

## Information Architecture--What's the Buzz About?

by Kit Brown

Richard Wurman first coined the phrase in 1975, but information architecture, and hence, information architects, really didn't get much press until the late 1990s when the dotcom boom hit. Seemingly overnight, information architects popped up everywhere, primarily in the context of the web, but also in the context of enterprise-level content and knowledge management efforts, and information systems and information technology designs and upgrades.....**Read more...**

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### • IPCC 2007

#### Conference Site Now Available

IPCC 2007 is in Seattle, Washington and will be a gala event celebrating PCS' 50th anniversary. Hope you can make it! The conference site is now available at <http://www.ieeepcs.org/ipcc2007/index.htm>.

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### • In Memoriam

#### Jim Lufkin: 1919-2007

James Markham Lufkin died 12 March 2007 and a memorial service was held on 24 March 2007—his 88th birthday, an irony I think he would have enjoyed. Jim held B.A. and M.A. degrees in comparative literature from the University of Minnesota, where he did additional doctoral studies and... **Read more.**

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### • Jobs

#### Editor in Chief, *Transactions*

Please take a look at the announcement about this and other jobs....**Read more.**

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### • Reviews

#### Boxes and Arrows

Information Architecture (IA) is a very tricky subject. On one hand, it is a multi-layered field by itself, and on the other hand – it is one of the layers of information presentation. Its serious sounding name does baffle people, not knowing how to associate architecture with something not solid or static... **Read More.**

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## In Memoriam

### Jim Lufkin: 1919-2007

Contributed by Rudy Joenk



**PHOTO (Aug 2006) CAPTION: James M. Lufkin, 1919–2007**

James Markham Lufkin died 12 March 2007 and a memorial service was held on 24 March 2007—his 88th birthday, an irony I think he would have enjoyed.

Jim held B.A. and M.A. degrees in comparative literature from the University of Minnesota, where he did additional doctoral studies and later taught composition for several years. He also did doctoral work in France and was fluent in both French and German.

Jim was a veteran of the U.S. Army Air Corps in the Pacific in WW II, receiving a Bronze Star, and of U.S. Air Force Intelligence in post-war France. Most of his three-decade professional life Jim worked for Honeywell, Inc., in Minnesota, as technical writer, editor, translator, and consultant. He was well known for his work translating technical documents, a vocation he continued for many years after his retirement. Jim was also active in church and community work, being a life-long resident of the Twin Cities.

Jim joined the IEEE in 1964 and became a Senior Member in 1967. He soon was elected to the administrative committee (AdCom) of the Professional Communication Society (PCS) and in 1968 became its president. The 1970s, too, were a productive decade for Jim: He was again elected to the AdCom for two terms, 1974–1979, after just completing three terms in 1972; he was chosen as president again in 1975; and he received PCS's first Alfred N. Goldsmith Award for outstanding achievement in technical communication, also in 1975. Jim is credited with modernizing the society name at about the same time. He became an IEEE Life Senior Member in 1997.

Perhaps his greatest achievement, however, started with his chairing PCS's 1973 Conference on the Future of Scientific Journals. That conference was an outstanding success, garnering a broad range of attendees, not only from the IEEE, but also from academic, industrial, and scientific enterprises; editors and publishers from both the hard and the soft sciences, as well as information users and custodians. Soon after this conference, Jim distributed an informal newsletter creating the Association for Scientific Journals (ASJ), a group without membership requirements, officers, or other typical society encumbrances.

Nevertheless, with Jim as its untitled leader, and with the backing of PCS and publication support from the National Science Foundation, the ASJ sponsored two more, equally successful, conferences on scientific journals chaired by Jim, in 1975 and 1977. The proceedings of all three conferences were published in the *IEEE Transactions on Professional Communication*. After the 1977 conference, the ASJ morphed into the Society for Scholarly Publishing, whose members affectionately referred to Jim as the "godfather of SSP."

He was also widely known within and outside the IEEE for his proficiency at writing playlets and operettas that illustrate, often very comically, our problems with communication, technical and otherwise. His first, optionally known as "The Slide Talk" or "How to Present a Technical Paper," was presented to a standing-room-only IEEE audience in the ballroom of the New York Hilton Hotel in 1968. His "Shakespeare Gets a Computer" premiered at IPCC 90 in Guildford, England.

Our last contact with Jim was at our AdCom meeting in Minneapolis in May 2000, which he attended with several members of his family. There, we presented Jim with his IEEE Third Millennium Medal, and two "PCS Players" reprised one of his memorable skits, "The Employment Interview," which often were a feature of PCS and other-society conferences. We've lost a very special and dedicated member of PCS; many of his contemporaries hailed him as their first technical communication mentor.



## Feature

# Information Architecture--What's the Buzz About?

by Kit Brown

Richard Wurman first coined the phrase in 1975, but information architecture, and hence, information architects, really didn't get much press until the late 1990s when the dotcom boom hit. Seemingly overnight, information architects popped up everywhere, primarily in the context of the web, but also in the context of enterprise-level content and knowledge management efforts, and information systems and information technology designs and upgrades.

## Information Architecture Defined

Essentially, information architecture is concerned with designing the framework for managing information or data to ensure that it is easy to create, store, retrieve, and otherwise manage the information.

**Wikipedia** defines information architecture as "the practice of structuring information (knowledge or data) for specific purposes in a specific context. The context might be web development, user interactions, database development, programming, technical writing, or enterprise architecture. Information architecture has somewhat different meanings in these different branches of what might be called IS and/or IT architecture...The term information architecture describes a specialized skill set which relates to the management of information and employment of informational tools. It has a significant degree of association with the library sciences."

Kimen (2003) defines it as the "combination of organizing a site's content into categories and creating an interface to support those categories..."

## Skills Needed to be an Information Architect (IA)

Technical communication professionals, librarians, database designers, usability engineers, web designers, and content managers all have foundational skills that they can build on to become an information architect. Skills include the following:

- **"Plays well with others"**. IAs must be able to communicate effectively with everyone on the project team, as well as customers and vendors. Interviewing skills are vital in this role.
- **Analyzes and problem-solves**. IAs must use data from many sources to identify the problem, analyze it, and come up with an effective solution.
- **Conceptualizes and designs**. IAs must be able to take abstract ideas and conceptualize them in a way that translates into system designs and requirements.
- **Organizes effectively**. Consistent organization of information that meets the needs of the user base is probably the most important skill for an IA. This also requires logic, intuition, and a detail orientation.

- **Can see both the big picture and the detail.** IAs are good at providing context because they can see both the forest and the trees and can give the user a map to orient them and to provide structure and context for the information.
- **Is intensely curious.** Curiosity fuels creativity and problem-solving.
- **Has technical aptitude and knowledge.** An information architect is a senior level technical person on a project team and typically has at least 10 years of experience in their professional field before being promoted to an architect level. On the technical track, the architect level typically reports to the Chief Information Officer or a business unit director.

## Training

There are loads of books on the topic of information architecture (see [Amazon.com](#)), but not many university programs with the specific name of Information Architecture. Many degrees are located within a library science, information systems, or technical communication master's or PhD program.

## Professional Organizations

There are several professional organizations that are oriented toward information architects:

- [Information Architecture Institute](#)
- [ASIS&T](#)
- [CM Pros](#)

## Conclusion

As more and more companies move toward enterprise-level knowledge management and content management, information architecture will become ever more important. As the profession matures, expect to see a move toward certification, as well as clarification about what exactly an information architect does.

