

## PCS Participates in Soviet Colloquium

by Ron Blicq, Colloquium Coordinator and Program Co-Chair

### PART 1: INTRODUCTION

Ten months ago I drafted a Call for Papers inviting PCS members to submit proposals for the "1991 International Colloquium on New Information Technology," which was to be held in Moscow from October 8 to 10, 1991. Today—it's October 16 as I write this—PCS's Colloquium participants are winging their way westward toward London on British Airways' Flight 873. And I can tell you that their involvement in the Colloquium was a tremendous success.

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*Both we and our Soviet friends wondered whether the Colloquium would take place (the Gulf War and the August Coup nearly prompted a halt).*

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On the following pages are four stories authored by different PCS participants, each addressing a separate aspect of the Colloquium and its accompanying technical, cultural, and social events. But, before you read the stories, I want you to know that your representatives have taken an enormous step toward furthering international communication.

This has happened in two ways: (1) through the interpersonal interactions that evolved between the PCS members and the representatives from the Soviet countries (it rapidly became clear that we were witnessing international communication at its very best); and (2) by the very high quality of the presentations made by PCS's eight speakers.

If you had been sitting beside me in the audience, you would have been as proud as I was as I watched the

sheer professionalism exhibited by every PCS speaker. One after another, each took her or his turn on the platform and demonstrated not only how to make an effective technical presentation, but also how to adapt one's presentation to suit *serial* translation (rather than the parallel method they had expected) to an audience listening almost entirely in another language. *Not* an easy task!

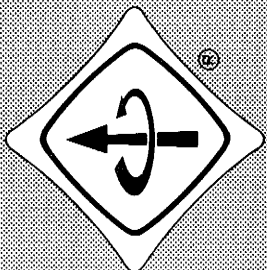
The 10 PCS representatives were:

- Rudy Joenk, IBM, Boulder, Colorado
- Nancy Corbin, IBM, Manassas, Virginia
- Lisa Moretto, Hewlett-Packard Company, Wokingham, England
- Kimberly Manthy, Mitre Corporation, McLean, Virginia
- Patricia Carlson, International Centers for Telecommunication Technologies, Terre Haute, Indiana
- Janet Rochester, General Electric, Moorestown, New Jersey
- Haydon Rochester, Independent Consultant, Voorhees, New Jersey
- Paul Trummel, University of Washington, Seattle, Washington
- George Martin, Johns Hopkins University Applied Physics Laboratory, Laurel, Maryland
- Ron Blicq, The Roning Group Inc., Winnipeg, Canada

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## FROM THE EDITOR

by Bruce Brocka

This issue features four articles by participants in the Moscow Colloquium. I think that you will find all of them interesting. It is this sort of contact that gently shapes relationship and bonds among nations. The IPCC '92 will be held in mystical Santa Fe, New Mexico next year. A Call For Papers and a brief description are to be found in this issue. IPCC '91 was a great success this year, and a full report will highlight next issue.

I will continue to implore members to actively do two things:

- 1) Get another IEEE member to join our society.
- 2) Submit an item for the newsletter—a letter, an observation, a new method.

The *Newsletter* is a nearly open forum for the exchange of ideas relevant to the society's mission and vision. ◀

## Letters to the Editor . . .

Dear Editor,

In reading the May issue of the *PCS Newsletter*, two statements were drawn to my notice:

- (1) "Engineers spend 25% to 75% of their time in meetings," *Meeting with Success* by Jim Watson.
- (2) "It is said that engineers spend approximately 50 to 60 percent of their time documenting their work," *Writing Lab Reports* by Alan R. Bugos.

If both of these statements are true one can only assume that all meetings must be about document writing, and the documents about the meetings!

P.H. Jesty  
Safety Critical Computing Group  
University of Leeds ◀

## Newsletter Schedule

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

DEADLINE	ISSUE
December 18	January

Please send your contributions to the following address:

Mr. Bruce Brocka  
1005 Mississippi Avenue  
Davenport, IA 52803  
(319) 324-4463 ◀

## "Chapters" How Well are You Served?

Chapters are subunits of IEEE sections reflecting the more specific fields of members' interest. Chapters hold meetings, seminars, inspection trips, conferences, and other events.

A complete list of previously established Professional Communication Society Chapters can be found on the inside back cover of the *IEEE Transactions on Professional Communication*.

If you are interested in a Chapter for your locale please let me know. Sharing chapter successes can make our tasks easier and

greatly increase the services to IEEE members. I'll work with you to ensure you receive the support services to get under way. Please contact me at:

Dave J. Kemp  
Chapters Coordinator  
C/O Manitoba Telephone System  
P.O. Box 6666  
Winnipeg, Canada R3C 3V6  
Telephone: (204) 941-5023  
Fax: (204) 775-8931 ◀

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1005 Mississippi Avenue  
Davenport, IA 52803. Articles, letters, and reviews from readers are welcome.

# 1991 Goldsmith Award

## Deborah J. Flaherty Kizer

by Rudy Joenk

Debby Kizer is an engineering communicator of considerable accomplishments. As a writer and editor she not only produces technical information for her peers but also makes her professional presence felt.

From 1985-1991 Debby carried the ball as Editor of the *IEEE PCS Newsletter*. Following the tradition of its previous editors, she further developed the *Newsletter* into a prime information vehicle for PCS members, selecting and arranging its contents with judgment and taste. The *Newsletter* has done a superior job of reflecting the recent growth and vigor of PCS.

In addition to having superb editorial skills, Debby is an experienced author of technical articles. She has published nine papers and

reports, mainly in professional journals. She also has extensive experience in public relations, in product planning, and as marketing manager over a period of eleven years in various departments of AT&T Technologies and AT&T International.

Her varied educational background includes a B.A. in French and chemistry, Regis College; an M.S. in technical writing, Rensselaer; and an M.B.A. in marketing and international business, NYU. Debby is a member of the Delta Epsilon Sigma and Alpha Lambda Delta honorary fraternities.

Debby has served on the AdCom of the IEEE Professional Communication Society and also of the IEEE Engineering Management Society.

She received the IEEE Key to the Future award in 1984; is a charter member of Sigma Tau Chi, the honorary fraternity of the Society for Technical Communication; and was chosen as a 1982 Career Woman by the New Jersey Federation of Business and Technical Communication.

Debby Kizer is known for her work. She has supported PCS over the years and continues to make her contributions to the profession. Moreover, she is "professionalism" personified. Our hearty congratulations, Debby, for an honor well deserved! ◀

## Soviet Colloquium

(continued from page 1)

The concept for the Colloquium was triggered in September 1990, during visits by four PCS AdCom members to technical institutions in Moscow. It was firmed up during subsequent discussions between Dr. Henrich Lantsberg, Head of the Scientific Information Department of the Institute of Radio Engineering and Electronics of the USSR Academy of Sciences in Moscow, and PCS President Dr. Rudy Joenk in the U.S., and was held in the 200-seat auditorium of the International Center for Scientific and Technical Information (ICSTI) in Moscow.

Thirteen people responded to my Call for Papers, eight of whom subsequently submitted camera-ready papers in English and an Abstract in Russian (using the

Cyrillic alphabet). These papers were published in the Conference Proceedings.

Many of the speakers went even further to promote international communication by having their business cards printed in two languages, and in some cases by even preparing Russian-language 35-mm slides and handout materials.

