,000 delegates, alternates, and observers. The purpose of the Conference was to propose legislation on the dissemination of information.

The series of meetings was planned by the White House Conference Staff, supported by an authorizing law and a $5-million appropriation. Preliminary goals were defined at the beginning of the Conference, and at all conference, two-thirds of the delegates were lay persons, and one-third was librarians.

From the State conferences, Staff members evolved five themes to be addressed at the National Conference. They commissioned background materials to help the delegates in their discussions, and recorded the work of the Conference.

Most people came to Washington with a will to make this White House Conference have a real impact on the future of libraries in the United States, but there was a great deal of uncertainty as to how they should proceed. After the opening session, the delegates formed pre-assigned Work Groups. The direction and effectiveness of these groups varied considerably, depending on background, preparation, and guidance. To add to the feeling of uneasiness, simultaneous general hearings were being held to elicit other legislation.

It was obvious that people were confused about how to proceed. The long days and overlapping sessions were exhausting. A few people with vested interests were able to promote their particular causes, sometimes infringing on the time available for group discussion. The failure of these groups varied considerably, depending on background, preparation, guidance. To add to the feeling of uneasiness, simultaneous general hearings were being held to elicit other legislation.

After the Work Group Sessions, delegates met in five "Round Tables to consider the Groups' resolutions. Some sections reached consensus. Others did not. The final General Session was held in a hot,
Tests of Writing Ability

In The Communicator of Scientific and Technical Information (May 1975), Marilyn McMurtry discusses several kinds of test given to assess engineers‘ writing ability and compares the inter-correlation coefficients of test results with subjective estimates made by instructors.

The tests consisted of writing assignments designed as follows to show sensitivity to style, organisation, and layout:

1. Objective editing
   Students were given short technical passages with parts to be revised clearly marked and improvements suggested in multiple-choice items.

2. Subjective editing
   Students were asked to improve the style, layout, and organisation of a poorly written technical text.

3. Summary exercise
   Because library services affect the operation of government, it is essential that occasional services be provided to those who can‘t serve themselves. First-semester rights of access to automated information services.

These V. International Exchange
Because the information Revolution may be greater in impact than the Industrial Revolution was, a viable and effective network of links on engineering and forces is important in the development of information.

The U.S. must assist less-developed countries in long-term information programs. One coeus of doing this is to open the doors to libraries from other countries; another is to teach foreign languages to American students.

Ten luncheon speakers discussed problems of communication:
Emily Schlesinger is employed by the Baltimore Gas and Electric Co. where she writes, edits, and manages the production of company reports and professional documents, and of engineering articles for trade and professional journals. She holds an A.B. degree from Soucher College and an M.A. degree from Ms. Holyoke College, both in physics, and M.A. and Ph.D. degrees from the University of Maryland. A member of Phi Beta Kappa and a senior member of both P.O.S. and the Society for Technical Communication, she has taught technical writing and has published articles in the Journal of Technical Writing and Communication.

Emily was 4P* President for two years (1966-7) and is eligible to serve a second three-year term on the Society’s AODC.

William A. Tarrant

Bill Tarrant received B.S., M.A., and Ph.D. degrees in Communications from Ohio State University and has served the University as Research Administrator and as Director of Planning and Evaluation of Regional Medical Programs organized through the College of Medicine.

For four years he was Associate Director of the West Virginia Regional Medical Program, planning and managing research programs for West Virginia University’s School of Medicine; he also taught graduate and undergraduate courses in the University’s Department of Speech Communication.

Since 1976, Bill has been Associate Professor in the Department of Communication Arts and Sciences in Howard University’s School of Communication (Washington, D.C.). During the last part of 1979, on a leave of absence from Howard, he was a NSF Fellow, working in the office of the Secretary, U.S. Department of Health, Education, and Welfare as Special Assistant to the Deputy Commissioner of the Bureau of Health and Continuing Education; he was involved in data systems and departmental policy recommendations for potential changes in legislation related to higher education.

A member of IEEE/EECS since the late 1950’s, Bill served on PC’s Adcom in the 1960’s and has written more

than thirty articles on health services programs, organizational communication, agency planning, learning, and survival of the species.

