# Welcome to PCS

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**Netherlands**

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<th>Tom Paffen</th>
<th>A. A. Van Kraanenburg</th>
<th>George W. Wilson</th>
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**Portugal**

| Ricardo Ferrari | F. A. Bosch Ceres | Carlos M. Mendes |

**United States**

| Sam T. Alderson | Neil J. Alwine | Jennifer M. Atkinson |

**Spain**

| Angela Chamorro |                        |                        |

**Sweden**

| Johan Udén | Pamela J. Pomer |                        |

**Switzerland**

| Richard J. Demmler |                        |                        |

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**IPCC 91 to “Break New Ground”**

by Ron Blica

IPCC 91 is going to be a “first” in more ways than one. Not only will it be PCs’s first foray into Florida, but also it will be the first occasion that PCs will be welcoming speakers from the U.S.S.R.

In fact, Dr. Heinrich S. Lantsberg—who was the genial host to the four-person PCS contingent who visited technical institutes in Moscow and Tallinn, Estonia, last September—is to be IPCC 91’s keynote speaker.

Dr. Lantsberg is head of the Scientific Information Department of the Institute of Radio Engineering and Electronics, USSR Academy of Sciences, and a member of the Central Board of the A. S. Popov Society—as well as chairman of the Society’s Group on Professional Communication. He will be accompanied by Dr. Youi M. Gomostave, who is Head of the Computer Department at the International Center for Scientific and Technical Information in Moscow (we also met him last September).

For the first time at any PCS conference, sessions will be professionally videotaped and prints will be made available at the Conference site.

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Both will be presenting technical papers, and both will take part in a special session titled “Russian Perspectives: A View from Here and There.” Some of the PCS members who are participating in the 1991 International Colloquium on New Information Technology in Moscow from October 8 to 10 will join in the “Russian Perspectives” session, and contribute their impressions.

But there is more!

For the first time at any PCS conference, sessions will be professionally videotaped and prints will be made available to delegates before they leave the conference site.

I know: Anyone who has had experience making professional quality videotapes will be saying: “How? You won’t have enough time!”

Naturally, videotaping the conference sessions, selecting the most appropriate segments, editing them into a coherent sequence, and then dubbing in sound and special effects takes days, if not weeks.

Yet we plan to do it in only 36 hours?

Our plan is unique: We will videotape only the first day of the conference (Wednesday, October 30), which will include many of the regular sessions, the lunchtime keynote address by Dr. Lantsberg, and the session on “Russian Perspectives” mentioned earlier.

That evening we will screen the tapes, identify choice pieces, and select excerpts that, when assembled, will make an interesting 30-minute souvenir program. (We’re limiting the program to 30 minutes, continued on page 2.)
IPCC 91—New Ground (continued from page 1)

...to keep the production and dubbing costs low, which means that delegates will be able to buy their copies at a reasonable price—somewhere between $11 and $18.

On the second day (Thursday, October 31—Halloween), an Ad Com member will sit beside the video company's production editor in Orlando, and help fill all the pieces together. (A title, introductory remarks, and voice-over commentary will be recorded before the conference, so they can be dubbed in relatively quickly. We'll be doing some second-guessing in September, when we make that commentary.)

And then on the morning of the third day (Friday, November 1), the video production company will roll up with multiple copies of the final program.

Sounds easy, as you read it. Yet a fast turn-around time like that is difficult to achieve. We have already been discussing the plan with a major professional videotape company in Orlando, and they agree it's audacious but feasible, and have promised to do all they can to make it work.

So come to Orlando and see it happen. And walk away with a unique, one-of-a-kind souvenir of your Society's 1991 Conference; a souvenir that will become a permanent reminder of just how "international" our IPCCs have become.

With apologies to an ACS President Jim Hill, who strolled among the delegates at a late 1980s IPCC (was it Charlotte, NC or Williamsburg, Va?), with his personal video camera perched on his shoulder.
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Waterloo, Ontario
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S.C.O.R.E. a Hit
To motivate employees, think S.C.O.R.E.
• Seek suggestions. Ask people to suggest ways to solve problems—and use their ideas. When they see that you heed their advice, they’ll offer more ideas.
• Comfort them. Be visible and available. Have a cup of coffee with them. Ask about their families. By showing them you care, you build loyalty.
• Offer opportunities. Delegate even if you know you can do the job better and faster. This shows you trust them and have confidence in their abilities.
• Pressure them. Tell them how they’re doing. You’ll turn them off if you make them guess about their performance.
• Encourage risk-taking. When you do this, make sure employees know you won’t punish them if they fail. This approach will reduce the fear of failure that stymies many.

The Sidetrackers
by Mary K. Campbell, Manager, IEEE Potentials
Every meeting has at least one accompaniment—Workring Smart (August 1966). And they can wreak havoc on even the most well-planned affairs. Who are they? They are sidetrackers, otherwise known as the conversationalist, the ramblor and the DOMINATOR.
The conversationalist likes to chat loudly and at length to those around him or her while you attempt to conduct the meeting. What do they do? Pause and stare directly at those involved. If they continue on, ignore your request and ask that they share their related ideas after the person who has the floor is finished. Thank them for their consideration.
The rambling, on the other hand, likes to talk to all the attendees about the issue at hand. Wait for the rambler to take a breath (or she requires oxygen, deep breaths) and jump into the temporary void. Thank the person for his input (reiterate a key point or two) then point out the time constraints and need to hear from others. Be sure to immediately cut comments from another specific person.
Lastly, we have the dominator. This person rides roughshod over the group making it clear his or her ideas are the only right ones. Opposing views are often attacked at a snail’s pace. Cut him or her off as quickly as possible. Thank the person for the enlightening views, but insist that others also need a chance to talk. Immediately allow another attendee to speak. If the dominator manages to engage another participant in verbal combat, suggest both parties resolve the issue at another time. Don’t take sides.

A Nap a Day . . .
Two-thirds of all workplace accidents are a result of human error, which is often caused by lack of sleep, reports the National Sleep Disorders Foundation, based in Rochester, MN. Researcher David Dinges says shift work, jet lag, holding two jobs, inadequate time off and heavy domestic responsibilities are major causes of sleep loss. He cites the Three-Mile Island and Exxon Valdez disasters as night shift mishaps involving human error. The recommended solution: naps. Research by NASA shows that pilots who nap in the cockpit during transcontinental flights are more alert for the rest of the flight than those who do not rest.

The IPCC 91 Proceedings, an Exercise in Desktop Publication
The proceedings for this year’s IPCC, The Engineers Communication, will be desktop-published in an attempt to demonstrate PCS versatility in a relatively new area of technical publications. The technology has matured and PCS has the talent, so this is the year it happens!

Papers are being submitted in plain text on diskettes, accompanied by copy-marked hard copy. We will convert each paper to a simple, high-legible page format: a single wide text column on the right, with headlines and graphics displayed in empty space on the left. The “camera-ready” copy will be prepared as a Pagemaker document and sent to the printer electronically.