There were several times when both we and our Soviet friends wondered whether the Colloquium would take place (both the Gulf War and the August Coup nearly prompted a halt). However, the committee "hung in there," and we are very glad they did!

Now, before closing my file on "Colloquium 1991," I want to express my heartfelt gratitude to two groups of people:

- To Drs. Henrich Lantsberg, Youri Gornostaev, and Youri Andrianov (the two latter are in the Computer Center at ICSTI), for the long hours they put in to ensure that the Colloquium was not only a technical success but also well managed. They did an exemplary job.
- To the nine PCS members who accompanied me, for their hard work, dedication, and cooperation, and particularly for the way they all went that "extra mile" to ensure that you and I were well represented. We owe them a lot.

Now, read on. ◀

# "Ladies and Gentlemen, the Bus is Waiting."

by Janet Rochester

We were quite a difficult flock for our hosts, Dr. Henrich Lantsberg and Alexander (Sasha) Khatkin to move from one appointment to the next. There was always one last question to ask, picture to take, shop to visit, or corner to look around, and yet we had to be on time for meetings and meals.

Our hosts from the International Centre for Scientific and Technical Information (ICSTI) had prepared a full itinerary of technical and cultural visits in addition to our colloquium activities. The first cultural visit was to Zagorsk, a town about 45 miles northeast of Moscow. It is the site of a monastery complex begun in the 14th century by St. Sergius. As the bus approached, we could see the blue and gold domes of the churches inside the fortified walls. Dina, our Intourist guide, explained the different architectural styles as she showed us around. The monastery is an active religious site including a seminary. We were able to enter one of the churches, to see the icons and other paintings and to listen to the service that was in progress. Outside, the priests and seminary students moved around oblivious of the many visitors.

We stopped for lunch on the way back to Moscow at the Skazka (Fairy Tale) restaurant. It was a wooden building, rather like a log cabin, with exposed beams and ornamental carving. We could see a long table set with plates of cold meats, salads, bread, rolls and dishes that were new to us. We sat down but we could not eat until the drinks were served and the first toast made. The meal was excellent, and the staff brought out several hot selections, including a pizza-like dish with a crust of thin potato slices. A well-fed group climbed on board the bus for Moscow.

On the second day of the colloquium we had to finish on time—we were going to the circus. The circus we attended performs in its own permanent building with a single ring. The first half of the show had trapeze artists, high-wire performers, an animal act, clowns and horseback riders. As we came back from the intermission, we were surprised to see the ring disappearing and an ice rink appearing. Various skating acts followed, culminating with jugglers on unicycles on the ice. For the final act the ice was covered over and a magician demonstrated impressive feats of levitation, disappearances and reappearances. We all enjoyed this night out.

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*A kremlin is a fortress containing many buildings. The Kremlin is the Moscow kremlin; many other cities also have one.*

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Our final cultural visit took us to the Kremlin and the cathedrals. A kremlin is a fortress that usually contains other buildings. *The Kremlin* is the Moscow kremlin; many other cities also have one. The Moscow kremlin contains government buildings and several cathedrals that are now museums open to the public. They still contain much of their original art: icons, wall paintings and crosses, and the tombs of the czars and their families. We walked past the buildings of the Supreme Soviet of the USSR and the Congress of Deputies, saw the cannons left behind from the Napoleonic invasion, and enjoyed the autumn sunshine in the spacious gardens.

Our first technical visit was to ICSTI, the site of the colloquium. In addition to being a location for conferences and international meetings, the centre specializes in computer and video training in foreign languages for Russian speakers and in Russian for foreigners. The staff demonstrated one of the programs for grammar and vocabulary drills. Also at ICSTI we saw a demonstration of "Virtual Reality," a method of obtaining a stereoscopic image on a computer monitor. The user wears spectacles which impact a 3-dimensional effect to the specially-generated screen image.

At the Russian White House, Dr. Felix Shirokov, of the Union of Electronics of Russia, told us that the aim of the union was to integrate with the world electronics community as quickly as possible. This integration would include laws and patents and would be accomplished by specialists working at all levels. Many changes have already occurred but they are not always visible from outside the country. Russia has many highly-educated specialists who are ready to prove their capabilities in cooperative ventures, particularly with organizations from the United States.

We also visited the All-Union Institute of Scientific and Technical Information (VINITI). This institute comprises a research institute and publishing house with design capabilities. VINITI, which was founded 40 years ago to provide a database for chemistry, now surveys the world literature on engineering and prepares abstracts in the exact, natural and technical sciences. It also prepares recommendations and advice for the government. The abstracts are available on paper, on line, on diskettes or on magnetic tape. One current research project uses artificial intelligence to create new

chemical compounds, based on tests from the chemical laboratory and known requirements. VINITI's director, Dr. Pyotr Nesterov, hopes to be able to cooperate with the U.S. in order to overcome VINITI's limited computer facilities.

Our final visit was to the Institute for Automated Systems. Dr. Yuri Savostitsky and his staff told us that their telecommunications network has grown from 30 to 300

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*There was always one last question to ask, picture to take, shop to visit, or corner to look around.*

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hard currency customers in the 13 months since PCS members visited the institute last year. As the group did last year, we sent greetings to Richie Robinson via CompuServe. The institute's electronic mail system can use nine languages, three simultaneously, using on-line dictionaries. All menus and instructions appear on the screen in the language of the user. Researchers at the institute are also working on artificial intelligence in computer-based teaching and in optical character reading systems.

The researchers at all the institutes impressed us with their enthusiasm and their inventiveness in approaching communications. Some have had to develop all their own hardware and software because they have been unable to buy abroad. They were thrilled, as we were, at the prospect of the opening of communications and exchanges between East and West. We all expect to continue to maintain this openness and promote further opportunities for exchanges of information. ◀

## Mincing Words

by Ester Laushway

PARIS—A lot of ink has recently been spilled in France in a violent clash of—and over—words. Writers, academics, and linguists have wielded sharpened, sometimes even poison-tipped, pens in a fierce fight over a proposed reform of French spelling.

The battle lines were drawn almost imperceptibly two years ago, when the French Government appointed a group of experts to sit on a Superior Council of the French Language. The changes they proposed, presented to Prime Minister Michel Rocard in a report last June, were intended to modernize and simplify French. They did not sound dramatic: A few hyphens would be dropped (for example, *pique-nique* would become, *piqueunique*), nouns of foreign origin would have a final "s" in the plural (for example, *les rugbymans* instead of *les rugbymen*), a few accents would be altered, a few consonants doubled, and spelling would, in general, be more phonetic (for example, *eczéma* would turn into *exéma*). All in all, no more than 4,000 of the 50,000 words in current usage would be affected by the new rules.

The Government spoke of a mere *toilettage*, a tidying up of spelling, which would be introduced at the primary-school level this fall. Most teachers approved: After all, even the Académie Française which has jealously guarded the purity of the French language since 1935, was willing to endorse the changes. In December, however, when the proposal was officially published, the Académie members and other ardent francophiles reacted with

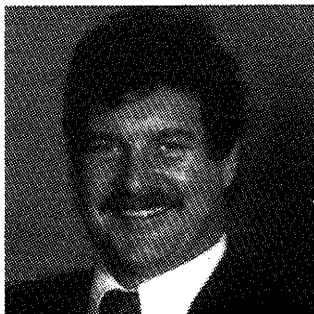
outrage at the linguistic treachery they saw lurking in the meekly presented *rectifications*.

