

Newsletter



IEEE Professional Communication Society

PCS Philadelphia Chapter Starting Third Year

The IEEE Professional Communication Society established a chapter in the Philadelphia Section, in the Fall of 1985.

The organizer and first chairman was Edwin J. Podell, an engineer-writer at RCA's Electronic Systems Department in Moorestown, New Jersey.

Mr. Podell first joined the IRE (one of the original societies to form IEEE) in 1955. No stranger to forming groups, he founded the B'nai B'rith Engineers & Scientists Lodge in Moorestown and Cherry Hill in September 1982 and the Engineers & Scientists Unit in Philadelphia in October 1984. He has written two papers concerning the effective use of mathematics in technical communications. The last one was presented at the 1983 PCS Conference in Atlanta, GA.

The PCS Chapter had held several successful meetings in conjunction with the Philadelphia Section in the first two years of its existence.

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President's Column

Outgoing President's "Swan Song"

"*Swan Song*" is a common expression based on an ancient belief that swans sing their most beautiful songs just before they die. In fact, a swan's song is - actually unpleasant to the ear, and no evidence exists to support the theory that its final song is unusually beautiful. My "*song*" consists of some last words to all my PCS friends—a final gesture before retiring as PCS President, with—by the way—no thoughts of dying in the near future.

It was an honor to have served as PCS President for the last two years and, as noted in the "Annual Report on Society Activities" (July 1987 issue), we've come a long way in improving our services to members. I've had the benefit of working with many able assistants, including officers Jim Hill, Vice-President; Bill Kehoe, Treasurer; Sam De Amicis, Secretary, as well as dedicated Administrative Committee members. All of these people have made the President's responsibility for overall supervision of Society affairs much easier to fulfill.

At the June AdCom meeting, Jim Hill was nominated for 1988's PCS President. No better choice could have been made. Jim has consistently made valuable contributions to our Society. His election to this office will assure that even more member services will occur in the future. And, it will be my pleasure to "turn the torch" over to him, knowing he will carry it with dedication and pride.

Work for the Society has been a "labor of love" over the past nine years. My first role was as Student Membership Chair—then Chairman of both the Boston and Atlanta annual conferences, Vice-President and, finally, President. Each of these positions has been enlightening and challenging. I've not only *given* in time, thought and energy but have *taken* in knowledge, experience and good fellowship.

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From the Editor . . .

I would like to take this opportunity to thank the many PCS members who have contributed articles, books reviews, and other works to the PCS *Newsletter*. To be sure, all of us have other responsibilities bidding for our time, be it career, family, or school. PCS is a volunteer society; I appreciate your efforts in helping to make the *Newsletter* informative, timely, and interesting.

I invite the PCS newcomers, foreign members, and student members to consider submitting articles or other items of interest for publication in the *Newsletter*. All contributions are gladly accepted! Should you have any questions, please contact me—I'll be happy to work with you in suggesting a topic.



Joan Nagle Named to PCS AdCom

Joan G. Nagle is a graduate of Dickinson College, with a B.S. degree in chemistry. She was an analytical chemist for E. I. dePont de Nemours and Company before turning to technical writing for the U.S. Army Chemical Corps. She has also worked in public relations and advertising. As a senior engineer for the Power Systems Business Unit of Westinghouse Electric Corporation, she writes and edits both promotional and technical material. She has also been actively involved in the application of computer-aided publication technology to the documentation needs of the organization.

In addition to moonlighting as editor of the *IEEE Transactions on Professional Communication*, Joan devotes a great deal of time to church activities. She is chair-elect of the United Methodist Foundation of Western Pennsylvania, a holding corporation for invested funds of local churches and church agencies, and co-chair of a committee to develop a conference-wide endowment program. She and her husband Elliott (a research chemist) are the parents of two grown daughters. They have traveled in 46 states and 31 foreign countries—including a 2-week bicycle tour of the Netherlands.



Newsletter Deadline

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

| Issue | Deadline |
|---------|-------------|
| January | November 20 |
| April | February 26 |
| July | May 27 |

Send your contributions to Deborah Flaherty Kizer, AT&T Technologies, One Oak Way, Rm. 2WA119, Berkeley Heights, NJ 07922.



IEEE Professional Communication Society

Officers

Lois Moore, **President**
James Hill, **Vice-president**
William Kehoe, **Treasurer**
Salvatore DeAmicis, **Secretary**

Staff

Deborah Flaherty Kizer, **Editor**

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Editorial correspondence: AT&T Technologies, One Oak Way, Room 2WA119, Berkeley Heights, NJ 07922. Articles, letters, and reviews from readers are welcome.

IEEE Symposium on Nuclear Power Systems

The Institute of Electrical and Electronics Engineers is holding the Symposium on Nuclear Power Systems in conjunction with the Nuclear Science Symposium at the Sheraton-Palace Hotel in San Francisco on October 21-23, 1987. The general scope is timely engineering concerns related to the modernization and present activity within electrical, control and instrumentation systems at nuclear generating stations. This Symposium program is probably the largest and most pertinent to nuclear plant operations in today's environment.

