MANCEKE NAMED KEYNOTE SPEAKER OF IPCC 95

Rudy Manceke of NATURSCENE, the South Carolina ETV Television program, will address the IPCC 95 Conference in the keynote session in Savannah on 27 September. Manceke has been with NATURSCENE since its inception in 1978. His field trips, broadcast nationwide, have earned him a legion of dedicated viewers. Manceke's knowledge of the complex inner workings of different ecosystems, as well as his great admiration for the natural world, make him the perfect guide. The National Wildlife Federation has recognized his commitment to resource conservation with its prestigious Special Achievement Award.

While carrying out his duties as SC ETV's director for science and nature programming, he still finds the time to write about the environment and to maintain a demanding schedule as a public speaker. Before coming to television, Manceke served as the natural history curator at the South Carolina State Museum for ten years, and previously was a high school biology and geology teacher. He earned a degree at Wofford College, attended graduate school at the University of South Carolina, and holds honorary doctorate degrees from the College of Charleston, Winthrop College, and Wofford College. After this year's journey to Alaska, NATURSCENE will have traveled to all 50 states, as well as Russia, in exploring every type of landscape imaginable. Each 30-minute trip leads to new discoveries and a new view of the interdependent relationships that support an ecosystem. Manceke takes particular pride in uncovering and explaining the connections among the plant, mineral, and animal life forms he finds on a nature walk. According to him, "Very few people see the relationships in the natural world."

I trust you have gotten over wondering what publication this is and have started to take in the changes in our newsletter, in terms of both layout and color. We’ve been working for more than a year to produce a new design, and we hope that this new look will be one that serves PCS well.

Credit for the design (and for a great amount of help and patience in producing it) goes to our typesetter, Cyndy Milhem of American Independent Typography, in Boulder, Colorado, and to David Hitchcock of American Graphics. Thanks are also owed to the Editorial Board, headed by Rudy Joenk, and the AdCom for their advice and support. Elizabeth Keys and Stephanie Rosenbaum provided special expertise that helped us carry through the project of producing this new design.

AdCom Wants To Hear From You

The Administrative Committee (AdCom) invites comment from PCS members about any of the Society’s activities. The members all have a standard-form electronic alias at the IEEE that automatically forwards e-mail to the member’s actual electronic address. You can address the AdCom as a whole at “pcs.adcom@ieee.org,” or the members individually at the following addresses:

Ron Blou, r.blou@ieee.org
Nancy Corbin, n.corbin@ieee.org
Mike Goodman, m.goodman@ieee.org
Roger Grace, r.grace@ieee.org
Laurie Groove (Secretary), l.groove@ieee.org
Mark Haselkorn (Vice President), m.haselkorn@ieee.org

The typefaces for this design are Galliard and Serif Gothic. Galliard is used at 10.5/11.5 as the body type; heads are Galliard Bold Small Caps, and author biographies and quotes are Galliard Italic. Serif Gothic is used in the “Inside” contents block, volume and issue information, and the department head blocks.

Some minor changes will be inevitable in the few issues as we run into situations that were not represented in the dummy pages we used in developing the design. Overall, though, I hope that you find this layout enjoyable and easy to read. Please let me know what you think. — D.E.N.

IEEE PROFESSIONAL COMMUNICATION SOCIETY

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Deborah Keys, President
Mark Haselkorn, Vice-President
Laurie Groove, Secretary
David E. Nadzieja, Editor

STAFF

Deborah Keys, Secretary
David E. Nadzieja, Editor


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Space Available For Your Article

Cost: Sweat Equity, No Cash

Topic: Technical Communication, Any Aspect

Copy Due: See Newsletter Schedule, p. 11

Submit To: PCS Newsletter Editor (Address on p. 11)

Give Your Career a Boost with PCS COMMUGUIDE

Sure your technical expertise is important—that’s what makes you a great engineer. But to be really successful, you’ve got to be able to communicate your achievements. That’s what the IEEE Professional Communication Society’s COMMUGUIDE series is designed to do. Each of these handy booklets is crammed full of practical advice and how-to tips and lists that you can use right now to enhance your communication performance and your career. And the price can’t be beat. Invest in yourself today—buy one or more COMMUGUIDEs!

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From initial proposal through publicity; working with publishers.

2. How to Write an Invention Disclosure

Developing a parent application; applying for a patent; keeping a technical notebook.

3. How to Effectively Deliver or Moderate a Technical Presentation

Effective planning; visual aids; handling Q&A; moderator duties.

4. How to Write a Proposal

Writing solicited and unsolicited proposals; sample outlines, checklists, tips.

5. How to Produce a Technical Video Program

Scriptwriting; narration; visuals; costs; production and post-production.

6. How to Prepare Contract Performance Documents

Engineering performance reports; report types; intent; format; content; pitfalls.

How to Order:

Any 1, 2, 3 copies, $7.50 each.
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IEEE members: 15% discount with member number.


Send to: IEEE PCS Publications c/o Corporate Communication Program
Carnegie Mellon University
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IEEE Professional Communication Newsletter
445 Hoes Lane
Piscataway, NJ 08855
Abusive, arrogance, ignorance, hostili-
ty, malevolence, maliciousness, offensiv-
ity, conceit, dislike of discussion, dislike
of dialogue, imbecility, idiocy, dictatorial
degeneracy, tyranny, dislike of communi-
cation, dislike of cooperation, dislike
of coordination & dislike of feedback.

William Q. Cellini, Jr.
Wilmington, Delaware

June 9 age's article "Carmudgeon’s
Corner" and the quote attributed to
Jos Pereira in Chapter News —
Toronto (Mar/apr 95 issue; Ed.)
are the reasons for writing this short
comment.

Jos gave annoyance #1 as "people who
think it is a mark of superior ability not
to use a computer." I would like to add
annoyance #1b: people who think that the
mere use of a computer is a mark of supe-
rior ability. Both groups belong to the
same school of thinking (if you can call it
thinking) that "confuses the moon with
the finger that points at it," the one that
confuses the tool with the good.

Of course we have to be familiar with as
many instrument options as possible; this
enables us to be more effective. Our deci-

dion becomes guided by our goals not by
the fashion of the day.

For experimental purposes, I prepared a
hand written examination, with very much
care, for one of the courses I am teaching.
Some individuals started to frown upon
the idea of a hand-written exam. So, I
asked: "What if I told you that I used
the newest font that came with the latest
version of my word processor?" Signs of
approval started to appear. Someone even
said, "It is fascinating! How did they do
it?" Another one said, "I would like to
try it."

A few pages after Jos' article, Jos Pereira
was quoted to say: "The lifetime of a
degree today is about six years." It is
curious to know what happens after the
six years, sudden death? or the degree
starts sliding a few years earlier? or maybe
it was brain-dead at birth and becomes
clinically dead in six years?

An academic degree is a testimony of
knowledgeable individuals that the holder
of the degree has received a formal educa-
tion, NOT training. The individual may
have a hands-on experience (whatever this
is supposed to mean) but definitely has a
"brains-on" experience.