Passions began to run high, particularly concerning the fate of the circumflex accent, the pointy little hat whose presence above a vowel evokes the memory of a vanished consonant (for example, *île*, which once was "isle"). The reform package suggested doing away with the circumflex above i's and u's. Writers, editors, academics, entertainers—patriots all—waxed lyrical in defense of the circumflex. "Who," they demanded, "would want to eat a *huitre* (an oyster) without a circumflex to close it? Who would willingly approach an *abîme* (an abyss) without a circumflex to bridge it?" Novelist Henri Troyat claimed that abolishing the circumflex would be like "disfiguring the soul of a word."

Petitions circulated and language defense committees sprang up with names such as *Le Français Libre*—The Free French—and the somewhat more bloodthirsty *Comité Robespierre*, which demands nothing less than "the moral guillotine of contempt against the soulless, unthinking technocrats who have dared to profane our language."

In the face of such a violent onslaught, the French Government has beaten a hasty retreat and shelved its reforms, leaving the champions of the circumflex to savor the sweet *goût* of victory. ◀

# ON MANAGEMENT COMMUNICATION



by Michael B. Goodman

*This column on management communication appears regularly in the March, July, and November issues of the PCS Newsletter. It covers topics related to the technical, cultural, financial, and political environment that characterize contemporary business. Discussions concern: communication among technical and business disciplines; technical marketing; crisis and emergency communication; communicating technology to the public. Also send in suggestions for topics which interest you.*

## Management Communication Skill and Total Quality Programs

I have discussed Deming and others on quality (*PCS Newsletter*, November 1990) and noted that to meet the challenge of the dramatic changes taking place in business, technical communicators will need collaborative management skills and an interdisciplinary approach to problem-solving. In other words, they will work in small groups dedicated to specific tasks, problems, or issues in a flat or loose management arrangement.

Total Quality programs represent an effort to change a corporate culture. Communication is a key element in the implementation of quality programs, along with education, reward and recognition, employee suggestion systems,

involvement teams, benchmarking, and statistical method of management. And change, as anyone who has tried to lose weight, quit smoking, or begin regular exercise can testify, is difficult. The cliché often used to describe such change is "it's like asking a right-hander to change to doing everything left-handed."

G.M. Harrington in *Across the Board* (September 1991, pp. 53-4) observes, "If a company has not achieved total quality, it follows that most of the *individuals* (italics his) in the company do not practice total quality behaviors. The combination of these behaviors is what forms the culture of the company."

Experience and skill with interpersonal communications is essential to the success of total quality and other corporate change programs. Yet even experienced technical communicators may not have interpersonal communication skills at the same level of excellence as their ability to write and to give formal presentations.

Fortunately, Julius Fast, the man who gave us the words and concepts "BODY LANGUAGE," has written a readable book that takes his notions of all the things we say without using words and applies them to the workplace. His new book, *Subtext: Making Body Language Work in the Workplace* (New York: Viking, 1991) brings the techniques of "reading" people down to a practical level.

Why in 1991 would we consider revisiting Fast's notions now embellished with the concept of subtexts for oral and written messages? The advice, anecdotes and information he provides are useful to technical managers faced with the challenge of global competition and change. An understanding of the existence of subtexts in communication and the ability to decode them is essential for successful collaborative style management, effective total quality

initiatives, and meaningful customer-orientation.

His new book is also a readable compliment to applied psychology and applied psycho-linguistics. While not quite as entertaining as the Cheshire cat's explanation to poor Alice on the meaning of words, he explains the power of "supertalk"—resonance, register, pitch, melody, volume. The words we choose and how we deliver them are important. Fast asks, "Is your subtext in tune with your text?" (*Subtext*, p. 47).

Reading *Subtext* can help you hone your interpersonal management communications, become more listener sensitive, focus more on the customer. Whether your company is undergoing a change, has a total quality initiative, or not, effective oral communication is fundamental to quality management.

## The Fifth Conference on Corporate Communication

If you are interested in participating in the 1992 Conference on Corporate Communication, the preliminary Call For Papers has been issued.

### CALL FOR PAPERS

#### The Fifth Conference on Corporate Communication

#### *Communication in Uncertain Times*

Sponsored by

Fairleigh Dickinson University  
The Florham-Madison Campus  
Madison, New Jersey

Wednesday, May 20 -  
Thursday, May 21, 1992

For more information, see page 11 of this *Newsletter*.

## Coming Up In March

In the March "On Management Communication," a discussion of the papers to appear on Issues in Corporate Communication in the *Transactions*.

## IEEE/PCS Archive

Papers, *Transactions*, and *Proceedings* are among the items held in the IEEE/PCS Archive at the Madison Campus of Fairleigh Dickinson University. The archive is open to PCS members and scholars. If you have questions contact Michael Goodman (201) 593-8709 or Ron Blicq (204) 488-7060. ◀

## Getting There

by Lisa Moretto,  
*Hewlett-Packard Ltd.,  
England*

We all came from different places and different times but, in general we had few problems. Paul's visa dates and flights didn't match and he had to spend a few days in London before he flew to Moscow; Rudy's luggage was sent to exotic places without him (fortunately it arrived in Moscow the day before the colloquium started—he would have looked funny wearing one of Ron's suits!); and one of Haydan's pieces of luggage showed up only the day before the group left for St. Petersburg!

The group came in three batches: Ron, Paul and Lisa came from London on Saturday; Rudy arrived on Sunday afternoon; the rest of the group landed an hour after Rudy.

For most of us, this was our first visit to Moscow, the Soviet Union, or for that matter an eastern zone country. We weren't sure what to expect but knew it wouldn't be

like landing in Detroit. Over the years, western media had succeeded in creating images of a military state with people who had fear, gloom and poverty written on their faces. Yet the first indication of "change" came when our pilot announced that the flight pattern printed in the airline magazine was "out of date." Due to recent events, he explained, commercial airlines such as British Airways were no longer required to fly the restricted, longer route which took us over Finland. We were now allowed to fly directly over Berlin and Poland to land in Moscow.

Landing at the Moscow airport was similar to most landings. However, there seems to be a monopoly of airlines. One out of 10 airplanes belonged to Aeroflot. Before we landed we had to fill in the usual customs and immigration forms. Unlike travelling to England or many other foreign countries, we also had to declare all of the hard currency we were bringing into the country. The form was in duplicate; one for us to keep and show whenever we changed money and the other one the officials retained. The immigration line was so long and slow that by the time we passed through, our luggage had already been delivered to the collection area.

The most comforting feeling of the entire process was when we neared the passport check counter and I noticed a man beyond the counter waving and yelling. I watched him for a while and listened. I finally realized he was looking at us and was yelling something similar to "Ron." It was Dr. Lantsberg. And he wasn't gloom, drawn, or militaristic in any way. (Another illusion shattered!) In fact, Dr. Lantsberg had crossed over official barriers and into the "arriving passengers" area to meet us, and he looked like he was awaiting the arrival of an old friend.

We say our first "black market" deal before we even left the airport. I was surprising what the small green paper with George Washington on it could get. In this case it was a luggage trolley. In Russian Rubles it was equivalent to about 3 cents and we had to wait until the man returned from the parking lot with the trolleys. Of course he brought only about five at a time, so the wait might be long. One dollar not only got preference, but it was also worth the man taking a trolley away from someone else!

Dr. Lantsberg introduced us to his colleague Mr. Alexander V. Khatkin from the Protocol Department at the International Centre for Scientific and Technical Information. He was to be our official guide (and right arm!) during our visit. Alexander shook our hands and produced his business card, with one in English and the other in Russian.