There will be a complete and special session on major reactor safety issues covering source term, risk assessment, human cognitive reliability and related papers and it is organized by the Electric Power Research Institute. The Symposium will also emphasize operations-maintenance with papers covering configuration management, safety parameter display systems, expert systems, and related subjects, all of which are of current major interest.

Also of particular importance is a session that will present a complete update of nuclear standards work in progress by a special panel from the Nuclear Power Engineering Committee of the Power Engineering Society. The panel will also discuss more generic issues including plant life extensions, recent computer applications and software, station blackout resolution, and more.

Registration also permits access to all activities of the Nuclear Science Symposium, the technical exhibits of nuclear instrumentation equipment and also provides an invaluable opportunity to associate informally with the R&D oriented group working on advanced projects that will be in attendance at the Symposium.

The General Chairman may be reached for more details or to get on the mailing list for advance programs:

J. Forster
Quadrex Corporation
1700 Dell Avenue
Campbell, CA 95008
Telephone: (408) 370-4202
(408) 268-2302



Engineering Research Initiation Grants

General

The Engineering Foundation announces the availability of Engineering Research Initiation Grants during 1988-1989 in fields represented by its Founder Societies.

The program is directed toward assisting the start of research of new full time engineering faculty members who are without research support. Those with industrial-type experience but who are beginning an academic career are particularly encouraged to apply.

Up to two grants of \$20,000 each may be awarded on a competitive basis to members of each Founder Society for proposed research projects in fields of mutual interest to the Founder Society and to the Engineering Foundation. The Foundation will also cost-share up to three additional grants, one grant per Founder Society, in the amount of \$10,000 per grant subject to the Society's contributing or obtaining the remaining \$10,000 to fully fund the additional award. Should more than three Societies express willingness to co-sponsor a grant, the allocation of additional awards will be determined by the order in which their official notification of intent is received by the Executive Secretary of the Foundation. Awards made with matching funds will be designated as joint Engineering Foundation-Founder Society awards, and will be selected and administered by the same procedures applicable to all Engineering Foundation Research Initiation Grants.

It is expected that investigators will devote at least one-fourth time during one academic year as part of their normal academic assignment and full time (2-3 months) during the summer following the academic year to the proposed research on the campus of their institution.

Eligibility

One proposal may be submitted per department on behalf of an individual who:

1. a) holds a full-time regular academic appointment on the engineering teaching faculty of an accredited institution of higher education.
- b) is without research support during the proposed project period.

- c) is a member of the society to which the proposal is submitted.

and either

2. a) was awarded the Doctor's degree not longer than three academic years prior to the submission of the proposal.

or

- b) has gained several years of industrial-type or post-doctoral experience and is within his or her first three years as a full time member of the faculty.

Statement by Department Head

The proposal must contain a signed statement by the Department Head indicating: investigator's eligibility, and where applicable, the name of the institution that conferred the Doctor's degree, date and title of the dissertation; the normal full time teaching load of the applicant during the current year at the present institution and that anticipated during the grant duration; and an endorsement by the Department Head.

Statement of Engineering Relevance

The proposal must contain a short specific statement of the relevance of the proposed research to engineering.

Interdisciplinary projects directed toward innovative engineering approaches to the solution of major problems or toward the development of new engineering principles, applications and techniques are encouraged.

Evaluation and Selection of Proposals

Proposals are to be sent directly to the appropriate professional society. A panel organized by the professional society will evaluate and select meritorious proposals. Not less than five of these will be submitted (in rank order) to the Projects Committee of the Engineering Foundation which will make the selection of proposals in the technical field of each of the Founder Societies for submission to the Board of the Engineering Foundation for final approval.

Deadline

All proposals being submitted to the Founder Societies must be received by November 15, 1987. Twenty-five copies are required.

The rank-ordered proposals selected by the Founder Societies must be received by the Projects Committee of the Engineering Foundation by February 15, 1988.

Sixteen copies of each proposal are required. Proposals received after that date will not be considered.

Announcement of Grants

Grantees will be notified by a grant letter from the Executive Secretary of the Engineering Foundation on or about June 1, 1988. Grants will be effective as of September 1, 1988. Applicants not selected will be notified by the Founder Societies.

Reports and Publications

Each grantee will submit to the Engineering Foundation in duplicate a semi-annual progress report, due March 1, 1989 and a final report, due September 1, 1989.

It is the policy of the Engineering Foundation that results of all investigations shall be available to the engineering profession and to the public. If the results of an Engineering Foundation supported project are not otherwise published, the Engineering Foundation reserves the right to publish the material giving due credit to those who conducted the work.

Engineering Foundation policy requires assignments of rights to patents, royalties, inventions, copyrights, etc. to the Engineering Foundation or to the public domain, unless otherwise agreed at the time the project is funded by Engineering Foundation.

Appropriate recognition of the Engineering Foundation and the cooperating Founder Society must be prominently displayed on the title page of any publications resulting from projects supported by the Engineering Foundation.

Payments

Payment of support funds to the grantee's institution will be made in installments as determined by the Executive Secretary of the Foundation, contingent upon timely submission of the required reports and satisfactory progress as thereby evidenced. The final installment will be paid upon receipt of the investigator's final report, its approval by a Foundation-designated monitor, and Foundation acceptance of a final financial report from the institution comparing approved budget categories and actual expenditures.

