



Newsletter



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Social Media and Its Effect on Communication

BY RICH MAGGIANI

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- send text messages
- leave voice messages
- use instant messenger
- send emails
- talk through headphones, cell phones, and online video phones
- interact through the Internet where a plethora of social media tools has redefined communication...[Read more.](#)

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Crafty Word Order Improves Writing

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Hawaii in July

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Feature

Social Media and Its Effect on Communication

BY RICH MAGGIANI

Multidimensional interactions have altered the basic rules of communication.

Social media has drastically changed how we communicate. Not too long ago, we communicated through the mail, on a land-line telephone, and in person. Today, we

- send text messages
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- interact through the Internet where a plethora of social media tools has redefined communication.

Such a redefinition has had an enormous effect. The entire paradigm of social media has altered the basic rules of communication, especially between businesses and their audiences. The one-way communication methods of the recent past (business-to-customer and business-to-business) have been replaced by a more robust multidimensional communication model. That model is collectively called social media (also referred to as Web 2.0).

The Rules of Social Media

To communicate effectively in the social media world means understanding the new rules of the road. People want many things:

- To have a say
- Meaningful dialogue
- To be engaged and involved in the process
- Personal interactions with others
- To be listened to
- To help shape what they find useful
- To connect with others engaged in similar activities
- Plain talk
- Communication to be genuine and relevant
- To conduct business with ethical companies who work transparently
- To be in partnership

Understanding Social Media

While the tools and kinds of social media are many and their implementations seemingly boundless, they all share a common set of characteristics that meet the rules of social media (stated above).

Here, then, are the five C[™]s of social media:

Conversation. No longer is the communication one-way, broadcast, or somehow sent to a passive audience. Social media is at least a two-way conversation, and often a multidimensional conversation. Social media engages everyone involved.

Contribution. Social media encourages contributions and reactions from anyone who is interested. "Encourage" is the key here; social media solicits an interaction, positive and negative, by making it easy to contribute.

Collaboration. Social media promotes an exchange of information between you and your

audience, and among audience members, by inviting participation. Creating a quick and simple collaborative platform requires that information be organized and easily distributed.

Connection. Accessing information on the Internet only takes a click. Social media thrives on connections, within its own Web vehicles and through links to other sites, resources, people, and automatic feeds. People can even create their own personalized site of connections.

Community. The fundamental characteristic of social media is the creation of community: a fellowship and relationship with others who share common attitudes, interests, and goals (such as friendship, professionalism, politics, and photography).

Communities form quickly and communicate effectively. Communities build goodwill from members to the hosting organization and among members. While these communities are only virtual, with members seldom meeting each other in person, they are no less robust than the physical communities in which we live, and in many ways more robust from the simple fact that barriers are removed.

Generational Perception of Social Media

Three generations occupy today's workplace:

- those over the age of 50, the so-called Baby Boomers
- those in their 30s and 40s, known as Generation X
- those in their 20s and younger, known as Generation Y.

Baby Boomers have the most difficulty comprehending the phenomena of social media, so the perception of social media between the outliers, Baby Boomers and Gen Y, bears consideration.

Baby Boomers essentially grew up in two-parent households (almost 90 percent of families). For the vast majority, dad worked a job, mom worked at home. This family unit, with its incumbent network of extended relatives and neighbors, was the foundation of their lives. Boomers grew up with black and white televisions, party-line telephones, newspapers, mail, double-feature movies, and mom-and-pop corner stores.

Only about 45 percent of Gen Y grew up in two-parent households. For the vast majority, dad and mom both worked a job, essentially disintegrating the basic family unit of relatives and neighbors. Gen Y grew up with color computers constantly connected to the Internet, cell phones, digital media, email and text messaging, movies at home, and big box chains. Gen Y is inherently more comfortable using the tools of social media to communicate with their network of peers and friends because they have lived it their entire lives.

Rich Maggiani, a Communication Consultant, helps companies enhance market share and profits through simple, clear communication with stakeholders, prospects, and clients. Learn more about Rich and his firm, Solari Communication, by visiting <http://www.solari.net>, the company website. Subscribe to the Solari mailing list at <http://www.solari.net/free-resources.php> to receive fresh position papers via email every month.

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History

"Famous Technical Writer": An Oxymoron?