An education is not just an accumula-
tion of some inert pieces of trivia or acquir-
ing some skill in running a software package
produced by the knowledgeable). The
lifetime of a sound education, and hence
a meaningful degree, is the same as the
lifetime of the brain.

It is the duty of the educated to show that
an employer is better off hiring an indi-


gual who may need some time to become
productive, but can grow with the com-
pany, rather than hiring an individual who
may appear to be productive immediately,
but needs RETRAINING if the company
buys a new photocopy.

Dr. Ahmad Ibrahim
Toronto, Ontario, Canada

Back to Back Conferences

Another plus of IPCC 95 is that par-
ticipants tend to gain through the
efforts of the PCS and SIGDOC
have been driven by ever-changing pub-
lishing tools, by the growing need to
bridge language and cultural barriers, and
by the emergence of interactive media and
multimedia in the educational arena. This
year's program offers something for every-
one, from the novice to the very experi-
enced communicator.

Other Activities: The Professional Com-
unication Society's Adcom will hold its
regular business meeting on Saturday fol-
lowing the conference. All PCS members
are invited to attend.

The Adcom is actively seeking members
for most of its standing committees. PCS
members interested in helping with the
society's work should sign up at the com-
mittee table. Adcom members will be
on hand to discuss the work of the various
committees.

Other Benefits: Conference participants
will have every opportunity to increase
their personal network as they swap shop
talk with other conference participants.

To quote Elizabeth Reyes, one of our new
Adcom members, "The knowledge gained
through conversations with other conference participants is one of the best
kept secrets of the conference." Well,
Elizabith, it's not a secret anymore.

Best Kept Secret

I nterest is smooth sailing — a great way to com-
plete the 90s after weathering the stormy
transitions during the past decade that have
driven by ever-changing publishing tools, by the growing need to
bridge language and cultural barriers, and
by the emergence of interactive media and
multimedia in the educational arena. This
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enced communicator.
OF WIDOWS AND ORPHANS

You're not gonna believe this. I don't. And I was there when it happened.

What happened was that, in writing a handbook for producing engineering documents (to be published this Fall by IEEE Press), I defined — according to my wife's terms — the terms widow and orphan. The Press production editor called to tell me I was wrong, 100 degrees wrong. According to IEEE Press, a widow is, that is, (when she checked this out with her boss, the latter said, "I don't worry about this very much. I'm actually an editor who created all the one-word lines in an entire book, hundreds of them. I had to fire her."

Since my arguments failed to convince the Press, I went into research mode. Looked up the terms in my office dictionary. Found out that the terms widow and orphan are? I asked. "Oh, I never could remember the difference," he said. (Reminding one of the admiral who had to keep a piece of paper defining for and stand in his top desk drawer.) But he put his partner on the phone; promised to look them up in their business dictionary and get back to me.

The result of all this effort is what you're not gonna believe — was three definitions of each term, in six different combinations.

Here they are:

- What I always thought.
- A widow is the carryover of a single (last) word/segment of a paragraph to the next line; an orphan is the carryover of a single (last) line of a paragraph to the next page (dotted lines on the examples represent page breaks).

- Widow
  - The Hyatt Regency Savannah is the location of IFPC 95, located on the Savannah River waterfront. It is a good location for both relaxing and sightseeing.

- Orphan
  - The International Professional Communications Conference (IPPC) is the annual meeting of the IEEE Professional Commu-

- What IEEE Press thinks (backed up, sort of, by the University of Chicago Style Manual). A widow is a single-line carryover. An orphan doesn't exist.

- Widow
  - The International Professional Communications Conference (IPPC) is the annual meeting of the IEEE Professional Commu-

- What Pocket Pal (Memphis, TN: International Paper, 1984) says. A widow is a single word or word segment on a line by itself, ending a paragraph. This source doesn't define orphan either.

- Widow
  - The Hyatt Regency Savannah is the location of IFPC 95, located on the Savannah River waterfront. It is a good location for both relaxing and sightseeing.
PRELIMINARY PROGRAM

Our keynote speaker: Patricia Wright, on "New frontiers in communication"

Translation and intercultural issues

- Creating and localizing documentation for international audiences
  - Dian Chui-Bakalis/Smith
- Internationally speaking
  - Nancy Corbin
- International technical communication and the Internet: real-time potentials and problems in the global village
  - Laura J. Gurr, Ann Hart Duh, Ray Archee
- Translating versus technical writing: practical and theoretical
  - Suzanne Gopferich
- Translation of technical documentation leading to on-demand translation in network communications
  - John Hally (with Friederike Brucker)
- Automation of multilingual documentation
  - Jane Witt, Rhett Antoncessi

- Cross-cultural decision making: the effects of advanced technologies
  - Laura J. Gurr, Ann Hart Duh, Ray Archee
- Controlled English language techniques for international communication (ECETC)
  - Nick Lyon
- Transposing linguistic borders: the role of native speakers of English
  - Carolyn F. McGeary
- The effect of culture on technical and business communication
  - Nancy L. Hart, Deborah L. Andrews, Jim M. Ulf
- Documentation for global markets: some practical considerations
  - Laura R. Brown, David Bolton, Ralph Cattaro
- Cross-cultural communication: effective documentation and research
  - Tom Warren
- Business and technical communication between the Netherlands and Germany
  - Ludwig Germain

- Product audiences
  - Bert G. Johnson
- International software documentation: design and localization with the world in mind—a practical approach
  - Babak Brincheshtanzin, Dorothy Dubert
- Does what seems 'user friendly' to me seem case patronizing to you?
  - John Kileeman
- Sociocultural literacy in a European context
  - Allan Macleod
- Acting in concern for a common objective
  - John Tocque
- Some questions about the textual qualities of hypermedia
  - John Salaberry

- Profile of an Australian technical communicator
  - Julie Planter
- Professional recognition of Australian technical communicators
  - Julie Planter
- Technical communication programs for the future
  - Marion G. Barchon, John Major
- An integrated communications skills program for science and engineering programs
  - Wayne Bennett, Dan McKell
- From translating to technical writing: curriculum development
  - Suzanne Gopferich
- Teaching technical communication to our school children
  - Ron Stip

- Course design and the technical communicator
  - Catherine Kinloch
- Communication skills should be taught to all engineering students in Europe
  - Lars Forslund
- What sort of educational background should a technical communicator have?
  - Jeanne Lewis-Stummvoll, Sandra Harrington
- Cooperation between writers and Illustrations in higher education
  - John Brandt, Silvia Nielsen
- The design of interactive course presentation material and its implications on the classroom classroom situation
  - Per Strohmeyer

- What An Introduction to Desktop Publishing (Kenneth S. Hulme, Boston: Boyd & Fraser, 1990) says.
  - Both widows and orphans are single line stand-alones, the orphan at the top of a page and the widow at the bottom of the page.

- Widow
  - The International Professional Communication Conference (IPCC) is the annual meeting of the IEEE Professional Communication Society.