## References:

Barker, I. (2005) "What is Information Architecture", *KM column* [http://www.steptwo.com.au/papers/kmc\\_whatinfoarch/index.html](http://www.steptwo.com.au/papers/kmc_whatinfoarch/index.html)  
(accessed April 2007)

Hoffman, A. (2007) "Information Architects: Web Builders with a Sales Bent", *Monster.com* <http://content.monster.com/articles/3472/17470/1/default.aspx>  
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Kimen, S. (2003) *10 questions about information architecture*, Builder.com. <http://builder.com.com/5100-31-5074224.html> (accessed April 2007)

Wikipedia. (2006) *Information Architecture*. [http://en.wikipedia.org/wiki/Information\\_architecture](http://en.wikipedia.org/wiki/Information_architecture) (accessed April 2007)



## President's Column

### This and That...

By Luke Maki

As I write this, I am in Puerto Rico working virtually, while my wife attends a conference. Convincing me to come along took little effort! I think the temperature 'extremes' this week are 83 F for a high, and 76 F for a low. Besides, it provides an opportunity to check out future venues for PCS conferences. Hmm... with planning underway for IPCC conferences thru 2010, perhaps IPCC 2011 could be in Puerto Rico? Or, perhaps a 'regional' conference could be held in March or April, in some year earlier than 2011. Let me know what you think, especially if you would like to volunteer to help organize such an event!

### PCS AdCom

The AdCom will be having their first 'face-to-face' meeting for the year in Piscataway, New Jersey, on May 31, June 1, and June 2 (the first meeting was 'virtual' via teleconference). We decided to hold the meeting at IEEE headquarters to allow the AdCom to meet with IEEE staff on June 1. This will allow newer members of the AdCom to better learn what services are available from IEEE to aid in executing their committee and official duties for PCS, as well as have focused discussions regarding some initiatives being worked on. As always, PCS members are invited to attend AdCom meetings, but please notify me if you plan to attend so we can have an accurate headcount.

### 2006 Financial Results

I am happy to report that preliminary financial data from 2006 for the PCS is looking favorable. I stop short in reporting numbers, as the final numbers are not in, and some expenses may not yet be on the books. Contributing to this, based on the preliminary data, is better than expected income generated by downloads of PCS content from IEEE Xplore (a testament to the quality, depth, and breadth of the content falling within the PCS Fields of Interest), less expenditures than anticipated during the year (we do try to run a lean society), and some investment returns.

Presuming this preliminary data bears a resemblance to the final report, it will help PCS 'bridge the gap' in 2007. The 2007 budget is a purposeful 'deficit' budget reflecting an inability to cover the step-function expense increase induced by the change in what is called the 'Indirect Infrastructure algorithm' (effective during 2007). The algorithm will change again in 2008 (after much debate in TAB, but to everyone's credit what resulted is actually a better business solution), and should be more favorable to PCS.

Much credit must be given to former TAB Treasurer Harold Flescher and his team in formulating the new plan for Indirect Infrastructure, which the IEEE Board of Directors subsequently adopted with minor changes. With the financial volatility of this issue apparently being resolved, the PCS AdCom can proceed with focusing on not only the core products and services, but also continue to explore additional ways to provide services to its current members as well as to other IEEE members.

## **IPCC 2007, Engineering the Future of Human Communication**

The papers have been selected and the authors have been notified to follow the author's kit now posted on the conference website. The registration system for the conference will be available soon. The planning committee is investigating some optional local trips in and around Seattle to be available to attendees and their spouses or families. This conference should be on your must-attend list this year! Check the website periodically: <http://www.ieeepcs.org/ipcc2007/index.htm>.

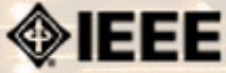
Please write me at [luke.maki@ieee.org](mailto:luke.maki@ieee.org), I would love to hear from you.

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*Luke Maki is the current president of IEEE-PCS and works for The Boeing Company.*

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## Editor's Column

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### Some Days are Like That

by Kit brown

Birds are singing, flowers are blooming, spring is in the air, taxes are due in the US, and conference season is in full swing. It's weeks like this past one that make me wish I was independently wealthy and off on some mountaintop communing with nature instead of crouched over my computer in decidedly non-ergonomic fashion. My ever-playful and impatient border collie, Merlin, has been looking askance at me for hours because I'm ignoring the slimy rubber ball that he so kindly dropped in my lap.

One of these days, I will learn to say NO to so many professional and personal obligations...All this busyness is highly over-rated. I keep telling myself that it will be better after the STC conference in May, but I know better...unless I can wrench some balance back into my life, which I am determined to do this summer. (Where have I heard that one before?!)

### This Month

The theme for the month is information architecture. Check out the information about Boxes and arrows in the [review](#) section, as well as the [feature article](#).

Also, there are lots of things happening in PCS:

- [conference](#) and [50th anniversary](#) planning
- [nominations](#) for AdCom
- marketing PCS to other IEEE organizations
- still looking for a webmaster
- looking for a *Transactions* editor (Kim's term is up)
- and much more (see [Luke's column](#))





## Web Site Reviews

### Boxes and Arrows

by Meghashri Dalvi

Review of <http://www.boxesandarrows.com/>

Information Architecture (IA) is a very tricky subject. On one hand, it is a multi-layered field by itself, and on the other hand – it is one of the layers of information presentation. Its serious sounding name does baffle people, not knowing how to associate architecture with something not solid or static.

When you leave aside these issues, information architecture and its basic concepts give a very unusual perspective to “information”. The insight and analysis of how we want to communicate the information, and how we can best deliver it is a delight.

And providing this delight regularly to me is the wonderful site **Boxes and Arrows**.

#### Innovative Content

The team behind Boxes and Arrows attempts to define what the content covers (<http://www.boxesandarrows.com/about>). In the true IA spirit, they also clearly mention their reader profile. But, let us not get distracted by that. The main attraction, the real treasure, is their stories (<http://www.boxesandarrows.com/story>).

#### The Stories

- "Communicating Complex Ideas" ([http://www.boxesandarrows.com/view/communicating\\_c](http://www.boxesandarrows.com/view/communicating_c)), a highly-rated story analyzes how complex ideas can be structured to communicate them easily.
- "The Information Architecture of Email" ([http://www.boxesandarrows.com/view/the\\_information\\_architecture\\_of\\_email](http://www.boxesandarrows.com/view/the_information_architecture_of_email)) takes on an everyday tool and thinks aloud about its IA aspect. Another good story,
- "Using Adoption Metaphors to Increase Customer Acceptance" ([http://www.boxesandarrows.com/view/using\\_adoption](http://www.boxesandarrows.com/view/using_adoption)) is further enriched by readers sharing their experiences and ideas.
- Unusual stories like "Ranganathan for IAs" ([http://www.boxesandarrows.com/view/ranganathan\\_for\\_ias](http://www.boxesandarrows.com/view/ranganathan_for_ias)) make very exciting reading.

#### Case Studies

The **Case Studies** are thorough and comprehensive. Particularly, The "**ABCs of the BBC**" makes a very good design

analysis, leading to overhauling the typical alphabetized index.