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*I was fortunate to  
have one of the heated  
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warm at night).*

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The art of exchanging business cards became a familiar custom over the next week. Before sitting down to a meeting, everyone passed around their cards. At times it got a bit confusing because we would end up with five or more cards and not know who they belonged to!

Without hesitation Alexander told us to call him "Sasha," which is the short, affectionate name for Alexander. All of the literature I had read explained that the short names are reserved for family and



friends. Sasha's gesture at the airport established the atmosphere we would experience throughout the visit; a warm, sincere, friendly environment.

The Salut Hotel was outside Moscow, but fortunately near the very last Metro stop so we could reasonably "easily" travel to the center of the city by ourselves. From the outside the hotel was a huge, grey, cement building, neither pretty nor ornate and with no name on it. We knew we were at the right place when a receptionist took our passports and issued an ID card to each of us in its place; the cards had Salut written on them.

The Salut was apparently built for the 1980 Olympic games so it was fairly new. One unusual thing I noticed was the lack of a parking lot. Very few Moscow tourists drive themselves; they either join tours or use public transportation. There were some vehicles in front of the hotel; obviously they had been sent to pick up hotel guests, were taxis, or belonged to Soviet tourists from surrounding areas.

Our hotel ID cards simply listed one's name, room number, and date of departure. The nearest Metro line, in English and Russian, was drawn on the back of the card: an effective and useful example of communication! We had to show our cards to the guards at the front door of the hotel, before we could enter. We also had to show them to the guards near the elevators to get up to our floor. We then had to hand them over to the "floor lady" in order to get the keys to our rooms. Whenever we left the hotel, she would take the key and return the ID card.

The rooms were much better than I expected. We had plenty of hot water (if you timed it right) and a telephone which worked fine (if you timed it right). We even had a TV which had three stations (if you timed it right).

I was fortunate to have one of the heated rooms (some of us apparently were not very warm at night). One of the most decadent items I packed was my bath towel, and I was certainly happy I took Ron's advice to bring one! The hotel towels were smaller and rougher than those I usually dry my dishes with. Their shape was a bit odd too: one was 8"x 24" and I couldn't figure out if it was a wash cloth or a bath towel (I used it as a bath mat).

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*My fondest memories  
of Moscow are of the  
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for the future.*

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Our hotel had three restaurants and we nearly were always directed to eat in the same one. We were never quite sure what we would get for breakfast. We didn't order food, it was just brought to the table and we helped ourselves. It varied from day to day, and included some or all of the following: coffee or tea (without milk), a slice of meat, a plate of cheese, a liquid yogurt in a glass, mushy coffee cake made with watery yogurt (Pat especially liked these—she said the more she ate the better they tasted!), dark and light bread, butter, boiled eggs.

Our hotel also had a Beriozka, which is a foreign currency store. The items in the Beriozka were often impossible to get elsewhere: mineral water, Budweiser, chocolate, books, souvenirs and an assortment of clothes. Twenty different currencies were listed on a chart with that day's exchange rate, although the rate never

changed during our stay. We would pay in the foreign currency of our choice (preferably U.S. Dollars, German Marks or U.K. Sterling), using the exchange rate. Prices were in "gold" Rubles, which were 10 to 20 times the value of "wooden" Rubles (the official value). It was all a bit confusing. I know a bottle of Pepsi cost me \$1.00 in the Beriozka shop and only 5 cents from the floor lady (if you timed it right).

It is difficult to describe Moscow. I've found myself comparing it to London, Nairobi, and Rome. It has the architecture of London and nothing has been spared for the massive buildings of the capitol. Many of the buildings are very colorful and ornate, and represent a variety of styles. I'm not sure which one our hotel belonged to, probably modern concrete!

The atmosphere of Moscow resembles the chaoticness of an African capitol like Nairobi. Cars stop in the middle of intersections and can't move, buses are often overcrowded yet people still push their way in for a place and street vendors sell cabbage and bread from the back of a truck, to a line of people that block the sidewalk.

The people of Moscow are similar to those you would meet in a large Mediterranean city like Rome. They are kind, genuine, eager to help, and interested in you as an individual. Once, I missed my bus because I was asking directions from a 21 year old woman. A half hour later, after we had discussed the weather, family, education, politics and preferred reading material, I didn't need a bus because she had walked me to where I was going.

My fondest memories of Moscow are of the people and their hope and enthusiasm for the future. ◀



## CURMUDGEON'S CORNER



by Joan G. Nagle

### On Ghosties and Ghoulies

And things that go bump in the night.

Mostly on ghostwriting, and those who do it. I do, have done, a lot of ghostwriting in my checkered career. People ask me about this.

"How do you feel about writing a speech for Joe Bigwig?" "How do you feel about writing a magazine article for Alice Authority?"

What these people are asking is not how I feel about the writing, I'm sure, but how I feel about the other guy's getting the credit for the piece.

The answer is, "Not as bad as you think."

In the first place, it's not the principle of the thing; it's the money. Ghostwriting speeches and articles and reports has, for most of my professional life, been something I am *paid* to do. And I like being paid. Especially for work that's clean and indoors and relatively honest. Most of us are paid to do something that a boss, or a client, or the president of the company gets credit for. The decorator who helps me select household drapery doesn't, in any visible way, sign her work, nor is she there when a guest says, "My, what a lovely home you have." (Nor is she there to take a bow when Ms. Guest

adds, to her husband later that evening, "But it sure could use a good cleaning." This, however, is another story and one I don't intend to write a column about.) (At the risk of using up my annual allotment of parentheses, I might also add that I did have a signed front door, carved by an architect-friend, and I made sure that everyone saw his initials at the bottom. Because he *didn't* get paid.)

In the second place, I enjoy ghostwriting. It is a challenge to write a speech or a letter or whatever that sounds like it was written by the person with the mike or the by-line. I already know I can write in my own style, or in any of a half dozen or so styles that I've learned to use as required. But can I capture Joe's New York street-smart turn of phrase, or emulate Alice, whose every communication comes out sounding like a master's thesis? When I succeed, it's very exciting. I'd rather hear Joe give my speech as his own, as something that's as comfortable to him

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*Whatever else ghostwriting is, it's excellent training for the writing trade.*

---

as an old sweater, than hear him announce, "Now I'm going to read an address that was prepared for me by J. Nagle and Co." Really I would.

But there's a downside to ghosting. It's the loss of control I experience as soon as I turn my product over to the client. Decorators must die a thousand deaths when they revisit rooms they've "done" and find embellishments of the nature of paintings on black velvet. I die a little each time a client gives a speech *almost* as I wrote it . . . but not quite. Perhaps he pulled

out a sentence that was an essential part of the structure, or added an illustration that doesn't quite fit. I die a little when an article I wrote for someone else is printed in a vehicle other than the one for which it was intended, or used as part of another story. I have no legitimate complaint here, no legal recourse, because it was "work done for hire" and the customer can do with it as she will.

Television and film script writers talk a lot about artistic control, and well they might. To some extent my use of a decorator analogy here is due to my having recently moved into a new house, but it's more because ghostwriting, like interior design, is a creative enterprise. Creative types invest a lot of themselves in what they do, and their need for control has something to do with protecting the investment. To the extent that my services are in great demand, like those of a hot product in Hollywood, I can negotiate artistic control into my contract. On the other end of the spectrum, if we're talking about *unpaid* work . . . volunteer ghosting . . . I can and do insist on control over the use of the product. (You gotta give me something for my trouble!) In either case, I'm protecting my reputation, making sure that my work doesn't get tarred with somebody else's dirty brush.