- Orphan
  - The International Professional Communication Conference (IPCC) is the annual meeting of the IEEE Professional Communication Society.

- What Xplor International Glossary of Terms for the Electronic Document Systems Industry (Torrance, CA: Xplor International, 1994) and the User's Guide for Microsoft Word for Windows™ say. A widow is the last line of a paragraph falling on the first line of a new page or column. An orphan is the first line of a paragraph at the bottom of a page or column. (Note that this is the direct opposite of the definition above.)

- Widow
  - The International Professional Communication Conference (IPCC) is the annual meeting of the IEEE Professional Communication Society.

- Orphan
  - The International Professional Communication Conference (IPCC) is the annual meeting of the IEEE Professional Communication Society.

Editor's Note:
ed., 1967) also agrees, but says that widows are acceptable to maintain uniform page length (1) and that paragraphs may indeed start on the last line of a page (11). Peggy Smith's Proofreading Manual and Reference Guide (Editorial Experts, 1984) definitions agree with Joan's Xplor example, a widow being at the top of the page and an orphan at the bottom. It also defines "paragraph widows" in two forms, either a broken word ending or a single word alone on the last line of a paragraph (Joan's original concept). It states that page widows are not acceptable in meticulous work.
—D.E.N.
LAUREL GROVE

Laurel Grove took an indirect route into communication. Her love for museums led her into archeology, an interest she pursued for 12 years. Like many archeologists, she moved often between jobs in the field, academia, and management. When she found that archeology was no longer much fun, she started looking for work in other areas in which she had gained some experience while she was an archeologist.

The first job to come through was as an editor for environmental scientists. She has been doing that since 1985 and still finds it stimulating and an intellectual challenge.

The exposure to a variety of sciences that Laurel gained while doing her own analysis of archeological materials served her well as an editor. Familiarity with the scientific process and language, as well as having been through the same educational gauntlet, allowed her to meet her scientific authors as a peer.

Laurel joined PCS after giving a presentation at the Seattle IPCC in 1988. She found that the professional experience and confidence of the members allowed them to share ideas freely, rather than guard them jealously. The collegial atmosphere has brought her to almost every IPCC since. Laurel became a member of the AdCom in 1994. This year she is the PCS secretary.

With her husband, Paul Seering, who is another frequent IPCC speaker, Laurel recently moved from eastern Washington to Amarillo, Texas. After 17 years in the deserts of the southwest and the northwest, she's finding that the merely semiarid climate of the Texas Panhandle is much more of a change than she expected.

JOAN NAGLE

Joan Nagle is the resident curmudgeon of "Curmudgeon's Corner," a regular feature of this newsletter. She contracted curmudgeonliness, which she terms an occupational disease of editors, during a technical writing and editing career that dates back to 1955. At that time, after a brief career as a chemist, Joan was offered a job as a technical writer by the Army Chemical Corps.

"I'd never heard of technical writing!" she recalls. "But it looked to be indoors, and sitting down, and not something that would eat holes in my clothes. So I went for it."

With a few short detours (for, first, babies and, second, public relations writing) she kept at it until retirement in 1993. Since then she has been writing the Handbook for Preparing Engineering Documentation, which is being published this summer by IEEE Press.

Writing engineering documents is your basic participant sport, she observes. "You need brain surgery, you go to a brain surgeon. But you want a report written, you write it yourself. Everybody is a writer!"

"This used to make me crazy. I wanted to tell the engineers I worked with, 'Look. Just let me interview you about this project and then get you back to engineering while I write the report. It'll save us both a lot of pain.'"

"But I guess I'm mellowing (a little bit). Or just facing facts. With a computer on every desk, every engineer is, or has the potential to be, not only a writer but a publisher. And with today's pressures on all of us to do more, the engineer as writer-publisher is a fact, a fact of technical life."

Joan spent most of her writing and editing career with Westinghouse Electric Corporation, and then with subsidiary, Westinghouse Savannah River Company. "I was a chemist in a DuPont gunpowder plant when the Korean War ended," she says, "and a publications manager in a titanium production facility when the Cold

FORUM 95 PROGRAM SET

The Forum 95 Steering Committee has issued a combined Newsletter No. 2 aog comprehensive brochure that describes the preliminary program and provides all the information you need to register, travel to, and take part in Forum 95. The preliminary program is reproduced on the following two pages. For a copy of the full details contact Ron Blicq at (204) 488-7060; (204) 488-7294, facs r.blicq@ieee.org.

SECUING NOMINEES FOR AdCOM

Elections for the IEEE Professional Communication Society's Administrative Committee (AdCom) will be held during IPCC 95 in Savannah, Georgia. This year, seven positions need to be filled. If you are interested in serving on AdCom or would like to nominate someone who is interested, please send a 100-800 word biographical sketch and a statement of interest to Roger Grice.

Re: Roger Grice
52 Davis Lane
Lake Katrine, NY 12449
USA
rgrice@ieee.org

Reply to:
Bill Kohoe
Tel: (301) 953-6000
Fax: (301) 953-5937
w.kohoe@ieee.org

PCS LOOKING FOR TREASURER UNDERSTUDY

PCS is looking for a professional to be an understudy for the treasurer of the society. Bill Kohoe, who has been the treasurer for almost a decade, wants to talk with candidates who might have an interest in this key position.

The treasurer submits an annual budget of $175,000 and is responsible for payment of the society's expenses. The treasurer also implements the payment of funds as directed by the Society's Administrative Committee (AdCom) and may help with aspects of meeting and conference planning.

COPY TO:
David E. Nadaszyk
Downers Grove, IL 60516
dnadaszyk@ieee.org
Tel: (708) 253-3019
Fax: (708) 253-3387

This is a volunteer position that could result in election to the AdCom. An accounting background is not needed, but attention to detail is a must. Society funds are available to help subsidize AdCom travel.

This is a unique opportunity for professional growth and an opportunity to work with a diverse board of communication professionals. For further information, please contact Bill.

NEWSLETTER SCHEDULE

Newsletter publication deadlines:

Issue | Deadline
--- | ---
Jan./Feb. 1996 | 18 Nov. 1995

Contributions are welcome. ASCII e-mail files and ASCII IBM-compatible diskettes are preferred.
RUSSIA CHAPTER
The International Symposium "Young Companies in the Electronics, Computer, and Information Market: Experience and Successful Lessons" was held in Moscow, Russia, on 6 May 1995. This symposium was initiated by the IEEE Professional Communication Society Russia Chapter and organized in cooperation with the Russian Popov Society and the International Center for Scientific & Technical Information. The idea of convening the symposium was supported by IEEE President J.T. Cain and IEEE Past President T. Nagle and approved by the IEEE Board of Directors. The organizers of the event paid special attention to the symposium because the problems of small business to be discussed are very important for Russia at this particular time.

