Newsletter

IEEE Professional Communication Society

So You're Coming to Winnipeg . . .

For speakers, workshop leaders, and delegates planning to attend IPCC '87 in October, here are some facts and figures about PCS's 1987 conference city: how to get there; what to expect; what your dollar is worth; and where the shopping outlets are.

The City Itself

With a population of over 640,000, Winnipeg is the principal city of Manitoba, known as the "keystone" province because of its central location in Canada. As well as being the gateway to Canada's prairies and the center of the country's grain trade, Winnipeg is also a light manufacturing, warehousing, and distribution center.

Known for its amply treed wide streets, numerous bridges, and large parks, Winnipeg is well-reputed as a "green" city with a glorious summer climate—even in October temperatures during Indian Summer frequently rise to the low or mid sixties.

Inside

Harry Dee Moore (RIP) August 31, 1929- April 14, 1987

Letter excerpted from publication of St. John's High School (Darlington, SC) Class of 1946 40th Year Reunion (November 28-29, 1986)

"After graduating from St. John's High (where I had transferred my interests from scholastics to the gymnasium and girls), I spent my freshman year of college at P.C. and my sophomore year at USC.

A summer job as Editor of *The Times-Herald* semiweekly newspaper in Lake City spawned a brief journalism career with the *Florence Morning News*—first, as reporter and feature writer, then as City Editor. (During that time, I wrote my first nationally published poem, which appeared in *The Saturday Evening Post.*)

An auto accident interrupted me for 11 months in 1950, and I switched to advertising/public relations. I started as a copywriter for the then-largest agency in Charlotte, and subsequently, moved to Radio/TV Director, Account Executive, then Assistant to the President.

Meanwhile, I married and had a daughter, Karen (now Smith), who 3½ years ago presented me with a grandson (Austin Caine). Death caused by a horseback riding accident later took my first wife.

At age 26, a stock disagreement with the agency's Board of Directors prompted me to resign and to become Vice President of Creative Advertising, Inc., Grand Rapids, Michigan; then, three years later, I opened my own agency, Moore Associates, Inc., continuing for 12 years to handle a variety of industrial, consumer, association and political clients.

IEEE Press Releases New Book

Marketing Technical Ideas and Products Successfully!

This timely high-powered, comprehensive book is a *must* for any professional in the technical field. Complied by Daniel L. Plung, Westinghouse Idaho Nuclear Company, and Lois K. Moore, The Johns Hopkins University Applies Physics Laboratory, it contains 67 articles—400 pages—of valuable information to help you plan, develop and maintain an effective marketing program.

With the enormous number of choices consumers and clients face in today's society, marketing is a top priority in the business world. Even a carefully researched, developed, and tested product can fail if it is not adequately marketed.

Marketing technical products, services, and ideas requires special attention because of the complexity of the work involved. Thus, today's technical personnel must participate in the marketing process. They need to know how to sell their ideas to management, as well as respond to customers' and clients' needs throughout all phases of product development, including sales and service.

This reprint volume serves as an introduction to marketing for technial personnel, taking the reader from development of the marketing program to evaluation of its effectiveness. The topics range from the new marketing responsibilities of the engineer and scientist to measuring advertising sales productivity. We're sure you'll want it in your library—and can purchase it from IEEE Service Center, Publication and Sales Department, 445 Hoes Lane, Piscataway, NJ 08854, at a cost of $29.40 (IEEE members) and $48.95 (non-IEEE members). Order #PCO 1792.

For further details, contact:

> W. Reed Crone, Managing Editor
> IEEE Press
> 345 East 47th Street
> New York, New York 10017
> Telephone: (212) 705-7557

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From the Editor . . .

On April 14, we lost not only an esteemed colleague, but a dear friend as well—Harry Dee Moore. In spite of his long illness, Harry always had a smile on his face and an uplifting word to all whom he touched. He brought a little bit of Southern charm and grace to the AdCom meetings, with his keen impressions and observations always welcome. Our sympathies go to his wife, Lois, and to the rest of his family. In remembering Harry, we look to his joy and optimism in life to help us along life's trail. PCS has suffered a great loss; Harry will be sorely missed.

☐

IEEE Professional Communication Society

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Desktop Publishing: What It Can and Cannot Do

Despite all the hype, desktop publishing—relying on a personal computer with appropriate software and a compatible printer to compose and print documents—is no panacea. It has advantages over conventional typesetting, page makeup, and printing systems, particularly for small businesses with slim budgets. For other users too, in-house control of the publishing project and quick turnaround of preprinting proofs add up to savings in time and money.

But although desktop publishing produces newsletters, reports, proposals, and other such material with satisfactory print quality, it is not suitable for printing "high-quality" documents unless some degree of control and some of the time and money to be saved are forfeited by turning to typesetting machines and conventional techniques for handling photographs, particularly color reproductions.

Hardware for a typical desktop publishing system today sells for about $6,000 to $10,000. Software adds anywhere from $200 to $1,000. The print quality can be improved by interfacing with typesetting machines equipped with raster image processors, like Allied Linotype's Linotronic 100 or 300 typesetters. But such typesetters range in price from about $24,000 to $36,000. A desktop publishing system that incorporates an in-house typesetting machine is no longer a low-cost system, although it is still cheaper than

FIGURE 1

	Applications
Professional typesetting	Brochures, books, advertising, publications, magazines
Page composition	Manuals, press releases, newsletters, price lists, user documentation
Merged text and graphics	Complex forms, technical documents, proposals
Sophisiticated word processing	Simple forms, legal briefs, presentations, labels, purchase orders, invoices, large spreadsheets
General word processing	Lists, letters, interoffice memos, transactions reports

Source: Hewlett-Packard Co.

Desktop publishing evolved from general word processing through more complex functions to page composition. Applications like four-color brochures, books, and magazines are still mainly the province of professional typesetting.

photocomposition equipment like the $50,000 to $90,000 Compugraphic and Varityper entry-level systems.

An alternative for obtaining high print quality is to put the digital output of the desktop publishing system on a floppy disk and deliver it to a professional type house for setting on its compatible equipment (figure 1). Or the output may be transmitted to the type house over phone lines. This eliminates the purchase of a typesetter, but the $10 to $15 per page charged by a typesetting service bureau—and the loss of in-house control—offset some of the advantages of a desktop system.

The problem with print quality is the resolution. Laser printers typically used in desktop publishing systems have horizontal and vertical resolutions of about 300 dots per inch—far short of the performance of typesetters like the Linotronic 300, which have resolutions of up to 2540 dots per inch. Until laser printers are developed with appreciably higher resolutions (600 dot-per-inch resolutions are expected to be introduced this year), they will be no match for typesetters in high-quality printing applications.
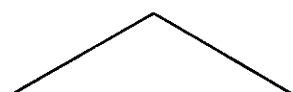
The Basics of a System

In any desktop system, word processing is handled routinely. Graphics are selected from those filed in memory, are created by programs, or are reproduced through digitizers from photographs, printed drawings, and live or prerecorded video. Page makeup software permits the operator to position columns, headlines, text, illustrations, and captions anywhere on a page.

The page—or a portion of it—is displayed on the screen of the PC monitor. Type styles and sizes selected from memory by the operator are displayed with a character resolution as low as 70 dots per inch for some software and monitors.

When all of the elements on the screen appear satisfactory, the operator can store the page on disk and begin work on another one, or send the first page to a compatible printer or typesetter—one that has in its memory or on disk the type fonts selected by the operator, or that can download the fonts from the computer. In most systems, the printer then reproduces the page exactly as it appears on the screen (what you see is what you get—WYSIWYG), but with much higher resolution 300 dots per inch for a laser printer).

A principal element of many desktop publishing systems is the page description language, an intelli-

gent module, transparent to the user, that is added either to the printer or to the PC. It describes the composition of a page on the screen to the raster image processor for the printer. In this way, the PC can control type styles and sizes, draw lines and arcs, fill blank spaces with patterns, and do other tasks. Among the typical page description languages available today for desktop systems are Adobe System's PostScript and Xerox Corp.'s Interpress. Instead of a page description language, a document-composition language like Imagen Corp.'s DDL may be used. It conveys the format of a full document to the printer rather than describing only one page at a time.

Complete desktop hardware systems are available from some manufacturers, including Apple Computer, Hewlett-Packard, and Xerox, or subsystems from different manufacturers may be linked. Software may be purchased to add publishing functions to an existing personal computer, or an existing printer may be modified to handle page description languages.

Apple Computer Inc. scored early in the field by offering a complete desktop publishing package, ready to operate simply by connecting its LaserWriter printer to its Macintosh personal computer. Other factors contributing to Apple's early success were the Macintosh PC's emphasis on graphics, with a mouse and icons to facilitate their use, and the special capabilities of the LaserWriter. It incorporates Adobe PostScript, a page description language for generating type in any size, orientation, and screen pattern, together with complex graphics. The LaserWriter also has the capability of sending final copy to a typesetter.