Whatever else ghostwriting is, it's excellent training for the writing trade. It involves all the standard requirements—analyze your audience, set your objectives, choose the appropriate tone—and all the standard hassles—not enough time, too many revisions, and no credit where credit is so clearly due.

If you can write something effective under these circumstances, you will have pulled off a trick for which you deserve a few treats in your Halloween bag. ◀



# CALL FOR PAPERS

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The Professional Communication Society of IEEE invites you to submit a brief proposal for a presentation at the 1992 International Professional Communication Conference. The theme, "crossing frontiers," suggests both the interconnectedness and the exploration of the many fields that influence current theory and practice: cognitive psychology, information theory, computer science and technology, psycholinguistics, journalism, and so forth. We call especially for highly relevant theoretical and applied examples of how technical communication crosses the frontiers of professions and academic disciplines.

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The conference will have four parallel tracks: Research and Theory, Professional Practice, Management and Business, and International Communication. Please contact the appropriate track manager or the Program Committee Chair for more information or to discuss topic suggestions.

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Jimmie Killingsworth, PhD  
Department of English  
Texas A&M University  
College Station, TX 77843-4427  
(409) 845-3452  
fax (409) 945-5164

#### *Management and Business*

Bob Pritchard  
DCA/Crosstalk Communications  
1000 Alderman Drive  
Alpharetta, GA 30202  
(404) 448-7095  
fax (404) 442-4350

#### *Program Committee Chair*

Joe Chew  
1 Cyclotron Road, Bldg. 50-149  
Lawrence Berkeley Laboratory  
Berkeley, CA 94720  
(415) 486-5374  
fax (415) 486-6003

#### *Professional Practice*

Patricia Carlson, PhD  
AL/HRTI  
Brooks Air Force Base  
TX 78235-5601  
(512) 536-2034  
fax (512) 536-2902

#### *International Communication*

Jan M. Ulijn, PhD  
Eindhoven Institute of Technology  
P.O. Box 513  
5600 MB Eindhoven  
The Netherlands +31 (040) 47 9111  
fax +31 (040) 44 9815

#### *Conference Chair*

Susan Dressel, PhD  
Los Alamos National Laboratory  
MS M704  
Los Alamos, NM 87545  
(505) 667-6101  
fax (505) 665-3891

### Presentation Formats

Half-hour or hour talks, one-hour panel discussions, poster displays, and workshops.

**Proposal Deadline:** *January 24, 1992.*

**Camera-Ready Copy Deadline:** *August 1, 1992.*

All presented papers will be published in an unrefereed conference record: parallel or subsequent publication in the refereed IEEE Transactions on Professional Communication is possible.



## CALL FOR PAPERS

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# Nominal Group Technique

by Bruce Brocka

Nominal Group Technique (NGT) is similar to brainstorming and the Delphi technique, but is more structured, decision oriented, and suitable to specialized problems requiring a degree of expertise. A small to moderate size (10-15) group is needed.

NGT could be categorized as a structured, silent brainstorming session with a decision analysis process. The structure opens lines of communication and ensures (and requires) participation of every member. During the decision process, a consensus is formed, rather than a majority rule. Many of the points made in the brainstorming chapter (19.1) are relevant here as well, and the reader is encouraged to read that chapter in conjunction with this one.

## The Process

### 1) Idea generation

A facilitator presents the problem or issue, and provides instructions. The team then quietly generates ideas for 5-15 minutes. No discussion is allowed. No one should be allowed to leave the room (putting pressure on those remaining to finish) or otherwise distract those who need more time.

### 2) Idea presentation

The facilitator gathers the ideas one at a time, round robin fashion and posts them on a flip chart. Tape the used charts to the wall. No discussion at this time.

### 3) Idea discussion

Eliminate duplicate ideas. Clarify ideas, limiting discussion to brief explanations of the reasoning behind an item. After it is clear what the ideas are, discussion regarding the pros and cons of each alternative may be made. Facilitators should guard against strong personalities dominating the discussion. If necessary, cut off discussion, and proceed to the voting.

### 4) Establish priorities/make a decision

Establishing priorities may consist of simple rankings, or they may consist of formulae. If we do items 3 and 4, this requires item 8, which must be done *first*. Usually though, a priority list, and not a formula, is what is desired as the outcome of the NGT session. It is unlikely the group will immediately reach a consensus, so a ranking of the alternatives needs to be established. In a simple ranking, each member "votes" on all of the alternatives, and gives each alternative a score. For example, if there are 10 choices, the member has ten votes. The votes are weighted however, and range from a weight of one to a weight of ten. For each alternative, the total weighted votes may be added, and the winner determined. In the case of a tie, the process can be repeated, using only the two alternatives. This process is illustrated in the example below, Figure 19.3-2.

Figure 19.3-1  
Pairwise Ranking

	1		
2		2	
3			3
4			

The Pairwise Matrix

	1		
2	2	2	
3	3	2	3
4			

Compare choice 1 to 2 (2 was better), choice 1 to 3 (3 was better), choice 3 to 2 (2 was better), and so on.

	1		
2	2	2	
3	3	2	3
4	1	2	3

Until the matrix is complete. In this example, choice 2 is the winner.

Another way to rank choices is by the method of pairwise ranking. In this scheme, each alternative is compared with each other, with the winner recorded in the cell. The alternative with the most number of instances wins. In the event of a tie, the box is examined where the two alternatives were compared. This technique is illustrated in Figure 19.3-1 above.

Depending upon the complexity, a weighted ranking scheme that can maneuver a large number of factors, such as the analytical hierarchy process may need to be used. This process, developed by T. Saaty, has been used for such things as the *Places Rated Almanac*, which rates cities by a large number of factors.

Figure 19.3-2  
Results of a Nominal Group Technique Session

Alternative	Votes	Totals
A. Use nylon washer	1, 1, 2, 3	7
B. Use felt gasket	4, 2, 3, 2	11
C. Remove the feature	3, 4, 1, 4	12
D. Encapsulate feature — maintenance free	2, 3, 4, 1,	10

# PCS Plans Russian-Language Course

by Ron Blicq

## An Example

A maintenance problem is occurring in some mechanical parts in a subassembly. The subassembly is often stored for long periods of time, and then experiences a large amount of stress. A group of five and a facilitator have arrived at the following ideas in Figure 19.3-1, column one. After discussion of the pros and cons of each proposed solution, the rank votes were taken (using a secret ballot), as shown in column two, the lower number being the better. These votes are tabulated in column 3, which gives us the overall ranking of the ideas. In this case, the choice would be Idea A, using the nylon washer.

## Do's and Don'ts

Instructions should be given to the group regarding body language. Even though the thought process is silent in NGT, body language can convey a great deal. Loud yawning, stretching, finger drumming and the like should be avoided.

Rank the outcomes in more than one way. In one round, assign no weight factors. In another round, allow weight factors to be assigned. Allow each member to assign a weight. The weights can be open ended, or closed. In an open weighting, a scale is first devised, then weights assigned. There is no penalty for favoring all choices equally, or strongly favoring a few. In a closed weighting, each member has only so many weight "coins" that they can spend in total. This prevents a group member from "liking" or "hating" every idea.