BY ED MALONE

In the early 1960s, technical writers and editors seem to have been very concerned about fame: they returned to the theme time and time again in their publications. Seeing other writers achieve fame as novelists, playwrights, and journalists, they wondered whether it was possible for them to become famous for the type of work they did. Lacking contemporary models, they looked to history for examples. In a 1960 article, for instance, the manager of publications at Pall Corporation in Glen Grove, New York, identified several technical writers who had become famous as scientists. His examples included Euclid, Linnaeus, and Agricola, all of whom had acquired their fame as synthesizers, collectors, and transmitters of technical and scientific information rather than originators of it.[1]

The early technical communication journals such as the *STWP Review* and the *IRE Transactions on Engineering Writing and Speech* published articles about famous men, such as Geoffrey Chaucer, Cotton Mather, and Benjamin Franklin who wrote technical documents [2]-[4]. These articles were attempts to legitimize and elevate the profession by showing that it had a long, honorable past, but they were also expressions of some practitioners' desire for fame. As a technical writer for Chrysler wrote in 1962, "Every technical writer today could hope for such praise as that given to Franklin"[5]

The Agony and Ecstasy

In a 1961 article titled "Anyone for Fame?", a publications manager who had been assigned by his company to write a technical article for an engineering magazine mocked his own desire for fame after his "mutilated draft [had] limped back" with "red-penciled gashes ... where the cruel knives of Sales criticism had opened gaping wounds." Although he swore he would never write another article for publication, he knew that seeing his name in print and his photo next to his biography would inevitably persuade him to "labor unceasingly henceforth for these insensate monsters, producing beautiful sentences for them to beat and tear with their red and blue pencils." [6]

There were those who doubted whether modern technical writers could ever achieve lasting fame in a profession where anonymity was prized. One practitioner observed that, "The trend of 5000 years seems to point to greater and greater anonymity among technical writers, regardless of their particular functions, unless a drastic change will somehow permit the names of writers to appear on documents or productions which are their products. Efforts in this direction, however, would seem doomed to failure; [technical] writers seem content to remain in the background while others claim the limelight." [7]

Notoriety vs. Fame

There were others who believed that the only fame possible for technical writers was notoriety. In his "News and Views" column for the *STWP Review* (a predecessor of STC's *Technical Communication*), Joseph Galasso identified two "famous" technical writers: Robert Hancock and Carl Oglesby. [8]

In 1965, Hancock was sentenced to five years in prison for allegedly stealing computer programs from his employer, Texas Instruments, and trying to sell them to Texaco. [9]-[11]

Oglesby, a technical writer with Bendix and part-time student at the University of Michigan, joined the Students for a Democratic Society (SDS) and later became the organization's president, a national spokesman for the New Left. "A few more like these two," Galasso wrote, "and we won't have to respond with a 15-minute explanation when someone says, 'You're a what?'" [8]

In another news tidbit, titled "Blessed Are the Anonymous," Galasso mentions the 1966 *Playboy* satire, "The Technical Editor Moves Up," in which a recently promoted editor gives a jargon-ridden briefing to his wife about his plan to replace the family VW with "a Caddie with a phone." [12],[13] The piece was a bad parody of bad technical prose, but Galasso raised the question whether publicity for the profession could ever be bad: "It was a satire, to be sure, and poor, but it is exposure." [12]

That Notorious Book

One could write a book about notorious technical writers of the early professional era; and, in fact, that is what Malden Grange Bishop did. His book, *Billions for Confusion: The Technical Writing Industry* (1963), brought corruption in the technical writing industry to the public's attention. Although he does not identify most of the culprits in his book, Bishop does tell the story of Tom Summers, an administrative assistant, and Herb Barr, an engineer, who approached Bishop, a publications manager, about a scheme to inflate bids for technical manuals under government contracts. Bishop notified the FBI and participated in a sting operation. As one might expect, and some may even remember, this book caused quite a stir in the media and prompted calls for government investigations of the industry. [14]

TECHWR-L Discussion

The topic of fame resurfaced in the 1990s when a technical writer at Cha Systems in Dallas, Texas, initiated a discussion on TECHWR-L: "Are there any famous technical writers? Has anyone ever become famous by being a technical writer?" His posting received more than 25 responses, ranging from there are many famous technical writers to there are none because anonymity goes hand in hand with technical writing. [15]

Some of the respondents mentioned textbook writers such as Joann Hackos, William Horton, and Edward Tufte. Others mentioned the authors of popular tutorials and self-help books: Eric Ray, Laura Lemay, and Mrs. Beeton. In response to these suggestions, one contributor noted that, "As the author or coauthor of 33 published books on software (most of them done during the 80's), I can tell you that 'fame' in technical writing is fleeting."