No photograph of Bill Tarrant is available.

Report on Questionnaire

As of December 10, 1979, the editor has received 21 responses to the questionnaire printed in the July (1979) issue of this Newsletter. Apparently 1700 or so P.O.S. members don‘t care, don‘t read the Newsletter, aren‘t perfectly satisfied with PC’s publication policy. This is probably unexpected, as it should be largely by the individual interests of the Society’s two editors, although it is discussed occasionally and in general at Adcom meetings. P.O.S.’s Editorial Advisory Board seems to have evaporated.

An Adcom member, and independently, a respondent to the questionnaire recently suggested that PC’s Trans- actions and Newsletter might be combined to form a Magazine. Further discussion, or other ideas, P.O.S.? The questionnaire, with responses, is printed on page 8 of this Newsletter.

Request For Help

Julian Boleano, P.O.S. resource person and Home- study Course instructor in the Mediterranean/Middle East area, asks for copies of recent articles and news releases concerning the development of international communication. During a recent visit to the U.S., he commented on how difficult it is to even be aware of much of the information which is available, and he is not sure what to do with it. He would like to be able to quote current articles which he has. Can we clip or copy an article or book review you have recently enjoyed, and mail it to him (and do it again from time to time)? Address: Mr. Julian Boleano, 13 Finley St., Apt. B, Beverly Hills, Israel.

Campus Notices

Professor Pauling’s lecture on Vitamin C is cancelled because the Professor has a cold. Refreshments will still be available in the Student Union.

Professor Weinberg’s lecture is either in Room 202 at 9:00 and 10:00 or at 4:01 somewhere in the Science Building.

Mr. H. N. Kells’ lecture on his time machine will be held yesterday.

Ms. Shakespeare’s lecture will be held tomorrow and tomorrow...

Ms. Lovejoy’s course on Birth Control will be postponed until after her confinement.

Professor Zimmerman’s lecture is postponed until after the energy crisis.

Notice to New Members

New FY-ers, now that you have joined, please participate—

* identify a PC activity that interests you, call or write to a PC officer or editor about it, receive an answer—

and before you can say communicate you will begin to benefit. Then go back to * and help yourself personally and professionally, over and over.

David B. Dobson

Dave Dobson holds the EE degree from Rensselaer Polytechnic Institute, is a Registered Professional Engineer, Vaughn seminar on communication at Colorado State University, and has published articles on automatic test equipment and publication management.

His employers have been the U.S. Army (Signal Corps Engineering Laboratories and Psychological Warfare Board) and NASA (Artistic Test Equipment Engineering, Public Affairs, and Lunar Excursion Module Radar for the Apollo Program). In September 1979 he became Vice-President for Marketing at McQuary & Wermer, printers, in Washington, D.C.

Dave is a Senior Member of IEEE and also of the Society for Technical Communication. He is active on three committees (Finance, Publications, and Meetings) of IEEE's Technical Activities Board and serves on three other IEEE Boards (Publications, Standards, and U.L. Activities). In addition, he is Administrative Editor of the Aerospace and Electronic Systems Society's Newsletter and Transactions and a member of the AES Administrative Committee.

Dave's present term on PC's Administrative Committee expires this year. He is eligible for re-election.

Leon C. Pickus

Leon Pickus has been a Technical Publications Engineer for nearly 20 years. As an engineering writer with the RCA Missile and Surface Radar organization in Moorestown, New Jersey, he was responsible for preparing major technical proposals and engineering specification reports, equipment information manuals, and technical training manuals and aids for both technical and management presentations.

In the Project Management Office of the RCA ARSIS Department he is responsible for ARDS Project Management, program, project, and personal assistance to various project leaders. As a member of IEEE and a past member of Toastmasters, Leon serves on PC's Education Committee as an instructor for the technical-writing program and as a member of the technical-writing program. He is also a member of the IEEE/-datamation technical committee and serves as an expert in technical writing.

In addition, he is a member of the IEEE/-datamation technical committee and serves as an expert in technical writing. He holds an AB degree in Business from Burlington County College; he has taken several MSE courses at Villanova University.