The IBM PC and its compatibles, which do not emphasize graphics, were late starters in desktop publishing, but software to add graphics functions and page composition is now available for these PCs and much more is in the offing.

A System in Action

A desktop publishing system configuration might include a Macintosh Plus personal computer with 1 megabyte of memory; Microsoft Corp.'s Word, a word processing program; Apple's MacPaint, a graphics program; Apple LaserWriter; and Aldus Corp.'s PageMaker, a page composition program. How does such a system work?

Like most word processing programs, Microsoft Word expedites many writing tasks, including cutting, pasting, copying, searching, finding, and changing. But Microsoft Word offers something else that many word processing programs do not: font and style menus to create a wide variety of typefaces in different

sizes (from 9 to 24 points) and styles (roman, bold, italic, underline, outline, shadow, superscript, and subscript).

Microsoft Word also performs the standard functions of setting margins and column widths and aligning the text, as well as spacing between lines. Once the text is in final form and filed in memory, it can be retrieved when a page is composed.

MacPaint creates black-and-white graphics, with the mouse used to "draw" by moving the cursor on the screen. The desired drawing instrument—pencil or brush, for example—can be selected from the icons (stylized depictions of the instruments in boxes on the screen). The mouse can also be used to manipulate images read into the computer with a digitizer. MacPaint is versatile but its 75 dot-per-inch resolution is lower than that of some other programs available.

By selecting other icons from the screen menu, the user can create a variety of "artistic" effects. Mirror images, filled-in grid patterns, magnifications, move-ments from one part of the screen to another, straight lines of various widths, and geometric figures are some of the graphics functions that can be controlled by the mouse. The MacPaint program also allows the user to select type fonts and styles to be incorporated into the particular graphic being created.

The PageMaker program is used for page composition once the words and graphics making up the page have been created and stored on disk. First the margins of the page are defined and the number of columns designated. Then text and graphics are selected from the file menu and positioned on the page by the mouse and an appropriate command like "Place."

To view a page in its entirety, the elements making up that page must be reduced in size to fit on the small screen of the Macintosh PC. Reductions of 50 or 70 percent of the actual size are easily specified. To scroll the page for close inspection of each element, enlargement to 200 percent may be selected.

Up to 128 pages can be stored in a file with the Page-Maker program. After pages are filed, deletions or changes in text can be reflected automatically throughout the succeeding pages in the file. If two lines, say, are moved from the bottom of one column to the top of the next within one page of a document, the text in all columns on all pages following that page will be adjusted automatically. When no further changes are needed in the pages stored in a file, they are ready for printing at any time on the LaserWriter, or the file can be used as input for a high-resolution typesetter.

Scanners for Adding Art

How can an illustration be added to a page layout if the illustration has not been created as part of the graphics program? By using a digitizer, or scanner. This device scans a line drawing and converts it into a bit-map (a collection of bits that form an image) to represent the scanned material.

When a digitizer scans an illustration, the result is displayed on the screen of the PC to which the digitizer is connected. When scanning is completed, the scanned version is available for placement on any page being composed. Digitizers currently available are suitable for line art only, since they have no real gray scale capability and, for photographs, only rudimentary half-toning facilities (to reproduce the image details in dots).

With the MacVision software from the Koala Technologies Corp. of Santa Clara, Calif., both live-action video and prerecorded video can be digitized and stored on the Macintosh PC. When viewed on the screen, the image can be altered with Apple's Mac-Paint or MacDraw programs. The original or altered digitized image can be printed on the LaserWriter.

Is Desktop Publishing For You?

The wide range of desktop publishing products on the market today have varying capabilities. Any decision about which product to purchase should be based on how well the product capabilities match the existing or anticipated needs. Why purchase the most versatile system, for example, if your needs are simple? If you already own a personal computer, it may be suitable as the core of a desktop publishing system. And the addition of word processing software alone may meet your needs.

One word of advice about your own capabilities: just because you own a desktop publishing system does not automatically make you a graphic artist or an expert on page composition. As Erik Sandberg-Diment, computer columnist for the *New York Times,* noted in his column on Sept. 7, 1986: "Desktop publishing and fancy font software alone do not an artist make.

"The majority of the layout and design examples I've seen generated by such [fancy font] software under the guidance of nonprofessionals, myself included, make a freshly poured bowl of alphabet soup seem by comparison a masterpiece of clarity and design," he wrote.

Jack Powers, president of Interactive Features Inc. in New York City, told *Spectrum:* "The real benefits of desktop publishing derive from its position at the low

end of a wide range of publishing choices, from single-user stand-alone units to algorithmic pagination systems to new-wave graphic workstations and beyond."

In the November 1986 issue of *Newsline,* a monthly newsletter of the National Composition Association, Powers elaborated on a previous statement he had made describing desktop publishing as "a flash in the pan." In the *Newsline* article, he wrote: "Desktop publishing, to my mind, is what I would really call amateur publishing, or casual user publishing. The people who are doing desktop publishing can be divided into two areas. Number one, people who are graphic arts professionals who know about type and who know what they are trading off when they buy desktop publishing. Number two, people who are really word processing professionals who don't know the difference between type and typography. When I say it is a 'flash in the pan,' I mean that desktop publishing today is what I consider an accessory to the regular publishing environment."

To Probe Further

So much material on desktop publishing has been printed that it is difficult to separate the wheat from the chaff, but a good start might be the paper "Overview of desktop publishing products," By Cheryl Rhodes, editor of *Desktop Publishing.* For a copy, write to Bove & Rhodes Associates, P.O. Box 620025, Woodside, CA 94062.

For more extensive information on the basics, these books may be helpful:

• *The Art of Desktop Publishing,* by Tony Bove, Cheryl Rhodes, and Wes Thomas, Bantam, $18.95.
• *Desktop Publishing from A to Z,* by Bill Grout, Irene Athanasopoulos, and Rebecca Kutline, Osborne McGraw-Hill, $17.95.
• *Desktop Publishing,* by Frederic E. Davis, John Barry, and Michael Wiesenberg, Dow Jones-Irwin, $25.

Among recent magazine articles, the following stand out:

• "Business turns to in-house publishing," *High Technology,* April 1986, pp. 18-26.
• "Do-it-yourself publishing," *Machine Design,* Oct. 9, 1985, pp. 86-91.

A wealth of information is also available from major suppliers of desktop publishing systems or software for such systems. A few of the suppliers:

- Apple Computer Inc., 20525 Mariani Ave., Cupertino, Calif., 95014.
- Hewlett-Packart Co., P.O. Box 15, Boise, Idaho 83707.
- Xerox Corp., Xerox Centre, 101 Continental Blvd., El Segundo, Calif. 90245.
- Aldus Corp., 411 First Ave. So., Suite 200, Seattle, Wash., 98104.
- Lotus Development Corp., 35 Cambridge Parkway, Cambridge, Mass. 02142.
- Adobe Systems, 1870 Embarcardero Road, Palo Alto, Calif. 94303.

The Seybold Report on Publishing Systems, published 22 times a year, often contains detailed articles on various aspects of desktop publishing. For subscription information, contact Seybold Publications, Inc., Box 644, Media, PA 19063.

Composition '87 was the title of the National Composition Association's annual meeting in New York City on April 9-11. It was the largest gathering in the world of people who use computers to make print. For more information, contact the NCA, 1730 North Lynn St., Arlington, VA 22209; telephone (703) 841-8165.

—*Ronald K. Jurgen*
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New AdCom Member Named

Dr. Daniel Plung will fill Dr. Emily Schlesinger's unexpired term on the IEEE PCS Administrative Committee. After years of dedicated service to PCS, Dr. Schesinger has "retired" from the AdCom.

Daniel L. Plung is currently Manager of Project Services for Westinghouse's Waste Isolation Division in Carlsbad, New Mexico. He has been active in PCS for about 6 years, serving one year as Secretary of the PCS AdCom. During this period he has coedited two IEEE Press Books (*A Guide for Writing Better Technical Papers* and *Marketing Technical Ideas and Products Successfully*). He also, in conjunction with PCS President Lois Moore, developed and serves as series editor for the CommuGuide Booklet Series, the PCS's newest publication venture.

Having begun college as a physics major, Dan switched to English, going on to earn a doctoral degree in that field. Prior to entering technical writing, he worked as a supervisor in market research, and as an Assistant Professor of English at Idaho State University. Dan is a regular speaker at technical communication conferences; his articles have appeared in trade journals, college textbooks, and such journals as the IEEE *Transactions, Technical Communication, Journal of Business Communication, Journal of Technical Writing and Communication,* and *Technical Writing Teacher.*

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Herbert Michaelson Appointed to AdCom

PCS President Lois Moore has appointed Mr. Michaelson to the AdCom. Herb has been supportive of PCS's goals for many years. In July 1957 Herb Michaelson was a charter member of a new organization called the "IRE Professional Group on Engineering Writing and Speech," subsequently known as PGEWS. In 1963 this organization was renamed the "IEEE Professional Technical Group," which in 1978 became the "IEEE Professional Communication Society." Through the years, Herb has played an active role in these organizations.