The novel concept of **floating ideas**, inviting reader comments, and volunteering to turn them into stories takes interactivity to a whole new level.

Some of the articles discuss career issues, like "**Transitioning from User Experience to Product Management**". This makes the site a more complete stop for IA / UX /design professionals.

On the flip side, the alphabetically sorted left navigation links leave me baffled – I would rather have them arranged more meaningfully.

### Technical Communication

What does Boxes and Arrows offer specifically for technical communicators? The focused topics range from **basic tips**, **content management system complexity**, to user analysis and **use of personas**. User Assistance and User Experience also get widely discussed. Besides, several design and IA articles subtly help lead readers toward effective communication. Overall, Boxes and Arrows makes a good supplementary reference site for technical communicators.

### Why the Name

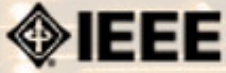
Well, out of curiosity, I asked them. Christina Wodtke, the founder, explained that it's a light-hearted reference to IA, playfully indicating planning and drawing diagrams.

The name certainly does that and also stands out in the clutter of IA-related sites. And, as you refer it more and more, you realize that that the **people** behind this quality content place a very high premium on excellence. And, that makes it very inviting.

Go ahead and visit it often. It is worth it.

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***Meghashri Dalvi** has combined her love of writing with engineering and management background to create a successful career in technical communication. She currently works as a Consulting Technical Communicator in India, and is pursuing her doctoral research in Management.*



## Tidbits

*Editor's Note: I am always looking for strange, fun, or interesting technical communication tidbits. Please contribute freely.*

## Universal Translators?

Contributed by Andres Heuberger, Multilingual Compliance News, March 2007

A number of electronic devices are under development that would allow people to have bilingual conversations, in real time. Many of these gadgets are being developed for the military. However, the [BBC](#) recently reported on an effort to bring this technology to everyday communications.

*Multilingual Compliance News is written for people who manage translation and localization projects. Published by [ForeignExchange Translations](#), Multilingual Compliance News is distributed free of charge via email to industry professionals.*

## Blogging: Be Careful What You Say

From NAWBO SmartBriefs, 12 april 2007

The *Wall Street Journal* reported on 10 April that recruiters are increasingly looking at applicants' blogs to make hiring decisions...[Read more...](#)

## Plagiarism Issues

From Institute Online, 27 March 2007

Two recent articles in the *Institute Online* point out issues with plagiarism and how to spot it. IEEE has recently developed tools to assist with educating students and others about plagiarism and to assist in spotting plagiarism when it occurs:

- Study on plagiarism: <http://bmsmail3.ieee.org:80/u/5788/80052613>
- Tools for spotting plagiarism: <http://bmsmail3.ieee.org:80/u/5789/80052613>

## Out of the Grey Box

From Jost Zetzsche, *The 84th Tool Kit - Standard Edition*, 21 March 2007

Jost produces a regular newsletter for those in the localization industry who are interested in technology issues. In his latest newsletter, he discusses the possibility of partnership between the open source community and translators:

"To be honest, I do not even know what this title means, but Jean-Christophe Helary from the OmegaT team asked me to write about solutions that are "out of the gray box," referring to open source, Linux, and other

"alternative" solutions for technology for translators. Now, I'm not an expert in these solutions, and there are other newsletters and resources for that, preeminently Corinne MacKay's newsletter ([www.translatewrite.com/index.php?s=foss](http://www.translatewrite.com/index.php?s=foss)) and Martin Wunderlich's open-source software list ([www.martinwunderlich.com/foss-links.html](http://www.martinwunderlich.com/foss-links.html)). But I am still very interested in this whole area.

I attended several conferences during the past two weeks, and at every single conference, the topic of open-source translation came up (referring not so much to the tools as to translated open-source materials). What was interesting about these discussions was that it was generally agreed upon that even though the open-source translators are rather tech-savvy and naturally believe in sharing resources, the translated products vary greatly in quality. The reasons for this are relatively obvious: 1) the translators typically are not professional translators so the linguistic quality is sort of a hit-or-miss situation, and 2) because they are not professional translators they are somewhat out of the loop in regard to translation technology and standards, making the sharing of resources across products more difficult....."

To subscribe, go to [www.internationalwriters.com/toolkit](http://www.internationalwriters.com/toolkit) and follow the instructions.

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# Newsletter



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## Society News: PCS Events

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### IEEE Student Paper Competitions Underway

IEEE student paper competitions are underway. Brenda is judging in her local competition; the winners go on to the area competitions.

If your section is holding a competition, please volunteer to help! They need judges with excellent writing skills!

### IPCC 2007

by IPCC Conference Committee

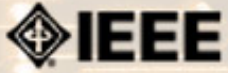
IPCC 2007 is in Seattle, Washington and will be a gala event celebrating PCS' 50th anniversary. Hope you can make it! The conference site is now available at

<http://www.ieeepcs.org/ipcc2007/index.htm>.

The 50th anniversary committee is already planning some great activities. See the [50th anniversary article](#) for more information.

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# Newsletter



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## Society News: Member News

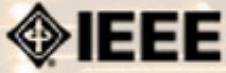
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## Volunteers Needed

We need volunteers to assist with the IPCC conference this fall, as well as for the 50th anniversary celebration. Please contact Mark Haselkorn at [markh AT u.washington.edu](mailto:markh@u.washington.edu).

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# Newsletter



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## Society News: AdCom News

### Next AdCom Meeting

By IEEE-PCS AdCom

The next meeting will be 31 May to 2 June at the IEEE Headquarters in Piscataway, New Jersey, USA. (Details still being finalized). The fall meeting will be held the weekend before the IPCC 2007 in Seattle, WA. IPCC is 1-3 October.

### AdCom Nominations for 2007-08

By Helen Grady, Chair of Nominating Committee

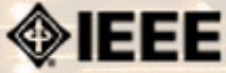
The Professional Communication Society is managed by an administrative committee (AdCom) comprising 18 volunteers who work to ensure that our society serves its members, the IEEE, and the field of technical and professional communication. If you are interested in a higher level of involvement in PCS and IEEE, I urge you to consider being a candidate for the AdCom. Elections are held each year to fill six at-large positions with three-year terms. AdCom members-at-large must be both PCS and IEEE members (i.e., a higher level of membership than affiliate). Each year, three members-at-large are selected by vote of the members of PCS and three by vote of the current AdCom.

Typically, AdCom members attend three business meetings each year; one of these meetings is held virtually via the telephone and Internet. AdCom members also engage in e-mail discussions between meetings.

Each member-at-large has an opportunity to provide leadership in the society by, for example, chairing a standing or ad hoc committee, serving as a society officer, or playing a lead role in an upcoming International Professional Communication Conference (IPCC). Although AdCom members are volunteers and are expected to seek travel support from their employers, PCS currently provides up to USD 1200 yearly for attending the three meetings; the travel allowance is USD 2000 for AdCom members outside North America.

You need not be a member of the AdCom, however, to play a role in these and other PCS activities. There's plenty of rewarding work for anyone who wants to volunteer by contacting Tom Orr, our volunteer coordinator, at [t-orr AT U-AIZU.AC.JP](mailto:t-orr@u-aizu.ac.jp). Nevertheless, for those of you with a special desire and exciting ideas, working with the AdCom can be both significant and rewarding.