Still others who participated in the TECHWR-L discussion mentioned famous authors who were former technical writers, such as Thomas Pynchon, Amy Tan, Kurt Vonnegut, and Robert Pirsig, none of whom became famous as technical writers. [16] They could have mentioned many others, such as children's authors Piers Anthony, Paul Zindel, Jean Auel, and Gloria Miklowitz. The latter wrote scripts for technical films at the Naval Ordnance Test Station in Pasadena in the early 1950s. [17]-[19]

A few participants suggested fictional technical communicators, such as Tina the Technical Writer. Their best examples, though, were not technical writers, per se, but technical communicators on television: Delia Smith, Bob Villa, and Martha Stewart. While Hackos, Horton, and Tufte are well known in the profession and have been for quite some time, Villa and Stewart are household names in the United States.

"Most Beautiful Engineer"

My interest in this topic stems from my research into the career of Lucille J. Pieti, a Chrysler engineer who, from January 1953 to March 1954, toured the country in a traveling technology show, giving lectures on automotive technologies and interacting with spectators. In July 1953, *Cars* magazine published her picture on its cover, dubbing her Chrysler's "Most Beautiful Engineer." Although she had a degree in mechanical engineering, her official job title was "Technical Writer." She later did Plymouth commercials (technical in nature) during episodes of the 1954 TV series *That's My Boy*. Pieti achieved a level of fame (however brief) comparable to that of actors, politicians, and sports figures. [20]

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- [20] I have written a lengthy article about Pieti; it is currently under review at a journal.
- *****
- Edward Malone is Director of Technical Communication Programs in the Department of English and Technical Communication (<http://english.mst.edu/department/techcom.html>) at the Missouri University of Science and Technology in Rolla, Missouri. He is researching the technical writing profession in the 1950s.*



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Writing

Crafty Word Order Can Improve Your Writing

BY PHILIP YAFFE

I am usually very reticent about offering writing tips. Unless they are linked to the absolute, inescapable fundamental principles of good writing, such tips are too often poorly applied or misapplied.

Only a handful of fundamental writing principles exist. Before this extraordinary tip can be properly revealed, we need to review three of them:

- clarity
- conciseness
- density

Clarity and conciseness are generally well known, density less so. However, for most writers these are just "weasel words", i.e., they seem to say something but actually say nothing.

For example, how can you know if your text is truly clear? You are far from being the best judge. After all, you wrote it so it should be clear to you, but will it be clear to your readers? Likewise, how can you know if your text is truly concise? Not by counting the words. My dictionary defines concise as "short, clear, and to the point". "Short" is only part of the definition, so by itself counting words cannot be the whole answer.

Fortunately, it is possible to give these three fundamental writing principles functional definitions, with almost mathematical rigor, so you can actually test your text. If it passes the test, you are well on your way to producing an outstanding document. If not, you need to do some serious rewriting.

☛ **Clarity.** For your text to truly clear, you must:

1. Emphasize what is primary importance
2. De-emphasize what is of secondary importance
3. Eliminate what is of no importance

☛ **Conciseness.** For your text to be truly concise, you must ensure that it is:

1. As long as necessary
2. As short as possible

☛ **Density.** For your text to be appropriately dense, i.e., devoid of weasel words, you must ensure that it contains:

1. Precise information
2. Logically linked

If you are not fully conversant with these three fundamental principles of good writing, I invite you to read two other articles available on the Web:

- ["Fixing the Flaws in the 10 Principles of Clear Writing"](#)
- ["How to Apply the Three Acid Tests of Persuasive Writing"](#).

Exceptional Tip

Assuming you are largely conversant with these fundamental principles of good writing, I am about to reveal this remarkably exceptional tip. It is so remarkable because, in one way or another, it affects and advances clarity, conciseness, and density, which are basic objectives. It is also remarkable because it is very little known. Whenever I do a Web search for writing tips, it almost never occurs.

Here it is: *Fully benefit from the two hotspots in each and every sentence you write.*

Hotspots? Yes. You may never have noticed it, but words at the beginning and at the end of a sentence have stronger emphasis than those in the middle. Therefore, by putting important information in these key locations, you aid reader comprehension.

Here's an example to demonstrate how hotspots work. While considering the following three sentences, bear in mind that hotspots don't have equal value. In general, the one at the end of a sentence is somewhat more forceful than the one at the beginning.