From 1957-1960 Mr. Michaelson was Treasurer and in 1960 and 1961, Editor of the *Transactions.* He served several successive terms on the Administrative Committee, 1957-1967 and again from 1969-1971. In recent years Herb has frequented the AdCom meetings.

In the PCS and its predecessor organizations Herb has published several of his papers in the *Transactions* and has chaired a number of sessions at the various annual conferences.

Herb is the author of 50 journal and magazine articles on a variety of subjects in physics, engineering, and technical communication. He also wrote a book, *How to Write and Publish Engineering Papers and Reports,* now in its second edition.

He worked for 28 years for the IBM Corporation and retired in 1984. For many years he was Associated Editor of the *IBM Journal of Research and Development.*

A Fellow of the Society for Technical Communication, he is a former member of its board of directors. Herb is also a member of the New York Academy of Sciences.

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Inter-Cultural Communications

One area that requires patience, better understanding, and training is inter-cultural communications. With the "world becoming smaller" more and more technical people are required to work with constituents from other countries. Often, this ends in misunderstandings, misinformation, or bad feelings. This article presents three of the most common communications methods and how they can be utilized more efficiently and effectively.

Telexes and faximiles are the most successful way to respond to inquiries of international origin. In a support organization these two methods can play a major role in providing information. They also have a major impact on how the organization is perceived. (Are these people professionals? Or are they just faking it?)

The advantages of telexes and faximiles are that they provide a written record, a visual aid, and can be stored for future use. If the reader does not understand a specific area it can be easily studied and reviewed. They can't be forgotten with time like a verbal converation or adjusted to coincide with present wishes. But they can be misinterpreted. The following guidelines can help alleviate "misinterpretation":

Remember that your telex will be interpreted as official statement/policy.

Remember that your telex can be referred to later. Ensure your responses are accurate.

Respond promptly, even if it is to acknowledge receipt. No response can have people wondering "was it received or is it being ignored?".

Do not answer telex with statements such as "unofficially" or "off the record." Answer all telexes as though they will appear on the front page of tomorrow's newspaper.

Refrain from blaming other persons or departments for problems encountered. You will appear unprofessional.

Be precise in your answers. For the majority of telex recipients, English will be their second or third language. Avoid using slang.

Avoid including statements such as "according to so and so" or "so and so told me, that," unless it is vital to your answer. Avoid editorializing. State your findings and answer as simply as possible.

A telephone conversation is usually the least effective method of transferring information internationally. If this method must be used make sure it is followed up by a telex or faxcimile. This provides the requestor with written documentation that the conversation was understood. The following guidelines will help telephone conversations become more effective and efficient:

Remember that English may be a second or third language. Therefore, speak slowly and clearly.

Simple sentences should be used.

The use of slang, clichés, or other expressions will either confuse or mean nothing to the listener.

Explain fully the meaning of any jargon you may use.

It may be necessary to repeat often. Be patient!

Avoid jokes or humor. A joke to you may be an insult to the listener.

Clearly, these guidelines seem simple to use. But they are among the most forgotten. Following them will create a better communications path by passing information effectively.

—Gregory J. Baker
International Software Systems Consultant,
ISC Systems Corporation, Spokane, Washington
(509) 927-5421

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President's Column

PCS President's Annual Report on Society Activities

PCS was chartered to serve all members of IEEE and the engineering profession in general by sponsoring activities that focus on ways to improve technical communication. Our Society continues to make steady strides in improving our services to members, as reflected by the following status report:

Membership

At the end of March 1987, membership stood at 2,125 members, plus 32 affiliates.

Through the promotional efforts of Chapter Chairman Lacy Martin, more PCS chapters are being formed. Presently, we have chapters in Boston; Northern Virginia/Washington; Philadelphia; Chicago; Los Angeles; Ottawa, Canada; the United Kingdom and Republic of Ireland.

A new PCS membership flyer was published in 1986, and plans are to produce a glossy brochure focussing on PCS activities. Both publications should prove valuable in increasing membership.

Continuing to increase membership and planning innovative ways to multiply that growth are major thrust areas.

IEEE Transactions on Professional Communication

Under the editorial direction of Joan Nagle, greater emphasis is being placed on publishing more articles to help engineers improve their communications skills.

A special issue on "Computer Documentation" was published in March 1987. Another planned special issue will focus on "Communication in Technical Marketing and Business Development," and future editions will be devoted to other timely topics, including legal and ethical issues involved in technical communications.

PCS Newsletter

Under the editorial direction of Deborah Kizer, our *Newsletter* continues to successfully serve its intended purpose. More practical "how-to" articles are being published, as well as information on important trends and ideas in the technical communication field.

Annual Conferences

Our Society's annual international conference (IPCC '86) was a success, with one hundred eleven communicators in attendance. It included three days of informative, technical and tutorial sessions, as well as a prestigious slate of exhibitors.

Future conferences will be held in October at the following sites:

     IPCC '87, Winnipeg, MB Canada
     IPCC '88, Seattle, WA
     IPCC '89, New York, NY
     IPCC '90, London, England

PCS-Sponsored IEEE Press Books

IEEE Press is reprinting a previously published Prentice-Hall book, *Writing Reports To Get Results*. A new chapter on "Using Computers" was added by Ron Blicq. This will be the fifth IEEE Press book sponsored by PCS.

Others include *Effective Meetings for Busy People,* by Willian T. Carnes; *Marketing Technical Ideas and Products Successfully!,* by Lois K. Moore and Daniel L. Plung; *A Guide for Writing Better Technical Papers,* by Craig Harkins and Daniel L. Plung; and *A Guide for Better Technical Presentations,* by Robert M. Woelfle.

Booklet Series

A promising addition to PCS publications is a helpful "how-to" series, the first two issues already approved by the IEEE Publications Board. Entitled *Commu-Guide Booklet Series,* each booklet will present practical advice on a wide range of communication topics.

CommuGuide—Number 1, by Daniel L. Plung and Lois K. Moore, has been published. It describes "How to Publish an Anthology," and *CommuGuide*—Number 2, "How to Write an Invention Disclosure," by Rudy J. Joenk is slated for publication mid-June of this year.

Plans are to publish two booklets each year. Booklets may be purchased, at a post-paid price, individually at $5.00 (Maryland residents 5% sales tax; New Jersey residents 6% sales tax).

Independent Learning Package (ILP)

Marketing of PCS's ILP, "Communication Techniques for Engineers, Scientists, and Computer Specialists" by Ron Blicq is underway. In this ILP, videotape and audiotape are carefully integrated with print materials

to teach the student technical writing and speaking skills. This multi-media educational program was the first major project of PCS's New Communication Technology Committee.

Financial Posture

PCS's financial posture remains stable, with annual conferences providing a good economic "shot in the arm" amounting to 36 percent of revenues received. Other sources, as of February 28, 1987, and percentages of income include membership fees, 34 percent; and periodicials, 30 percent.

PCS's share of royalties earned from four published PCS-sponsored IEEE Press books is an ongoing, though modest, income source. The new book recently approved by IEEE Press promises brisk sales. Also, the booklet series and the Independent Learning Package may prove to be other good sources of income in the months ahead.

PCS Volunteers

The loyal support and devoted efforts of PCS officers, AdCom members and other Society volunteers is gratefully acknowledged. We owe a great deal to these "activists" who have contributed their time and expertise in making PCS a fiscally and intellectually viable Society.

An Invitation

The Professional Communication Society's objectives are to best serve all members of IEEE, with emphasis on their communication needs. We hope that other Society members will join and actively participate— not only for growth of PCS but for greater personal input and benefit.

—Lois K. Moore
  PCS President

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Acronym Pollution

Acronyms are the acid rain of technical communication. Pollutants of prose, they wither meaning and choke understandability.

Maybe you believe that spelling out an acronym after its first use rectifies the sin. I don't.

So you tell me that DXBP/ZCF III, after its first use, means Dynamic Xenogenetic Bidirectional Parameter/ Zygomatic Communications Facility III. Wonderful! Now I know exactly what DXBP/ZCF III is. Not only that, but now I'm supposed to remember its "meaning" everytime I see it in your publication. After all, did you not spell it out for me?

What's In an Acronym?

We begin to see that the real problem is not so much with the acronym itself but with the words used to form the acronym. If those words are a collection of meaningless abstractions, then the resulting acronym will be meaningless and, very often, unpronounceable.