Our rationale is threefold: Allow conference participants to concentrate their efforts on message, not medium; produce a uniform, and elegantly austere, book; and save time and money on the printing process. (We also expect to depress the world market for rubber cement and non-photo-blue pencils.)

In the editing process, the publications committee plans to build the book strong summary sections (expanded table of contents, author and subject indexes, 6 pages for each major section) so that the proceedings can benefit just as much as any reference manual. We feel that the high quality of the abstracts of accepted papers makes the extra effort worthwhile.

For further information, call Barbara Strack, Publications Chair for IPCC 91, at (605) 725-4899 (work) or (605) 640-8987 (home).

IPCC 91: A Personal Reflection
by D. L. Plung, General Chairman
Recently I was asked a very intriguing question about IPCC 91. While I was sure I had fielded every conceivable question about program, schedule, costs, and activities, this question caught me quite unaware: What is it that I get out of being General Chairman for IPCC 91?
I reflected on the issue, considering the hundreds of hours I have devoted to the conference. Was it worth it personally? Had I received something substantial in return for all my efforts? The answer is a resounding “yes,” and one whose explanation is worth sharing with the PCS membership.
The first benefit is the opportunity to gain project management experience. Much of a technical communicator’s responsibility is to synthesize materials into a comprehensible, clear, and effective whole. What better assignment than to bring together a large-scale communications effort—an international, professional communication conference.
Second is the opportunity to learn a great deal about the marketing attributes that go into a conference. The innovative thinking and energetic commitment of the Steering Committee have resulted in a series of exciting initiatives: desktop publishing the conference record, interweaving vendors into the program, designing a comprehensive marketing strategy to benefit both PCS and IPCC 91, developing a video history, promoting greater professional involvement in our program, and bringing our Russian counterparts to Orlando. Each of these initiatives provides instruction and insight into many functions for which I had not previous involvement.
Third is a renewed appreciation for our society and its objectives. Working closely with many AdCom members—Juan Nagle, Ron Riley, Bill Kehoe, Debby Flaherty Kizer—has revitalized my enthusiasm for and commitment to PCS. Working
Online Index-Based Information-Retrieval System
by Shirley S. Ackerman, William W. Turecek, and Robert E. Wright

The online indexing system is a set of programs that operate in a mainframe environment and together provide a new function in the form of an online index to online information. The online index retains the functionality and appearance of a conventional printed index at the back of a printed book but also has navigational aids for scanning the index that are appropriate to online viewing. Additionally, a search mechanism is used to locate pertinent information by means of a modifiable search string entered by the user, which generates a sub-index dynamically at the terminal. Special indexes can be specified when the set of index programs is run as well.

The online index has the following navigational aids: top, bottom, forward, back, next or designated alphabetic section, and locate. In addition, a special display called a subindex is created as the result of a search on a string, typically one word. The subindexes can be further manipulated by use of the "more" function (request for more index topics) and the "less" function (request that index topics be removed). Information retrieval is made manageable this way even if the total index is greatly expanded.

Background
We developed an online index when our help-file data base grew too large for our conventional help menus to serve as an efficient means of information retrieval. Our data base now contains approximately 200 files. To find a particular piece of information by means of conventional help menus, you might have to go several layers deep. This is a characteristic of help menus, which, like tables of contents, are fixed in organizational structure and content. We decided that we wanted our users to be able to find the answers to their questions by going no deeper than two levels of search. For that goal, we chose a two-level online index because indexes, characteristically, allow for more than one organizational approach, and indexes also allow many alternate entries for a specific topic. Moreover, the number of alternate entries can be expanded, thus increasing the ways that information can be retrieved for a topic and thereby the usefulness of the index.


Additionally, several functions that are special are provided by this indexing system; for example, the audit trail, which makes use of the networking environment to provide feedback that improves not only the index but the contents referenced by the index, and thus provides for the continual improvement of the quality of the information offered.

Characteristics of the Online Index
We started by placing the paper online with instant access to help files from the index-entry line. By providing an online index, we make it possible to get to information by a more direct, yet less structured route. Our index resembles a conventional two-level paper index, but each entry is up to

Changes to IEEE PCS Constitution and Bylaws
In accordance with the PCS Constitution, Article VIII—Amendments, Section 1, the proposed amendments to the Constitution go into effect 30 days following their publication in the Society's Transactions or Newsletter unless five percent of the PCS members object. The revisions to the Bylaws also take effect following their publication. We are making these changes to increase participation and offer broader representation on the AdCom. Please send any objections to the Editor.

IEEE Professional Communication Society
CONSTITUTION AND BYLAW AMENDMENTS
proposed to the Administrative Committee, April 10, 1991

Constitution
1. . . . that the Constitution be amended as follows (requires 30 days' notice and two-thirds approving vote, plus approval by the TAB and the IEEE Executive Committee and publication in the Newsletter): (Underlining indicates text to be added; italics indicates text to be deleted.)

Current                  Proposed

V.1

The Society is managed by an Administrative Committee (AdCom) of 10 elected members-at-large and other ex-officio members designated in the Bylaws.

VII.4

Seven elected members of the AdCom attending a meeting constitute a quorum.

Bylaws

2. . . . that the Bylaws be amended as follows (requires 30 days' notice and two-thirds approving vote, plus approval by the TAB chairman and publication in the Newsletter):

5.2

In addition to the 18 elected members-at-large, the AdCom includes the following ex-officio members: Approved by the Administrative Committee, 5/18/91.
TOOLS OF THE TRADE

by Cheryl Reimold

The art of listening
Part 1: The listening problem

"BORE, n. A person who talks when you wish him to listen." —Ambrose Bierce.

In a recent study, the Rand Corp. found committees composed of some of the finest business minds today were producing some of the most useless, unoriginal results in the history of human endeavor. The reason? Rand discovered just one: no one listened to anyone else.

Each committee member was so intent on hearing what he was doing that he was never listening to what the others were saying. They spent the whole meeting either speaking or rehearsing their next remark. There was no time for listening!

The problem goes beyond committee work. The greatest barrier to effective communication—at work and at home—is people don’t listen. They’re either talking or they’re listening half of the conversation, yet hardly anyone does it.

Furthermore, most of us don’t think of ourselves as poor listeners. We may agree that there’s too much talking around and not enough listening, but guess who we think does all the talking and none of the listening. Right. The other guy.

When I teach communication skills, I ask participants to write down what they consider their strongest and weaknesses in everyday interactions with other people. In all my years of teaching this course, no one has ever placed poor listening skills in their weakness category, but several have noted "inability to get others to listen to me." Most of us, "the listening problem" means simply: people don’t listen to us.

"No siren did ever so charm the ear of the listener as the listening ear has charmed the soul of the siren."—Sir Henry Taylor

Human beings crave attention. We value people who give us attention. We need people to listen to us. We pay them to do it.