Richard Robinson

Richard Robinson holds a PhD in Computer Science from the University of California, Berkeley, and has published numerous papers in the areas of computer science and electrical engineering.

His research interests include artificial intelligence, machine learning, and natural language processing.

Computers and Management


The message of this book is that advances in computer technology need to be matched by advances in education and training. The author argues that computer technology is changing the way we think about business and management, and that this change is likely to have a significant impact on the future of management. The book covers a wide range of topics, including the history of computers, the role of computers in business, and the ethical implications of computer technology.

The book is well-written and easy to read. It is highly recommended for anyone interested in the impact of computer technology on management.
THE COMING OF AGE OF OPTICAL-FIBER TRANSMISSION

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ABSTRACT
Optical-fiber transmission lines appear attractive for a variety of communication applications in which twisted copper pairs and coaxial cables are now used. These applications range from on-premises data links and equipment wiring to interoffice and intercity telecommunications trunks. Experiments to explore the technical feasibility of using fibers in these areas are presently in progress. This paper summarizes the current state of research on optical fibers, fiberguide cables and splicing techniques, reviews the state of the art of fiber-compatible sources and detectors, and discusses various systems considerations, experiments and applications.

INTRODUCTION
A new transmission medium is about to emerge as a competitor to copper media in many communications applications. It is the optical fiber, 100μm or so in diameter and made principally of silica, one of the most abundant materials on earth. When suitably engineered, optical-fiber cables may be used in a variety of applications where twisted copper wire-pairs, coaxial cables and metallic waveguides are now used for the transmission of information; these applications range from short data links and equipment interconnections within a building, to long telecommunications trunk circuits connecting switching offices within a city or between cities. The small size of the individual fiber, the allowable small bending radius of the fiber core, the large information capacity, the flexibility of system growth, the freedom from electro-magnetic interference, the immunity from ground-loop problems and the potential economy are some of the features which make optical-fiber systems appear more attractive than copper systems.

RECENT ADVANCES AND PROGRESS
Advances in optical fibers and cables in the past few years have been accompanied by similar progress in research on optical devices and components, and on optical repeater techniques and systems [1]. Signal attenuation in fibers as low as a fraction of a decibel per kilometer and pulse dispersion as small as a few hundred picoseconds per kilometer have been reported for multimode fibers [2,3]. Several methods for coating and jacketing fibers to preserve their intrinsic strength have been applied successfully, and various techniques for cabling, splicing and connectorizing have been developed [4]. The Barus-type high-humidity light-emitting diode (LED) and the stripe-geometry injection laser have proved their suitability and reliability in many laboratory tests and field experiments. These aluminum-gallium-arsenide (AlGaAs) devices emit in the spectral region of 0.6-0.8μm, where currently produced fiberoptics have low loss. Temperature-accelerated aging tests on a large number of such devices indicate a projected mean life in excess of 100 hours for continuous operation at room temperature [5,6].

Various optical repeaters and terminals involving LEDs, lasers, photodetectors, amplifiers and digital electronics have been built and tested at data rates up to 800 Mbit/s; their performances were measured and found to be close to theory [7,8]. During 1976 a field experiment involving optical-fiber cables in underground ducts, cable splices, fiber connectors and optical repeaters operating at 45 Mbit/s was conducted to obtain information on the performance and reliability of an integrated system under simulated field conditions. Overall results were extremely encouraging [9]. A data-bus system using optical-fiber bundles also was tested successfully in a military aircraft [10]. Trial systems with fiber cables and repeaters carrying voice, data and video signals have been installed in standard telephone company ducts, manholes and central offices in the United States [11]; similar tests are being conducted in Europe and Japan [12]. At the same time, vital economic studies are being pursued to ferret out applications that are not technically sound, but also economically viable. With such rapid progress in research and promising results from field experiments, there is good reason to believe that optical-fiber technology will begin to have a substantial impact upon the telecommunications field in the near future.