What's the answer? Unfortunately we are stuck with a host of ugly acronyms that have become comfortable residents of our vocabularies. Therefore, let us avoid creating new acronyms and thereby adding to the pollution.

Let's name things by using plain English words. Here's what I mean: The term *Personal Computer* consists of two plain English words. I *could* have been named something like *Personal Interactive Computing Facilities Unit,* or *PICFU.* (Actually, that's no sillier than many of the acronyms we throw around every day.) But it wasn't so named, thank Providence.

So, first of all, let us resist the coining of new acronyms. We've got plenty, more than enough to damage meaning in our publications for decades.

Life Without Acronyms

Then how would we name new, never before seen, things? Think: What did people do before the rage for acronyms set in (during the Second World War)? They did not act as though the English language lacked the range or vocabulary to name new things.

English words can name any new object or activity—if we will but take the time to think it through rather than rush to spawn a new acronym, creating still another obstacle to human understanding and communication.

—Gerald Cohen

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Coming to Winnipeg

(continued from page 1)

The IPCC '87 conference hotel is situated no more than three blocks from the confluence of the Red River (of the north), which marches purposefully from the Dakotas through Winnipeg on its long journey to Hudson Bay. The smaller Assiniboine River, which snakes quietly from its source near the Saskatchewan border 200 hundred miles to the west, through the fertile wheat plains of southern Manitoba, empties into the Red River close to the city center. The remains of the Upper Fort Garry buildings mark the spot.

How to Get There

As Winnipeg is close to the geographical center of Canada and less than 60 miles from the U.S.-Canada border (immediately north of Grand Forks and Fargo-Moorhead), it is easily accessible by air. *Air Canada,* Canada's national airline—has been appointed IPCC

'87's official carrier and is offering special discounts to conference delegates. For information or to make reservations call *Air Canada Convention Central* free of charge at 1-800-361-7585. Identify yourself as a delegate for the IEEE IPCC '87 conference in Winnipeg in October. The booking agent at *Convention Central* will work out the best package deal for you, weighing economy against convenience, including deep discounts on *Air Canada* and connecting and alternative airlines.

Air Canada's Routes. Within Canada, Winnipeg is served by numerous nonstop flights from Montreal and Toronto in the east and Calgary and Vancouver in the west (see map below). Eight U.S. cities are served by Air Canada and have direct flights to these connecting points:

> Boston-to Montreal
> New York and Newark-to Toronto
> Miami and Tampa-to Toronto
> Chicago-direct to Winnipeg
> Los Angeles and San Francisco-to Calgary
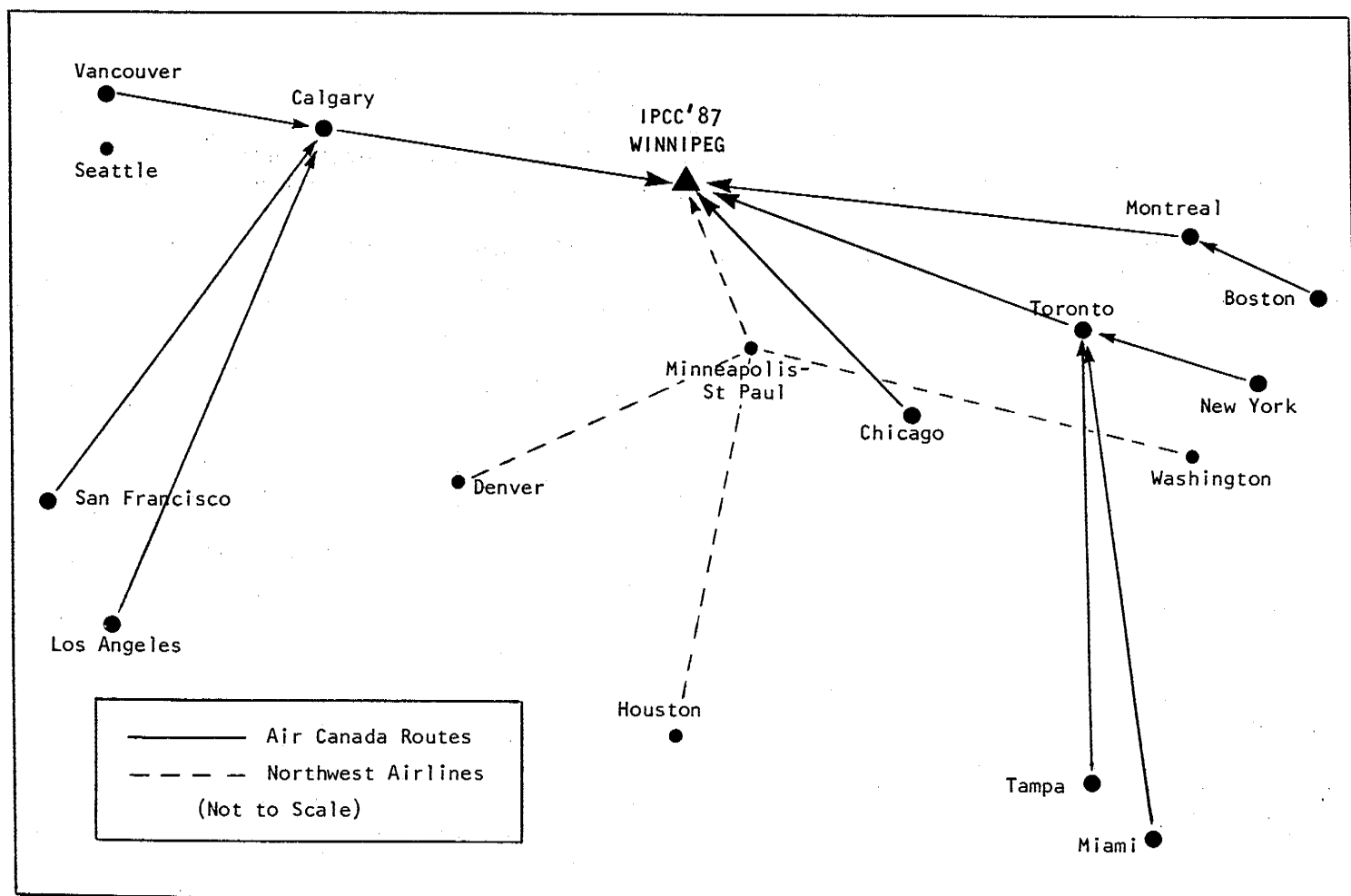
On certain flights it's possible to get same-aircraft service right through to Winnipeg.

Customs and Immigration. Travel between the U.S. and Canada is simple: the border is "open" so you do not need a passport or visa. On arrival at the first Canadian city your flight touches down, you will be asked to disembark and declare your nationality, the purpose of your visit, the length of your stay, and whether you are carrying any dutiable goods. (Remember, too, that if you leave the U.S. from an airport that has a Duty-free shop you can purchase and bring in 40 oz. of liquor and 200 cigarettes duty free. The same opportunity is available when you leave Canada.)

On returning to the U.S., you complete U.S. Customs and Immigration procedures *in Canada,* at your last stopping airport before crossing the border into the U.S. This means you simply walk off the aircraft at your U.S. destination (or first stopping point).

Destination Airport. Winnipeg International Airport lies within the city boundary and is only five miles from the city center and the conference hotel. The Sheraton has a shuttle bus that runs to the airport on request, although the distance is so short you might prefer to save time by taking a taxi for about $7.50 (Canadian = $6.00 U.S.). The airport is in the middle of a modernization program, most of which will have been completed before you arrive.

The Canadian Dollar

The exchange rate between the Canadian and U.S. dollars is significantly to the advantage of visitors from the U.S. Currently (May 1987), the U.S. dollar will buy about $1.30 in Canadian funds. As prices for goods and services in the two countries are comparable, your purchases will cost you considerably less than the ticketed price; for example, a meal listed on a Winnipeg menu at $12.95 will cost you only $10 in U.S. funds.

Shops and restaurants readily accept U.S. bills and coins, and currently will give you a 25% exchange rate. To save calculations at the point of sale, you can use any of the major credit cards; the exchange rate will than be calculated when the transaction appears on your monthly statement. And if you choose to buy traveler's checks and have them issued in Canadian dollars, you won't have to worry about exchange rates when you shop.

Hotel, Shopping and Attractions

The Sheraton Hotel is quoting a $80 conference room rate (=$60 U.S.) for either single or double accommodation, and will extend this rate through to Sunday October 18. To reserve accommodation write: Reservations Dept, Sheraton Winnipeg, 161 Donald Street, Winnipeg, MB, Canada, R3C 1M3, or telephone the hotel direct at (204) 942-5300. Write or call *early* because the Sheraton is guaranteeing space availability for IPCC '87 only until September 13, after which the 80 rooms set aside for the conference will be released and will be on a space-available basis.