The symposium was chaired by Dr. Theodore Hasey, IEEE Executive Director, and Dr. Heinrich Lantberg, Vice-Chair of the IEEE Russia Section and Chair of the PCS Russia Chapter, and it was attended by Russian specialists, engineers, and managers. The participants included speakers from Russia and the U.S.A. (North Carolina State University, Small Business & Technology Development Center). The IEEE delegation was headed by Prof. Cain and took part in the Russian events devoted to 100 years of radio and the 50th anniversary of the Russian Popov Society. Speakers at the conference discussed the various problems of entrepreneurial activities, which are currently very important in Russia under the market economy policy. There were more than 130,000 small business enterprises in Russia in 1994, compared with only 40,000 in 1990. The number of people involved in the sphere of entrepreneurial activities reached 4.5 million. The U.S. speakers shared with the audience their experience in developing small businesses.

TORONTO CHAPTER
On 30 March, Ralph Robinson of Allied-Signal Aerospace Canada spoke to the IEEE Engineering and Human Environment joint meeting on "The good, the bad, and the ugly: realities of ISO 9000 implementation". Robinson is the head of the document control function of ISO 9000 implementation at AlliedSignal. His talk covered four keys to success with ISO 9000: understanding, commitment, planning, and maintenance.

SEATTLE CHAPTER
The Seattle Chapter has held its first student paper contest, sponsored jointly with the University of Washington Student Branch. The contest was open to engineering, technical communication, and computer science students, both graduate and undergraduate. First place was awarded to Bharath Mudayur, a graduate student, for "Music score recognition—a selective attention approach using mathematical morphology". Second place went to Eric Johnson, an undergraduate, for "Reults of laser scattering on water, ice, snow, and pavement". Third place went to Geoffrey Wang, a graduate student, for "A C-band rain attenuation correction algorithm for dual linear polarization radar meteorological reflectivity observables".

CHICAGO CHAPTER
The IEEE Chicago Section in conjunction with the Computer Society sponsored a student paper contest open to undergraduates and first-year graduate students. Papers were judged on technical merit, style, and grammar. The winner, from Northwestern University, was Mark Shay, for a paper entitled "Information technology: evolutionary, revolutionary". His paper addressed how information technology has existed and has been redefined by scientific advances and society's needs.

War ended. I have a habit of being in the wrong place when peace breaks out.
— Joan Nagle

Joan has been active with the IEEE Professional Communication Society since 1985, when she was named editor of the Society's journal, Transactions on Professional Communication. At the end of four years in that post, she was given the IEEE's Alfred N. Goldsmith Award for outstanding achievement in engineering communication. She has also served on the Editorial Board of the IEEE Press and is a member of the General Commission on Communication of the United Methodist Church.

She and her husband, Elliott, live in Aiken, South Carolina. They are the parents of two daughters: Emily Green, senior analyst, Ferrer Research, and Laura Bailey, vice president, Texas Commerce Bank. They are also grandparents of Lydia Green, 2, and Ian Bailey, 1/2 (both unemployed at this writing).

Joan is already at work on a second book, tentatively titled "Feeding the Troops". She calls it a "process guide to getting meals on the table without actually cooking (very much)!" Like the engineering documents book, it's based on many years experience and great love for the subject.

WORTH READING
Rothenberg, J. Ensuring the longevity of digital documents. Scientific American 272(1): 42-47 (January 1995). The problems of the obsolescence of digital information because of rapid changes in hardware and software are highlighted. Although two possible solutions are discussed, neither seems to be a workable strategy for making digital information available over long time spans.
HOW TO WRITE LETTERS THAT GET RESULTS: FOUR PRINCIPLES OF PERSUASION

Have you ever put off writing a difficult letter? If so, you are not alone. In my consulting work, I am frequently asked to write letters for people. The request goes something like this: "Help! I have to write a letter to XYZ, and I'm not getting anywhere with it. In fact, it's driving me crazy. If I give you the facts, will you write the letter?"

Rarely am I engaged to write a letter that gives or requests information. No, the letter that ties would be writers in verbal knots is the persuasive letter — one in which the writer hopes to entice the reader to do something extra, or special, or even extra-special! To succeed, this letter must be clear, complete, and compelling. This is, indeed, a stiff challenge.

Yet, many such letters achieve their goal. Those that fail usually do so because the writer disregarded one or more of the principles of persuasion. I will describe these four principles briefly here, with illustrations from a recent letter that did get results.

Begin with a statement of your problem

Don't bore your reader with a litany of events leading up to the problem. He or she may stop reading before finding out what the problem is. Instead, grab the reader's attention immediately by stating your problem right up front.

This is how I started a letter to an airline about poor service on a "first-class" trip:

To me, "first-class travel" means a number of things: comfort, a little extra attention, a daily newspaper, good food, perhaps a glass of champagne, and a clean, tidy place in which to try to relax. Two weeks ago I flew "first class" on ABC Airlines. It looks as though we use different dictionaries to define the term.

Follow the opening statement with specific examples

Generalizations are powerless without specifics to ground them in reality. This is a principle known to every reporter. Look at the features or "human interest" stories in major newspapers. You will find most of them focusing on specific cases that exemplify the theme of the article.

In my letter, I gave specific instances of the airline having failed to meet any of my stated expectations of first-class service. Here is one example:

On the day of the flight I had missed breakfast, having attended an early-morning meeting. What did I get for breakfast in first class on Flight 0000? Two butter cookies!

Show the reader good will despite the problem

We all tend to respond the way we are treated. If you show the reader that you have already given up on him/her or the company, you induce that reader to give up on you. By contrast, if you demonstrate that you still bear some good will toward the reader or his company, you will encourage him to respond positively to your request. I wrote this:

I do have a soft spot in my heart for ABC Airlines. You have an excellent safety record, a fact that is of primary importance to me. I would like to fly first class on ABC Airlines again, but with truly first-class service.

End with a statement of your request

Next time someone complains to you that his letter got no results, ask him if he started precisely what he wanted the reader to do. Most people fail to state their claim, thinking either that it is implied clearly enough in the letter or that actually asking will sound too bold.

Neither of these reasons makes sense. An implied request is, by definition, not clear. A reasonable request clearly stated is not bold.

Furthermore, we all prefer the easy way out. In the case of the reader, the easiest way is usually a "stock" letter of apology or understanding. If the writer does not specifically ask for anything else, the reader can decide that nothing else is expected of him.

If you want more than a form letter, ask for it. Only then must your reader confront your request and determine the justice and wisdom of honoring or rejecting it. This is how I ended my letter:

Please send me a certificate for a first-class upgrade, to make up for the trip I took that was definitely not first class.

Two weeks later, I received a personal letter of apology — and a first-class upgrade.

ADCOM MEETING IN SAN DIEGO

The PCS AdCom met on Friday and Saturday, 2 and 3 June, in San Diego. Here are some highlights from the meeting, and some opportunities to get involved.

Karl Smart has been named Chairman of IPCC 97, which will be held in Salt Lake City, Utah. He can be reached at (801) 378-2296; (801) 378-8309, facs; or at karl_smart@byu.edu for e-mail.