CURRENCT RESEARCH ACTIVITIES
Although optical-fiber cables of various configurations are now available on an experimental basis and already have demonstrated satisfactory performance in several applications trials, current research work continues to push toward the achievement of higher strength, lower cost, lower loss, larger bandwidth, greater reliability, and other desirable features. Examples of some of these
Letter From the Editor

The world is too much with us: late and soon, Getting and spending, we lay waste our powers—

The July 1979 issue of PC's Newsletter was late and this December's issue will be late even later. The editor hopes that the January 1980 issue will be less late and that the April 1980 issue will be all late.

Hope springs eternal in the human breast; Man never is, but always seems, to be, ELIOT.

Goldsmith Award to E.O. Taylor

At the Annual Meeting of PC's ACM on December 14, Ernie Goldsmith of Hastings, England, was presented the ACMs Alfred N. Goldsmith Memorial Award for 1979. The award is given annually in recognition of work done within PC's organization to promote quality in engineering communication.

E. O. Taylor was cited for leadership, service, and inspiration, 1973 through 1975, as Chairman of PC's ACM, he represented the Society and encouraged others to support its ideals in the United Kingdom and Republic of Ireland.

The ACM Chapter was and still is very small; until recently it received little recognition from the Society's ACMs or in Society publications. Chairman Taylor, however, made its existence known and its influence felt locally through personal and professional efforts. He maintained official liaison with larger engineers and communication groups, in particular coordinating PC Chapter activities with those of the ACM's UK Section, the Institute of Electrical Engineers, and the Institute of Scientific and Technical Communicators. Prof. Taylor's initiatives included individual example he encouraged others to join with his in helping engineers to improve their skill as communicators and helping professional communicators to support engineers.

E. O. Taylor, a retired Chartered Engineer, is a diploma of London University's Imperial College of Science and Technology, a Senior Member of IEE, a Fellow of the Institution of Electrical Engineers, and a Fellow of the Royal Society of Photographic. Prof. Taylor holds a degree from the University of Electrical Engineering at Heriot-Watt University in Edinburgh.

Professor Taylor has a number of articles and editorials to his credit and has written four books—

Utilization of Electrical Energy (1937)
Distribution & Utilization of Energy (1946)
Performance & Design of A.C. Communicators (1962)

D. C. Mathews (1970); with co-author M. C. Roy

Back Issues

Pearl Pearson has extra copies of the following issues of PC's Transactions:

PC-15, No. 1 March 1976
PC-19, No. 2 December 1976
PC-22, No. 2 September 1977
PC-25, No. 1 November 1977
Send him $8.00 for each copy you still in your source or encourage prospective PCers. Make your check payable to IEEE/PCOS.

REFERENCES

4. See, for example, papers in Digest of Topical Meeting on Optical Fiber Transmissions I (Optical Society of America, Washington, D.C., 1977).
7. See, for example, T. Li, Bell Lab. Rec. 33, 340 (1975) and papers on repeaters and Digest of Topical Meeting on Optical Fiber Transmission II and in Digest of Conference on Laser Engineering and Applications (Optical Society of America, Washington, D.C., 1977).
12. See, for example, system trials in Technical Digest of 1977 International Conference on Integrated Optics and Optical Fiber Communications (July 1977, Tokyo, Japan) and in Proceedings of the Third European Conference on Optical Communications (September 1977, Munich, Germany).
14. H. Tsuuchiya and I. Hatakeyama, in Digest of Topical Meeting on Optical Fiber Transmission II, paper PDI.
15. See, for example, Digests of Topical Meeting on Integrated and Guided Wave Optics (Optical Society of America, Washington, D.C., 1978).

Dr. Li is a fellow of Optimal Society of America and the Institute of Electrical and Electronic Engineers and a member of Sigma Xi, Eta Kappa Nu, Phi Tau Phi and AAAS. He is a co-recipient of the IEEE 1975 W. R. G. Baker Award, and the IEEE 1979 David Sarnoff Award. He received the Achievement Award from the Chinese Institute of Engineers/USA in 1978.
As this *Encyclopedia* is to some extent a case-history of how Marilyn Ross recently published and successfully marketed Creative Leaning, it rings true and inspires confidence. For would-be self-publishers it is a must—perhaps the most useful and comprehensive work available on its subject. For mere readers and non-self-publishers, it is a fascinating guided tour of behind-the-scenes activities in a new Do-It-yourself industry.