The Sheraton is three blocks from Portage Avenue—the city's primary business and shopping boulevard. It also is only two blocks from Eaton Place shopping plaza, which leads through covered and heated overhead walkways to two major department stores and the Portage Place cultural and shopping plaza (a new facility that opens on October 1).

The city's museum (three stars in the Michelin guide and famed for its "Nonsuch" ship and harbor display), art gallery, concert hall, theater center, and many movie houses are all within walking distance or a short taxi ride. Winnipeg is noted for the Royal Winnipeg Ballet, a major symphony orchestra, vibrant legitimate theater, the "Jets" NHA hockey team and the Blue Bombers football team. (When dates of local performances and games are known, we will inform you of those that occur in mid-October, and particular during IPCC '87.)

Restaurants

Winnipeg is well known for its wide variety of restaurants offering foods of many ethnic origins, so we are arranging "hosted" visits to specialty restaurants on Wednesday October 14. Details will be posted beside the conference registration desk and we will be forming parties to restaurants of your choice.

Technical Program

I don't need to extoll the comprehensiveness of the technical progam Tony Rhodes-Marriott has put together—the preliminary program on page 12 of this *Newsletter* tells it all! As well as the three days of technical sessions you will get: a special 3-hour technical exhibits session (Thursday noon); a copy of the Conference Proceedings (400+ pages); copies of the

IPCC

international professional communication conference   Winnipeg, Canada   October 14-16, 1987

87

Preliminary

| Tuesday   Oct 13 Registration 5:00-7:00 p.m.   Wine & Cheese Reception 7:00-10:00 p.m. |

	Wednesday Oct14	Thursday Oct 15	Friday Oct 16	
8:30		Concurrent Sessions	Concurrent Sessions	8:30
	Computers/Electronics Software -- Part 1	Usability Testing Panel -- Part 1	Communication Skills	Usability Testing Panel Part 2	Desktop and Electronic Publishing Workshop	
10:15 10:30	Coffee		Coffee	10:15 10:30
	Computerization of a Technical Information Group -- "Case Study"	Exhibits	Writing Effectively -- Panel/Workshop	
12:00				12:00
	Lunch	Informal Lunch in Exhibits Area	Lunch	
1:00				1:00
	Speaker: Lloyd McGinnis		Speaker: Jim Lufkin	
2:00		Concurrent Sessions		2:00
	Computers/Electronics Software -- Part 2	Oral/Visual Presentations	Graphic Techniques	Management Aspects of New Technology	
3:15 3:30	Break	Break	Break	3:15 3:30
	Resume/Portfolio Seminar	Teaching/Training Aspects of Technical Communication	Application of New Technology	
5:00				5:00
7:00 10:00	Ethnic Restaurants Night	Banquet	Theater? Winnipeg Jets?	7:00 10:00

Partial List of Papers

Computers in Communication
- Computerization of a Technical Information Group
- Electronic Literary Tools
- Requirements for an Automated Secretarial Work Station
- Never-Fail Electronic Mail

Writing and Editing
- English Etudes for an Engineer/Editor
- Writing Reports Your Boss Will Love
- Learning to Write with the New Electronic Tools
- Writing Effective Progress Reports
- Writing a Good Executive Summary
- Writing User-Friendly Manuals for the Information Systems Environment
- The Translation Process and Technical Writing
- Twenty Questions to Evaluate Your Manager
- Using Vendors to Level Editing Peaks

Teaching Technical Communication
- Teaching a Course in Writing for the Computer Industry
- Predicting and Monitoring Cost and Productivity When Developing Computer-based Training Courses
- Teaching Effective Communication Skills
- Developing Trainer Operating Manuals

Usability Testing
- How to Conduct a Usability Test
- Designing the Test
- Conducting the Test Procedure
- Conducting the Test -- Who Does What?
- Overview of a Typical Usability Test
- Strategies for the Usability Testing of Messages

Desktop and Electronic Publishing
- Desktop Publishing Systems: Where's the Communication?
- The Future of Desktop Publishing in Technical Communications
- Desktop and Electronic Publishing Implicit Language Codes-A Morphologic Connection
- Resume Writing and Portfolio Building

Illustrating Reports and Technical Presentations
- Animated Computer Graphics: Enhanced Technical Presentations
- Effectiveness of Computer-based Presentations for Technical Audiences
- Building Effective Tables
- Being Your Own Art Department
- Designing Graphics for Various Audiences
- Better Graphics in Reports

Technical Proposals
- Writing Effective Letter Proposals
- Strategies for Managing Large Proposals
- The Role of the Publications Section in Producing Winning Proposals
- How to Write a Letter Proposal

Oral Presentations
- Effective Technical Presentations

Special Topics
- Expert Systems and Their Use for Communications
- Formulation of a Standard
- Research-based Suggestions for Indexing
- ACABREVS or ABREVACS: A 30-year View of Metalinguistics
- Communication Competencies for Reducing Job Burnout
- The Making of a Magazine
- Canada in Space -- A Vista on Communications
- Creating Soft Copy Publications: Some Tips

Information Systems in Engineering
- Economics in Engineering Information Systems
- The Optical Digital Disk in Engineering Information Systems
- Solving International Logistics Engineering Communications Problems

| Workshops, Seminars, and Panel Sessions | • Resume Writing and Portfolio Building: Exploiting Developments in Word Processing and Page Make-up Programs (Seminar)   • Technically Speaking (Workshop)   • The Professional Communicator as Problem Solver (Panel Presentation)   • Graphic Expression of Technical Subjects (Workshop)   • Improving Communication in the US Military Services -- Elements of a System (Panel) |

REGISTRATION FORM

1987 INTERNATIONAL PROFESSIONAL
COMMUNICATION CONFERENCE
Winnipeg, Canada, October 14-16, 1987

To register for IPCC '87, complete the form below and mail it, with your check or money order, to:

Dr. M. Barakat
Treasurer, IPCC '87
National Research Council Canada
435 Ellice Avenue
Winnipeg, MB,
Canada
R3B 1Y6

You may pay your registration fee in either U.S. or Canadian funds:

Check One		U.S. Funds	Canadian Funds
_____	IEEE Member	$200	$265
_____	Non-member	235	315
_____	Retiree	100	135
_____	Student (full time)	35	45

(The registration fee covers the full technical program, conference proceedings, two CommuGuide booklets, banquet, three lunches, and first-night reception.)

NAME: (Please print form) _____

ORGANIZATION: _____

POSITION: _____

MAILING ADDRESS: _____

_____

ZIP/POST CODE:_____ TELEPHONE: (____)_____ (Off. ☐) (Home ☐)

I enclose a check/money order for $ _____ in U.S./Canadian funds. (Sorry, no purchase order.)

_____ 1987   _____
(Date)   (Signature)

CUT ALONG DOTTED LINE

IPCC 87 IEEE INTERNATIONAL PROFESSIONAL COMMUNICATION CONFERENCE

October 14-16, 1987

Sheraton Winnipeg

ROOM RESERVATION FORM

Please check desired room/rate — If room is not available at rate requested, reservation will be made at nearest available rate. Rooms held until 4:00 p.m. — after 4:00 p.m. arrival credit card guarantee or deposit required.

ROOM TYPE	RATE
SINGLE	$80.00
DOUBLE	$80.00
	☐ Parlor ☐ Parlor and 1 Bedrom — ☐ Parlor and 2 Bedrooms —

☐ Deposit Enclosed
Credit Card Name................
Credit Card No.................
Expiry Date ....
....

☐ Guaranteed — to arrive after 4:00 p.m.   — If no arrival time indicated rooms will be held only until 4:00 p.m.
☐ 4:00 p.m. arrival or prior

NAME: ....   COMPANY: ....

ADDRESS: ....

CITY: ....   DATE ARRIV.:...........HR.:..........AM/PM

POSTAL CODE/ZIP CODE ....   DEPARTURE DATE: ....

RESERVATIONS RECEIVED AFTER ...... September 13, 1987 ...... WILL BE ON A SPACE AVAILABLE BASIS.

* Restrictions to other rates applied.

Send Room Reservation Form to: Reservation Department, Sheraton Winnipeg, 161 Donald Street, Winnipeg, Manitoba R3C 1M3, Canada

Coming to Winnipeg
(continued from page 11)

two most recent "CommuGuide" publications of the Professional Communication Society; an informal reception (Tuesday evening); two formal lunches with guest speakers (Wednesday and Friday); and a banquet with 1½ hours of special Canadian entertainment, followed by dancing (Thursday evening). And all this is included in the registration fee of $200 (U.S.) for IEEE members and $235 for non-members (there are special rates for students and retired persons). You can't do better than that.

Join us!