*This article has been excerpted from Mr. Brocka's forthcoming work: Quality Management: Implementing the Best of the Masters.*

During our October visit to the International Centre for Scientific and Technical Information (ICSTI) in Moscow, I discussed the feasibility of holding a series of Russian-language courses for IEEE members with Dr. Vladislav M. Pavlov, Chief of the Protocol Department. The courses would bring participants up to a "comfortable conversational level," that is, with sufficient capability so that they would be able to take part in business meetings and associated events conducted entirely in Russian.

Initially, I am seeking your response and/or expression of interest. If there is sufficient interest, I will pursue the idea further.

Here are some details:

- Course length: 4 weeks.
- Course location: Moscow (at ICSTI) and in other cities such as St. Petersburg, at one-week intervals.
- Group size: 15 maximum.
- Formal tuition time: Five hours per day, five days a week, for four weeks.
- Cost: Approximately \$1800. The cost includes tuition, materials, and all expenses on Soviet soil (e.g., hotel accommodations, meals, travel, and visits to cultural sites and to events such as the ballet and circus). Air travel to Moscow and return will be extra. (Note: the cost will depend on the exchange rate between the ruble and dollar at the time each course is scheduled.
- Time of first course: Probably late fall 1992.

Interested? Then send me a letter or fax indicating:

1. Your degree of interest (expressed as very high, high, moderate, or low).

2. Your preferred time of year (please give alternatives).
3. Your name, address, telephone, and fax number.

Although PCS's Education Committee will be coordinating the courses, places will also be opened to people outside the PCS and IEEE if we need to make a full course complement. So if you know of others who may be interested, please copy this announcement for them, and ask them to contact me.

Send your expression of interest by mail or fax to:

Ron Blicq  
Education Committee Chair,  
IEEE/PCS  
569 Oxford Street  
Winnipeg, MB  
Canada, R3M 3J2  
Telephone: (204) 488-7060  
Fax: (204) 488-7294

## WANTED

The DC Chapter of the Professional Communications Society is urgently in need of a leader. Ronnie Rawls has headed this chapter and has done a tremendous job in the Washington, D.C. area. PCS needs someone who can carry on Ronnie's good work.

If you are interested in heading this chapter or serving in a leadership capacity, please contact PCS President, Rudy Joenk, at the IBM Corporation in Boulder, Colorado at (303) 924-5867.

# TOOLS OF THE TRADE



by Cheryl Reimold

## Communication

### Part 1: A key to quality control

At a seminar on communication I gave to TAPPI's Engineering Management Committee, I asked participants what they thought was the biggest communication problem on the job. One manager immediately responded: "People don't ask enough questions."

According to an engineering manager, "People don't ask questions about a job they are working on for fear that the questions would reveal their ignorance of at least some part of the work. Instead, they follow the simple principle of shooting in the dark in the hope that, eventually, they'll hit the target." Predictably, the results verge on disaster.

"If they would only ask a few questions at the beginning, they could save a whole lot of botched jobs," the engineering manager lamented.

Indeed, asking questions is a *critical* first step to quality control. If you know precisely what you are supposed to be doing and what you need to do it, chances are much greater that you'll do it the right way.

### What Don't We Ask Questions?

Obviously, says the cool voice of reason, it makes great sense to ask questions when you're confused about something important for which you are responsible. After all, you're better off admitting your ignorance in the beginning than having it blow up in your face (sometimes quite literally) at the end. Who ever said human beings listen to the cool voice of reason?

No—our self-protective fear chimes in—don't show yourself up. You'll figure it out along the way. Just use your common sense. Finesse it for now; later, you can look it up. Or talk to Joe, maybe get him to drop a few hints. Or—something. *Just don't admit you don't know.*

Terror drowns out reason, and we go on smilingly and silently to botch the job.

---

*Asking questions is a critical first step to quality control.*

---

### The Key to Asking Questions: Humility Before the Job

One quality of greatness appears to be great humility before the task at hand. The best among us don't stop to say, "How will I look if I do or say this?" Rather, they are totally focused on doing the job superbly, to the very best of their ability and to do so, they know they have to ask questions. Lots of them.

Albert Einstein once said, "Nothing was ever obvious to me." So, he asked questions.

We can all take immediate steps to improving the quality of our work by determining to ask effective questions.

### Type 1: Questions to Get Information to do a Job Well

There are many types of questions, some of which I will discuss in upcoming columns. Here, I would like you to consider the most straightforward type: questions to get information to do a job well.

#### Questions to get information to do a job well:

##### Who . . .

- Is involved?
- Is doing what here?

##### What . . .

- Do I need to do my part?
- Exactly are we trying to accomplish?

##### Where . . .

- Will it be done?
- Are the people I may need to contact?

##### When . . .

- Must my part be completed?
- Must the whole job be completed?
- Can I reach the people I may need?

##### How . . .

- Do you want it done?

Before you undertake any project of significance (I suspect Einstein would say that includes every project), check that you know the answers to all those questions. If you don't, ask the appropriate person.

By going systematically through the Type 1 questions, you will also see what you need to know. Part of the problem is often that we don't realize at the beginning just what we need to know to do a job completely and efficiently.

From my own experience and that of many others, I can assure you that these few questions will guide you to the information you need.

Of course, that's not all there is to it. You have to be able to *listen effectively* in order to process and use the information you receive. We'll come to that later in the series.

Before you start your next project, take the time to check all the "questions to get information to do a job well." Let me know how it works for you!

*Cheryl Reimold is author of more than 100 articles and several books, including How To Write a Million-Dollar Memo and Being a Boss. Her firm, PERC Communications (6A Dickel Rd., Scarsdale, NY 10583, telephone 914-725-1024), offers businesses in-house workshops and courses in communication, writing, negotiation, and creative problem solving.* ◀

## IPCC 91 Videos Now Available

Copies of the IPCC 91 video are now available at a specially low price. This unique 30-minute conference record features key points of Russian visitors Henrich Lantsberg's and Youri Gornostaev's presentations, plus highlights from papers delivered by many other speakers.

Price (includes shipping):

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Mail request and check (payable to *IEEE Professional Communication Society*) to:

Dr. Daniel Plung  
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## A First Class Promotion Tool

by Jeffrey P. Davidson

As a business professional you have something of merit to say regarding issues that affect your community. Why not say it on the editorial page of your local newspaper or one of your trade journals?

A letter to the editor can be used for marketing purposes when an attractive reprint of the letter, including date, page and logo of the publication in which it ran, is included with your correspondence to clients and prospects (much as you would use an article). In fact, a well-written letter to the editor, regardless of the publication in which it appears, in many instances can serve as an adequate substitute to writing a full-blown article.

The letter to the editor registers a distinct impact on those who read it: It positions you as a responsible, authoritative professional in your field who is taking a leadership and advocacy position on an important current topic.

The key to getting your letter published—other than taking the time to submit an articulate piece of prose—is speed. Call up the publication in question, inform them that you have a letter to the editor that you would like to send over by FAX, and get their FAX number. The editor in charge of the letters page will appreciate your quick response.

In major metropolitan areas, if your letter is under consideration for publication, you'll get a phone call to verify that you did indeed write the letter they received. For the most part, newspapers receive all the letters they can handle and they must select a few from a wide field. If your letter is chosen, consider it a coup. If it's not chosen, try again.

While the competition to get into your local newspaper may be significant, trade magazines, journals and newsletters often go begging when it comes time to select thought-provoking letters from what correspondence they may have received.

