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: Host Jim Welsh and naturalist Rudy Mancke at Fossil Butte National Monument in Wyoming.
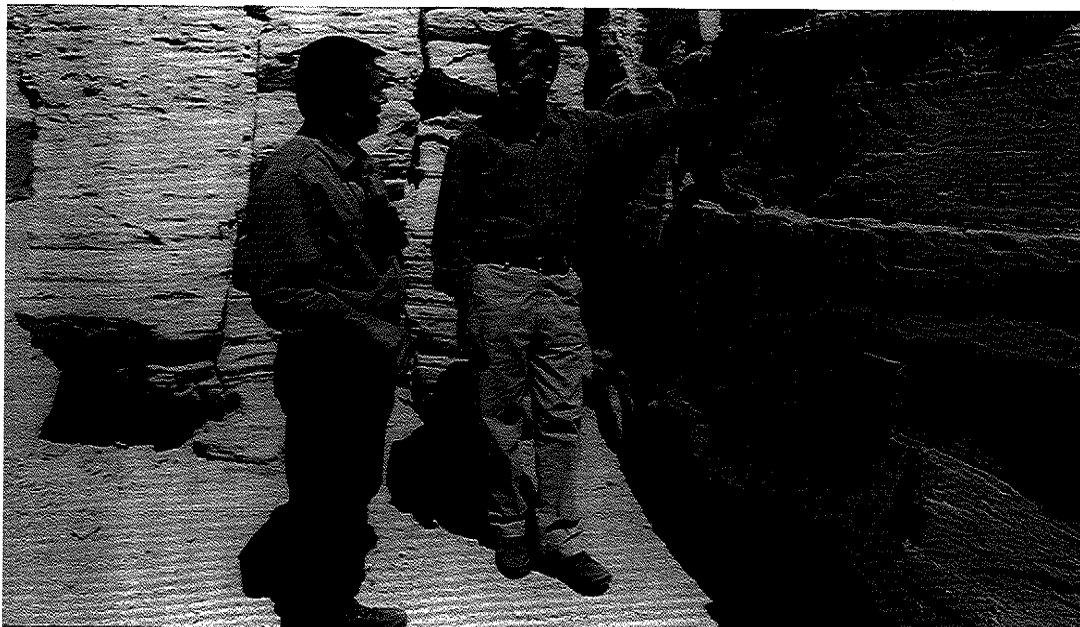
FROM THE EDITOR

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 Keyes and Stephanie Rosenbaum provided special expertise that helped us carry through the project of producing this new design.

DAVID E. NADZIEJKA

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 certainly be made 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.

ADCOM WANTS TO HEAR FROM YOU

The Administrative Committee (AdCom) invites comment from PCS members about any of the Society's activities. All the 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:

Ron Blicq, r.blicq@ieee.org

Nancy Corbin, n.corbin@ieee.org

Mike Goodman, m.goodman@ieee.org

Roger Grice, r.grice@ieee.org

Laurel Grove (Secretary), l.grove@ieee.org

Mark Haselkorn (Vice President), m.haselkorn@ieee.org

Cecelia Jankowski, c.jankowski@ieee.org

Rudy Joenk, r.joenk@ieee.org

Bill Kehoe (Treasurer), w.kehoe@ieee.org

Dave Kemp, d.kemp@ieee.org

Elizabeth Keyes, e.keyes@ieee.org

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Deborah Kizer (President), d.flahertykizer@ieee.org

Linda Kosmin, l.kosmin@ieee.org

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Richard Robinson, r.robinson@ieee.org

Janet Rochester, j.rochester@ieee.org

Stephanie Rosenbaum, s.rosenbaum@ieee.org

BACK TO BACK CONFERENCES

Another plus of IPCC 95 is that participants stand to gain through the efforts of the PCS and SIGDOC conference planners. Again this year, the ACM's SIGDOC conference will follow on the heels of the PCS conference on the Historic Riverfront in downtown Savannah.

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 riverview 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, plus 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

The 1995 conference program has been built around a mixture of presentations and work-shops focused on equip-ping the professional communicator with the knowledge and the skills for the 21st century.

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 education arenas. This year's program offers something for everyone, from the novice to the very experienced communicator.

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 up 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 Keyes, 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.