Conference Planning Chairman Mark Haselkorn would welcome suggestions for future conference sites. You can reach Mark at (206) 543-2577; (206) 543-8888 facs; or mark@wsc.washington.edu.

A new series of workshops on special topics of immediate interest was proposed. These "conversations" would result in publication of either a book or a special issue of the Transactions. An ad hoc committee chaired by Joan Nagle is defining the workshops and plans to have at least one proposal ready before IPCC 95.

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If interested in joining any of these committees, contact Deb Flaherty Kizer at (518) 447-6928, or deb@flahertykizer.ieee.org.

Linda Kosmin is assembling a "resource bank" of people interested in participating in PCS activities. Contact Linda at (818) 384-4007 or at linda@301dgpl.com.

David Milley has started work on a PCS home page. If you have a World Wide Web browser, visit PCS's home page (still in development) at http://www.ieee.org under the "Societies with active home pages" listing. Netscape 1.1 will allow you to access all the features of HTML 3.
HOW TO WRITE LETTERS THAT GET RESULTS:
FOUR PRINCIPLES OF PERSUASION

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Elisabeth Keyes was appointed Chairwoman of the Awards Committee. The two-part paper, "User Manuals as..." was sent to the AdCom for review in July/August 1995.

VOLUME 39 • NUMBER 4
RUSSIA CHAPTER
The International Symposium "Young Companies in the Electronics, Computer, and Information Market: Experience and Successful Lessons" was held in Moscow, Russia, on 6 May 1995. This symposium was initiated by the IEEE Professional Communication Society Russia Chapter and organized in cooperation with the Russian Popov Society and the International Center for Scientific & Technical Information. The idea of convening the symposium was supported by IEEE President J.T. Cain and IEEE Past President T. Nagle and approved by the IEEE Board of Directors. The organizers of the event paid special attention to the symposium because the problems of small business to be discussed are very important for Russia at this particular time.

The symposium was chaired by Dr. Theodore Halsey, IEEE Executive Director, and Dr. Heinrich Lantzenberg, Vice-Chair of the IEEE Russia Section and Chair of the PCS Russia Chapter, and it was attended by Russian specialists, engineers, and managers. The participants included speakers from Russia and the U.S.A. (North Carolina State University, Small Business & Technology Development Center). The IEEE delegation was headed by Prof. Cain and took part in the Russian events devoted to 100 years of radio and the 50th anniversary of the Russian Popov Society. Speakers at the conference discussed the various problems of entrepreneurial activities, which are currently very important in Russia under the market economy policy. There were more than 1,000,000 small business enterprises in Russia in 1994, compared with only 40,000 in 1990. The number of people involved in the sphere of entrepreneurial activities is 1,000,000. The U.S. speakers shared with the audience their experience in developing small businesses.

TORONTO CHAPTER
On 30 March, Ralph Robinson of Allied-Signal Aerospace Canada spoke to the IEEE Engineering and Human Environment Joint meeting on "The good, the bad, and the ugly: realities of ISO 9000 implementation". Robinson is the head of the document control function of ISO 9000 implementation at AlliedSignal. His talk covered four keys to success with ISO 9000: understanding, commitment, planning, and maintenance.

SEATTLE CHAPTER
The Seattle Chapter has held its first student paper contest, sponsored jointly with the University of Washington Student Branch. The contest was open to engineering, technical communication, and computer science students. First place was awarded to Rahul Modaray, a graduate student, for "Music score recognition: a selective attention approach using mathematical morphology". Second place went to Eric Johnson, an undergraduate, for "Results of laser scattering on water, ice, snow, and pavement". Third place went to Geoffrey Wang, a graduate student, for "A C-band rain attenuation correction algorithm for dual linear polarization radar meteorological reflectivity observables".

CHICAGO CHAPTER
The IEEE Chicago Section in conjunction with the Computer Society sponsored a student paper contest open to undergraduate and first-year graduate students. Papers were judged on technical merit, style, and grammar. The winner, from Northwestern University, was Mark Shy, for a paper entitled "Information technology: evolutionary, revolutionary". His paper addressed how information technology has existed and has been redefined by scientific advances and society's needs.

War ended. I have a habit of being in the wrong place when peace breaks out.
— Joan Nagle

I have a habit of being in the wrong place when peace breaks out.

Joan has been active with the IEEE Professional Communication Society since 1985, when she was named editor of the Society's journal, Transactions on Professional Communication. At the end of four years in that post, she was given the IEEE's Alfred N. Goldsmith Award for outstanding achievement in engineering communication. She has also served on the Editorial Board of the IEEE Press and is a member of the General Commission on Communication of the United Methodist Church.

She and her husband, Elliot, live in Aiken, South Carolina. They are the parents of two daughters: Emily Green, senior analyst, Forrester Research, and Laura Bailey, vice president, Texas Commerce Bank. They are also grandparents of Lydia Green, 2, and Ian Bailey, 1/2 (both unemployed at this writing). Joan is already at work on a second book, tentatively titled Feeding the Troops. She calls it a "process guide to getting meals on the table without actually cooking (very much)!" Like the engineering documents book, it's based on many years experience and great love for the subject.

WORTH READING
Rothenberg, J. Ensuring the longevity of digital documents. Scientific American 272(1): 42-47 (January 1995). The problems of the obsolescence of digital information because of rapid changes in hardware and software are highlighted. Although two possible solutions are discussed, neither seems to be a workable strategy for making digital information available over long time spans.

Conduct in Science, Science 268: 1705-1718 (23 June 1995). A special report on problematic conduct in today's research world. The topics include the difficulty in allocating credit for discoveries, ethics and how it is taught, and problems of cooperation and collaboration in scientific research.
**Laurel Grove**

Laurel Grove took an indirect route into communication. Her love for museums led her into archeology, an interest she pursued for 12 years. Like many archeologists, she moved often between jobs in the field, academia, and management. When she found that archeology was no longer much fun, she started looking for work in other areas in which she had gained some experience while she was an archeologist.

The first job to come through was as an editor for environmental scientists. She has been doing that since 1985 and still finds it stimulating and an intellectual challenge.

The exposure to a variety of sciences that Laurel gained while doing her own analysis of archeological materials served her well as an editor. Familiarity with the scientific process and language, as well as having been through the same educational gaunt-

let, allowed her to meet her scientific authors as a peer.

Laurel joined PCS after giving a presentation at the SCcotic IPCC in 1988. She found that the professional experience and confidence of the members allowed them to have ideas freely, rather than guard them jealously. The collegial atmosphere that brought her to almost every IPCC since, Laurel became a member of the AdCom in 1994. This year she is the PCS secretary.

With her husband, Paul Seesing, who is another frequent IPCC speaker, Laurel recently moved from eastern Washington to Amarillo, Texas. After 17 years in the deserts of the southwest and the northwest, she’s finding that the merely semi-arid climate of the Texas Panhandle is much more of a change than she expected.