Grant Renewal

There are no provisions for automatic grant renewal, although the Foundation may invite submission of additional research proposals at its discretion.

Mail Proposals to:

Dr. Irving Engelson
 Staff Director, Technical Activities
 Institute of Electrical and Electronics Engineers
 345 East 47th Street
 New York, NY 10017

Instructions for Preparing a Proposal

The formal proposal shall include the following information.

Number of Copies: Twenty-five copies are needed.

Maximum Length: Proposals may be no longer than 25 double spaced pages including cover, statements, abstract, budget, biography, description, and dissertation abstract (if applicable). Copies of publications, bibliographies, and other such material should not be included, either as part of the proposal or as attachments. Proposals longer than 25 pages in total length will be returned to the investigator.

The Cover Sheet: The first page of the proposal shall include the title of the project; name of principal investigator, social security number (desired but optional), title, institution and location; and name of person financially responsible for administering project funds.

Statements: The Department Head's statement should be on page 2. The engineering relevance statement should be on page 3.

Abstract of Proposed Research: The fourth page of the proposal should contain an abstract of the proposed research. It should be limited to approximately 250 words and be of a style suitable for direct insertion into a technical journal.

Proposed Budget: The proposed budget should be on page 5. The funds provided may be used to defray such costs as support of the investigator's salary, expendable supplies, some travel, publication costs, and computer time. The Engineering Foundation reserves the right to make adjustments in budget categories.

Budgets will be prepared on the above basis and may not exceed \$20,000. Indirect costs, overhead, and capital equipment will not be covered by the grant.

Biographical Sketch: Following the proposed budget, a biographical sketch of the principal investigator should be presented including a listing of publications.

Description of Proposed Research: The next section should contain the research proposal in sufficient detail to allow evaluation of its engineering merit, including a statement of the problem, its significance, relevance to engineering, interdisciplinary aspects, approach to execution of the project, and timing of project work. Names of two or three recognized authorities in the field should be provided.

Dissertation Abstract (where applicable): As the last page, the proposal should contain an abstract of the investigator's doctoral dissertation.



AdCom Members Speak at Honeywell

President Lois Moore, Treasurer Bill Kehoe, and Publicity Chairman John Moffett spoke on the activities and aims of the Society and on effective technical communication, on June 11, at the Honeywell Signal Analysis Center near Annapolis, MD. Their visit was at the invitation of Larry Carroll, coordinator of Honeywell's Engineering Council.

About 35 members of the Center listened as Lois Moore described the Society's activities and publications, including the *Transactions*, *Newsletter*, *Comm-Guide* series, and other publications of the Society offered through the IEEE Press. President Moore also described how to join the Society and the advantages of membership.

Bill Kehoe spoke on the aims of the Society and on the annual conference, to be held this year in Winnipeg, Canada during October 14-16.

John Moffett discussed effective communication in technical presentations, including the preparation of test plans, test reports, briefings, and media usage. He concluded with a critique of a representative Honeywell test plan provided by Mr. Carroll.

The Honeywell Signal Analysis Center specializes in tests to determine the electromagnetic interference (EMI) properties of electronic instruments, in accordance with Military Standards.

—John Moffett
 Publicity Chair



AdCom Nominees

Salvatore DeAmicis

As an Engineering and Technical Writer/Editor, Sam has performed documentation tasks of every type to all reader levels: technical manuals, proposals, progress/status reports, press releases, specifications, process procedures, final program reports, and personnel training manuals.

Currently, Mr. De Amicis is a technical writer with the Johns Hopkins University/Applied Physics Laboratory (Space Department), Laurel, MD. He documents spacecraft development activities, including scientific payloads and engineering subsystems.

Sam is a member of the American Institute of Aeronautics and Astronautics, Institute of Electrical and Electronics Engineers, and is a senior member of the Society for Technical Communication (STC).

He is currently serving as PCS Secretary.

Roger Grice

Roger A. Grice is an Advisory Information Developer at IBM's Kingston, NY, laboratory. He has been a member of IBM's information-development organization for the past 22 years and is currently involved in large-systems documentation, information usability, and online information. A Senior Member of IEEE, Roger is completing his first term as a PCS AdCom member and manager of the PCS Awards Committee. He is also a senior member of STC and Director-Sponsor for STC Region 1. He holds a Ph.D. in Communication and Rhetoric from Rensselaer Polytechnic Institute, where he is an adjunct professor of technical communication.

William P. Kehoe

Bill earned an B.B.A. from St. John's and a M.B.A. from the George Washington University in Washington, DC.

He has worked at the Johns Hopkins University Applied Physics Laboratory for 22 years where he has held four different administrative/fiscal/managerial positions. Currently, he is the Administrator in the Aeronautics Department interacting with Department supervisors and Program Managers.

Bill has been a member of PCS for seven years; a member of the AdCom for three; and, its treasurer for the past two years. He has chaired sessions at the annual PCS conference; helped with the site selection for the 1985 conference in Williamsburg; and was responsible for organizing and implementing the exhibit session at the last two conferences.