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 mini-

mally useful. The discussion was probing, insightful, stimulating. The size and scale of IPCC made it possible to have REAL conversations — and repeated conversations — 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 Keyes*

CURMUDGEON'S CORNER
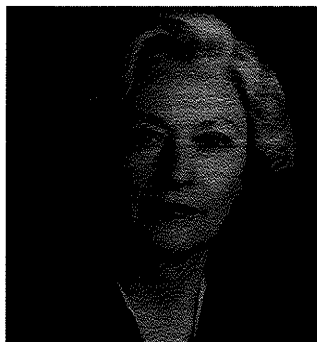
OF WIDOWS AND ORPHANS

JOAN G. NAGLE

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, 180 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 *port* 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 carryover of a single (last) word/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 IPCC 95, located on the Savannah River waterfront. It is a good location for both relaxing and sightseeing.

Orphan

The International Professional Communication Conference (IPCC) is the annual meeting of the IEEE Professional Com-

— — — — — — — — — — — — — — — —

munication Society.

- **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 Communication Conference (IPCC) is the annual meeting of the IEEE Professional Com-

— — — — — — — — — — — — — — — —

munication Society.

- **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 IPCC 95, located on the Savannah River waterfront. It is a good location for both relaxing and sightseeing.

• 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 Communi-
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>
> cation 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 Com-
>
> - - - - - - - - - - - - - - - - -
>
> munication Society.

What do you think orphans *and* widows *are?*

• 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 Com-
>
> - - - - - - - - - - - - - - - - -
>
> munication Society.

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

• What *The TypEncycolpedia* (Frank J. Romano, New York: R.R. Bowker, 1984) says. "The short line at the end of a paragraph, if less than one-third the line length, is called a widow . . . . If a widow is carried to the top of a column or page, it is called an orphan."

> **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.

> **Orphan**
>
> 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 sightsee-
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>
> ing.

Go figure.

Hey, with the audience to this newsletter, we ought to be able to come up with at least a half dozen more concepts. What do *you* think?

Editor's Note:

Words into Type (3rd ed., Prentice Hall, 1974) agrees with the definition held by IEEE Press. The GPO Style Manual (rev. ed., 1967) also agrees, but says that widows are acceptable to maintain uniform page length (!) and that paragraphs may indeed start on the last line of a page (!!).
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 (like Joan's original concept). It states that page widows are not acceptable in meticulous work.
—D.E.N.

AdCom Profiles

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 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 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 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 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

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

— Joan Nagle

War ended. I have a habit of being in the wrong place when peace breaks out!" But the experience of having jobs go away has helped her learn to deal with change.

Dealing with change in the area of technical documentation will be the focus of her address to attendees at IPCC 95 in September. She will give the conference's traditional "Last Lecture", usually a look at the profession by someone who has been around for a while.

"Do we, as technical communicators, have to deal with change? Are you kidding? Here's an example. A company in Massachusetts has developed a good business making ISO 9000 documentation out of industrial videotapes. An operation is taped while the operator describes the procedure. Then this description is transcribed and combined with frames from the tape to create an illustrated book or CD-ROM. *Voila*, a document has been created. Did anybody here write anything? Is this a new era for communicators? Is this scary?

"It's scary like an outbreak of peace to professional soldiers (or ordnance people). That's what I want to talk about in Savannah."

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, Forrester Research, and Laura Bailey, vice president, Texas Commerce Bank. They are also grandparents of Lydia Green, 2, and Ian Bailey, $1\frac{1}{2}$ (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 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.

TOOLS OF THE TRADE

HOW TO WRITE LETTERS THAT GET RESULTS: FOUR PRINCIPLES OF PERSUASION

CHERYL REIMOLD

Generalizations are powerless without specifics to ground them in reality.

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 stated 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 required 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) 543-8858 facs; or mark@uwtc.washington.edu.

A new series of workshops on special topics of immediate interest was proposed. These small "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. Topics that have been suggested include technical communication in distributed networks; the engineer as self-publisher; and outsourcing: threat or opportunity. If you have suggestions or would like to help, contact Joan at (803) 641-1346 or at j.nagle@ieee.org.

Elizabeth Keyes was appointed Chairwoman of the Awards Committee. The two-part paper, "User Manuals as

Project Management Tools" by R.M. Shand, published in the June and September 1994 *Transactions*, received the Society's award for best paper for 1994. Elizabeth is now seeking nominees for the 1995 Goldsmith and Schlesinger awards. You can reach her at P.O. Box 400, 396 Bug Hill Road, Ashfield, MA 01330.

Ad hoc committees were formed to
1) oversee design, development, and delivery of PCS information in electronic form;
2) foster intersociety activities; and
3) market PCS membership, activities, products, and services.

If you are interested in joining any of these committees, contact Deb Flaherty Kizer at (518) 447-6928; (518) 447-6981 facs; or d.flahertykizer@ieee.org.