If you're interested, or know someone who might be, please contact Helen Grady, chair of the nominating committee, at [grady\\_h AT mercer.edu](mailto:grady_h@mercer.edu) by **15 June**. You can learn more about our society by visiting <http://www.ieeepcs.org/>.



## Society: Non-Society Events

The following events are listed in chronological order with the earliest events first. This list is by no means exhaustive, but is intended to provide readers with information they may find helpful. It is updated each month.

**INFOCOM 2007** *NEW!*

**SIN 2007**

**Society for Technical Communication**

**International Symposium on Integrated Network Management (IM 2007)**

**ISTAS 2007: International Symposium on Technology and Society**

**IEEE International Conference on Communications**

**KCC 2007**

**CCCT 2007**

**International Conference on Semantic Computing** *NEW!*

**LavaCon 2007**

**GlobeCom 2007**

## INFOCOM 2007

**Title:** 26th Annual IEEE Conference on Computer Communications  
**Dates:** 6-12 May 2007  
**Location:** Anchorage , Alaska , USA  
**URL:** [www.ieee-infocom.org/2007](http://www.ieee-infocom.org/2007)

## International Conference on Security of Information and Networks



## (SIN 2007)

**Title:** International Conference on Security of Information and Networks (SIN 2007)  
**Dates:** 8-10 May 2007  
**Location:** Salamis Bay Conti Resort Hotel, Gazimagusa (TRNC), North Cyprus  
**URL:** <http://www.sinconf.org/>

### Organized By:

- Faculty of Engineering, Eastern Mediterranean University, Gazimagusa (TRNC), North Cyprus
- Faculty of Electrical and Electronic Engineering, Istanbul Technical University, Istanbul, Turkey

### Sponsored By:

- Scientific & Technological Research Council of Turkey (TUBITAK) (pending)
- National Research Institute of Electronics and Cryptology (UEKAE)
- IEEE Turkey Section
- IEEE Computer Society Turkey Branch
- Chamber of Computer Engineers, TRNC, North Cyprus

### Hosted By:

- Computer Engineering Department and Internet Technologies Research Center (ITRC), Eastern Mediterranean University, Gazimagusa (TRNC), North Cyprus

The International Conference on Security of Information and Networks (SIN 2007) provides an international forum for presentation of research and applications of security in information and networks. The SIN 2007 conference features contributed as well as invited papers and tutorials on practice and applications. Its drive is to convene a high quality, well-attended, and up-to-date conference on scientific and technical issues of security in information, networks, and systems.

Conference main theme is Information Assurance, Security, and Public Policy, that is, by another name, "Effecting Security in the Age of e-X", where X could stand for any buzzword such as commerce, tourism, banking, wallet, learning,... Other themes vying for the top spot are "Security Development Lifecycle: Promises, Practices, Findings", "High-Assurance Design", "Service-Oriented Architecture (SOA) and Identity Management", and "VoIP & Wireless Access: Boon or Bust for Enterprise Security".

## Society for Technical Communication Conference 2007

**Title:** Technical Communication Summit  
**Dates:** 13-16 May 2007  
**Location:** Minneapolis, MN USA  
**URL:** <http://www.stc.org/54thConf/>

Several PCS AdCom members are speaking and/or attending this conference.

Make the Technical Communication Summit--STC's annual conference--your primary source of learning about technical communication. Whether you're a novice or senior practitioner, manager or researcher, the Summit caters to your need for education and professional growth with:

- pre-conference seminars
- learning sessions
- keynote speakers
- networking opportunities

## IM 2007

<b>Title:</b>	10th IFIP/IEEE International Symposium on Integrated Network Management (IM 2007)
<b>Dates:</b>	21-25 May 2007
<b>Location:</b>	Munich, Germany
<b>URL:</b>	<a href="http://www.ieee-im.org">www.ieee-im.org</a>

The Tenth IFIP/IEEE International Symposium on Integrated Management (IM 2007) will be held 21-25 May 2007 in Munich, Germany. IM 2007 will present the latest technical advances in the area of management, operations and control of networks, networking services, networked applications, and distributed systems. Held in odd-numbered years since 1989 and taking turns with its sibling conference NOMS, IM 2007 will build on the successes of its predecessors and serve as the primary forum for exchange among the research, standards, vendor and user communities in the field of integrated management. The symposium is sponsored by the International Federation for Information Processing (IFIP) Working Group 6.6 on Management of Networks and Distributed Systems, and by the IEEE Communications Society Technical Committee on Network Operations and Management (CNOM).

Integrated management of networked systems is facing new challenges, stemming from a combination of rapidly evolving technologies and an increased scrutiny from corporate customers. At the same time, as IT and network services become more and more ubiquitous, their reliability and performance become more critical for all kinds of enterprises. The resulting demands for improving and verifying service quality must be met in an environment of increasingly distributed and decentralized service provisioning, accelerated service lifecycles, and unprecedented security challenges. Today's IT management issues involve many diverse problems in controlling heterogeneous IT infrastructures, often across organizational boundaries. However, new and difficult challenges are emerging while aligning technical and organizational IT management to business requirements, thus calling for integrating management tools and measures "from bits to business value".

IM 2007 will be organized into technical and application sessions, panels, tutorials and workshops. In addition, it will feature an industrial experience track to share practical lessons learned by the user and vendor communities, posters, birds-of-a-feather sessions, and vendor exhibits. In the tradition of previous events, we strive to make the IM 2007 Symposium the highest quality professional event of the year. Paper submissions will undergo a stringent review process implemented by the Technical Program Committee, which includes the most respected experts in the field. We encourage papers that break new ground or present insightful results based on experience with integrated management of networks, systems, applications and services.

## ISTAS 2007

**Title:** ISTAS: International Symposium on Technology and Society  
**Dates:** 1-2 June 2007  
**Location:** University of Nevada, Las Vegas, Nevada USA  
**URL:** <http://www.unlv.edu/faculty/dmh/ISTAS2007/>

Papers at the conference will cover a variety of relevant subtopics, from gaming technology to natural and anthropogenic catastrophes, as well as other traditional ISTAS topics. The conference will be sponsored by IEEE-SSIT, with the Risk Assessment and Policy Association, the UNLV Department of Environmental Studies and the UNLV Institute for Security Studies as co-sponsors.

For more information, contact Conference Chair David M. Hassenzahl at [david.hassenzahl@unlv.edu](mailto:david.hassenzahl@unlv.edu).

## IEEE International Conference on Communications

**Title:** IEEE ICC  
**Dates:** 24-28 June 2007  
**Location:** Glasgow, Scotland UK  
**URL:** <http://www.ieee-icc.org/2007/>

The Conference addresses key themes on "Smart Communications Technologies for Tomorrow". The program will feature a General Conference, 10 Specific Symposia, Applications Sessions, and Tutorials. Prospective authors are invited to submit original technical papers for oral or poster presentations at ICC 2007 and publication in the Conference Proceedings. (IEEE Communications Society policy states that all accepted ICC 2007 technical presenters must register at the full or limited rate. For authors presenting multiple papers, one full or limited registration is valid up to three papers).

## 2nd International Symposium on Knowledge Communication and Conferences (KCC 2007)

**Conference:** KCC 2007  
**Dates:** 8-11 July 2007  
**Location:** Orlando, Florida  
**Website:** <http://www.iis-cyber.org/kgcm2007/>

The main purpose of The International Symposium of Knowledge Communication: KCC 2006 is to bring together academics, researchers, lecturers, and practicing professionals to share their reflections on the objectives and the means of Knowledge Communication, as well as its functions with its stakeholders at both the organizational and the societal level.