In 1981, Bill put together the IEEE PCS "Communication and Report Writing" workshop for the engineers in his department, with Ron Blicq as the Workshop Leader.

Lacy Martin

Lacy Martin is Manager of Documentation for Mitsubishi Electronics America, Inc., Torrance, CA, where he directs the writing and production of end-user documentation for Mitsubishi's lines of personal computers for both the worldwide consumer and OEM marketplaces. He has been a member of IEEE since 1967, of the IEEE Professional Communication Society (PCS) since 1972, and the PCS AdCom since 1978.

He is a graduate of the University of Mississippi with a B.S. in Journalism with minors in both Marketing and Advertising.

In 1956, he went to work for IBM Corporation in Kingston, NY as a technical writer and editor, and has been in the technical documentation field ever since.

He resides in Los Angeles, where he is an enthusiastic private pilot, sailor, and deep sea angler.

Mr. Martin also is a member of the IEEE Engineering Management Society, the Aerospace Industries Association, a senior member of the Society for Technical Communication (STC), and a Fellow of the Institute for the Advancement of Engineering (IAE).



President's Column

(continued from page 1)

In bidding "good bye" as President, I'll also be saying "hello" to PCS's Membership Chair. So, my "swan song" really won't strike a final chord in Society involvement, merely the exchange of one job for another.

—Lois K. Moore
PCS President



Officer Nominees' Profiles

Jim Hill

James W. Hill has been nominated as PCS President. Jim received his B.S. degree in Management Engineering from Carnegie Tech in 1950, after which he accepted a position as Technical Writer with the Atomic Energy Division of the du Pont Company.

From 1950 to 1974, he worked in industry as Editing Supervisor for du Pont's Savannah River Laboratory; Technical Writing Supervisor for Lawrence Radiation Laboratory, Livermore; Supervisor of Engineering Administration for Wheelabrator-Frye, Inc.; and Publications Manager and Manager of Communications Services for the Westinghouse Advanced Reactors Division.

In 1974, he turned to teaching, and until 1981 taught Technical Writing in the English Department at The Pennsylvania State University, did research in Management Communications, and taught the written part of the communications component of Penn State's MBA program. During that period he also developed a consulting practice, becoming the Principal Member of Management Communications Consultants.

In 1981, he returned to industry to become the Senior Proposal Coordinator for HRB-Singer, Inc., an electronics intelligence firm in State College, PA, where he is presently employed.

Jim has been a PCS member for four years and a member of the AdCom for three years. He was Publications Chairman for the 1982 PCS Annual Conference, Technical Program Chairman for the 1983 Conference, and Conference Chairman for the 1985 Conference in Williamsburg. He was the PCS Awards Chairman from 1983 through 1985. He is the 1986 recipient of the Alfred N. Goldsmith Award.

His main professional interest is "Management Communications," and he compiled and edited a special issue of the PCS *Transactions* on the subject which was published in September 1985. He is also interested in promoting the "matrix" role for the PCS in IEEE.

Rudy Joenk

Rudy Joenk has been nominated as PCS Vice-President. He is a technical education manager at IBM

in Boulder, CO, working with the library, the learning center, and professional development. He is IBM's representative to the Professional Communication Society.

Rudy has a 20-year history of technical communication activities—editor of our *Transactions* (1977-84) and *Newsletter* (1983-84) and of the *IBM Journal of Research and Development* (1971-78); author of PCS *CommuGuide* #2, "How to Write an Invention Disclosure" (1987), and of a chapter in *The Technology of Text*, "Engineering Text for Engineers" (1985); and author of numerous other technical papers and notes. He received an IBM award in 1979 for the *Transactions* issue on "Patents and Patenting for Engineers and Scientists."

Rudy has been on the PCS Administrative Committee since 1985, on the Technical Activities Advisory Committee of the Educational Activities Board since 1986, and on the Publications Board from 1978 through 1980. He received the Goldsmith Award from PCS in 1980 for "quality in communication."



PCS Election Ballot

Please vote by checking the candidate listed or writing in another candidate.

President

James Hill _____
Other _____

Vice-President

Rudy Joenk _____
Other _____

Please return your ballot by October 13 to:

W. Keith Kizer
387 Brook Avenue
North Plainfield, NJ 07062



Tools of the Trade

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

How to Put Power into Your Language

Part 2: Write sentences that work

The simplest sentence transmits one of three messages:

- What happened (is happening, will happen) . . .
"Spot runs." "I fell."
- Who did (is doing, will do) what . . .
"Spot chased the cat." "I will take the train."
- How something is (was, will be) . . .
"Spot is tired." "I will be late."

Everything else—all the adjectives and adverbs and phrases and clauses—are simply elaborations on one of these themes.

Now, an effective sentence is one that gets its message across! It does so by being clear, understandable, and interesting. If it's not interesting, it won't be read.

If you adhere to the following three rules, your sentences will work for you.

Rule 1: One thought to a sentence.

The rule is clear. But the question is: How do you decide what constitutes a single thought?

Consider this sentence:

The meeting, which was scheduled for May 23 but had to be cancelled because several of the directors could not be present on that date, has now been rescheduled for June 9, provided there are no conflicts with any of the participants' plans for that day.