Linda Kosmin is assembling a "resource bank" of people interested in participating in PCS activities. Contact Linda at (818) 354-3007 or at linda301@delphi.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.

An ad hoc committee chaired by Joan Nagle is defining a series of workshops and plans to have at least one proposal ready before IPCC 95.

FROM THE CHAPTERS

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 Hissey, IEEE Executive Director, and Dr. Henrich Lantsberg, 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 activity is 10,000,000. 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, both graduate and undergraduate. First place was awarded to Bharath Modayur, 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 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.

FORUM 95 PROGRAM SET

The Forum 95 Steering Committee has issued a combined Newsletter No. 2 and 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.

To register for the conference (registration forms were printed in previous *PCS Newsletters*), send your registration by mail or facsimile to Brigitte Beuttenmüller, tekom/Forum 95, Markelstr 34, D-70193 Stuttgart, Germany; (0711) 654235, tel.; (0711) 650767, facs; tek-b.beutte@geod.geonet.de, e-mail.

SEEKING NOMINEES FOR ADCOM

Reply to:

Roger Grice
52 Doris Lane
Lake Katrine, NY 12449
USA

r.grice@ieee.org

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 100–300 word biographical sketch and a statement of interest to Roger Grice.

Materials should arrive on or before 20 September 1995.

The AdCom meets four times a year: once at the annual conference and three times a various locations. Limited travel support is available.

PCS LOOKING FOR TREASURER UNDERSTUDY

Reply to:

Bill Kehoe
Tel: (301) 953-6000,
ext. 7944;
Facs: (301) 953-5937

w.kehoe@ieee.org

PCS is looking for a professional to be an understudy for the treasurer of the society. Bill Kehoe, 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.

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

Copy to:

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Downers Grove, IL 60516

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Tel: (708) 252-3019
Facs: (708) 252-3387

Newsletter publication deadlines:

Issue	Deadline
Nov./Dec. 1995	29 Sept. 1995
Jan./Feb. 1996	28 Nov. 1995
Mar./Apr. 1996	26 Jan. 1996

Contributions are welcome. ASCII e-mail files and ASCII IBM-compatible diskettes are preferred.

PRELIMINARY PROGRAM

forum95

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

Translation and intercultural issues

■ Creating and localizing documentation for international audiences
Ellen Chiri-Bakaleinikoff

■ Internationally speaking
Nancy Corbin

■ International technical communication and the Internet: real-time potentials and problems in the global village
Laura J. Gurak, Ann Hill Duin, Ray Archee

■ Translating versus technical writing: parallels and differences
Susanne Göpferich

■ Translation of technical documentation leading to on-demand translation in network communications
John Hatley (with Friedericke Bruckert)

■ Automation of multilingual documentation
Jens Witt, Pietro Antonicelli

■ Cross-cultural decision making: the effects of advanced technologies
Laura J Gurak, Ann Hill Duin, Ray Archee

■ Controlled English language techniques for international communication (CELTIC)
Nick Lynch

■ Transcending linguistic borders: the role of native speakers of English
Coralyn K McGregor

■ The effect of culture on technical and business communication
Nancy L Hoft, Deborah C Andrews, Jan M Ulijn

■ Documentation for global markets: some practical considerations
Laurel R Simmons, David Bolton, Ralph Calistro

■ Cross-cultural communication: effective documentation and research
Tom Warren

■ Business and technical communication between the Netherlands and Germany
Ludwig Gerisch

■ Product audiences
Bertil G Johnson

■ International software documentation: design and localization with the world in mind — a practical approach
Bärbel Strothmann-Schmitt, Gudrun Seubert

■ Does what seems 'user friendly' to me seem user-patronizing to you?
John Kirkman

■ Scientific-technical literacy in a European context
Alistair MacLeish

■ Acting in concern for a common objective
John Tooze

■ Some questions about the textual qualities of hypertext
John Salisbury

■ Technical communication in the east-European economic and cultural situation
Ustus Agur

■ Issues in technical writing training in France
Jean-Paul Bardez

■ The development of technical communication in Germany
Brigitte Beuttenmüller

■ Product documentation as an important sales instrument for the Chinese market
Diana Wan

■ Technical communication in Sweden as seen through the society's activities
Uff-L Andersson

■ Profile of an Australian technical communicator
Julie Fisher

■ Professional recognition of Australian technical communicators
Julie Fisher

■ Technical communication programs for the future
Marian G. Barchilon, John Matson

■ An integrated communications skills program for science and engineering programs
Wayne Bennett, Dan McAuliff