KCC 2007 will be held in the context of The World Multi Conference on Systemics, Cybernetics and Informatics: **WMSCI 2007**. There are strong, though somehow implicit, relationships between Knowledge Communication and the three areas of WMSCI.

## CCCT 2007

**Conference:** CCCT 2007  
**Dates:** 12-15 July 2007

**Location:** Orlando, Florida  
**Website:** <http://www.info-cyber.org/ccct2007>

CCCT '07 is an International Conference that will bring together researchers, developers, practitioners, consultants and users of Computer, Communications and Control Technologies, with the aim to serve as a forum to present current and future work, solutions and problems in these fields, as well as in the relationships among them. Consequently, efforts will be done in order to promote and to foster the analogical thinking required by the Systems Approach for interdisciplinary cross-fertilization, "epistemic things" generation and "technical objects" production.

CCCT Conferences are yearly events intended to serve as an encounter point for Computer, Communications and Control Technologies researchers, practitioners, consultants and users who have been interchanging ideas, research results and innovations in the mentioned areas and other related topics. Analytical as well as synthetical thinking represents the infrastructural support of the papers presented in CCCT conferences. Synthetical thinking supported papers inside the Information Systems area, as well as its relationships (analogies, "epistemic things", "technical synthetical objects", hybrid systems, cross/fertilization, etc.) with other areas.

CCCT '07 Organizing Committee invite authors to submit their original and unpublished works, innovations, ideas based on analogical thinking, problems that require solutions, position papers, case studies, etc., in the fields of computer, communication and control, as well as in the relationships between two of these areas or among the three of them.

Papers might be submitted via web page **Papers Submission** option, as brief abstracts (100-400 words), extended abstracts (400-2000 words) or as draft papers (2000-5000 words). Reviews will be done for both kinds of submissions.

## IEEE ICSC2007

**Conference:** IEEE ICSC2007 First IEEE International Conference on Semantic Computing  
**Dates:** 17-19 September 2007  
**Location:** Irvine, California, USA  
**Website:** <http://ICSC2007.eecs.uci.edu/>

*Sponsored by IEEE Computer Society in cooperation with University of California at Irvine.*

The IEEE International Conference on Semantic Computing (ICSC2007) is an international forum for researchers to exchange information regarding advancements in the state of the art and practice of semantic computing, as well as to identify the emerging research topics and define the future of semantic computing. The technical program of ICSC2007 will consist of invited talks, paper presentations, and panel discussions.

## LavaCon 2007

**Conference:** LavaCon® 2007  
**Dates:** 28-30 October 2007  
**Location:** New Orleans, LA USA  
**Website:** <http://www.lavacon.org>

LavaCon is a conference for advanced technical communication professionals-senior technical writers, documentations managers and other professionals interested in learning how to deploy and manage technical communication projects.

LavaCon® and the Greater New Orleans chapter of the Project Management Institute® and will be co-hosting a professional development summit this fall.

## GLOBECOM 2007

<b>Conference:</b>	GLOBECOM 2007
<b>Dates:</b>	26-30 November 2007
<b>Location:</b>	Washington, DC USA
<b>Proposals Due Date:</b>	15 March 2007; 12 noon EST
<b>Acceptance Date:</b>	1 July 2007; 12 noon EST
<b>Final Paper Due Date:</b>	1 September 2007; 12 noon EST
<b>Website:</b>	<a href="http://www.ieee-globecom.org/2007">www.ieee-globecom.org/2007</a>

This year, the IEEE Communications Society marks the 50th Anniversary of its annual IEEE Global Telecommunications Conference (IEEE GLOBECOM 2007) and will sponsor this conference in Washington, D.C.

Washington D.C. provides a unique opportunity to explore several areas of communications related to government, military, as well as industry and academia. The Washington, D.C. metro area also offers participants an opportunity for exploring the numerous monuments, museums and historical sites for which the capital city is most famous.

The theme of the IEEE GLOBECOM 2007 conference is "Innovate ● Educate ● Accelerate", which exemplifies the accomplishments that we are hoping achieve during this special GLOBECOM Anniversary Conference.

The technical program of IEEE GLOBECOM 2007 will consist of the General Symposium, 9 Technical Symposia, Tutorials and Workshops, Design and Developers and a Student Program.

Papers will be presented in the following topics:

- General Symposium (The General Symposium will only accept papers on topics not covered by other symposia listed below)
- Ad-Hoc and Sensor Networking
- Communication Theory
- Internet Protocol
- Multimedia Communications, Software and Services
- Optical Networks and Systems
- Performance Modeling, QOS and Reliability
- Signal Processing
- Wireless Communications
- Wireless Networking



## Society News: 50th Anniversary

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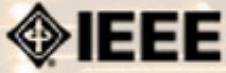
# 1947 - a Year of Beginnings!

by 50th Anniversary Committee

World War II had just ended, and lots was going in on the world. For example:

- The International Organization for Standardization (ISO), the international standard-setting body composed of representatives from various national standards bodies, was founded.
- U.S. President Harry S. Truman signed the National Security Act into law creating the Central Intelligence Agency, Department of Defense, Joint Chiefs of Staff, and the National Security Council
- William Shockley, John Bardeen, and Walter Brattain succeeded in building the first practical point-contact transistor at Bell Labs (and where would we be now without transistors??).
- Percy Spenser, an engineer at Raytheon Company, invented the first microwave oven.
- India and Pakistan gained independence from Britain.
- The Association for Computing Machinery (ACM) was founded - though their Documentation Special Interest Group (SIGDOC) wasn't formed until 1975.

AND OF COURSE, the predecessor to PCS was formed as the Institute for Radio Engineers Professional Group on Engineering Writing and Speech in 1947. See how far we've come, and help us celebrate PCS's 50 Anniversary at IPCC 2007 Seattle, Washington.



# Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 50, Number 2 • February 2006

## Job Announcements

*Editor's Note: We have had several requests to post job openings. If you would like to post your opening, please send the job announcement in a Word document with minimal formatting to Kit at [pcsnews.editor@ieee.org](mailto:pcsnews.editor@ieee.org). The jobs will remain on the list until the closing date listed in the announcement.*

### Editor-in-Chief,

### IEEE Transactions on Professional Communication **NEW!**

#### ASIS International Manager

#### Aizu University

#### Illinois Institute of Technology

### Editor-in-Chief,

### ***IEEE Transactions on Professional Communication***

**Organization:** IEEE-PCS

**Position(s) Available:** Editor in Chief

**Type of Position:** Management

**Closing Date for Applications:** **1 July 2007**

**Location:** N/A

**Contact:** Helen Grady, Chair of Editorial Board for PCS  
[grady\\_h\(AT\)mercer.edu](mailto:grady_h(AT)mercer.edu)

**URL:** <http://www.ieeepcs.org/>

The IEEE Professional Communication Society (PCS) is seeking applications from qualified individuals to become the next Editor-in-Chief (EIC) of the IEEE Transactions on Professional Communication. **The new EIC will begin his or her tenure on 1 January 2008** and will work with the current EIC for a period of six months to ensure a smooth transition. (A detailed transition plan is available on request.)