A man who met Freud wrote, "Never had I seen such concentrated attention. There was none of that 'orating, soul-penetrating gaze' business. His eyes were mild and genial. His voice was low and kind. His gestures were few. But the attention he gave me, his appreciation of what I said, even when I said it badly, was extraordinary. You have no idea what it meant to be listened to like that."

When you listen to someone, you’re not just absorbing information. You are validating that person. You’re giving him a much-needed sense of self-worth.

In business, that can be even more important than the transfer of information. If you want to reach someone, inspire him to work better, or get him to consider your ideas—try listening to him.

Recent studies have shown listening can be improved. In this series of columns, I am going to give you some tested skills you can use to become a first-class listener. We’ll look at creative listening, active listening, listening for ideas, the four phases of listening, and more. But these skills will work for you only on one condition: You must want to listen.

Does that sound self-evident and easy? Try it the next time you’re talking with someone. Because of our powerful need for attention, most of us don’t want to listen at all. We don’t want to give attention to the other person; we want that person to give it to us. Of course, we all listen sometimes. We listen when someone gives us information that we asked for or when a person in power, such as a boss, addresses us. But that’s not enough. A good communicator makes a habit of listening to those who are talking to him, no matter who they are or what they are discussing.

For the next month, make an effort to listen more. After a meeting or conversation, go over the other speakers’ comments. Did you hear what they said? Did you really listen? Conscious listening must become a habit before you can put other skills to work. If you try them cold, without having built up a habit of listening carefully to people, you will look at if you’re shamming. And people resent a fake listener even more than an honest egomaniac. Listening is hard work. It becomes easier when you realize getting attention is not the only enjoyable or useful part of a conversation. By listening, you learn about the subject, the other person, his ideas, his fears, and the best way to reach him. You give him a precious sense of self-worth. You improve your relationship with him. And you cause him to respect and listen to you. Is listening worth all the effort? According to Charles W. Eliot, former president of Harvard, "There is no mystery about successful business intercourse... Exclusive attention to the person who is speaking to you is important. Nothing else is so flattering as that."

Cheryl Reimold is author of more than 500 articles and several books, including How To Write a Million-Dollar Memo and Being a Boss. Her firm, PERC Communications (66 Dwight Rd., Scarsdale, NY 10583, telephone 914-722-1024), offers businesses in-house workshops and courses in communication, writing, negotiation, and creative problem solving.

to 75 characters long, enabling us to fully describe a topic. Thus, you can search for information on a guideline or a task by using a familiar tool for retrieval and at the same time, by using those search arguments that normally occur to you. Accordingly, the index is suitable for the expert who is looking for a detail that has temporarily escaped him and also the novice who needs to know whether a tool or guideline even exists for the task in hand.

When you find an entry of interest, you place your cursor on the entry and press the initial key (or alternatively, a function key if you prefer), and you are immediately in your target index.

We provide two conventional ways of navigating through the index file. You can scroll up and down through the index file, or you can go directly to a specific section of the alphabet by using the NEXTLITE function key. Alternatively, you can enter a string (usually, one or more words) on the command line and the LOCATE key to find each individual occurrence of that topic in the index file. Figure 1 is an illustration of the first screen in the online index.

Creating a Subindex of the Online Index

Another approach we provide for finding information is the construction of a subindex by means of a subcommand we call ALL. By entering the ALL subcommand with a topic as you would for LOCATE, you get a subindex that contains all occurrences of that topic in the index file. When the occurrence is on a level entry, the first level entry to which it belongs is included, even though the term itself may not be present in the first level entry, so that the context is clear. The intervening and following subsections are not included.

In the subindex environment, you can request that information be added to (MODE subcommand) or deleted from (UNMODE subcommand) the existing information. You can also do fresh all searches. In an
and you can continue the locate search in the main index.

Note: The last key used is highlighted to aid you in functions such as locate and all, where remembering that information might be important.

Results of a Subindex Search on "Comma"
The subindex in Figure 2 was derived by asking for a search on "comma," but notice all the entries with the word "command." By entering "less/command," a smaller subindex is created and the search narrowed. Conversely, the "moreword" subcommand expands the subindex. In using the less command, when the word to be removed occurs on the only remaining second-level entry, the first-level entry is also removed even if the term doesn't appear there; similarly, the first-level entry is included with the more subcommand even when the term doesn't appear at the first level. (See Figure 2.)

Results of a Subindex Search on "Index"
The search on the term "index" yielded an odd term, "ix." If you wished more information on "ix" without losing the screen information you already had on indexes, you would issue the more subcommand. The screen in Figure 4 shows the subindex created for the search on "index" with the more subcommand about to be entered. The results of the more subcommand are shown in Figure 5.

Getting Feedback from Our Users
To improve the usefulness of our indexes for our users, we strongly encourage feedback. The COMMENT function key provides a formatted and addressed electronic note ready to be filled out. (See Figure 6.) A user can record what he or she thinks while the idea is fresh in mind and then press a key to send the note. We are particularly interested in knowing whether a search fails because the information isn't there or because the pers...
### IPCC 91 - Preliminary Program

**Wednesday, October 30**

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<td>8:00 - 8:30</td>
<td>Plenary Session</td>
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<td>8:30 - 9:15</td>
<td>1. Research on Communications and Miscommunications</td>
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<td>2. Expanding Technologies for Technical Communication</td>
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<td>9:50 - 10:30</td>
<td>2. Curriculum Development for Technical Communication</td>
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<td>10:30 - 11:15</td>
<td>Writing in English for International Audiences</td>
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<td>11:15 - 12:00</td>
<td>2:00 Keynote Luncheon</td>
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<td>12:00 - 2:00</td>
<td>3. Roman Perspectives – A View from Here and There</td>
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<td>4. Improving Communications in the Engineering Design Process</td>
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<td>2:30 - 3:00</td>
<td>5. Evaluations in Computer Technology</td>
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<td>3:00 - 4:00</td>
<td>1. Engineering Approaches to Engineering</td>
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<td>4:00 - 5:00</td>
<td>2. Manuals, Reports, and Proposals</td>
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<td>5:00 - 6:00</td>
<td>3. Developing Standards – A Dept of Energy Case Study</td>
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**Thursday, October 31**

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<th>Time</th>
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<tr>
<td>8:00 - 9:15</td>
<td>1. New Perspectives on the Impact and Value of Visual Aids</td>
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<td>9:15 - 10:00</td>
<td>2. Challenges of Online Systems Design, Use, &amp; Testing</td>
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<td>10:00 - 11:15</td>
<td>3. Directions in Technical Communications Research</td>
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<td>11:15 - 12:15</td>
<td>4. Tools of the Technical Communicator's Environment</td>
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<td>12:15 - 1:15</td>
<td>5. Training Programs for Improved Communications</td>
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<td>3:15 - 4:15</td>
<td>8. The First &quot;Last Lecture&quot;</td>
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<td>4:15 - 5:15</td>
<td>9. Lunch (unheated)</td>
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<td>5:15 - 6:15</td>
<td>10. Designing Improved Teamwork Systems</td>
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<td>6:15 - 7:15</td>
<td>11. Methods for Improved Organizational Communications</td>
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<td>8:15 - 9:15</td>
<td>13. IPC 02 Preview</td>
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<td>9:15 - 10:15</td>
<td>14. Exhibit Forum</td>
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<td>10:15 - 11:00</td>
<td>15. Florida Showcase</td>
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**Friday, November 1**