**Joan Nagle**

Joan Nagle is the resident curmudgeon of “Curmudgeon’s Corner,” a regular feature of this newsletter. She contracted curmudgeonliness, which she terms an occupational disease of editors, during a technical writing and editing career that dates back to 1955. At that time, after a brief career as a chemist, Joan was offered a job as a technical writer by the Army Chemical Corps.

“I’d never heard of technical writing!” she recalls. “But it looked to be indoors, and sitting down, and not something that would eat holes in my clothes. So I went for it.” With a few short detours (for, first, babies and, second, public relations writing) she kept at it until retirement in 1993. Since then she has been writing the *Handbook for preparing Engineering Documentation*, which is being published this summer by IEEE Press.

Writing engineering documents is your basic participant sport, she observes. “You need brain surgery, you go to a brain surgeon. But you want a report written, you write it yourself. Everybody is a writer!”

“This used to make me crazy. I wanted to tell the engineers I worked with, ‘Look. Just let me interview you about this project, and then you get back to engineering while I write the report. It’ll save us both a lot of pain.’

“But I guess I’m mellowing (a little bit). Or just facing facts. With a computer on every desk, every engineer is, or has the potential to be, not only a writer but a publisher. And with today’s pressures on all of us to do more, the engineer as writer-publisher is a fact, a fact of technical life.”

Joan spent most of her writing and editing career with Westinghouse Electric Corporation, and then with a subsidiary, Westinghouse Savannah River Company. “I was a chemist in a DuPont gunpowder plant when the Korean War ended,” she says, “and a publications manager in a tritium production facility when the Cold War ended.”

To register for the conference (registration forms were printed in previous PCS Newsletters), send your registration by mail or facsimile to Brigitte Beutermann, tekcom/Forum 95, Markeler 4A, D-70193 Stuttgart, Germany; (0711) 654235, tel.; (0711) 650767, fax; b-beutermann@goed.geonet.de, e-mail.

**FORUM 95 PROGRAM SET**

He Forum 95 Steering Committee has issued a combined Newsletter No. 2 ag comprehensive brochure that describes the preliminary program and provides all the information you need to register, travel to, and take part in Forum 95. The preliminary program is reproduced below on the following two pages.

For a copy of the full details contact Ron Blicq at (204) 488·7060; (204) 488-7294, fax, r.blicq@iee.org.

**SEEKING NOMINEES FOR AdCom**

Elections for the IEEE Professional Communication Society’s Administrative Committee (AdCom) will be held during IPCC 95 in Savannah, Georgia. This year, seven positions need to be filled. If you are interested in serving on AdCom or would like to nominate someone who is interested, please send a 100-800 word biographical sketch and a statement of interest to Roger Grice.

**PCS LOOKING FOR TREASURER UNDERSTUDY**

PCS is looking for a professional to be an understudy for the treasurer of the society. Bill Keoh, who has been the treasurer for almost a decade, wants to talk with candidates who might have an interest in this key position.

The treasurer submits an annual budget of $175,000 and is responsible for payment of the society’s expenses. The treasurer also implements the payment of funds as directed by the Society’s Administrative Committee (AdCom) and may help with aspects of meeting and conference planning.

**RSSLETTER SCHEDULE**

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<td>Jan./Feb. 1996</td>
<td>28 Nov. 1995</td>
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This is a volunteer position that could result in election to the AdCom. An accounting background is not needed, but attention to detail is a must. Society funds are available to help subsidize AdCom travel.

This is a unique opportunity for professional growth and an opportunity to work with a diverse board of communication professionals. For further information, please contact Bill.

**Copy to:**

David E. Nadaszyja
Downsview,ilo. 50156
D.Nadaszyja@ieee.org
Tel: (708) 252-3019
Fax: (708) 252-3019

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PRELIMINARY PROGRAM

Our keynote speaker: Patricia Wright, on “New frontiers in communication”

Translation and intercultural issues
- Crossing cultural boundaries: the effects of advanced technologies - Laura J. Gurr
- Controlled English language techniques for international communication (ELTC) - Nino Lynn
- Transcultural communication: the role of native speakers of English - Carolyn K. Mcgregor
- The effect of culture on technical and business communication - Nancy L. Holt, Deborra C. Andrews, J. M. Uittenberg
- Documentation for global markets: some practical considerations - Laura R. Bracey, David Botton, Ralph Cutting
- Cross-cultural communication: effective documentation and research - Tom Warren
- Business and technical communication between the Australians and Germany - Ludwig Gausen
- Product audiences - Paul Johnson
- Design and localization documentation - Nino Lynn
- Some questions about the textual qualities of hyperlinks - John Saltley
- What do you think orphans and widows are?

Translation in the east European economic and cultural situation - Ute Agor
- Issues in technical writing in training in France - Jean-Paul Bardou
- The development of technical communication in Germany - Brigitte Reutenburger
- Product documentation as an important sales instrument for the Chinese market - Diana Wan
- Technical communication in Sweden as seen through the society’s activities - ULF Andersson

- Profiles of an Australian technical communicator - Julie Placer
- Professional recognition of Australian technical communicators - Julie Placer
- Technical communication programs for the future - Marian G. Branch, John Mason
- An integrated communications skills program for science and engineering programs - Wayne Bennett, Dan McKeefry
- Translating to technical writing curriculum development - Susanne Glaubich
- Teaching technical communication to our school children - Ron Step

- Course design and the technical communicator - Catherine Kincaid
- Communication skills should be taught to all engineering students in Europe - Lars Persson
- What sort of educational background should a technical communicator have? - Jeanne Lewis-Sturmbock, Sandra Harrison
- Cooperation between writers and illustrators in higher education - Jon Brant, Silia Nilsson
- The design of interactive course presentation material and its implications on the classroom situation - Per Stromgren
- What Xplor International Glossary of Terms for the Electronic Document System Industry (Torrance, CA: Xplor International, 1994) and the User’s Guide for Microsoft® Word for Windows™ say. A widow is the last line of a paragraph falling on the first line of a new page or column. An orphan is the first line of a paragraph at the bottom of a page or column. (Note that this is the direct opposite of the definition above.)

Widow
The International Professional Communication Conference (IPCC) is the annual meeting of the IEEE Professional Communication Society.

Orphan
The International Professional Communication Conference (IPCC) is the annual meeting of the IEEE Professional Communication Society.

Widow
The Hyatt Regency Savannah is the location of IPCC 95, located on the Savannah River waterfront. It is a good location for both relaxing and sightseeing.

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Editor’s Note:
Words into Type (3rd ed., Prentice Hall, 1974) agrees with the definition held by IEEE Press. The GPO Style Manual (2nd ed., 1967) also agrees, but says that widows are acceptable to maintain uniform page length (1) and that paragraphs may indeed start on the last line of a page (1). Peggy Smith’s Proofreading Manual and Reference Guide (Editorial Experts, 1984) definitions agree with Joan’s Xplor example, a widow being at the top of the page without an orphan in the text. It also defines “paragraphe widows” in two forms, either a broken word ending or a single word alone on the last line of a paragraph (Joan’s original concept). It states that page widows are not acceptable in meticulous work. —D.E.N.
Curmudgeon's Corner

Of Widows and Orphans

You're not gonna believe this. I don't, and I was there when it happened.