A. Astronomers hunting for evidence of life outside of our solar system announced discovery of a new class of planets yesterday.

B. Yesterday astronomers hunting for evidence of life outside of our solar system announced discovery of a new class of planets.

C. Astronomers hunting for evidence of life outside of our solar system yesterday announced discovery of a new class of planets.

I hope you will agree that sentence A says what it has to say. But sentence B is rather better. And sentence C is best of all. Why?

In A, we see that "yesterday", the time of the announcement, is in the hotspot at the end of the sentence. However, knowing when the announcement was made is hardly as important as the announcement itself. Moving "yesterday" to the hotspot at the beginning in sentence B somewhat helps, but the time of the announcement is still very much a detail.

Sentence C puts "yesterday" in the middle, where such a minor detail belongs. This leaves the hotspots at the beginning and end free to convey truly key information.

Let's look at another example.

A. The national leaders met to discuss new trade relations between their two countries in the Royal Palace

B. In the Royal Palace the national leaders met to discuss new trade relations between their two countries.

C. The national leaders met in the Royal Palace to discuss new trade relations between their two countries.

Here, the disturbing minor element is the phrase "in the Royal Palace". Once again we see that moving it from the end of A to the beginning of B is an improvement. However, putting it in the middle of C is best of all.

Now try the technique yourself. Consider the following:

"BBX is an agency born with the Swedish Internet in 1996."

In this sentence, the date "1996" comes at the end. Rewrite it to put the date in the middle. I think you will agree that so doing makes the sentence clearer and more powerful.

We must be careful not to take the terms "beginning of the sentence" and "end of the sentence" too literally. Sentences often start or finish with a kind of explanatory phrase. At the beginning, the phrase acts to introduce the main clause; at the end it acts to reinforce the main clause. But it is the main clause that must always be the focus of our interest.

For example:

Having arrived late at the party, Jane immediately looked for the hostess to apologize.

The main clause is "Jane immediately looked for the hostess to apologize."

Likewise:

"The current financial difficulties are well under control", said the company's spokesman.

Here the main clause is "The current financial difficulties are well under control."

Now that you see the power of this extremely important tip, from now on pay close attention to how you order your words. If you fully benefit from the two hotspots in each

and every sentence you write, you will see immediate and substantial improvement in the clarity, conciseness, and density of each and every text you produce.

*[Philip Yaffe](#) is a former reporter/feature writer with *The Wall Street Journal* and a marketing communication consultant. He currently teaches a course in good writing and good speaking in Brussels, Belgium. His recently published book *In the "I" of the Storm: the Simple Secrets of Writing & Speaking (Almost) like a Professional* is available from *Story Publishers in Ghent, Belgium* ([storypublishers.be](#)) and Amazon ([amazon.com](#)).*

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Project Management

Are You Shovel Ready?

BY MICHELLE LABROSSE

The U.S. government is getting ready to make unprecedented investments in energy, healthcare and education. Whether you see it as pork or progress is not the question. The question is what can you do as a project manager to be "shovel ready?"

Think about what many of these projects have in common: technology and infrastructure. For project managers, this means we have an opportunity to play a major role in rebuilding America. We just have to be "shovel ready."

In Project Management, "shovel ready" can be abbreviated to three letters: PMP®. The federal government now requires the PMP certification to be part of most contracts, and many state governments are following suit.

You may be thinking, how can one project manager like me have an impact on programs this large? Think about it this way: All of these huge programs are made up of smaller projects, and in order for these programs to succeed, the projects have to be successful.

That's where you come in armed with your PMP and Project Management expertise. The good news for PMPs is that the PMP is much more than a certification that gets you in the door; it's even more powerful once you are through that door.

Your PMP gives you the knowledge and skills to meet deadlines, manage resources well and be able to bring projects in on time and within budget. If you are in transition and looking for a job, the PMP can give you an edge in the market, and research shows that PMPs can earn as much as \$10,000 more per year than those without certification.

Five Ways to Get Shovel Ready

Here are five ways you can get "shovel ready" and be a project manager who is part of one of the largest infrastructure government programs in U.S. history:

- Become PMP certified, or if you are already a PMP, keep your certification current with ongoing PDU courses.
- Manage resources effectively so you can consistently show results that are on time, and within budget.
- Understand where you and your Project Management skills can fit into the big picture of any large program.
- Use your Project Management knowledge to assess and manage the risk in any project.
- Keep building on your Project Management skills so you can capitalize on emerging opportunities quickly.