Despite the many clauses, the writer of this cumbersome sentence could argue that he expressed only one

thought. And, indeed, his sentence demonstrates that an ordinary thought can be complex and multidimensional. You can go on and on adding ramifications and qualifications, making your sentence more and more unreadable with each one! How do you know when to stop a thought and continue it in another sentence?

Here's a practical answer. Limit each sentence to two, or at the most three, clauses. The easiest way to do this is to count the verbs in your sentence. If you find more than three, try to break the complex thought into two or more simpler ones, with a sentence for each. The example above would then be:

The meeting, originally scheduled for May 23, had to be cancelled as several directors could not be present then. We plan to hold it on June 9, if participants have no conflicts for that date.

Rule 2: Vary the length and structure of your sentences.

This rule also takes work. It's much easier to write all your sentences the same way:

We hope you will be able to attend the meeting. We think you will find the program varied and interesting. We request that you inform us of your decision by May 15.

These three sentences will not inspire the reader to come to your meeting. To make him feel the variety and interest of your meeting, you must put variety and interest into your sentences:

We hope you will be able to attend the meeting. The program we've planned is varied. It's interesting. And it will certainly be enhanced by your contributions. If you can let us know your decision by May 15, we'll be most grateful.

Determine to vary the structure of your sentences. If you started the last one with a pronoun and a verb ("We hope . . ."), start this one differently ("The program we've planned is . . .").

Then look at the length of the last sentence. You don't have to go from long to short and back again. That would look artificial and silly. But try to vary the word count slightly, and every so often, put in a short sentence ("It's interesting.")

Rule 3: Emphasize important words by end placement or inverted word order.

This rule, while easy to adopt, goes contrary to what most of us do. We tend to put the most important part of our message first—because it is foremost on our minds. We write:

Productivity is the most important measure of our success.

More effective would be:

The most important measure of our success is productivity.

For the sake of variety, you will not always want to place the most important words at the end of your sentences. Another way to emphasize them is to use inverted word order. Suppose you want to point to a certain type of paper you use for bags. This sentence won't do it:

We use this paper for heavy-duty bags because of its toughness.

Instead, you could invert the normal word order and write:

This paper we use for heavy-duty bags, because of its toughness.

Try these rules, one at a time if you like—and make your sentences work for you!



PCS Philadelphia Chapter

(continued from page 1)

A new chairman, Ron Medykiewicz of Hewlett Packard, now heads this chapter of over 50 members. John Schanely, an engineer-writer at RCA-ESD, is the Secretary of the PCS Chapter.

Members of the chapter have taken on the responsibility of the Section newspaper, *The Almanack*. Last year Mr. Podell was the managing editor, assisted by Luke Forrest who is also an engineer-writer at RCA-ESD. This year, Mr. Forrest is the managing editor and his two co-editors are Messrs. Podell and Schanely.



Two CommuGuide Booklets Now Available

PCS's CommuGuide Booklets contain practical, step-by-step guidance, written in understandable layman's language, ready for easy application to your individual communications needs. Two booklets now available for purchase are:

How To Publish an Anthology—Booklet No. 1
(THO148-7)

How To Write an Invention Disclosure—Booklet No. 2
(THO149-5)

Additional titles will be published each year. You may purchase CommuGuide Booklets at \$5.00 per copy, including postage and handling. Maryland residents should add 25 cents for 5% Maryland sales tax; New Jersey residents, 30 cents for 6% New Jersey sales tax. Mail your orders, accompanied by check, *made payable to IEEE PCS*, to:

Lois K. Moore
President, IEEE PCS
The Johns Hopkins University
Applied Physics Laboratory
Laurel, MD 20707

or

IEEE Service Center
Cash Processing Department
445 Hoes Lane
Piscataway, NJ 08854-4150



NCTE Awards in Technical and Scientific Writing

NCTE announced the winners of their 1986 Awards for Excellence in Technical and Scientific Writing at a recent meeting of the National Council of Teachers of English.

PCS is pleased to note that the best article on methods of teaching was awarded to Charles E. Beck for "Conducting an Editing Workshop" in *IEEE Transactions on Professional Communication*, 28:1, pp. 43-45, 1985.



Boston Chapter News

Dave Crocker, Boston PCS Chapter Chairman, held a dinner meeting at the MIT Faculty Club Sloan School of Management, Cambridge, MA on June 24, 1987 to discuss future Chapter activities and the Fall 1987 program.

Richard Sparks, Chapter Chairman, IEEE Boston Section Executive Committee and Chapter Coordinator attended, along with PCS President, Lois Moore; Sidney Shapiro, Editor, *Computer Design* magazine; Barbara Collins, Jerry Collins and Joan King.



Left to Right Back Row: Sidney Shapiro, Dave Crocker, Richard Sparks, and Gerard Collins; Left to Right Seated: Joan Nagle, Lois Moore, and Barbara Collins.

Dave would be pleased to hear from IEEE Boston Section members who have suggestions for topics to address at future meetings. He also needs volunteers to help in coordinating and publicizing various activities, and to contact members in the Massachusetts/New Hampshire area.

You can offer your support by contacting Dave at (617) 444-7724.