The *Transactions* is a refereed, archival journal published quarterly by PCS. Because it is a leading journal in the field of technical communication and is perhaps the most visible activity of PCS, we must maintain extremely high standards and comply with the policies of the IEEE.

**Duties:** The EIC is responsible for managing an editorial staff and producing the quarterly journal, for following IEEE and PCS publication policies and procedures, and for reporting to the PCS administrative committee (AdCom). The EIC serves as an ex-officio member of the AdCom and is expected to attend two face-to-face and one virtual (online) meeting annually,

as well as periodically attending the IEEE Editors meeting each spring.

The EIC solicits submissions, coordinates peer reviews of manuscripts according to IEEE policy, and communicates publication decisions to authors. The EIC ensures that manuscripts accepted for publication are edited according to the *IEEE T-PC Style Guide* and that electronic and hardcopy text and artwork are prepared according to IEEE production standards and schedules. The EIC reviews both galley and page proofs for each issue prior to printing.

**Editorial Staff:** In managing the overall preparation and production of the journal, the EIC may delegate some activities to staff. Currently, the editorial staff includes (a) one Book Review Editor who solicits and edits reviews, (b) five Associate Editors who solicit manuscripts and work with authors, (c) two Editorial Assistants who edit and coordinate pre-press text with authors, as well as correct galley and page proofs, and (d) 20 Review Board members who review three or four manuscripts annually.

Although all staff members are technically volunteers, the EIC manages an annual budget of \$25,000 that is used primarily to provide honoraria or travel reimbursement for the EIC and editorial staff.

**Application Materials:** Applicants should submit the following materials to Dr. Helen Grady, Dept. of Technical Communication, School of Engineering, Mercer University, 1400 Coleman Ave., Macon, GA, 31220 (or via e-mail to [grady\\_h\(AT\)mercercer.edu](mailto:grady_h(AT)mercercer.edu)).

1. Statement of interest
2. Statement of qualifications
3. Resume
4. Two letters of recommendation from individuals who are knowledgeable about the applicant's qualifications
5. Letter of support from the applicant's institution

**Application Process:** Applications are **due by 1 July 2007**. The EIC search committee will review them and recommend a candidate for EIC by 1 August 2007. The AdCom will review that candidate by 15 August 2007 and, upon approval, will extend an offer by 30 August.

## (Association) Manager of Guidelines and Standards

<b>Organization:</b>	ASIS International
<b>Position(s) Available:</b>	Manager of Guidelines and Standards
<b>Type of Position:</b>	Management
<b>Closing Date for Applications:</b>	Until job is filled
<b>Location:</b>	Alexandria, VA USA
<b>Contact:</b>	Susan Melnicove, Dir. of Education, <a href="mailto:smelnicove@asisonline.org">smelnicove@asisonline.org</a>
<b>URL:</b>	<a href="http://www.asisonline.org/">http://www.asisonline.org/</a>

Contact association for complete job description.

### Summary

Manages the process of guideline development, ensures maintenance, record keeping, distribution, and promotion



functions. Responds to Membership and others on all aspects of guideline development and resulting product. Conducts research as necessary to support guideline and standard development.

### **Essential Duties and Responsibilities**

Communicates with management of ASIS International to maintain knowledge of current and proposed projects in order to develop appropriate guideline standards for design and production.

Serves as staff expert on guidelines processes and ANSI standards development and accreditation regulations. Produces status reports, articles, and newsletters on guidelines activities. Coordinates and arranges for drafting and editing of guidelines and standards. Oversees document publication. Develops and manages promotion and distribution plan, and annual calendar; design workflow and procedures. Works with the Marketing Department to coordinate marketing initiative.

Functions as administrative liaison to ASIS International Commission on Guidelines, and between the commission and various ASIS councils. Assist commission chairperson and coordinates various commission projects, subcommittee activities and timelines. Supports the meeting of the ASIS International Commission on Guidelines including: preparing agendas, recording of minutes, coordinating information dissemination, ensuring proper meeting procedures, and managing budget.

Researches pertinent literature and compiles outside documents. Evaluates and makes recommendations regarding areas that require changes or improvements that ensure timely promulgation of relevant guidelines.

Creates, manages, and maintains databases; files and tracks data associated with the development and maintenance of ASIS International guidelines. Acts as custodian of documents, records, and files. Coordinates with Library Services to catalog existing guidelines and technical material related to commission and committee activities. Extrapolates required data for presentation in report form.

Serves as liaison between various internal and external groups including the oversight commission, subject area councils, staff, members, other industry groups, ANSI, and the general public. Ensures adequate and meaningful communication between stakeholders is achieved. Participates in related committees and develop relationships with other associations and standard setting organizations.

### **Education and/or Experience**

The applicant should have a minimum of a Bachelor's degree (B.A.) from a four-year college or university and at least two (5) years' experience in standards and code developing organization. Preference for experience with any aspect of security or security systems.

## **Aizu University in Japan: Assistant and Associate Professors**

**Contributed by Thomas Orr**

**Department:** Center for Language Research  
School of Computer Science and Engineering

**University:** University of Aizu

<b>Position(s) Available:</b>	Assistant and Associate Professor
<b>Type of Position:</b>	Full-time, tenure-track
<b>Closing Date for Applications:</b>	<b>November 6, 2006</b> (or until job is filled)
<b>Anticipated Start Date:</b>	April 1, 2007 (or shortly thereafter)
<b>Work Environment:</b>	International, multilingual working-environment, with equal opportunities and benefits for faculty of all nationalities
<b>URL:</b>	<a href="http://www.u-aizu.ac.jp/">http://www.u-aizu.ac.jp/</a>

### **Qualifications:**

- Doctorate in Applied Linguistics, Technical Communication, ELT, ESP, EST, or related field
- Scholarly publications, presentations, and professional experience
- Native or near-native English-speaker proficiency
- Ability to teach/research academic and workplace English for students, faculty, and working professionals in computer science, IT, and related technical/business fields
- Intelligent, personable, innovative, and enthusiastic

### **Duties:**

Teach 4-5 classes per semester (one class is 90 minutes per week), develop original, innovative instruction, participate in projects, serve on committees, conduct research, network internationally, and publish widely

### **Salary:**

Based on experience and qualifications

### **Benefits:**

- Subsidized furnished housing in faculty apartments within walking distance of the university
- Large, well-equipped private office in modern building
- New-employee allowance for computer equipment
- Well-equipped, air-conditioned, high-tech classrooms
- Annual budget for research, domestic conference travel, academic memberships, etc.
- Eligibility for one annual overseas conference trip
- Internal grant opportunities for special research projects/conferences
- Consulting and other business activities permitted
- Subsidies for special extra-curricular classes
- Winter utilities allowance
- Two bonuses per year
- Full-time employment till age 65 with retirement and health benefits
- One-way transportation costs to Aizuwakamatsu
- Shipping expense allowance
- Scenic setting close to ski and hot spring resorts, national parks, rivers, lakes, mountains, museums, castle, historical

district, shopping, etc.