■ From translating to technical writing: curriculum development
Susanne Göpferich

■ Teaching technical communication to our school children
Ron Blicq

■ Course design and the technical communicator
Catherine Kincaid

■ Communication skills should be taught to all engineering students in Europe
Lars Forsslund

■ What sort of educational background should a technical communicator have?
Jeanne Lewis-Sturmhoefel, Sandra Harrison

■ Co-operation between writers and illustrators in higher education
Jan Brandt, Stina Hålsten

■ The design of interactive course presentation material and its implications on the classical classroom situation
Per Strömgren

Managing the production process of technical documentation

■ The composing process
Karla Curtis, MS

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

■ Testing and certifying user information by external, neutral bodies
Walter Schock Martin Riegel

■ Technical documentation in the product life cycle
Jan Radtke

■ Establishing a determinedly part-time business in technical communication
Coralyn K. McGregor

■ Advantages (and disadvantages) of outsourcing
Janet Rochester

■ CALS (continuous acquisition and life-cycle support) what is it and how does it influence the work of technical communicators?
Carl-Heinz Gabriel

■ How to get good technical documentation?
Hans Springer

■ Multimedia order catalogues and documentation out of a single source-database
Heinz-Warner Hofmeister

■ Computerized writing aids: burden or benefit for technical writers?
Carel J M Jansen

■ Bridging the gap in product documentation: filmic design
Manfred Heinrichs

■ A writer-programmer interface
Alexander von Obert

■ Building task-oriented electronic management systems (EDMS) with object-oriented principles and concepts to increase user productivity and reduce costs
Steffen R Frederiksen

■ The Delta method
Stefan Wema

Readability and usability

■ Explicitness in tutorial computer manuals
Hester Glasbeek

■ Reader-centred writing for the global marketplace
Nigel Greenwood

■ Computer aided instruction in technical documentation
Peter Hadwiger

■ A telephone manual with 100 pages??
W H Rein

■ Who can tell us what quality a document has?
Leo R Lentz

■ Manuals only part of the humanware
Ulf-L Andersson

■ The minimal approach of user documentation
Hans van der Meij

■ Disappearing of communication culture in technical documents
Gabriele Bock

■ Metaphors in software manuals
Monique N Mulder

■ Does a difference make a difference? Investigating the graphic presentation of instructions
Karel van der Waarde

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

■ The subminimal manual?
Piet Westendorp

■ When the graphic quality of a control panel or display is a catastrophe, who cares?
Malte Söderqvist

■ An interactive graphical system for measuring readability of text
Paul Bakker

■ Evaluating multimedia presentations for comprehension
Peter Faraday

■ A new approach to readability: lexical density in texts
Sandra Harrison

■ Searching in book and online: many user problems and little practical solutions
Michaël Steehouder

■ What type of research is of value to the technical communicator?
Lars Forsslund

■ Meta-analysis updated for technical communicators
Mary Vroman Battle

Other topics

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

■ Disappearing borders: techniques for computer compatibility
Sandra D. Cannon

■ The battle of paper documentation versus online documentation
Kristen Bell DeTienne

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

■ Technical communicators need more press in the world press
Caroleen L Vaughan

■ Disappearing borders between technical editors and scientific authors as collaboration escalates
Carol Gerich

■ Design of hypertext information
Annelyse Forst

■ Putting into perspective: communication networks and services
Günther Leue

■ How to structure reports in such a way that both writing them and re-using them becomes easier?
Erland Nagel, Wim Ravensloot, Jan Ulijn

■ Describing engineering discourse: an empirical approach
Bernard McKenna

■ A centre of excellence for terminology
Deborah Fry (with Jutta Zeumer)

■ The mainstreaming of IS
Jenny Waller

■ Open data exchange: a prerequisite for professional technical illustration
Dieter Weidenbrück

■ Customer-oriented broadband information system (Akubis)
Volker Stauch

■ Customer- and environment-oriented visions raise our chance in the technical communication market.
Walter Prankl

■ Broader applications of technical communication techniques
Günther Freibott

■ Terminology-based information management in industry
Bemd Düsterbeck, Bertha Toft

■ Distributed documentation services within a virtual service centre concept. A vision of the European RACE project, DIDOS
Dieter Gust

Re: The Editor as Curmudgeon,
January/February 1995

I believe that Joan Nagle has confused, misused, confuscated and obfuscated the term *Curmudgeon*, 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, abusiveness, 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 Nagle's article "Curmudgeon'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 at 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 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 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 ailing 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

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