—Lois Moore
Membership Chair



There Is Life After Speech

You work hard to make your speeches informative, entertaining and professional. You search diligently for a subject that will interest the audience, then decide upon the number of points you can cover adequately in five, seven or 10 minutes.

You research the topic, picking and choosing until you have an abundance of facts, anecdotes, statistics and background material. You probably discard some notes as irrelevant or too difficult to cover thoroughly in the allotted time.

Then you weave the balance into a smooth, easy-to-follow talk with the accepted format of a beginning, middle and end. The result? Applause and congratulations upon a job well done.

But don't stop there! Your preparation for that routine speech is *exactly* the process followed by successful writers as they sit down at their typewriters to begin planning another article or book.

In exchange for their effort, writers enjoy good incomes and tremendous professional prestige. You can, by using the simple techniques I'll describe in this article, follow in their footsteps and recycle many of your speeches into published works.

Literally thousands of magazines thrive worldwide, all read by subscribers eager for articles on every conceivable subject, from aviation history to zucchini culture. So, regardless of whether a speech is based on a hobby, your profession, a humorous incident or an outstanding character you know, with a bit of rewriting it just might become a magazine article.

Study the Markets

The people who attend my adult education classes on magazine article writing are always surprised when I tell them to find an editor who is interested in their ideas *before they write the article*.

This practice, though, is followed by most successful writers. It helps them write what editors want to buy, in the style editors want, at the length editors want and on the subjects editors need for their magazines.

How, you ask, can you find an editor who wants your article before it is even written? You do so by studying

the needs of editors and the querying them about your idea.

You can find editors listed in a reference book that is on almost every professional writer's desk: *The Writer's Market*, which lists literally thousands of magazines and their editorial needs. You can find this book at any bookstore and most libraries. Just be sure you're using the 1987 Edition; anything but the current edition is out of date.

Let's say you're a financial planner and you've just given a seven-minute talk titled "Financially Free by 50" at your last investment club meeting. The theme of the talk was ways people could manage their money so it would give them security by middle-age. You decide you'd like to try recycling that speech into an article for a popular magazine.

You open *The Writer's Market* and begin searching for the names of a few magazines that might logically print such an article. You find a long list of consumer magazines, in categories from "Animal" to "Women's."

Each listing contains the name and address of the magazine, the editor's name, some information about its circulation and frequency of publication and the fee it pays for articles. The most important information is in the section that tells the types of articles the magazine wants to buy.

After glancing through *Writer's Market*, you find three magazines you think just might want an article based on your talk, "Financially Free by 50." They are: *USAir Magazine*, *Black Enterprise* and *Savvy*.

The Query Letter

Almost all magazines today prefer that writers submit a query letter rather than a complete manuscript. So, compose three letters describing what you intend to put into your article and how you intend to slant it for each magazine. (Many professional writers query 10 or 12 magazines on each idea.)

Mention any special feature that would make the article outstanding (statistics, anecdotes, new research, etc.), a very brief outline of the contents and your own expertise as a financial planner.

Each letter can have essentially the same format and information, but should vary slightly to detail specifically how the article would be slanted to fit the audience of each particular magazine.

For instance, the letter to *Savvy Magazine* might say that in your article you plan to approach the financial planning needs of the executive woman, while the one to *Black Enterprise* might address specific financial positions of black business people.

Limit the length of each letter to one page, but include as much information as possible. These are your sales letters, and upon them may depend your success in placing the article.

Polish the language in the letters until it is as smooth and literate as your article will be. Start each letter with an attention-grabbing hook to secure the editor's interest.

This is more important than even the article's first paragraph ('lead'), because you must get the editor's attention before you'll have the opportunity to grab your readers' interest. Ask for a copy of the publication's writer's guidelines for further specifics on what they need.

With any kind of luck, within two or three weeks you'll receive a tentative go-ahead from one of the magazines asking you to send the article "on speculation." This means the editor wants to see the article, but is not committing herself to buy it.

Know the Publication

Let's assume you receive this answer from *Savvy Magazine*. Now go to the library and study at least half a dozen back issues of the magazine. Study the articles in the magazine for their *style*, as well as content.

Do they contain many anecdotes, or almost none? Does the editor seem to like statistics in the articles? Quotations? Is the writing lively and chatty or quite formal?

Study the *structure* of the articles, too. Do most of them begin with an anecdote or with straight narrative? What is the average word length of the paragraphs? Of the articles themselves?

Read the advertisements. They can tell you a great deal about editorial preferences. Advertisers place ads that will appeal to the specific interests and needs of a magazine's readers.

And editors *buy* articles that appeal to the specific interests and needs of the magazine's readers. Therefore, the ads are an excellent clue to what editors buy.

You can, for instance, determine the income level of a magazine's readers, based on its advertisements. If the ads are for Cadillacs and Tiffany bracelets then you know the average reader's income level is high. That tells you to include in your article only information on financial planning that would apply to readers with exceptional incomes.

On the other hand, if the ads are for sturdy work clothes and Ball canning jars, then you know the readers are people who watch their pennies. The editor of *that* magazine would buy an article slanted to help middle- and low-income people plan their financial futures.