- Two and a half hours from Tokyo by train

### **Application Package:**

- 1) Cover letter
- 2) CV
- 3) Copies of two best papers
- 4) Three recent letters of recommendation
- 5) Photocopies of university diplomas
- 6) URLs of any online work or educational materials

All documents should be sent to the following address (via hardcopy or digital)

Professor Kesen  
Office of Planning and Management  
University of Aizu  
Aizuwakamatsu, Fukushima 965-8580 Japan

Attention: CLR Faculty Selection Committee

Email: [position@u-aizu.ac.jp](mailto:position@u-aizu.ac.jp)

The University of Aizu is the first university in Japan solely dedicated to computer science and engineering. It has approximately 1,200 students at the undergraduate and graduate level, and about half of its faculty are non-Japanese, coming from roughly 10 different countries. The University is officially bilingual and all official meetings/documents are conducted/printed in both English and Japanese.

The University of Aizu is located in Aizuwakamatsu City, an historic castle town of scenic beauty with a population of nearly 120,000.

## **Illinois Institute of Technology: Assistant Professor**

Contributed by Kathryn Riley

<b>Department:</b>	Humanities
<b>University:</b>	Illinois Institute of Technology
<b>Position(s) Available:</b>	Assistant Professor of Technical Communication
<b>Type of Position:</b>	Full-time, entry-level, tenure-track
<b>Closing Date for Applications:</b>	<b>Review begins Oct. 16, 2006 and continues until position is filled</b>
<b>Anticipated Start Date:</b>	August 2007

The department offers B.S., M.S., and Ph.D. degrees in technical communication; B.S. degrees in humanities and in journalism of science, technology, and business; and certificates in several areas (including instructional design). IIT offers interprofessional, technology-focused curricula that prepare the university's 6,200 students for leadership roles in a complex and culturally diverse global workplace.

**Work Environment:**

**URL:** <http://www.iit.edu/departments/humanities/>

**Duties:**

Teaching responsibilities in graduate and upper-division undergraduate offerings in technical communication. Advising and thesis supervision expected. The successful candidate will have a strong research and publication agenda that will directly contribute to the growth of our graduate programs in technical communication.

**Qualifications:**

Must have Ph.D. (in hand by time of appointment) in field related to our graduate programs in technical communication. We invite applicants with education, experience, and research interest in any area of technical communication; areas of particular interest include theory and practice of (a) instructional design and learning technology (especially for workplace settings or distance learning) and (b) information architecture (especially Web design, knowledge management, or informatics). Demonstrated ability to conduct and publish research in area related to technical communication; ability to attract research funding highly desirable. Documented successful teaching experience at the college level.

**Salary and Benefits:**

Competitive.

**Submission Guidelines:**

- Curriculum vitae
- cover letter detailing research agenda and teaching experience
- three letters of recommendation
- article-length writing sample.

**Send to:**

Dr. Susan Feinberg  
Chair, TC Search  
Lewis Department of Humanities  
218 Siegel Hall  
3301 S. Dearborn  
Illinois Institute of Technology  
Chicago, IL 60616

## **About IIT:**

Illinois Institute of Technology is a private university whose areas of study include engineering, science, psychology, architecture, business, design, law, and the humanities. IIT offers interprofessional, technology-focused curricula that prepare the university's 6,200 students for leadership roles in a complex and culturally diverse global workplace. The 120-acre architecturally historic campus, designed by Mies van der Rohe, is about 10 minutes south of the Chicago Loop and one mile west of Lake Michigan.

Illinois Institute of Technology is an Equal Opportunity/Affirmative Action Employer.

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## **Calls for Articles/Proposals/Volunteers**

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### **Lavacon 2007 Call for Speakers**

### **PCS Needs a Webmaster**

### **Today's Engineer**

## **LavaCon 2007 Call for Proposals**

<b>Conference:</b>	LavaCon® 2007
<b>Dates:</b>	28–30 October 2007
<b>Location:</b>	New Orleans, LA USA
<b>Website:</b>	<a href="http://www.lavacon.org">http://www.lavacon.org</a>

LavaCon is a conference for advanced technical communication professionals-senior technical writers, documentations managers and other professionals interested in learning how to deploy and manage technical communication projects.

LavaCon® and the Greater New Orleans chapter of the Project Management Institute® and will be co-hosting a professional development summit this fall.

### **Sessions and Workshops**

The target audiences for the summit are project leaders (both documentation and non-documentation) wanting continuing education on how to manage projects, to stay current on the latest management and communication tools and technology, and to develop management-related “soft skills” such as leadership, workplace negotiation, conflict management, etc.

Breakout sessions will be 60 minutes long (mornings), hands-on workshops either 2 or 3 hours long (afternoons). Sessions requiring more than 60 minutes to cover can be split over two sessions (part I and part II).

Speakers receive free conference registration, and are welcome to attend all three days.

If interested presenting, please email the following information to **Jack Molisani**:

- A short description of session(s) or workshop(s) you would like to present
- A brief bio, including a list of other conferences at which you’ve spoken

Speaker slots are limited and we always receive far more proposals than we can accept, so please don’t spend too much

time on the initial proposal-just a brief description (a paragraph and a few bullets) to start. Speakers whose topics make the “short list” will be asked to provide a more detailed proposal later.

## Seeking an IEEE-PCS Webmaster

If you are interested, and have the required skills and experience, consider applying to become the next PCS Webmaster. PCS is in the process now of revamping both its web site ([www.ieeepcs.org](http://www.ieeepcs.org)) and its electronic communication forum, PECom (<https://www.ieeecommunities.org/ieee.pcs>). We’re looking for a new volunteer webmaster to help improve the quality of both so that they become more useful, engaging electronic resources. The Webmaster is automatically a member (and a very valued one!) of the PCS Electronic Information Committee.

As PCS Webmaster, you would contribute to the redesign of the site and forum, and after that process is completed, you would continue to maintain both. The details of all the position’s duties as well as experience and skills required to be eligible for it are listed below. Applications will be accepted and reviewed until the position is filled.

If you have questions, contact [Brian Still](#), PCS Electronic Information Committee Chair.

### Webmaster Position Qualifications

<b>Position Title:</b>	Webmaster
<b>Position Closing Date:</b>	Open until filled
<b>Pay:</b>	N/A (volunteer part-time position)
<b>PCS Membership Required:</b>	Not to apply but must be IEEE PCS student or full member to hold the position

### Position Duties:

Responsible for performing day-to-day site maintenance on IEEE-PCS website, ensuring navigation and browser compatibility, providing as-needed consultation or programming for other PCS electronic information projects (i.e., Newsletter, IPCC), and maintaining and developing small web applications. Additional responsibilities include writing maintainable code, serving on the EIC committee, assisting in the development of updated layouts, updating all site content, and advising PCS on how to best optimize its content for online deployment.

### Required Skills/Experience:

- 2+ years HTML and CSS hand-coding experience (i.e., coding without the aid of an HTML WYSIWYG editor program).
- 2+ years Dreamweaver experience (including the ability to create and edit Dreamweaver templates).
- 2+ years experience using PHP/MySQL to create, deploy and maintain database-driven applications.
- Thorough knowledge of browser compatibility issues, image conversion for online use, and W3C accessibility guidelines.
- Basic familiarity with image editing applications such as Fireworks or Photoshop.

- Willingness and availability to post reasonable content additions or changes to the IEEE PCS Web site in less than 72 hours.
- Active interest in IEEE and the Professional Communication field.

### **How to Apply:**

If you are interested and possess the required skills and experience above, please send an email to **Brian Still**, Electronic Information Committee Chair.