—Ron Blicq
  Conference Chairman, IPCC '87

NOTE: A conference registration form accompanies this article. If you would like a full conference program and registration kit, write or call: Ron S. Blicq, IPCC '87 Conference Chairman, 569 Oxford St., Winnipeg, Manitoba, Canada, R3M 3J2; Telephone (204) 452-6480 or 632-2292.

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IEEE Videoconference

A videoconference on "High Performance Integrated Circuit Packaging" will be offered by the Educational Activities Board of The Institute of Electrical and Electronics Engineers, Inc. (IEEE) on September 22, 1987, from 11:00 a.m. until 4:00 p.m. Eastern Time. The program will be broadcast via satellite through an interactive network (one-way video, two-way audio) to sites in the United States, Canada, and the Caribbean, using both C Band and Ku Band transmissions. It will also be broadcast to Europe via Intelsat.

According to Dr. Barry C. Johnson, Technical Consultant for this program and Professor of Electrical and Computer Engineering at the University of Arizona, "The combination of ever increasing chip size, complexity, speed and heat flux is leading to a packaging crisis in the area of high performance integrated circuits. It is anticipated that the continuing evolution of such circuits will soon be severely limited to package and interconnect characteristics, rather than chip properties."

The intent of the videoconference is to review the critical limitations, and discuss current chip-level

packaging trends offered as potential solutions. Particular emphasis will be placed on thermal, electrical and reliability issues. Trade-offs incurred in reconciling competing performance demands will be presented and practical applications will be stressed.

Presenters, in addition to Dr. Johnson, are: Dr. Mali Mahlingam, a Member of the Technical Staff at Motorola, Inc., Dr. Douglas J. Hamilton, Professor of Electrical and Computer Engineering at the University of Arizona; and Dr. C. Glenn Shirley, a Staff Reliability Engineer at Intel.

The program will be of interest to chip-level packaging engineers with specialized interest who want to broaden their understanding of the technology; VLSI system designers who require an appreciation of the current and future state-of-the-art in chip packaging; and engineers and managers in associated disciplines such as circuit design and wafer processing, who need an appreciation of how their specialties relate to packaging technology.

The videoconference, the nineteenth to be offered by the Institute, is available to universities, companies, and IEEE entity-sponsored locations in North America, Central America and Europe. Fee schedule and information for establishing a site may be obtained through the IEEE Continuing Education Department, IEEE Service Center, 445 Hoes Lane, P.O. Box 1331, Piscataway, NJ 08855-1331, telephone (201) 981-0060, ext. 412.

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Newsletter Deadline

Articles, news and comments for publication must reach the editor by the following dates:

Issue	Deadline
October	August 14*
January	November 20

Send your contributions to Deborah Flaherty Kizer, AT&T Technologies, One Oak Way, Rm. 3WC110, Berkeley Heights, NJ 07922.

*Contributions for the October issue are due early to accommodate the Annual Conference.

☐

Tools of the Trade

Editor's Note: Our guest editor for the "Tools of the Trade," Cheryl Reimold, is president of PERC Communications, a communications firm that conducts in-house courses on effective writing and speaking for businesses and other associations. For information, please contact her at PERC Communications, 6A Dickel Road, Scarsdale, NY 10583, (914) 725-1024.

How to Put Power into Your Language

Part 1: Use one-step words

In this series, we'll look at three elements of language: words, sentences, and paragraphs. We'll see how to make good choices of each then how best to combine the choices.

Let's begin with the choice of words. In *English Prose Style*, Herbert Read writes:

> An isolated word . . . must *mean* the thing it stands for, not only in the logical sense of accurately corresponding to the intention of the writer but also in the visual sense of conjuring up a reflection of the thing in its completest reality.

Here, I think, is a near-perfect definition of *the right word:* one that can "conjure up the reflection of the thing in its completest reality." The right word is always a "one-step word."

One-step and Two-step Words

I call "one-step words" those that are *one step away* from the object or concept itself. A one-step word is the closest to the object; no other word stands between it and the thing it denotes.

"Two-step words" stand two steps away from the object they depict. A two-step word does *not* immediately "conjure up a reflection of the thing." Instead, it conjures up the one-step word that stands between it and the thing it denotes.

If I say, "I saw a cat with an egg-shaped head," a rather bizarre furry animal will immediately appear on your mental screen. But if I say, "I perceived a feline animal with an ovate cranium," no cat will leap into your mind. Rather, you will first find yourself replacing the two-step words (*perceived, feline, ovate,* and *cranium*) with their one-step equivalents (*saw, cat, egg-shaped,* and *head*). Only then will your cat come into view!

Here are some one-step words with their two-step equivalents: *door* (portal), *house* (domicile), *money* (financial affairs), *mad* (irate), *big* (sizable), *walk* (perambulate), *begin* (initiate), *end* (terminate).

As you can see, one-step words for everyday things tend to be short, Anglo-Saxon words. Indeed, many writing teachers tell their students to stick firmly to the "rugged" Anglo-Saxon words, avoiding "fancy" Latinate words whenever possible. This advice is misleading however, since we don't limit our conversation to cats, houses, and walks!

Look at these one-step words for more complicated objects or events; *calendar, computer, confused, delegate, negotiate, television.* Each word is the closest to the object or event it denotes. And each is fairly long, with a Latin or Greek root.

We are not trying to choose short, simple words but *one-step words*—words that conjure up the reflection of the thing meant.

Choosing One-Step Words

If you can't tell a one-step from a two-step word by its length or linguistic heritage—how do you find the words you want?

You find them by *analyzing the effect of the words you read.* Try to do this exercise daily for the next two weeks. Circle two paragraphs: one from a business letter or memo, the other from a good book, poem, or newspaper. Read each paragraph in its entirely. Then go through it word by word to see what the words show you. Do they immediately conjure up reflections of objects and events (one-step words)—or do they make you search your brain for words closer to the thing meant (two-step words)?

For example, consider this sentence from Paul Sheehan's article, "A Preserve for Wildlife and Art," in *The New York Times,* Sunday, Februrary 23, 1986: "A visitor feels the exhilarating chill of meeting the yellow gaze of a crocodile just 20 feet away."

All the words are one-step; we stare right at that crocodile. Now here's a two-step translation, with apologies to Mr. Sheehan: "A sojourner in the area becomes aware of a tingling sensation, gelid but not disagreeable, as he makes visual contact with the ochre-colored eyes of a nearby crocodile."

As you read to see what the words are showing you, three things will happen. First, you'll savor the good writing. Second, you'll find you're substituting one-step for two-step words in the bad. And third—you'll start using one-step words!

☐

Harry Dee Moore
(continued from page 1)

I went to Maryland in 1976 to introduce a new transit system for Montgomery County and act as liaison with the connecting Washington, (D.C.) Transit Authority. While there, doctors discovered cancer of my throat, which was successfully treated with irradiation at the National Institutes of Health.

In 1983, they found cancer of the right lung (seemingly unrelated), which was arrested by surgical removal and irradiation. Meanwhile, I had closed the Grand Rapids agency and married Lois K. (nee Rutland), originally of Boston, and acquired a stepson (Robert), now a student at the University of Maryland.

In mid-October, NIH discovered a third malignancy, this time in my right chest (not lung); treatments were postponed until December 1 so I could attend our "Class of '46 Reunion."

I served as Chairman of Marketing of the Administrative Committee of the IEEE PCS. I am a fan of local thoroughbred horse racing, a founding member of the North American MGA Register, and active member of the Nation's Capitol Jaguar Owners Club.

The way I measure life . . . my most rewarding accomplishment was building a five-family Presbyterian mission into a 400-member church in Grand Rapids, complete with building. My most rewarding days: a) when ordained as the first Ruling Elder of that church, and b) when raised to Master Mason (F&AM), York Lodge #310.