Tailor the Piece

Once you've decided just how the *Savvy* editor likes her articles written, sit down with your speech outline and adapt it to her needs. Work out a logical beginning, middle and end, just as you did for the speech, but use the *Savvy* Magazine style.

Focus on the aspects of financial planning that interest an executive woman, and resist the temptation to interject any thoughts about financial planning for young parents, black entrepreneurs, pre-retirees and so forth. Use the straightforward language style of *Savvy*, and keep the articles between 1500 and 3500 words, since that is the length *Savvy* prefers.

Type the article neatly on plain white paper, double-spaced with wide margins, and send it to the editor who answered your query. Enclose a brief cover letter that mentions the query and her response, along with a self-addressed, stamped envelope large enough to return the manuscript in case she can't use it.

If you've done your homework, written the article in her style, and included plenty of solid information, she just might send you a nice check by return mail.

The same plan can be used to adapt almost any speech that has wide applicability, whether it is about cat care, prenatal health, solar heating, choosing a career, coin collecting, starting a small business, using a computer, making a quilt or whatever.

Why Not Write a Book?

Now, suppose you'd like to do a little more work, and possibly reap far greater profits. The next logical step beyond magazine articles is a book, and again, you can use your speeches as the nucleus.

A magazine article or two will certainly boost your credibility, but I guarantee that nothing will do more for your prestige and professional standing than a book with your name on the cover as author. In fact, many men and women write books for that specific purpose—to gain credibility in their professions.

Have you ever noticed how many professional speakers list a book or two among their credits? That's because little else impresses like a published book. If you can look upon a magazine article as an extension of a speech, then look upon a book as a collection of some 10 or 12 speeches—all different aspects of one subject.

That speech on financial planning, for instance, could become a book by approaching the subject from several angles. The first chapter might discuss the criteria a person should use in choosing a financial advisor.

You could have a chapter on setting reasonable financial goals, one describing different types of investments, another on IRAs and so forth. You could address the special needs of different types of investors. Each one of these topics could be a chapter in the book.

The process used by professional book authors is to dissect the subject into as many logical parts as possible, then write a chapter about each one.

Two Ways to Publish a Book

You can get your book published in one of two ways. The traditional way is to approach royalty publishers (Doubleday, McGraw-Hill, etc.) with a long, detailed proposal about the book and your expertise in the subject—again, *before you write the book*. Go to *The Writer's Market* to locate the publishers who would logically publish a book on your subject.

If you hit the jackpot and sell your idea to a publisher, you will receive an advance of anywhere from a few hundred to several thousand dollars. After publication of the book, you will receive royalties twice a year of from 10 to 14 percent on sales, once the book has earned enough to pay back the advance.

However, the success rate in getting a book published this way is becoming poorer every year. Statistically, less than one percent of unagented books and proposals that arrive in publishers' offices are accepted and make it to publication. Many of the larger publishers won't even look at the work of an unknown writer today.

Self-Publishing

For that reason, a growing number of first-time writers are choosing self-publishing. The self-publisher is completely in charge of every aspect of his or her book, from writing through promotion. The beauty of self-publishing, if the book is successful, is that the writer collects 100 percent of the profits.

Not every book is right for self-publishing, however. Self-published fiction, for instance, seldom makes money today, even though Mark Twain made his reputation from a self-published work of fiction—*Huckleberry Finn*.

But informative self-published business books that appeal to specific professions are easy to sell. A book that can be sold through advertising and mail order to a motivated audience is nearly always a winner. Manuals for classroom use are naturals for self-publishing.

Quite often an author will self-publish a book, and then a royalty publisher will suddenly realize its profit potential. In such cases, the publisher makes the author a very handsome offer (including a big advance) for the right to publish the book.

A classic example is *The One-Minute Manager*. Kenneth Blanchard self-published that book, then it was picked up by one of the United States' largest royalty publishers. As a result, that little book and its spinoffs are making millions for the author.

I've written five books for royalty publishers and have self-published two to date. Without any doubt, the self-published book are going to make far more money for me—and that's the path I intend to take in the future.

So, the next time it's your turn to give a speech, think ahead to how the idea could be expanded into an article or a book. With a little extra effort, you just might use the preparation and thought that went into that talk as the springboard to a brand new career as an author!

—Jacquelyn Peake

Jackquelyn Peake is a professional writer and speaker and charter member of two Toastmasters clubs, including her current club, Noonshiners Club 5314-26 in Fort Collins, Colorado. Her book, *Publish Your Own Book—and Pocket the Profits!* can be ordered from her at 1013 Mirrormere Circle, Fort Collins, CO 80526.

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PCS Chapters—A Rich Society Resource

Chapters and their activities are important to our Society and, as Membership Chair, I plan to give greater emphasis to helping members develop and maintain their technical and professional interests by forming Chapters in their local areas. Activities that can be fostered include:

- Chapter Technical and Professional Meetings
- Special Seminars, Lecture Series and Symposia
- IEEE and Society Membership Promotion
- IEEE and Society Awards
- Section and Society Liaison

IEEE Section representatives will help in forming chapters by scheduling meetings and finding suitable locations and facilities for these meetings.

Chapter Chairmen, officers and members should try to attract a selection of speakers whose topics will interest a wide variety of PCS members.