If you send your letter to more than one publication, and both a newspaper and a professional journal want to print it, you will have no problem. If two professional journals wish to print the same letter, however, you must withdraw your letter from one of the publications.

Type your letter and keep it short. Include your job title, company name, address and telephone number. Provide the editor with a title or prelude to your letter, such as, "In response to your article about ZYX. . . ." Suggest a solution, if possible, to the problem you are addressing.

Your local press needs you as much as you need it. The creative professional actively uses the press to promote her firm.

*Jeffrey P. Davidson is a business writer who lives in Falls Church, Virginia.*

*Adapted from the upcoming book, Marketing Your Consulting and Professional Services, John Wiley.*

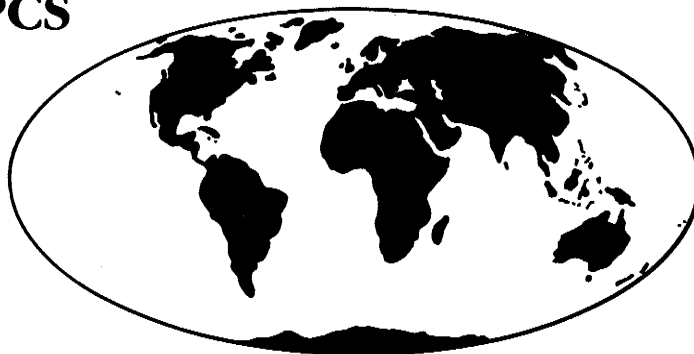
*Reprinted from Executive Female, March/April 1991.* ◀

## The Odds

Consider your local paper before you shoot for the big time. While a letter published in *Newsweek* is a real feather in your cap, *Newsweek* gets 1,000 letters a week and maintains a staff of seven to manage them. *The New York Times* can get 350 letters to the editor in a single day. On the subject of including the writer's title and organization with a published letter, R.A. Barzilary, who edits letters to the editor for the *Times*, says, "We do identify letter writers when we think the public is entitled to know from where the letter is coming: a person who knows the field about which he is writing; an organization with an agenda . . . What is not obvious is that we do not identify writers who have titles when the title is irrelevant to the subject that is under discussion."



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## Report Writing Made Easier at Telesector Resources Group, N.Y.

by Clair Lynch

When Timon Holman, Telesector Resources Group's (TRG's) Director of Product Engineering, heard about the IEEE Professional Communication Society's Technical Correspondence and Report Writing Course, he invited the PCS instructors to TRG's offices in New York City.

Holman didn't want a basic technical writing course—he wanted a course tailor-made for the 35 product engineers in his department at TRG, a subsidiary of New England Telephone and New York Telephone.

He wanted pointers on how to overcome "writer's block," state the primary message, focus the reader's attention on it and write effective memos and reports.

The first class was given in June 1990, and Holman scheduled follow-up sessions two months later to reinforce key concepts with the three groups. Individual meetings were also arranged to review letters, memos and reports the employees had written since taking the first class.

PCS instructors have returned quarterly since the initial class to keep reinforcing TRG's commitment to improving written communications.

According to Holman, this approach to technical correspondence and report writing has proved to be the most effective training conducted for his district in recent years.

"This particular course worked well because it wasn't a general writing class. It was geared specifically to engineers who write reports and memos every day. Some employees took the additional half-day to practice writing proposals and presenting them verbally."

Cheryl Reimold, a PCS instructor, says TRG's approach is more likely

to pay dividends. "Research has shown that people absorb some information from one-day courses, but it also indicates that students absorb even more when there's follow-up," Reimold says. "The best way to reinforce the knowledge is by critiquing examples in a one-on-one situation. Students get to see what worked and what can be strengthened."

"TRG employees are still talking about the class—and still attending the quarterly sessions," Holman adds.

"Letters to suppliers are clearer, better structured and require less editing compared to the correspondence the engineers wrote a year ago. I've noticed the product evaluation reports are also more succinct, and I definitely credit this PCS course for the change."

"TRG has always been committed to training, and these classes have been well worth the time. The writing level has increased 300 percent—and the level of enthusiasm is high."

**Editor's Note:** For information about PCS's Technical Correspondence and Report Writing course, contact:

Ron Blicq  
The Roning Group Inc.  
569 Oxford Street  
Winnipeg, MB  
Canada R3M 3J2  
Tel: (204) 488-7060  
Fax: (204) 488-7294

or:

Nancy Corbin  
IBM Corporation L64A/873/Y02  
9500 Godwin Drive  
Manassas, VA 22110  
Tel: (703) 367-7558  
Fax: (703) 367-7498

or:

Cheryl Reimold  
PERC Communications  
6A Dickel Road  
Scarsdale, NY 10583  
Tel: (914) 725-1024  
Fax: (914) 725-1165

## IPCC 92: Crossing Frontiers

by Charles Campbell

IPCC 92, the annual International Professional Communication Conference of IEEE, will be held in Santa Fe, New Mexico, September 30-October 2, 1992.

The theme of the conference, Crossing Frontiers, parallels the changes set in motion 500 years ago when the Americas became the European frontier. Then, the frontiers were geographical and cultural. Today, they are rather more technological and political, but still cultural. The cultural frontiers with respect to professional communication are those that both separate and connect the fields that influence the development of technologies.

Santa Fe, the site of the conference, is a microcosm of the older, and the newer frontiers. A colonial then state capital since the sixteenth century, the city is home to three thriving cultures (native American, hispanic, and anglo) and is located in the Rio Grande Research Corridor. The conference will be held in historic La Fonda Hotel on the city plaza.

As the Call for Papers explains (see page 10 of this *Newsletter*), IPCC 92 particularly welcomes papers that reflect a crossdisciplinary approach to technical and professional communication. Presenters need not be academics or professional technical communicators, but their presentations should focus on potential uses of new technology in professional communication, the role of communication in shaping technology, or the impacts of technology on the way professionals communicate.

I hope you will want to attend IPCC 92, Crossing Frontiers, either as presenters or participants. ◀

# After the Coup Came the Colloquium . . . Bukatova and Carlson Recognized

by Nancy C. Corbin

On the heels of the Soviet coup in August came the 1991 New Information Technology Colloquium. Unlike the coup, the colloquium boasts overwhelming success. According to the Moscow NIT '91 Newsletter, *The new source of power is not tanks in the hands of a few but professional communication in the hands of many!*

(This joint venture by the Institute of Radio Engineering and Electronics of the U.S.S.R. Academy of Sciences, the Professional Communication Group of the A.S. Popov Society, the International Centre for Scientific and Technical Information in Moscow, and the IEEE Professional Communication Society, was the first of its kind to be held between the two nations.) Participants from Canada, England, the U.S.S.R., and the U.S.A. gathered at the International Centre for Scientific and Technical Information (ICSTI) in Moscow to present papers, participate in round tables, and discuss the latest scientific technologies for information processing. The three-day conference was well-attended and drew Soviet attendees from as far away as Novosibirsk (near Mongolia).

Dr. Henrich S. Lantsberg, chairman, PC Group of the Popov Society, in his opening remarks, emphasized the important role of this conference in the future development of modern science and technology. In his opening remarks, Dr. Rudy Joenk, president, IEEE PCS, viewed the conference as a significant example of the willingness and readiness of individuals in all countries to get together and share information on the burgeoning field of technical communication and information processing, and he presented Dr. Lantsberg a plaque in recognition

of his furthering the Professional Communication Society in the Soviet Union. In a later address to the conference, Dr. Joenk summarized the demographics of the IEEE and of the Professional Communication Society and spoke of its many contributions to the engineering and scientific communities.