☐

A Poem for Harry Dee Moore (RIP) (August 31, 1929- April 14, 1987) by Robert Patrick Rutland

You end
    one-hard-fought spell of war

It's made me give in
    and grow with you
    in the ways one composes
    and tempers one's heart
    under the spell of rain
    that couldn't wet blanket
    your swift convertible

As
    hard as black clouds
        gathered from every point
        like operating surgeons,
        from behind the Appalachians
        and the sand hills round Bennettsville,
    following summer down to fall sunset,
    and knotted chords of thunder broke loose
    woven in the blizzards of long last winter

For
    it wasn't with just pillow talk
    these angels draped in black came calling

Or
    only this season
    that you heard their engines roar
    in burdened skies lit with flame-white whips

Man
    you made it to every meet

It was you standing up on the wire
    that stretches across Pimlico

You
    the jockeys saw
    as they coaxed their mounts
    gripping the crested mane of spring's flood-roar
    in the rush home

You
    astride the wire
    holding the winner

And if
> that ain't the ticket,
> It took some gymnastics
>> and know-how
>> not to tumble
> with the wall that fell
> making us only builders of time

And so
> can one know a thing
> who doesn't bleed, sweat, ache
>> and contemplate

Seek
> a source of courage
>> to get up off the canvas and take
>> the next hard shot

Until
> one paints a picture
>> if only of their sweaty duff
>> or even the sweaty flat of their back
> one gets the picture

And maybe
> you see the picture
> because everyone takes a turn
> on the canvas now and then,

As you question
> whether it's worth it
> or maybe whether you ain't got
>> what it takes,
> you might try putting into words
> what was behind this
>> picture,
> looking something like a puddle
> that you might see
> soon after a night rain in spring
>> reflecting part moonglow, broken thunderheads
> and the deep sight of a cleared air heaven
> just wavering from a cool wind
>> close to the earth

Or
> maybe it just looks like
> an old towel
> you've yanked from the washer
> and think twice about drying
> or retiring

Just maybe
> you take this picture to heart
> and let it add to your history
> and call within and voice what you feel from it
>> I'll tell you
>> what I now know
>> because of what I saw
>> what I now feel

Hope, courage, pride and gentle peace
> and love cannot be missed.

You put it like this once,
> after a bad spell,
>> "I had to take myself by the balls
>> and pull myself out of it."
> That took some balls.

Today
> one feels maybe not like a rose
> but that sweet color comes
> both in sickness and in health,
> for the branch grows
> from day-to-day
> and there, here's another rose
> whether it's raining or dry.
> And it's the tough ones
>> who make happy days and good times.

You have
> ended one hard-fought spell of war
> and battled more than one tough opponent,

The stand you took was a noble success,
> for inspiration is never a losing cause.
> And it was me,
>> not you,
> who let the rain catch your swift convertible
>> this April 14th night.

□

What Do I Do? I've Been Asked to Deliver a Speech

Before the Speech

1. Someone will ask you to speak to a group.

2. You ask in return:
   a. topic? (what are they seeking)
   b. audience? (ages and interests of audience)
   c. time limit? (you suggest speech be limited to 20 minutes, if possible)
   d. location and directions? (complete with street names, mileages, landmarks to look for when you drive)
   e. renumeration for your cause?
      mileage for you?
      lunch or supper money if you miss your meal?

3. You are satisfied with the answers the caller gives you. You accept.

4. You tell/write the host(ess) your "bio"—3 minutes or less of who you are. These remarks will be used as your introduction on stage.

5. You request a podium with microphone if the room is large—even if the audience is small. (Audiences tend to set in the back of the room.)

How Do I Organize/Write My Speech?

1. Ask yourself the following questions:
   a. My topic will be: . . . .?
   b. My approach will be: . . . .?
   c. The research I need . . . .?
   d. (1) My rate of speaking per minute: . . . .?
      (2) My time is: . . . .?
      This will give number of words needed (150 words = 1 minute)
   e. The organization of my ideas is: . . . .?
      (My outline)
   f. The points I wish to make are: . . . .?
   g. My gimmicks will be: . . . .?
      (to surprise them; to keep them awake if speech is after a day's work; etc.)

2. Ready to write
   a. Use your outline from above and check that your points are in your outline. Have you put all your points into the talk?

   b. Have you culled everything so you just speak in essentials? Check your time frame. Are you WITHIN your time limit?
   c. Write in conversational style. Use contractions "It's," not "It is." No run-on sentences. No more than 12 words per sentence. No words above 2 syllables. Use action verbs.
   d. Mix light and heavy topics for audience ease. Can you end on a positive note, or with instructions for the audience?
   e. Use margin space for arm/hand/facial gestures; things you wish to hold up, demonstrations to be made, etc.

3. Write a summary statement. (Round up your points one more time.)

What Should My Speech Look Like?

1. Take your written material and decide if your speech will be a series of key words or the entire speech written out.

2. Write your notes or speech leaving wide margins.

3. Write on only ONE side of the paper, and on every other line.

4. Put in all punctuation.

5. Use margins for gestures, etc.

6. Number every page at the bottom.

7. Paper clip pages. DO NOT staple speech. (You must be able to slide pages across the podium and not make noise which the microphone will pick up.)

8. Take a flair pen and make pause marks within the speech by using a large slash (/) to mark phrases.

9. Mark inflections, if you wish, for emphasis. e.g., stage directions such as . . . "lower voice here." Underline action verbs.

10. Mark off essential paragraphs just in case your time is cut. Do this in the margin. e.g., circle #1 next to each paragraph (in handwriting).

Get to the Platform on Time!

1. Get to the location early to check out things. Collect yourself. Is it possible to fix the microphone and put your notes/handouts somewhere handy?

2. Locate a program (of the meeting) and check when you are due to speak. If you are not on first, or if you are on a panel, and others are to speak on your topic, check with the speakers to determine if you are going to repeat what will have been said. If so, regroup your throughts immediately.

3. When you are introduced:
   a. Stand upright at your platform seat, and in one motion, pick up your notes.
   b. Walk carefully and quickly to the podium.

4. Adjust the microphone to the proper height for you. Center it. Do all this as the audience applauds your entrance.

   Move the "mike" either up or down from your mouth. It should be at least the full width of your palm away from your mouth. If you plan to read, the mike should not be in line with your mouth when your head is bent. If the mike is directed straight at your mouth you will hiss your "s" sounds, pop your "p" sounds, an accentuate every "t" in your speech.

5. Lay your notes on the podium (they should be paper clipped and typed only on one side); set your watch in sight; stand at your full height; take a deep breath; look around at your audience; smile. When you are in control of yourself, and the eyes of the audience are upon you, start to speak.

During the Speech

1. Keep one hand on your notes or moving down one side of the lines of the speech. In case of a distraction you won't lose your place.

2. Use that same hand to slide the pages over on the podium when you are done with them.

3. Use the other hand to gesture (wherever you have placed your gesticulation marks in the margins). Or to hold up items, or to do demonstrations, etc.

4. Gesture on the verb. Don't gesture before or after the action verb. Do not grip the podium.

5. Pause for audience laughter.

6. Tell the audience if you intend to answer their questions afterwards.

7. Remember to tell the audience what you are going to tell them; then tell them what you said you were going to tell them; then tell them you told them what you said you going to tell them.

8. It is good to know (by heart) how you are going to open your speech. Avoid the joke syndrome to open.

9. Don't whisper or shout. Speak in a normal tones. Are people in the last row straining to hear you? If the audience is distracted by something outside, or if the audience gets noisy, stop speaking, or speak very softly until "all clear." Then continue.

10. If the audience squirms—change your pace and finish sooner then you expected to—use your marginal circle #1 paragraph markings. Keep your time in mind—watch the bottom page numbers "Number . . . of . . . pages."

11. Remember. You know your subject better than anyone else in that room. That is why they asked YOU to deliver the talk.

12. Don't FUSS with anything. The audience gets fussy if they see you are. Appear relaxed, but in control.

13. Try to speak a few minutes less than requested— the audience will thank you. This doesn't mean many minutes, or the program chairperson won't like you—but never go over your time, either.

After the Speech

1. Overall Delivery:

   Did my message get across?

2. Sincerity/Ethusiasm:

   Did they believe what I said?

3. Authoritative:

   Did I know my subject better than anyone in the audience did, after all? If I do this speech again, do I need more research or an update? Do I need to change anything?

4. Body Language:

   How was my platform demeanor? Were my gestures on the action verb? Did I use enough gestures? Was my facial expression expressive? Did I stand erect at the podium?

5. Style of Delivery:

   Was I conversational? Did I sound like I was reading? (Avoid sounding like reading by practicing before, and knowing what comes next. Stop in the middle of your speech and cite anecdote, etc. to change pacing.)

6. Audience Eye Contact:

   Did I have them in eye contact all the time? (Look up at the end of lines if you are reading—especially on the last few words of a line, so you can keep eye contact.)

7. Voice:

   How as my voice tone, pitch, volume, speed?

8. Voice Inflection:

   How were my emphases, pauses, pacing? (Learn to emphasize the active verb. Avoid many adjectives in a speech.)

9. Distractions:

   Did I keep these to a minimum?

10. Enjoyment:

    Was I comfortable enough to want to do this again? If not, why not? (Remember the audience is made up of human beings just like you and they came to hear YOU.)

—*Alex Meloni*
  Reprinted from the IEEE Instrumentation and Measurement Society Newsletter, *October/November 1986*

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IPCC '88: Seattle— The Emerald City is a World Apart

Early October in Seattle can be an enchanting time: a time of warm indian summer days when the crisp, clean air accentuates every mountain, island, lake, and waterway. It is a excellent time to experience this corner of the great Northwest that is in many ways a "world apart." With that thought in mind, we would like to extend an early invitation to you to attend the 1988 International Professional Communication Conference (IPCC), which will take place in Seattle, "The Emerald City," during the first week of October (5th-7th), 1988.