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<th>Time</th>
<th>Session</th>
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<tr>
<td>8:00 - 9:15</td>
<td>1. The Engineered Communication: Designs for Continued Improvement</td>
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<td>9:15 - 10:15</td>
<td>2. University/Industry Cooperation in Research &amp; Teaching</td>
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<td>10:15 - 11:15</td>
<td>3. The International Reach of Technical Communication</td>
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<tr>
<td>11:15 - 12:15</td>
<td>4. Engineering Documents with Automated Processing</td>
</tr>
<tr>
<td>12:15 - 1:15</td>
<td>5. From Process to Product Designs for Users</td>
</tr>
</tbody>
</table>

**ICPC Registration**

**Oct. 30 THROUGH Nov. 1 1991**

**Conference Registration**

<table>
<thead>
<tr>
<th>Fee Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEEE/PCS member</td>
<td>$225</td>
</tr>
<tr>
<td>Non-member</td>
<td>$275</td>
</tr>
<tr>
<td>Non-member presenter</td>
<td>$225</td>
</tr>
</tbody>
</table>

**Extra Meal Tickets/Conference Records**

**Keynote Luncheon ($17.50 each)**

- Tuesday luncheon ($17.50 each)
- Florida Luncheon ($42.50 each)

**Conference Record ($20**)

**Building the Online Index**

As part of the system approach, everything pertaining to a unit of information is maintained in one information source file. Index entries are present in the information files as tagged data. An indexing program extracts the tagged data to create an intermediate index file from which a final index is created either as hardcopy or for online viewing and manipulation.

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A printed index can be created from the same source files and selective indexes on specific topics can be derived from these source files; for example, separate indexes are provided on text-processing tools and on writing style, in addition to the main comprehensive index. This is accomplished by specifying the information files to be included, all or some special subset of the "imbed" file that is processed by the indexing programs. The following shows the process by which the online index is created and developed and shows a summary of the functions provided by the online viewing tool. (See Figure 7.)

**Summary**

Our online index has proved to be easy to use, easy to maintain, and very effective in locating information. Our audit-trail and comment functions provide input to help us make the index even better.

The potential range of applications for which this tool can be used is great because of the conceptual simplicity of the approach and the
Flexible indexing is a tool that online indexing system is currently used to retrieve information from our department help file database, but it may be generally useful for applications like online books, office filing systems, or a business telephone directory as well.

**AdCom Nominations Open**

PCS Administrative Committee (AdCom) members for the 1992-94 terms will be elected by the current AdCom at the annual meeting, to be held this year on November 1 at the Sheraton World Resort in Orlando, Florida. (The Sheraton is the conference hotel for IJCC 91.) This meeting is open to all interested members. Seven PCS members will be elected to three-year terms and one each to two-year and one-year terms. This is because we have just enlarged the AdCom from 18 to 21 members to broaden our representation.

The Nominating Committee is responsible for presenting at least one name for each opening, i.e., nine candidates; we would like to present at least 12. All members with terms expiring this year (Jim Hill, Kimberly Manthy, David McKown, Joan Nagle, Dan Plaug, and Richard Robinson) are seeking reelection, so about six additional candidates are desired. Candidates must be Members of the IEEE as well as of the Society. AdCom members are expected to participate actively on PCS committees as well as do independent work and attend at least two of the four AdCom meetings each year.

Those interested may communicate with any member of the Nominating Committee for information.

Mr. Ronald S. Bliicig
569 Oxford Street
Winnipeg, Manitoba
Canada RM 3J2
(204) 488-7060 (office)
(204) 488-7294 (fax)
rtblicig.comppmail.com (Internet)

Dr. Michael B. Goodman
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(201) 593-8510 (fax)

Dr. Roger A. Grice
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Neighborhood Road
Kingston, NY 12401
(914) 385-3673 (office)
(914) 385-0662 (fax)
rogera@plasma.xnet.ibm.com (Internet)

Dr. R. J. Jooen
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Thornwood, NY 10594
(914) 742-5665 (office)
(914) 742-6034 (fax)
rcjoen@ieoe.org (Internet)

Ms. Susan H. Kinner
Information Services MS M704
Los Alamos National Laboratory
Los Alamos, NM 87545
(505) 665-5007 (office)
(505) 665-9777 (fax)

Professor Andrew Malcolm
408 Martin Road
Henrietta, NY 14446
(716) 475-6332 (office)
(716) 475-2128 (fax)

Candidates may also be nominated by petition bearing the signatures of 25 Society members (excluding students and affiliates) if the petition is received by the Nominating Committee at least 30 days before the annual meeting, i.e., by October 1 this year. Mail petitions to Dr. Goodman.

PCS actively seeks participation by its members. Nominating petitions, new ideas, and committee volunteers are encouraged and welcomed.

Rudy Jooen, President

---

**Crumudgeon's Corner**

_by Joan G. Nagle_

As you may have noticed, crumudgeons (also known in some quarters as nippers) have an urge to pull a statement out of a book, a sermon/lecture, or an ordinary conversation, and beat it to death. Beating something to death is, of course, a highly negative reaction. On the rare occasion, however, crumudgeons react positively to what they hear; the tendency is still to whack the stuffing out of the thing. Or, in the nipping mode, analyze it to pieces. This is about to happen here.

I have recently changed jobs. After more than 16 years in one publications environment, which I'd had a lot to do with shaping, I am now charged with creating another out of whole cloth. Sort of... the hitch is that, for organizational and/or political reasons, our style and standards and procedures must at least reflect those of the parent organization.

Trouble looms. What if I don't like the parent's rules? (Readers will not be surprised to hear that I was a crumudgeonly child, and had a lot of problems parents-rule-wise.) Feeling as I do, very strongly about issues of style, and particularly about my own resolution of these issues, I see dark clouds on the horizon.

We mush on regardless. I meet with the publications manager of the Big House and look over his style guide. It is, surprisingly, a lot like the one I'd written in my previous incarnation. We begin to discuss particulars, and this is when the jewel drops.

"In any case," he summarizes, "good publications sense reigns supreme."

Layers of carefully accreted righteous indignation drop away. This chap understands what I've been saying about rules, law and order, and the need to break through occasionally . . . to a higher order of things. He has just defined the higher order: good publications sense.

What is good publications sense?

- It is a coinning word, or using a recently coined word, when there is really (really, really) no precise synonym in the existing lexicon. Is proactive a "real word?" It's not in my dictionary, but I don't know of any other single term for "getting a jump on trouble by doing something constructive in advance." I use it; readers understand it. (Besides, it makes me sound very corporate, and I need a lot of help in this area.)