The email should include a brief statement of interest and an attached resume/vita. URLs of web sites previously designed and deployed also would be helpful.

## **IEEE-USA Seeks Articles for *Today's Engineer***

by George McClure

PCS has members who write clearly and well on various topics. We are looking for authors who would be willing to offer articles (750 to 1500 words) on writing tips, presentations, organizing proposals - even recasting résumés - or other topics that would be welcomed by our 16,000+ monthly readers.

Technology topics can be made interesting, too.

**Contact:** George McClure at [g.mcclure@ieee.org](mailto:g.mcclure@ieee.org).





## Guidelines

# Newsletter Article Submission Guidelines

by Kit Brown

Submit articles by the **15th day of the month before publication**. The newsletter is published monthly around the 1st of the month. The **editorial schedule** provides the proposed themes for each month. Additional suggestions are always welcome.

For book and website reviews, see also the **book and website review guidelines**.

If you have questions, comments, or suggestions, please contact **Kit Brown**.

**Copyright Statement:** "The Newsletter is copyrighted as a whole and does not require authors to transfer their copyright ownership to the IEEE. Permission to copy without fee all or part of any material without a copyright notice is granted, provided that the copies are not made or distributed for commercial advantage and the title of this publication and its date appear on each copy. To copy material with a copyright notice requires specific permission; direct inquiries or requests to the copyright holder as indicated in the article."

**Writing Tips:** If you aren't sure how to construct the article, try using the 5-paragraph essay method. (Note: The 5-paragraph concept can be expanded to longer formats, so don't be overly literal about the five paragraphs.)

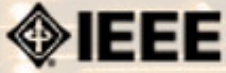
1. Identify your theme and 3 main points in the introductory paragraph. This lead paragraph should draw readers in and make them want to read on.
2. Use each of the 3 body paragraphs to discuss the one of the 3 main points you identified in the first paragraph. (discuss them in the order that you listed them in the introduction). Show, don't tell. Give examples. If you express an opinion, back it up with evidence.
3. Summarize your thoughts in the conclusion paragraph and provide the reader with any actions that you want him/her to take. (The conclusion should not introduce new information, but should encapsulate what was said in the article and provide recommendations if appropriate.)

**Guidelines:** Please review the following information when submitting articles or regular columns to the newsletter:

- **Submit articles electronically in MSWord or RTF format to [pcsnews.editor@ieee.org](mailto:pcsnews.editor@ieee.org).** These formats are more easily available to me than other word processing applications.
- **Provide articles that are 200-1000 words in length.** People tend to scan rather than read in an online environment. Short, well-written and relevant articles will be more beneficial to the audience than longer ones.
- **Provide a short bio (~25 words) and contact information.** Readers want to know about you. At a minimum, write a bio that tells your name, company, primary job title, email address and why this topic is of interest to you or what

experience you have in the area you wrote about. (This doesn't count as part of your word count.)

- **Indicate whether the article is time sensitive.** Because of size considerations and editorial schedule, newsletter articles may not be published immediately upon submission, unless it is date critical (e.g., information about the upcoming conference or an article about a current event that relates to technical communication.)
- **Indicate copyright information if applicable.** If you own the copyright for an article, indicate this with your submission so that we can provide appropriate attribution. If you don't own the copyright, but think an article is interesting, provide the article, along with the contact information for the copyright holder and the name of the publication where it was originally published.
- **Insert the URL into the text so that I can easily create the link.** For example, if you want to reference the w3c, you would say "refer to the W3C (<http://www.w3c.org>) guidelines". Don't create the hyperlink in Word.
- **Provide complete bibliographic information for references.** Include author(s), title, date of publication, publisher, page numbers or URL, ISBN number.
- **Use a friendly, casual tone.** We want to invite people to read and to make the information as accessible as possible.
- **Use 1-inch (2.54 cm) margins; don't indent paragraphs.** I have to reformat the text so it's better to minimize the formatting you include. Instead of indenting, put an extra line between paragraphs
- **Avoid using lots of formatting within the text.** I will have to format the articles for the online environment, so don't put lots of bold and italic in the text.
- **Use subheadings generously.** Subheadings help the reader identify the information that is important to them. Subheads are especially helpful in orienting the reader in the online environment.
- **Use active voice and short sentences.** At least 40% of our audience is outside of N. America. For many members, English is their second (or third) language. Short sentences and active voice are easier to absorb and understand than complex sentence structures.
- **Avoid jargon and "big" words when a simpler term will work.** Approximately 90% of our audience is engineers who need to write effectively on the job. Avoid using writer's jargon, or explain the term in the context. By "big" words, I mean complicated, less commonly used words that may have the same or similar meaning to other, more commonly used words (e.g., instead of "obfuscate", just say "confuse").
- **Avoid idioms.** Idiomatic phrases are those colorful sayings we use to mean something else. For example, "once in a blue moon", "jump right in", "on the fly". Unfortunately, these sayings often have no equivalent in other languages, and can be difficult for non-native English speakers to interpret.
- **Submit graphics as JPGs or GIFs.** Web graphics need to be in one of these formats for most browsers. SVGs and PNGs are not yet universally accepted. If you want graphics included in your article, you need to give me the JPG. Don't just embed it in Word.



## Guidelines

## Editorial Schedule for 2006

by Kit Brown

The following table shows the proposed themes for each issue through January 2006. If something particularly timely occurs during the year, these themes may change.

If you have questions, comments, or suggestions, please contact **Kit Brown**.

### Editorial Schedule for 2006-07

Month	Theme
January 2007	Technical Review Process
February	Trends
March	Service to the World
April	Information Architecture
May	Visual Communication
June	Technical Literacy
July/August	Accessibility
September	Creative Process in Engineering
October	Presentation Skills
November	International Communication
December	Standards



## Guidelines

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# Book and Website Review Guidelines

by Kit brown

Have you read a good book lately? Found a website you can't wait to tell people about? Here's your chance to share your newfound knowledge with your colleagues.

Here are some hints for constructing the review:

1. Include the complete bibliographic information for the book or website immediately after your byline. For example:  
*Now, Discover Your Strengths* by Marcus Buckingham and Donald O. Clifton. 2001. The Free Press: New York. pp.260. ISBN: 0-7432-0114-0. URL: <http://www.strengthsfinder.com>
2. In 2-3 sentences, tell the reader what the book or website is about and how it relates to technical communication.
3. Provide 2-3 things you got out of the book or website, and if applicable, 2-3 things that you wish they had done differently. Opinions are OK if they are supported
4. Support your opinions using specific examples from the book or website. This analysis should be brief--1-2 paragraphs at most.
5. Conclude with a recommendation of how this information might be useful to the user.

The reviews should meet the following guidelines:

- **Keep it short.** The reviews should be 300-500 words. A couple of paragraphs can tell the reader a great deal about what the book/website is about and why one should read it.
- **Focus on the big picture.** In a short review, there isn't room to go page by page and analyze every detail. Instead, pick out the main themes and write about the overall impression. This style is much more interesting to read.
- **Use an informal, conversational tone.** Pretend you are talking to someone about the book or website, and that you only have one minute to explain it to them. What would you tell them about it?
- **Review the article guidelines.** These guidelines provide more detail about the grammar and style for presenting the information, as well as the format the editor needs to receive the information in.