What happened was that, in writing a handbook for producing engineering documents (to be published this fall by IEEE Press), I defined — according to my lights — the terms widow and orphan. The Press production editor called to tell me I was wrong, 100 degrees wrong. According to IEEE Press lights, that is. (When she checked this out with her boss, the latter said, "I don't worry about this very much. I once had an editor who circled all the one-word lines in an entire book, hundreds of them. I had to fire her.")

Since my arguments failed to convince the Press, I went into research mode. Looked up the terms in my office reference works, and called a colleague. "What do you think orphans and widows are?" I asked. "Oh, I never could remember the difference," he said. (Reminding one of the admiral who had to keep a piece of paper defining ports and starboard in his top desk drawer.) But he put his partner on the phone; she promised to look them up in their business library and get back to me.

The result of all this effort — this is what you're not gonna believe — was three definitions of each term, in six different combinations!

Here they are:

- What I always thought.
  - A widow is the carriyover of a single (last) word/segment of a paragraph to the next line; an orphan is the carriyover of a single (last) line of a paragraph to the next page (dotted lines on the examples represent page breaks).

- What IEEE Press thinks (backed up, sort of, by the University of Chicago Style Manual).

- What Pocket Pal (Memphis, TN: International Paper, 1984) says. A widow is a single word or word segment on a line by itself, ending a paragraph. This source doesn't define orphan either.

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Managing the production process of technical documentation

- The compounding process
  - Karen Curtis, Air

- The fear of the empty sheet of paper or a screen — where do the ideas come from?
  - Tove Ellberg

- Testing and certifying user information by external, neutral bodies
  - Walter Schott Martin Regis

- Technical documentation (and product life cycle)
  - Jan Pedauque

- Establishing a determined part-time business in technical communication
  - Joseph D. McGooch

- Advantages (and disadvantages of) outsourcing
  - Janet Kochtizer

- CALL (continuous acquisition and life-cycle support) — what is it and how does it influence the work of technical communications?
  - Jim Heinz 

- How to get good technical documentation?
  - Heinz D. Springer

- Multimedia order catalogues and documentation output of a single source database
  - Helene Werner-Holmström

Readability and usability

- Explicitness in tutorial computer manuals
  - Hester Glaneker

- Reader-centred writing for the global marketplace
  - Nigel Greenwood

- Computer-aided instruction in technical documentation
  - Peter Hadar

- A telephone manual with 100 pages? Your slash
  - Lao Tzu

- Who can tell us what a quality document looks like?
  - Lao Tzu

- Manuals only part of the humancare
  - L.P. Landen

- The minimal approach of user documentation
  - Heinz D. Springer

- Disappearing of communication culture in technical documents
  - Gabrielle Booth

- Metaphors in software manuals
  - Monique N. Muter

- Does a difference make a difference? Investigating the graphic presentation of instructions
  - Kees van der Waerden

- How to improve your manuals without really trying
  - Thomas O'Connor

- The subminimal manual?
  - Piet Wenseloup

- What type of research is of value to the technical communicator?
  - Laura Farrow

- Meta-analysis updated for technical communications
  - Mary Varner Banta

Other topics

- Print vs. online: an either-or situation?
  - Frances Bond

- Disappearing borders: techniques for computer compatibility
  - Sandra O. Cannon

- The battle of paper documentation versus online documentation
  - Willem van Deen

- Is the social interface too cute and simple for business users?
  - Brenda Rubins & Philip Rubens

- Technical communicators need more press in the world press
  - Caroline L. Vaughan

- Disappearing borders between technical editors and scientific authors as collaboration recedes
  - Carol Gerish

- Design of hypertext information
  - Annemarie Röhm

- Putting into perspective: communication networks and services
  - Günther Leue

- How to structure reports in such a way that both writing them and re-reading them becomes easier
  - Erland Nagel, Wil Davenport, Jan Ullin

- Describing engineering discourse: an empirical approach
  - Bernard McKenna

- A centre of excellence for terminology
  - Marlene Ploy with Jutta Zsamerer

- The mainstaeing of IS Jenny Waller

- Computerized writing aide: burden or benefit for technical writers?
  - Carol M. Jensen

- Bridging the gap in product documentation: business vs. consumers
  - Monette Henriques

- A writer-programmer interface
  - Alexander van Doert

- Building task-oriented electronic management systems (EDMS) with object-oriented principles and concepts to increase user productivity and reduce costs
  - Stefan N. Friedel

- The Delta method
  - Stefan Wenzel

- When the graphic quality of a control panel or display is a catastrophe, who cares?
  - Male Killoran

- An interactive graphical systems for measuring readability of text
  - Paul Basker

- Evaluating multimedia presentations for comprehension
  - Peter Fantes

- A new approach to readability: lexical density in text
  - Sandra Hamilton

- Searching in books and online: many user problems and little practical solutions
  - Michael Stocker

- Open data exchange: a prerequisite for professional technical illustration
  - Dieter Westerholt

- Customer-oriented broadband information systems (Aria)
  - Uteh Stauch

- Customer- and environment-oriented visions raise our claims in the communication market
  - Walter Pauk

- Broader applications of technical communication techniques
  - Günther Freibert

- Terminology-based information management in industry
  - Bernd Disterweck, Bernd Tofft

- Distributed documentation services within a virtual service centre: a vision of the European RACE project, DDOCIS
  - Dieter Dust
Re: The Editor as Carmudgeon, January/February 1995

I believe that Joan Nale has confused, misused, and obfuscated and obliterated the term "Carmudgeon," which is defined as an ill-mannered and ill-tempered person. This implies a lack of interpersonal skills, lack of common courtesy, lack of common sense; and, perhaps, obnoxiousness, antagonism, abrasiveness,

abusive, arrogance, ignorance, hostility, malevolence, maliciousness, offensiveness, conceit, dislike of discussion, dislike of dialog, imbecility, idiocy, dictatorial degeneracy, tyranny, dislike of communication, dislike of cooperation, dislike of coordination & dislike of feedback.

William Q. Cellini Jr., Wilmington, Delaware

Joan Nale's article "Carmudgeon's Corner" and the quote attributed to Jos Pereira in Chapter News — Toronto [Mar/Apr 95 issue, Ed.] are the reasons for writing this short comment.

Joan gave annoyance #1 as "people who think it is a mark of superior ability not to use a computer." I would like to add annoyance #1b: people who think that the mere use of a computer is a mark of superior ability. Both groups belong to the same school of thinking (if you can call it thinking) that "confuses the moon with the finger that points it," the one that confuses the tool with the goal.

Of course we have to be familiar with as many instrument options as possible; this enables us to be more effective. Our decision becomes guided by our goals, not by the fashion of the day.