- It is allowing the occasional or phan or whisper when the alternative is a single sentence or paragraph on the following page, or some similar non-sense.

- It is passing down a formula or a table (as in the old days of mechanicals and camera-ready copy) when the alternative is hours of work at the computer to create or convert an electronic file.

- It is splitting an infinitive when the sound is right, or using a sentence fragment to emphasize a point, or juggling punctuation to maximize clarity.

We're getting close to something here. Maximizing clarity . . . that's making good publication sense. So is doing whatever it takes to get the thing on the press and out the door. So is putting the principles of graphic design at the service of the reader/user.

Good publications sense is really about readers and users. What makes their lives easier? Sometimes it is, indeed, following the rules, being consistent and precise and principled. Why is it not all these good things?

When the reader is not served by rules and principles. The welfare state, for instance, may be right or wrong. It is, indeed, the humanely must be fed. Principle makes thin soup.

Good publications sense is, when you think about it, where all these rules came from in the first place. The dictionary was not handed down on Mt. Sinai; it was (and continues to be) a compilation of the language people are actually using in discourse, commonly held

**Maximizing clarity . . . that's making good publication sense.**

_and understood when used in common ways. It is not particularly right, in any kind of moral sense (to follow dictionary usage most of the time; it merely works . . . makes publications sense. Grammar, too, is sensible: a protocol for communication. Good publications sense reigns supreme. I plan to do this in needlepoint, surrounded by medieval embattled and doodads, I will hang it in my office, and give copies to my staff for their offices. This will be the cloth of our publications environment.**

---

**What Did You Say?**

After you've written something, read it aloud. If you think it sounds stuffy or artificial, it probably is. Rewrite it.

—Smart Moves.
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-Smart Moves-
THE ENGINEERED COMMUNICATION: DESIGNS FOR CONTINUED IMPROVEMENT

IPCC 91 - Preliminary Program
An International Professional Communication Conference Sponsored by the IEEE Professional Communication Society
Shannon World Rooms - Orlando, Florida

Wednesday, October 30

8:00 - 8:30 Plenary Session
8:30 -
1. Research on Communications and Miscommunications
2. Expanding Technologies for Technical Communication
3. Communications as Strategy, Tool, Process, and Product
10:00 - 11:00
1. Current Trends and Issues in Usability Testing
2. Curriculum Development for Technical Communication
3. Writing in English for International Audiences
12:00 - 2:00 keynote Lecture
1:30 - 2:30
1. Human Perspectives - A View from Here and There
2. Improving Communications in the Engineering Design Process
3. Evolution in Computer Technology
4:00 - 6:00
1. Engineering Approaches to Engineering Manuals, Reports, and Proposals
2. Developing Standards - A Dept of Energy Case Study

Thursday, October 31

8:00 - 9:45
1. New Perspectives on the Impact and Value of Visual Aids
2. Challenges of Online Systems Design, Use, and Testing
3. Directions in Technical Communications Research
10:00 - 11:45
1. Tools of the Technical Communicator's Environment
2. Training Programs for Improved Communications
3. The Expanding Environment of Technical Communication
12:00 - 1:15 Lunch (unattended)
1:15 - 2:15
1. Designing Improved Teamwork Systems
2. Methods for Improved Organizational Communications
3. Perspectives on the Development of Engineering Procedures
3:30 - 4:30 IPCC 02 Preview
4:30 - 6:30 Exhibits Forum
6:30 - 9:00 Florida Bronze Luau

Friday, November 1

8:00 - 9:15
1. The Engineered Communications: Design for Continued Improvement
2. University/Industry Cooperation in Research & Teaching
3. The International Reach of Technical Communication
9:30 - 11:00
1. Engineering Documents with Automated Processors
2. From Process to Product: Design for Users
11:15 - 12:15 The First "Last Lecture"
12:30 - 2:00 Lunch

Figure 6

= = = Top of file = = =

Options: LOW SHORT

Date Tuesday October 30, 1993
From: ref ical/kehoe
To: EDMUN

= = = End of file = = =


For information: conference attendance, keynote lecture, banquet, Friday luncheon, daily continental breakfast, and a copy of the conference record.

Please make checks payable to: IPCC 91

Conference Registration

Check

IEEE/PCC member ($225)
One: 
Membership number: 
Non-member ($275)
Non-member presenter ($225)
Student/retiree ($125.50)

*Subject to acceptance of paper for conference.

Extra Meal Tickets/Conference Records

Keynote luncheon ($17.50 each)
Friday luncheon ($17.50 each)
Florida Luau ($42.50 each)
Conference Record ($20)

First name as it should appear on conference binder

Name: 
Title: 
Address: 
City: State: Zip: 
Telephone (W): (H) 
Company: 

Register early to ensure your place at the conference!

Sponsored by the IEEE Professional Communication Society

Building the Online Index

As part of the system approach, everything pertaining to a unit of information is maintained in one information source file. Index entries are present in the information files as tagged data. An indexing program extracts the tagged data to create an intermediate index file from which a final index is created either as hardcopy or for online viewing and manipulation.

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The potential range of applications for which this tool can be used is great because of the conceptual simplicity of the approach and the
and you can continue the locate search in the main index.

Note: The last key used is high-lighted to aid you in functions such as locate and all, where remembering that information might be important.

Results of a Subindex Search on “Comma”

The subindex in Figure 2 was derived by asking for a search on “comma,” but notice all the entries with the word “command.” By entering “less/command,” a smaller subindex is created and the search narrowed. Conversely, the “more/word” subcommand expands the subindex. In using the less subcommand, when the word to be removed occurs on the only remaining second-level entry, the first-level entry is also removed even if the term doesn’t appear there; similarly, the first-level entry is included with the more subcommand even when the term doesn’t appear at the first level. (See Figure 2.)

Results of a Subindex Search on “Index”

The search on the term “Index” yielded an odd term, “IDX.” If you wished more information on “BOX” without losing the screen information you already have on indexes, you would issue the more subcommand. The screen in Figure 4 shows the subindex created for the search on “index” with the more subcommand about to be entered. The results of the more subcommand are shown in Figure 5.

Getting Feedback from Our Users

To improve the usefulness of our index for our users, we strongly encourage feedback. The COMMENT function key provides a formatted and addressed electronic note ready to be filled out. (See Figure 6.) A user can record what he or she thinks while the idea is fresh in mind and then press a key to send the note. We are particularly interested in knowing whether a search fails because the information isn’t there or because the per-

IEEE Professional Communication Society

Figure 4

Subindex Online Help Index - Version 2.5

create an online index from help source files
Display of an online index to help files
Index file built from match file and IXM statements
Index file created for online display
Index file created from text file with filetype SCRIP
Index file displayed for help files
Index terms, entering
Indexing guidelines
online index to help files, display
online index to help files, create
prefix command
tag index (IX)
TX tag (Index) prefix command

Figure 5 * Results of Using the “MORE” Subcommand to Add the String “IDX”

Subindex Online Help Index - Version 2.5

create an online index from help source files
Display of an online index to help files
IDX command
MATCH command (used to call INDEX)
INDEX field (See also INDEX)
INDEX command
INDEX field (See also INDEX)
Index file built from match file and IXM statements
Index file created for online display
Index file created from text file with filetype SCRIP
Index file displayed for help files
Index terms, entering
Indexing guidelines
online index to help files, display
online index to help files, create
prefix command
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TX tag (Index) prefix command

THE THEME

Engineering, as a discipline, is the subject matter we have traditionally dealt with in the IEEE Professional Communication Society. Engineering can be viewed more broadly as process orientation—organization methodology by which technical reporting becomes effective technical communication.