Introducing, the West Coast

We are especially pleased to be able to bring the 1988 conference to Seattle because it provides an opportunity for people on the West Coast to identify more clearly with the PCS and more readily attend the annual conference. Certainly, the conference is one of the prime benefits of belonging to PCS, permitting members to exchange ideas with fellow professionals and thereby enhance their own communication skills. Such interchange is an important part of the development of professional standards and stature. Thus, the more members who are able to make use of this opportunity, the better.

We look forward to a productive and enlightening meeting. We have an enthusiastic and knowledgeable conference planning organization that is committed to developing a program that will be as exciting and profitable as possible.

Westerly and Northerly

Seattle is the most westerly and northerly major city in the continental United States. For some people, that may seem out of the way. We think that your effort in getting to Seattle will be well repaid. In fact, transportation to Seattle is quite easy; 13 major domestic airlines serve Seattle (along with over 10 regional and 25 major foreign carriers). AMTRAK trains arrive daily from Chicago, Salt Lake City, and California (a very pleasant way to travel, to my mind). We shall arrange for a local travel agency to provide charter travel accommodations and tour and vacation coordination.

Greater Seattle is a metropolis of 1.7 million people. Downtown Seattle is nearly surrounded by water, with

Puget Sound to the west and Lake Washington bordering the city on the east. The city has many attractions for visitors. The Space Needle, rising gracefully 650 feet, offers spectacular views from its observation deck and revolving restaurant, of snow-covered mountains (Mt. Rainier looming to the southeast), lakes, boat traffic on island-dotted Puget Sound, and the sparkling city below. The Seattle Center, site of the Space Needle, Pacific Science Center, and the Opera House, is easily accessible from downtown Seattle via the monorail or even by foot. The Pike Place Market, near the waterfront, to which local farmers and fishermen bring their fresh fish and produce daily, is a carnival of sights, smells, sounds, and intriguing people. The Columbia Center, dominating the Seattle skyline, is, at 76 stories, the tallest building west of Chicago. The Kingdome, just south of the conference hotel, has professional sports and many other special events (Seahawk football will be on, and certainly the Seattle Mariners will be in the World Series in 1988).

Views and Wines

Seattle is built on hills and offers myriad views of the Sound, lakes, and mountains. Ferry boats criss-cross Puget Sound and travel to the San Juan Islands in the Strait of Juan de Fuca. To the east, the Cascade Mountains mirror the Olympic Mountains rising to the west. For the enophile, the state of Washington offers a rapidly developing (and nationally second largest) wine industry, with tasting rooms and tours.

Vacational and Recreational

Other vacation and recreational sites are nearby. Vancouver, British Columbia, the site of the 1986 World's Fair, is only a two-hour drive north. The Pacific Ocean is about three-hours' distance; and to the east, mountain passes just an hour away lead to Eastern Washington, where the northern part of the Sonora desert reaches. Two of the chief features of Eastern Washington are the Grand Coulee Dam and the Columbia River Basin. As general chairperson, I want to encourage conference attendees to take advantage of the vacation opportunities and bring their spouses or friends and extend their visit to over the weekend, or for a week, or for whatever time they can arrange. The hotel extends its special group rate to three days before and three days after the conference dates.

To help make your visit pleasant, we shall make arrangements for local tours, such as the Boeing Company's 767/747 plant (the largest enclosed space in the world), the Museum of Flight, the University of Washington, an Indian potlatch on an island in Puget Sound, Mt. Rainier, the Seattle harbor, and others.

Not That Much Rain . . . !

The weather in Seattle, in spite of what you may have heard, is generally quite nice. It does not rain constantly (there are only two more rainy days annually than there are in Cleveland, Ohio, and Seattle has less total rainfall in inches than Los Angeles). Autumn weather is often very lovely; and when the skies are clear, the scenery is breathtaking.

Rooms With a View

The hotel, the Stouffer Madison, is a 32-story, four-star facility in downtown Seattle, within walking distance of many attractions, and with striking views. The room rates are very reasonable, and a special government rate (which will apply to employees of state colleges) will be offered. The hotel, incidentally, will be seen in a forth coming film, tentatively title *The House of Games.* Also, a current film, *The Black Widow,* is largely set in Seattle. Those of you who enjoy movies could get a feel for the city and the hotel in those films.

So, take a chance: "Experience the Far Northwest: A World Apart!" Mark your calendar early for the IPCC '88 in Seattle in October, 1988.

—Gary D. Greenup

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Administrative Committee Nominees

The nominating committee has nominated the following individuals for the IEEE-PCS Administrative Committee, for terms beginning in 1988:

Salvatore De Amicis   William Kehoe
Roger Grice   Lacy Martin
         Rudy Joenk

Any other nominations should be sent to me at the following address: W. Keith Kizer, E.F. Hutton Company, 25 Broadway, 5th Floor, New York, New York 10004. The deadline for nominations is August 15.

—W. Keith Kizer
Nominating Committee Chairman

□

Off the Cuff

A well-written speech isn't always a well-received one. The same snappy phrases and hard-hitting figures that leap off the typed page can leave your listeners snoozing in their salad plates if you just recite them. To avoid that dull, scripted sound, don't read a speech. Focus on a point of view and persuade your audience of it. Use your expression, eye contact, tone of voice and gestures to get your message across.

If you want to share information but not a point of view, save everyone's time by writing it up in a memo or report and distributing it. If a meeting is needed, keep it pointed and lively by following these steps:

- *Work from note concepts.* Write down the fewest number of words or pictures that will trigger an idea you can talk about for 30 seconds to five minutes. Use these notes to build your speech in segments; you can always toss a few if time runs short.

- *Develop your spontaneity.* Since you don't have to stick to a prepared script, let your natural train of thought determine the order of your remarks. To unblock your mind, practice free-association techniques and exercises so you will sound as natural as you do in conversations.

- *Have a script, but don't use it.* If you must distribute a printed handout of your speech, you can still give your talk from note concepts. Just have a formalized version to give out when you're done—it doesn't have to match your spoken words exactly.

These tops were drawn from the booklet, *7 Biggest Mistakes Business Presenters Make.* To get your copy, send $1.00 to Decker Communications, Inc., Yerba Buena West, 150 Fourth Street, Suite 200, San Francisco, CA 94103, (415) 546-6100.

—Jane Mintzer
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Teach in Japan

Persons with a degree or job experience in such fields as engineering, publishing, public relations, pharmacology, linguistics/language or education wishing to teach English to Japanese adults for one or two years in Tokyo and other parts of Japan should write to:
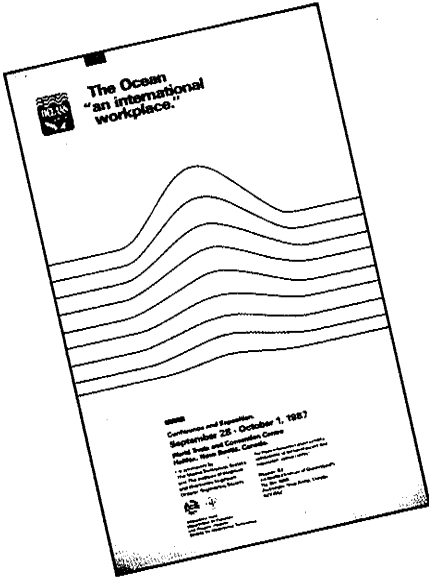
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> International Educational Services
> Shin Taiso Bldg.
> 10-7, Dogenzaka 2-chome, Shibuya-ku
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Further information on the position, qualifications, salary, benefits, transportation and housing can be obtained by air-mailing a detailed resume to I.E.S.

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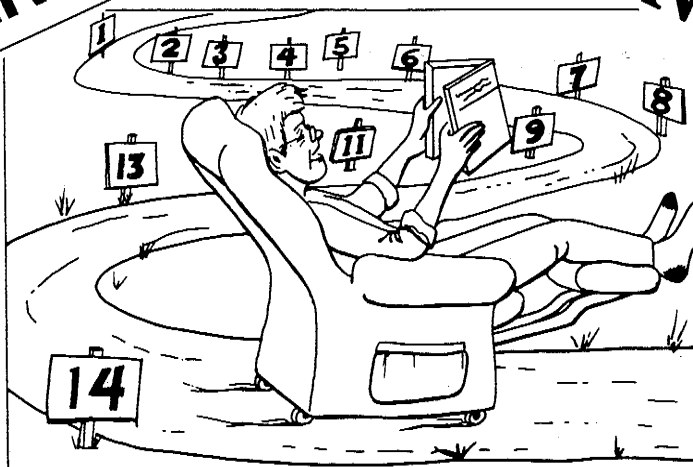
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