The Rosses have conducted seminars on self-publishing and are writing/publishing consultants in California. From the information and experience so generously and encouragingly shared in their *Encyclopedia*, readers with other specialized knowledge or ideas can learn how to put these too in book form, how to promote, and how to sell copies.

### Microfiche for Field Training

K. C. Wingard, in *The Communicator of Scientific and Technical Information* (1973) describes how sales representatives use colored microfiche with portable readers to project diagrams, cut-ways, charts, and drawings from parts manuals as visual aids in lectures to distributors, customers, and overseas service personnel.

Positive files give better results than the more commonly used negative films. Most microfiche readers can project enlarged images onto a wall if the front screen is removed, but sturdy portable readers can be obtained and are preferable.

**Wow!**

The rate per 100 pounds applicable for the transportation of 999 pounds or less, for the applicable mileage, column (a), is that shown in column (b) unless the weight equals or exceeds the number of pounds shown in column (c) for the applicable mileage; in the latter case, the applicable rate is that shown in column (d) for the same mileage, and the applicable weight is the minimum hundred-weight of that column, instead of the actual weight of the goods transported.

—From a General Services Administration Bulletin via the Aeronautical and Electronic Systems Newsletter (April 1979)

### AdCom Meetings

Since the last issue of this Newsletter was mailed, PC’s AdCom has met twice—on September 7 and December 12. Highlights of these meetings are as follows:

1. Appointments
   - Bill Wells and Larry Martini will fill the terms ending 1982, left open by the resignations of Lou Cole and Irwin Goldman, respectively.
   - Dave Dobson will replace Bill Wells as liaison to the Council of Communication Societies.

2. PC Conference
   - Dan Rochb is planning a PC conference, with planned meetings, individual-paper sessions, workshops, and discussions, that will help engineers communicate with special audiences—e.g., at professional gatherings, in interviews, with representatives of the press, at public hearings, with members of management. So needs help from PC’s membership at large, especially from engineers and writers in the Boston area. Write or call him with suggestions and offers of assuming responsibility for all or some aspects of the program, finance, publicity, local arrangements, and publication.

3. IEEE Press Book
   - Craig Harbin and Daniel Fung are assembling articles for a PC-sponsored collection, "How to Prepare Better Technical Papers and Articles." It will be published by the IEEE Press as a companion to our first book, "Guide to Better Technical Presentations," compiled by Bob Wolff.

4. Scholarship
   - The heads of Student Chapters and the editors of IEEE Newsletters have been notified that a PC Scholarship of $1,000 will be offered in 1980 to Student Members of PC who have completed at least one full year of college work and are proficient in written and oral communication as well as in engineering. Get further information from the Chairman of PC’s Scholarship Committee, Dr. Celia Whitaker, 10800 Ashfield Road, Adelphi, MD 20783.

5. dues
   - In 1979, PC’s annual dues were raised from $6 to $8. In 1980, they will increase to $10. For this small sum, any member will receive four issues of PC’s quarterly, Transactions, and four issues of PC’s quarterly newsletter. Also available to PC members are many opportunities to increase personal skills and professional stature by working on the Society’s standing committees.

6. Election of Nominees
   - The following were nominated and elected to fill the two vacancies in PC’s AdCom for the three-year term, 1980-82:
     - David A. Dobson
     - Bernard P. Pearman
     - Leon C. Pickus
     - Richard Robinson
     - Nelly Schlesinger
     - William Tarrant

Barren objections from the general membership, these elections will stand. Pictures and brief biographies appear elsewhere in this issue.

7. Election and Appointment of Officers
   - Bert Pearlman was elected President of PC and Dan Rochis Vice-President, both for the year 1980. At Bert’s request, Dave Dobson will continue as Secretary and John Phillips as Treasurer.

Send Form 359P to IEEE, 345 East 47th Street, New York, New York 10017.