A press conference immediately followed the first day of the conference. Journalists from major Moscow newspapers had numerous questions for the Professional Communication Society participants. Of great interest was the latest technology in communication. The journalists were equally interested in what magazines these participants generally read.

Ron Blicq and Nancy Corbin conducted a mini-workshop on Writing and Presenting Technical Information. The Russian participants were amused and intrigued at Corbin's physical exercises to combat stage fright.

At the conclusion of the conference, Drs. Patricia Carlson of the Armstrong Laboratory, Texas, and Irina Bukatova of the Academy of Science, Moscow, were recognized for their outstanding papers and presentations. Professor Carlson presented a paper titled *Hypertext and New Tools for Knowledge Workers*. Professor Carlson expanded on the notion that information processing technologies, through habitual use, become tools that shape our minds. Dr. Bukatova presented a paper titled *Evolutionary Technology in Creation of Modern Information Systems*. Dr. Bukatova explored that possibilities that computers of the future will incorporate elements of "superintelligence."

Alexandre ("Shasha") Giglavyi, director of research and development for the Information Technologies Learning Center, served as the translator for the colloquium. Giglavyi translated between the two languages with the speed of a computer.

## New Information Technology Colloquium Participants

During the three-day colloquium the following authors presented their papers.

*Paul Trummel:* Shape Concept: Colour Percept . . . Graphics, Geometry, and Gestalt;

*Ron Blicq:* The Teaching of Technical Communication and Report Writing in the United States and Canada;

*Nancy Corbin:* Technically Speaking . . . To the International Audience;

*Ivan Rodionov:* Databases of Soviet Commercial Information Offered by Nongovernment Information Services;

*V. I. Drozhzinov:* For Open Society—Open Information Networks;

*V. M. Chistyakov:* Municipal Informatics Development Aspects;

*V. B. Anufrienki and A. V. Zhukov:* On a City of Science Informatization Concept Based on the Creation of Informopolis in Obninsk;

*A. Mendkovich and E. Moronov:* Non-Commercial Computer Networks in the U.S.S.R.;

*Janet Rochester:* Practical Hypertext: Approaches for Effective Implementation;

*Patricia Carlson:* Hypertext and New Tools for Knowledge Workers;

*M. M. Subbotin:* Hypertext Systems with Algorithmic Navigation;

*A. S. Lakayev:* Hypermedia as Interpreting Environment for End User's Problem-Oriented Procedures;

*continued on page 20*



**The Institute of Electrical and Electronics  
Engineers, Inc.  
United States Activities**

*Announces the 20th Annual Competition for*

**1992-1993**

**IEEE-USA Congressional Fellowships**

**PROGRAM:** Electrical and Electronics Engineers and Allied Scientists are competitively selected to serve a one-year term on the personal staff of individual Senators or Representatives or on the professional staff of Congressional Committees. The program includes an orientation session with other Science-Engineering Fellows, sponsored by the American Association for the Advancement of Science (AAAS).

**PURPOSE:** To make practical contributions to more effective use of scientific and technical knowledge in government, to educate the scientific communities regarding the public policy process, and to broaden the perspective of both the scientific and governmental communities regarding the value of such science-government interaction.

**CRITERIA:** Fellows shall be selected based on technical competence, on ability to serve in a public environment, and on evidence of service to the Institute and the profession. Specifically *excluded* as selection criteria are age, sex, creed, race, ethnic background, and partisan political affiliations. However, the Fellow must be a U.S. citizen at the time of selection and must have been in the IEEE at Member grade or higher for at least four years. Additional criteria may be established by the selection committee.

**AWARDS:** IEEE-USA plans to award at least two Congressional Fellowships for the 1992-1993 term. Additional funding sources may permit expansion of awards.

**APPLICATION:** Further information and application forms can be obtained by calling W. Thomas Suttle (202) 785-0017 at the IEEE-USA Office in Washington, D.C. or by writing:

**Secretary, Congressional Fellows Program  
The Institute of Electrical and Electronics Engineers, Inc.  
1828 L Street, N.W.  
Washington, D.C. 20036**

**Applications must be postmarked no later than March 31, 1992 to be eligible for consideration.**



## After the Coup . . .

(continued from page 18)

*V. M. Chelnokov and V. L. Zephyrova:* A Hypertext System that Assists Users in Interactive Navigation to Blaze the Trail as Intelligible Unity;

*V. Dudikhin and I. Andrushkov:* "Tiger" (Text & Graphics)—Program Package for Design Hypertexts;

*I. A. Bolosbin and P. V. Nesterov:* Information Resources of the Statewide STI System;

*R. J. Joenk:* Information Technology and Resources at IBM;

*A. N. Pavlov:* Scientific Research and Development Information Resources for Users' Services;

*V. R. Serov:* Current Trends for Intensive Information Resources Use;

*A. Glushanovskii, N. Kalenov, T. Konstatinova and T. Soloviova:* Information Service of Researchers in the Natural Sciences Library System;

*H. S. Lantsberg and E. S. Petukhova:* Access to Remote Information Resources at the Institute of Radioengineering & Electronics of the Academy of Sciences of the U.S.S.R.;

*A. G. Romanenko:* Information Resource Management: Methods and Problems;

*L. Samkov:* A Model of Regional Information Resources Reproduction;  
*Lisa Moretto:* Usability Testing a PC Electronic Mailing Product;

*O. L. Smirnov:* Teleinformatics: New Information Technologies Based on Computer Networks;

*K. S. Manthy:* Desktop Publishing and Local Area Networks;

*V. I. Tarasov and T. A. Severinenko:* Electronic Information Service for Ecology Experts Intercolinform;

*Y. M. Gornostaev:* Navigation through Databases: Supporting Professional Communications by New Information Technology;

*I. Bukatova:* Evolutionary Technology in Creation of Modern Information Systems;

*G. G. Belonogov and B. A. Kunsnetsov:* Overcoming Language Barriers in Multilingual Database Information Retrieval;

*M. V. Kuznetsov, C. V. Vigursky, and S. V. Mozdor:* New Challenges to Soviet Information System;

*V. E. Asribekov and S. N. Florentsev:* Operational Databases Generation for Keeping and Searching of Current Factual Information;

*V. V. Presnukhin, A. B. Antopolsky, and B. V. Kristalny:* The Development of Databases and Databanks in the U.S.S.R.;

*M. Blekhman, O. Yurchenko, and A. Rakova:* Problems and Practical Experience in Developing Commercial Machine Translation Systems;

*N. V. Cljuchko:* The Development of Cooperation and Division of Labour Process in the Sphere of Information Technology;

*N. Kutsevich, A. Oleinikov, Ye. Pankrats, and M. Pertsovsky:* Development of Experiment Automation Systems Design Conception;

*A. V. Andrianov, V. M. Vukolikov, and D. I. Toporkov:* Satellite Data Collection and Storage at the Ground Computer Center as a Part of "Prioda" Project;

*H. V. Kopylov, Yu. V. Obukhov, I. A. Shuiman:* Graphical User Interface of Systems for Measurement and Control;

*T. P. Belikova and V. V. Lashin:* Computer-Aided Workstation for Medical Image Analysis.

Many poster presentation were also included in the conference. ◀