For experimental purposes, I prepared a hand-written examination, with very much care, for one of the courses I am teaching. Some students started to frown upon the idea of a hand-written exam. So, I asked: "What if I told you that I used the newest font that came with the latest version of my word processor?" Signs of approval started to appear. Someone even said, "It is fascinating! How did they do it?" Another one said, "I would like to try it."

A few pages after Joan's article, Jos Pereira was quoted to say: "The lifetime of a degree today is about six years." It is curious to know what happens after the six years, sudden death or the degree starts aging a few years earlier? Or maybe it was brain-dead at birth and becomes clinically dead in six years.

An academic degree is a testimony of knowledgeable individuals that the holder of the degree has received a formal education, NOT training. The individual may have a hands-on experience (whatever this is supposed to mean) but definitely has a "brains-on" experience.

An education is not just an accumulation of some inert pieces of trivia or acquiring some skill in running a software package (produced by the knowledgeable). The lifetime of a sound education, and hence a meaningful degree, is the same as the lifetime of the brain.

It is the duty of the educated to show that an employer is better off hiring an individual who may need some time to become productive, but can grow with the company, rather than hiring an individual who may appear to be productive immediately, but needs RETRAINING if the company buys a new photocopier. Dr. Ahmad Ibrahim Toronto, Ontario, Canada

The 1995 conference program has been built around a mixture of presentations and workshops focused on equipping the professional communicator with the knowledge and the skills for the 21st century.

The Site: The Hyatt, located in the heart of Savannah's Historic District and just 15 minutes from Savannah Municipal Airport, rises above the Savannah River. Conference participants will be able to gaze out of their hotel room windows at oceangoing ships as they glide in and out of a picturesque harbor. The Hyatt boasts a riverside restaurant and lounge featuring live entertainment, as well as direct access to Riverstreet shopping and nightlife. Available are carriage (as in horse-and carriage), tours, riverboat cruises and deep-sea fishing charters from the Hyatt's 400-foot private dock on the Savannah River. The Hyatt also offers an indoor pool and exercise facility, golf, tennis, and nearby beaches.

The Program: If the setting of this year's conference isn't enough to lure you into the Southland, the program certainly will be. The 1995 conference program has been built around a mixture of presentations and workshops focused on equipping the professional communicator with the knowledge and the skills for the 21st century. The theme of this year's conference is smooth sailing — a great way to complete the 90s after weathering the stormy transitions during the past decade that have been driven by ever-changing publishing tools, by the growing need to bridge language and cultural barriers, and by the emergence of interactive media and multimedia in the educational arena. This year's program offers something for everyone, from the novice to the very experienced communicator.

Best Kept Secret

IPCC is not just another technical communication conference. We're all inundated with more conference opportunities than we have time or money to take advantage of. Some conferences I go to because I have to — professionally, to keep up, to keep in contact with people.

A few years ago, I wandered into my first IPCC conference. I found all the above, but I also found a depth and substance that is not usual at most conferences. The sessions dealt with specific topics and issues that went well beyond the generic or novice or war story level that I find minimally useful. The discussion was probing, insightful, stimulating. The size and scale of IPCC made it possible to have REAL conversations — and repent discussions — with people wrestling with similar issues.

As an information designer and teacher, new ideas and intellectual stimulation are not easy to come by in most conferences. To me, IPCC is one of the best kept secrets and a real find. See you in Savannah. — Elizabeth Keys

BACK TO BACK CONFERENCES

Other Activities: The Professional Communication Society's AdCom will hold its regular business meeting on Saturday following the conference. All PCS members are invited to attend.

The ADCOM is actively seeking members for most of its standing committees. PCS members interested in helping with the society's work should sign at the committee table. ADCOM members will be on hand to discuss the work of the various committees.

Other Benefits: Conference participants will have every opportunity to increase their personal network as they swap shop talk with other conference participants. To quote Elizabeth Keys, one of our new ADCOM members, "The knowledge gained through conversations with other conference participants is one of the best kept secrets of the conference." Well, Elizabeth, it's not a secret anymore.
I trust you have gotten over wondering what publication this is and have started to take in the changes in our newsletter, in terms of both layout and color. We've been working for more than a year to produce a new design, and we hope that this new look will be one that serves PCS well.

Credit for the design (and for a great amount of help and patience in producing it) goes to our typesetter, Cyndy Milhem of American Independent Typography. In Boulder, Colorado, and to David Hitchcock of American Graphics. Thanks are also owed to the Editorial Board, headed by Rudy Joenck, and the AdCom for their advice and support. Elizabeth Keyes and Stephanie Rosenbaum provided special expertise that helped us carry through the project of producing this new design.

The typefaces for this design are Gilliard and Serif Gothic. Gilliard is used at 10.5/11.5 as the body type; heads are Gilliard Bold Small Caps, and author biographies and quotes are Gilliard Italic. Serif Gothic is used in the "inside" contents block, volume and issue information, and the department head blocks.

Some minor changes will be recorded in the next few issues as we run into situations that were not represented in the dummy pages we used in developing the design. Overall, though, I hope that you find this layout enjoyable and easy to read. Please let me know what you think.

— D.E.N.

From the Editor

AdCom Wants To Hear From You

The Administrative Committee (AdCom) invites comments from PCS members about any of the Society's activities. All members have a standard-form electronic alias at the IEEE that automatically forwards e-mail to the member's actual electronic address. You can address the AdCom as a whole at "pcs.adcom@ieee.org," or the members individually at the following addresses:

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**Mancke Named Keynote Speaker of IPCC 95**

Rudy Mancke of NATURESCENE, the South Carolina ETV Television program, will address the IPCC 95 Conference in the keynote session in Savannah on 27 September. Mancke has been with NATURESCENE since its inception in 1978. His field trips, broadcast nationwide, have earned him a legion of dedicated viewers. Mancke's knowledge of the complex inner workings of different ecosystems, as well as his great admiration for the natural world, make him the perfect guide. The National Wildlife Federation has recognized his commitment to resource conservation with its prestigious Special Achievement Award.

While carrying out his duties as SC ETV’s director for science and nature programming, he still finds the time to write about the environment and to maintain a demanding schedule as a public speaker. Before coming to television, Mancke served as the natural history curator at the South Carolina State Museum for ten years, and previously was a high school biology and geology teacher. He earned a degree at Wofford College, attended graduate school at the University of South Carolina, and holds honorary doctorate degrees from the College of Charleston, Winthrop College, and Wofford College.

After this year's journey to Alaska, NATURESCENE will have traveled to all 50 states, as well as Russia, in exploring every type of landscape imaginable. Each 30-minute trip leads to new discoveries and a new view of the interdependent relationships that support an ecosystem. Mancke takes particular pride in uncovering and explaining the connections among the plant, mineral, and animal life forms he finds on a nature walk. According to him, "Very few people see the relationships in the natural world."

*Pictured below: Huet Jim Welsh and naturalist Rudy Mancke at Fossil Butte National Monument in Wyoming.*