THE HOTEL

Sheraton World Resort—within walking distance of Sea World—in the center of Florida’s famous attractions. And Florida’s October weather is perfect for enjoying the relaxing atmosphere of the resort’s 26 acres of tropical retreat.

The Sheraton World Resort has excellent sports and recreational facilities: three heated pools, miniature golf course, and fitness center. The Orlando area offers unexcelled choices of Disney World, Sea World, Epcot Center, MGM, Kennedy Space Center, …

THE HOTEL

Contact the Sheraton World Resort to secure the special conference rate.

FOR MORE INFORMATION . . .

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(803) 642-4462
Westinghouse Savannah River Co.
P.O. Box 1308
Aiken, SC 29801

2) Abstract Submitters
Program Chair, Dr. Chris Forbes
(505) 687-6109, FAX: (505) 687-7738
Westinghouse Savannah River Co.
P.O. Box 2078
Carthage, NM 88221

3) Conference Registration
William Kebbe, (205) 320-3200
FAX: (205) 320-2362
The Johns Hopkins University
Applied Physics Laboratory
Johns Hopkins Road
 Laurel, MD 20723

4) Exhibits and Exhibit Space
John Stroick, (305) 652-6400
Westinghouse Savannah River Co.
P.O. Box 1308
Aiken, SC 29801

5) Publications/Jargon Contest
Barbara Strack, (803) 725-4090
Westinghouse Savannah River Co.
P.O. Box 1308
Aiken, SC 29801

6) Hotel Registration
Sheraton World Resort
(800) 327-2030
FAX: (800) 327-2039
3100 International Drive
Orlando, FL 32821-8095

Conference Participants

Participants include leaders from the following areas:
- Engineering and engineering management
- Academic/research and development communities
- Information/communication practitioners and managers
- Designers and suppliers of innovative communication technologies

A FEW ACTIVITIES

Keynote luncheon, Wednesday, Oct. 31
- Resume exchange.
- Jargon contest: To judge poor writing—at its best!
- Florida Breeze luau featuring roast suckling pig, gator tail, fresh fruit, and other delectables!
- Children’s entertainment on Hallowen evening, Thursday, Oct. 31.
- Dedicated shuttle bus service provided by the conference from the hotel to Disney World, Sea World, and Disney Village shopping.

JARGON CONTEST:

If you can match this example of poor writing, submit it to the IPCJ Jargon Contest:

"Deviation from the aforesaid shall be transmitted to the Cognizant Quality Function as items existing in significant-condition-adverse-to-quality mode and the transmission shall be documented as such in accordance with QA Procedure II-11, paragraph 4.3.5.2."
by Cheryl Reimold

The art of listening

Part 1: The listening problem

"Boring, a. Person who talks when you wish him to listen." —Ambrose Bierce.

In a recent study, the Rand Corp. found committees comprised of some of the finest business minds today were producing some of the most useless, unoriginal results in the history of human endeavor. The reason? Rand discovered just one: no one listened to anyone else.

Each committee member was so intent on being heard that he or she never listened to what the others were saying. They spewed the whole meeting either speaking or rehearsing their next remarks. There was no time for listening!

The problem goes beyond committee work. The greatest barrier to effective communication—at work and at home—is people don't listen to each other. Listening is half of conversation, yet hardly anyone does it.

Furthermore, most of us don't think of ourselves as poor listeners. We may agree that there's too much talking around and not enough listening, but guess who we think does all the talking and none of the listening. Right, the other guy.

When I teach communication skills, I ask participants to write down what they consider their strengths and weaknesses in everyday interactions with other people. In all my years of teaching this course, no one has ever placed poor listening skills in their weakness category, but several have noted "inability to get others to listen to me." To most of us, "the listening problem" means simply: people don't listen to me.

"No siren did ever so charm the ear of the listener as the listening ear has charmed the soul of the siren." —Sir Henry Taylor

Human beings crave attention. We value people who give us attention. We need people to listen to us. We pay them to do it.

A man who met Freud wrote, "Never had I seen such concentrated attention. There was none of that "piercing, soul-penetrating gaze" business. His eyes were mild and genial. His voice was low and kind. His gestures were few. But the attention he gave me, his appreciation of what I said, even when I said it badly, was exactly ordinary. You have no idea what it meant to be listened to like that."

When you listen to someone, you're not just absorbing information. You are validating that person. You're giving him a much-needed sense of self-worth. In business, that can be even more important than the transfer of information.

If you want to reach someone, inspire him to work better, or get him to consider your ideas—try listening to him.

Recent studies have shown listening can be improved. In this series of columns, I am going to give you some tested skills you can use to become a first-class listener. We'll look at creative listening, active listening, listening for ideas, the four phases of listening, and more. But, these skills will work for you only on one condition: You must want to listen.

Does that sound self-evident and easy? Try it the next time you're talking with someone. Because of our powerful need for attention, most of us don't want to listen at all. We don't want to give attention to the other person; we want that person to give it to us.

Of course, we all listen sometimes. We listen when someone gives us information that we asked for or when a person in power, such as a boss, addresses us. But that's not enough. A good communicator makes a habit of listening to those who are talking to him, no matter who they are or what they are discussing.

For the next month, make an effort to listen more. After a meeting or conversation, go over the other speakers' comments. Did you hear what they said? Did you really listen? Conscious listening must become a habit before you can put other skills to work. If you try them cold, without having built up a habit of listening carefully to people, you will look at if you're shaming. And people resent a fake listener even more than an honest egomaniac. Listening is hard work. It becomes easier when you realize getting attention is not the only enjoyable or useful part of a conversation. By listening, you learn about the subject, the other person, his ideas and fears, and the best way to reach him. You give him a precious sense of self-worth. You improve your relationship with him. And you cause him to respect and listen to you. Is it worth all the effort? According to Charles W. Eliot, former president of Harvard, "There is no mystery about successful business intercourse... Exclusive attention to the person who is speaking to you is important. Nothing else is so flattering as that."

Cheryl Reimold is author of more than 200 articles and several books, including How To Write a Million-Dollar Memo and Being a Boss. Her firm, PRC Communications (65 Deibel Rd., Scarsdale, NY 10583, telephone: 914-722-1024), offers businesses in-house workshops and courses in communication, writing, negotiation, and creative problem solving.