Currently, PCS has seven chapters, and members interested in participating in any of these should contact the chairmen list below.

PCS Chapters

| | |
|---------------------------------------|--|
| | <i>Region 1</i> |
| <i>Section/Council</i> | <i>Chapter Chairmen</i> |
| Boston (CNEC) | David C. Crocker 80 Spring Road Needham Heights, MA 02194 Tel: (617) 258-2710 |
| | <i>Region 2</i> |
| Northern Virginia/ Washington D.C. | W.C. Dean 1301 Namassin Road Alexandria, VA 22308 Tel: (703) 836-3882 |
| Philadelphia | Ronald Medykiewicz (Acting) Hewlett-Packard Co. Rte. #41, P.O. Box 900 Avondale, PA 19311-0900 Tel: (215) d268-2281, X4427 |

Region 3

No Chapter Established.

Region 4

Chicago

William Everson
SMED 1835E
Commonwealth Edison
P.O. Box 767
Chicago, IL 60690
Tel: (312) 294-8420

Region 5

No Chapter Established.

Region 6

Metropolitan
Los Angeles
(LA Council)

Lacy R. Martin
6625 Springpark Avenue
Apt. #10
Los Angeles, CA 90056
Tel: (213) 515-3993

Region 7

Ottawa

John B. Terry
Rural Route #2
CARP Ontario, Canada KOA 1LO
Tel: (613) 726-3304

Region 8

United Kingdom
and Republic of
Ireland

Brian R. Harrington
33 Brentwood Road
Ingrave Brentwood Essex
England CM3 3RE
Tel: 0277 218144

Region 9

No Chapter Established.

Region 10

No Chapter Established.

In the future, we will include news about Chapter activities in each issue of our *PCS Newsletter*. So, all you chapter chairmen out there, please take advantage of this offer, by sending items about your chapter's people, places and happenings (photos welcome) to Deborah Kizer, *Newsletter* Editor. Anyone interested in forming a chapter should contact:

Lacy Martin
6625 Springpark Avenue
Los Angeles, CA 90056

or

Lois Moore
The Johns Hopkins University
Applied Physics Laboratory
Johns Hopkins Road
Laurel, MD 20707

—Lois K. Moore
Membership Chair

PCS Needs You!

Volunteering your time and talent on one of our committees or participating in any of our activities can be a rewarding experience for both you and our Society. Just contact the people listed below and let them know of your interests. There's always much work to be done.

Here are some the ways you can participate:

1. Submit papers on professional communication to the *IEEE Transactions on Professional Communication*, published quarterly.
Contact: Joan Nagle, Editor
3404 Oakdale Drive
Murrysville, PA 15668 USA
2. Write articles for *IEEE PCS Newsletter*, published quarterly.
Contact: Deborah Flaherty Kizer, Editor
AT&T Technologies
One Oak Way
Room 2WA119
Berkeley Heights, NJ 07922
3. Attend and present papers at our annual international conferences. Contacts:
 - IPCC-88—Gary Greenup, General Chair
Boeing Aerospace Co.
M/S 8J-98
P.O. Box 3999
Seattle, WA 98124
 - IPCC-89—Richard Robinson, General Chair
Grumman Aerospace Corp.
C39-05
Bethpage, LI, NY 11714
4. Serve as a liaison to other communication societies.
 - Contact: James Hill, Vice President
HRB-Singer, Inc.
P.O. Box 60
Science Park
State College, PA 16804

5. Attend PCS's Administrative Committee meetings held four times a year.

- Contact: Sam De Amicis, Secretary
The Johns Hopkins University
Applied Physics Laboratory
Johns Hopkins Road
Laurel, MD 20707

6. Serve on a committee.

- Contact: James Hill (at above address)

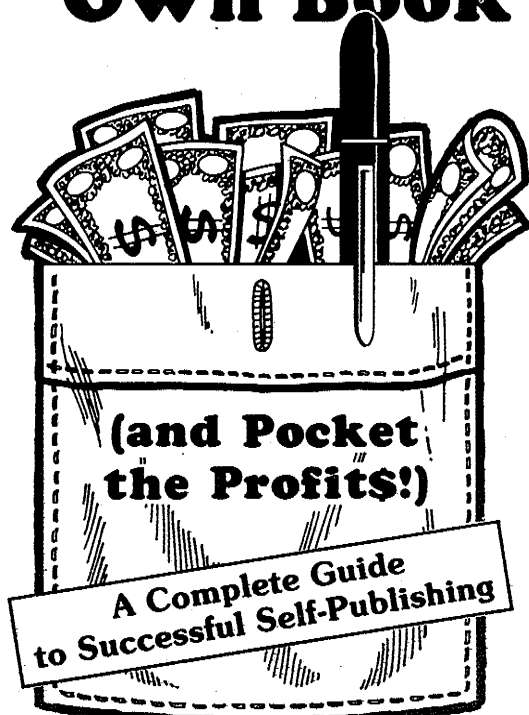
7. Form a PCS Chapter in your area.

- Contact: Lois Moore, President
The Johns Hopkins University
Applied Physics Laboratory
Johns Hopkins Road
Laurel, MD 20707

—Lois Moore
PCS President



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