Figure 2

Creating a Subindex of the Online Index

Another approach we provide for finding information is the construction of a subindex by means of a subcommand we call ALL. By entering the ALL subcommand with a topic as you would for LOCATE, you get a subindex that contains all occurrences of that topic in the index file. When the occurrence is on a second level entry, the first-level entry to which it belongs is included, even though the term itself may not be present in the first-level entry, so that the context is clear. The intervening and following subentries are not included.

In the subindex environment, you can request that information be added to (with subcommand) or deleted from (with subcommand) the existing information. You can also do fresh all searches. In an

Figure 3

Results of Using the LESS Subcommand to Delete the String "Command"

References


Online Index-Based Information-Retrieval System
by Shirley S. Ackerman, William W. Turecek, and Robert E. Wright

The online indexing system is a set of programs that operate in a mainframe environment and together provide a new function in the form of an online index to online information. The online index retains the functionality and appearance of a conventional printed index at the back of a printed book but also has navigational aids for scanning the index that are appropriate to online viewing. Additionally, a search mechanism is used to locate pertinent information by means of a modifiable search string entered by the user, which generates a sub-index dynamically at the terminal. Specific indexes can be specified when the set of index programs is run as well.

The online index has the following navigational aids: top, bottom, forward, back, next or designated alphabetic section, and locate. In addition, a special display called a subindex is created as the result of a search on a string, typically one word. The subindexes can be further manipulated by use of the "more" function (request for more index topics) and the "less" function (request that index topics be removed). Information retrieval is made manageable this way even if the total index is greatly expanded.

Background
We developed an online index when our help-file database grew too large for our conventional help menus to serve as an efficient means of information retrieval. Our database now contains approximately 200 files. To find a particular piece of information by means of conventional help menus, you might have to go through several layers deep. This is a characteristic of help menus, which, like tables of contents, are fixed in organizational structure and content.

We decided that we wanted our users to be able to find the answers to their questions by going no deeper than two levels of search. For that goal, we chose a two-level online index because indexes, characteristically, allow for more than one organizational approach, and indexes also allow alternative entries for a specific topic. Moreover, the number of alternate entries can be expanded, thus increasing the ways that information can be retrieved for a topic and thereby the usefulness of the index.


Changes to IEEE PCS Constitution and Bylaws

In accordance with the PCS Constitution, Article VIII—Amendments, Section 1, the proposed amendments to the Constitution go into effect 30 days following their publication in the Society's Transactions or Newsletter unless five percent of the PCS members object. The revisions to the Bylaws also take effect following their publication. We are making these changes to increase participation and offer broader representation on the AdCom. Please send any objections to the Editor.

Don't Sell Yourself Short
Everybody knows better than to lie or exaggerate on resumes, but what other mistakes do job candidates make? Robert Half International, a personnel firm, asked 200 executives of leading U.S. companies and got these responses:

- Too long—32 percent.
- Typos and grammatical errors—25 percent.
- Omitted descriptions of specific job functions—18 percent.
- Unprofessional appearance—15 percent.
- Omitted achievements—10 percent.

The executives said they suspected 27 percent of the candidates of lying or intentionally omitting information on their resumes.

—Communications Briefing.

Constitution
1. . . that the Constitution be amended as follows (requires 30 days’ notice and two-thirds approving vote, plus approval by the TAB and the IEEE Executive Committee and publication in the Newsletter):

V.1 The Society is managed by an Administrative Committee (AdCom) of 18 elected members-at-large and other ex-officio members designated in the Bylaws.

VII.7 Seven elected members of the AdCom attending a meeting constitute a quorum.

Bylaws
2. . . that the Bylaws be amended as follows (requires 30 days’ notice and two-thirds approving vote, plus approval by the TAB chairman and publication in the Newsletter):

5.2 In addition to the 18 elected members-at-large, the AdCom includes the following ex-officio members:

Approved by the Administration Committee, 5/18/91.
S.C.O.R.E. a Hit
To motivate employees, think SCOR.
- Seek suggestions. Ask people to suggest ways to solve problems—
  and use their ideas. When they see that you heed their advice, they'll offer more ideas.
- Comfort them. Be visible and available. Have a cup of coffee with them. Ask about their families.
  By showing them you care, you build loyalty.
- Offer opportunities. Delegate even if you know you can do the job better and faster. This shows you trust them and have confidence in their abilities.
- Be transparent. Tell them how they're doing. You'll turn them off if you make them guess about their performance.
- Encourage risk taking. When you do this, make sure employees know you won't punish them if they fail. This approach will reduce the fear of failure that stymies many.

—The Last Word.

The Sidetrackers
by Mary K. Campbell, Manager, IEEE Potentials
Every meeting has at least one acco-

countant. Worthing Smart (August 1986).
And they can wreak havoc on even the most well-planned af-

fairs. Who are they? They are the sidetrackers, otherwise known as the conversationalist, the rambler and the DOMINATOR.

The conversationalist likes to chat loudly and at length to those around him or her while you attempt to conduct the meeting. What do you do? Pause and stare directly at those involved. If they continue chatting, you may ask that they share their related ideas after the person who has the floor is finished. Thank them for their consideration.

The rambler, on the other hand, likes to talk to all the attendees about the issue at hand. Wait for the rambler to take a breath (he or she requires oxygen just as you do) and jump into the temporary void. Thank the person for his input (reiterate a key point or two) then point out the time constraints and need to hear from others. Be sure to im-

mediate and correct comments from another specific person.
Lastly, we have the dominator. This person rides roughshod over the group making it clear his or her ideas are the only right ones. Opposing views are often attacked at a verbal level. Cut him or her off as quickly as possible. Thank the person for the enlightening views but, insist that others also need a chance to talk. Immediately, ask another attendee to speak. If the dominator manages to engage another participant in verbal combat, suggest both parties resolve the issue at another time. Don't take sides.


The IPCC 91 Proceedings, an Exercise in Desktop Publication
The proceedings for this year's IPCC, The Engineer's Communication, will be desktop-published in an attempt to demonstrate PCS ver-

satility in a relatively new area of technical publications. The tech-

nology has matured and PCS has the talent, so this is the year it happens!

Papers are being submitted in plain text on diskettes, accompanied by copy-marked hard copy. We will convert each paper to a simple, highly legible page format: a single wide text column on the right, with headlines and graphics dis-

played in empty space on the left. The "camera-ready" copy will be prepared as a Pagemaker document and sent to the printer electronically.

Our rationale is threefold: Allow conference participants to concentrat-

e their efforts on message, not medium; produce a uniform, and
elegantly austere, book; and save time and money on the printing process. (We also expect to depress the world market for rubber
cement and non-photo-blue pencils.)

In the editing process, the publica-

tions committee plans to build into the book strong summary sections (expanded table of contents, author and subject indexes, 5-10 pages for each major section) so that the proceedings can better serve as a reference element. We feel that the high quality of the abstracts of accepted papers makes the extra effort worthwhile.

For further information, call Barbara Strack, Publication Chair for IPCC 91, at (803) 725-4099 (work) or (803) 649-9878 (home).

IPCC 91: A Personal Reflection by D. L. Plung, General Chairman
Recently I was asked a very intriguing question about IPCC 91. While I was sure I had fielded every conceivable question about program, schedule, costs, and activities, this question caught me quite unaware: What is it that I get out of being General Chairman for IPCC 91?

I reflected on the issue, consider-

ing the hundreds of hours I have devoted to the conference. Was it worth it personally? Had I received something substantial in return for all my efforts? The answer is re-

sounding "yes," and one whose explication is worth sharing with the PCS membership.

The first benefit is the opportunity to gain project management experi-

ence. Much of a technical commu-

nicator's responsibility is to syn-

thesize materials into a comprehen-
sive, clear, and effective package. What better assignment than to bring together a large-scale commu-
nication effort—an international professional communication con-

ference.

Second is the opportunity to learn a great deal about the many attributes that go into a conference. The innovative thinking and ener-
getic commitment of the Steering Committee have resulted in a series of exciting initiatives: desk-
top publishing the conference record, interweaving vendors into the program, designing a compre-

hensive marketing strategy to benef-

fit both PCS and IPCC 91, develop-

ing a video history, promoting greater participation in the society, and bringing our Russian counterparts to Orlando. Each of these initiatives provides instruction and insight into many functions for which I had not had previous involvement.

Third is a renewed appreciation for our society and its objectives. Working closely with many AdCom members—Joan Nagle, Ron Rine, Bill Kehoe, Debby Flaherty Kier—has revitalized my enthusiasm for and commitment to PCS. Working

on IPCC 91 has reinforced the reasons why I originally became involved in AdCom, to be a part of a dynamic communication society that takes as a basic operating premise that the success of the society depends on its members to remain responsive to and support-

ive of its members' interests and professional expectations, not just to grow in numbers.

Fourth on my list is the personal satisfaction resulting from playing a principal role in furthering the goals of our profession. The exhila-

ration of dealing directly with literally hundreds of colleagues in our field—as well as renewing acquaintances with numerous colleagues with whom I had temporarily lost touch—provides a novel perspective on the state of our profession, and is well worth the time and energy.

Lastly, I have the distinct benefit of experiencing the thrill that comes with being the only person in the world who truly can appreciate the magnitude of the IPCC 91 effort. I have read the abstracts, and can anticipate the first-rate quality of the program; I have helped to set the mood, and can envision the elaboration of the Florida scene; I have helped select the music, and can hear the calming influence of the Beach Boys on the registration reception. I have met and spoken with many of the people who will be attending, and can anticipate the pleasure of socializing with these professionals. I have been to the Planetarium and can envision the elation of the audience. And, most significantly, I have experienced the enthusiasm of the Steering Committee, and can already recognize that October 30-Novem-

ber 1 will be a momentous three days for us all, and the conference attendees.

Have I benefited from my tenure as General Chairman? Much, much more than ever; I have thought possible.
IPCC 91—New Ground
(continued from page 1)
to keep the production and dub-
ing costs low, which means that
delegates will be able to buy their
copies at a reasonable price—
somewhere between $11 and $18.

On the second day (Thursday,
October 31—Halloween), an Ad-
Com member will sit beside the
video company’s production edi-
tor in Orlando, and help fit all
the pieces together. (A title, intro-
ducatory remarks, and voice-over com-
mentary will be recorded before
the conference, so they can be
dubbed in relatively quickly. We’ll
be doing some second-guessing in
September, when we make that
commentary.)

And then on the morning of
the third day (Friday, November 1),
the video production company
will roll up with multiple copies
of the final program.

Sounds easy, as you read it. Yet
a fast turn-around time like that
is difficult to achieve. We have
already been discussing the plan
with a major professional video-
tape company in Orlando, and
they agree it’s audacious but fea-
sible, and have promised to do all
they can to make it work.

So come to Orlando and see it
happen. And walk away with a
unique, one-of-a-kind souvenir
of your Society’s 1991 Conference; a
souvenir that will become a per-
manent reminder of just how
“International!” our IPCCs have
become.

With apologies to an IPS
President Jim Hill, who strolled
among the delegates at a late
1980s IPCC (was it Charlotte, NC?
or Williamsburg, VA?), with a
personal video cam perched on
his shoulder. 

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Newsletter Schedule
The Newsletter publication and
deadline schedule is as follows:

DEADLINE ISSUE
July 26 Summer
September

Please send your contributions to
the following address:
Mr. Bruce Brocka
1005 Mississippi Avenue
Davenport, IA 52803
(319) 324-4463

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Patricia Wright, on Transcendentalist Quality

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• Usability and 'Real-Audience' Assessment

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IPC 91 to “Break New Ground”
by Ron Blica

IPC 91 is going to be a “first” in more ways than one. Not only will it be PCS’s first foray into Florida, but also it will be the first occasion that PCS will be welcoming speakers from the U.S.S.R.

In fact, Dr. Heinrich S. Lantsberg—who was the genial host to the four-person PCS contingent who visited technical institutes in Moscow and Tallinn, Estonia, last September—is to be IPC 91’s keynote speaker.

Dr. Lantsberg is head of the Scientific Information Department of the Institute of Radio Engineering and Electronics, U.S.S.R. Academy of Sciences, and a Member of the Central Board of the A. S. Popov Society—as well as Chairman of the Society’s Group on Professional Communication. He will be accompanied by Dr. Youi M. Gromarev, who is Head of the Computer Department at the International Center for Scientific and Technical Information in Moscow (we also met him last September).

For the first time at any PCS conference, sessions will be professionally videotaped and prints will be made available at the Conference site.

But there is more! For the first time at any PCS conference, sessions will be professionally videotaped and prints will be made available to delegates before they leave the conference site.

I know: Anyone who has had experience making professional quality videotapes will be saying “How? You won’t have enough time!” Normally, videotaping the conference sessions, selecting the most appropriate segments, editing them into a coherent sequence, and then dubbing in sound and special effects takes days, if not weeks.

Yet we plan to do it in only 36 hours.

Our plan is unique: We will videotape only the first day of the conference (Wednesday, October 30), which will include many of the regular sessions, the luncheon keynote address by Dr. Lantsberg, and all the “Russian Perspectives” mentioned earlier.

That evening we will screen the tapes, identify choice pieces, and select excerpts that, when assembled, will make an interesting 30-minute souvenir program. (We’re limiting the program to 30 minutes, continued on page 2)

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Both will be presenting technical papers, and both will take part in a special session titled “Russian Perspectives—A View from Here and There.” Some of the PCS members who are participating in the 1991 International Colloquium on New Information Technology in Moscow from October 8 to 10 will join them in the “Russian Perspectives” session, and contribute their impressions.

Send Form 3579 to IEEE, 345 East 47th Street, New York, New York 10017