I know there's a lot of debate about the government stimulus package, but there's one thing we can all agree on: We need to be as effective as possible with these programs. As project managers, we're already ahead of the pack. We just need to arrive shovel in hand and ready to go!

20% off Capitalize on the Recession

To get "shovel ready" take our Capitalize on the Recession course and use promo code "MarchKHN" and enjoy 20% off when you register by March 31, 2009.

20% off on PMP courses

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About the Author

Michelle LaBrosse, PMP, is founder and Chief Cheetah of Cheetah Learning and author of Cheetah Negotiations and Cheetah Project Management. The Project Management Institute selected Michelle as one of the 25 Most Influential Women in Project Management in the World and one of only two women from the training and education industry.

Cheetah Learning is a virtual company and has 100 employees, contractors, and licensees worldwide. Michelle has run her company virtually for the past 20 years, growing it 100-fold in the past 20 years. She credits her success to using Cheetah's Project Management method to better manage people and technology, and has made it fast, easy and fun for more than 30,000 people to learn and do Project Management.

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Editor's Column

Sucked into the Facebook Vortex

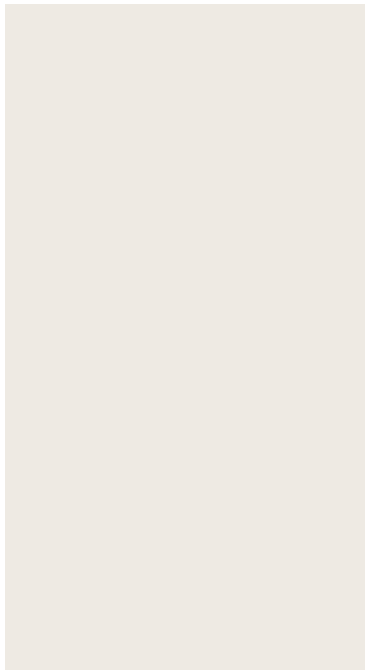
BY KIT BROWN-HOEKSTRA

I created a Facebook profile awhile ago so I could keep up with my nieces, nephews, and stepkids, but I didn't really have time to do much with it. I've been very passive about connecting with others on it, as well, though I've been amazed at how many people from my past have looked me up.

A couple of weeks ago, I decided it was time to get serious about cleaning out my Facebook inbox and adding information. It's been fun to catch up with old friends and see what they are doing these days, but it is very easy to slide down the rabbit hole and get lost in the random connections.

Because I'm in the midst of a big information architecture/CMS implementation, I've got a bit of information overload as it is. (One of the reasons I haven't joined Twitter yet.)

On the one hand, social media help you get and stay connected, but on the other hand, it's easy to forget that you can and should turn it off once in awhile so that you can recharge. Use social media like the tool it is--for social and business networking, marketing, and entertainment, but don't let it rule your real life, which is out here smelling flowers, physically being with family and friends, and experiencing life as a participant rather than a voyeur.



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President's Column

President's column

BY MARK HASELKORN

Mark is on spring break. His column will return next month. For information on what's happening in PCS, see the [AdCom News](#) page.

[Mark Haselkorn](#) is the current President of IEEE-PCS, and works as Professor and Founding Chair, Department of Technical Communication; Director, Pacific Rim Visualization and Analytics Center; Director, Interdisciplinary Program on Humanitarian Relief at the University of Washington.

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Book/Web Site Reviews

Editor's Note: Several IEEE members have written books of interest to PCS members. If you would like to have it reviewed by a newsletter volunteer, please contact Kit Brown at pcsnews.editor@ieee.org.

Global English Style Guide

BY MIKE UNWALLA

Kohl, John R, 2008. The Global English style guide: writing clear, translatable documentation for a global market. Cary, NC: SAS Institute Inc. ISBN 978-1-59994-657-3.

Many people who do not speak English as a first language struggle to understand English texts. Human translation is expensive. Machine translation (MT) frequently does not work. Global English offers a solution to these three related problems.

A review of the book is on www.techscribe.co.uk/ta/global-english-style-guide.htm.

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Tidbits

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

Using Twitter in Business

FROM NEW YORK TIMES, 7 SEPTEMBER 2008

[Twitter](#) is a simple messaging service that you've either heard about a lot or not at all. Either way, it's a fun and useful tool, well worth trying if you want to reach potential and existing customers, employees or employers.

Like blogging, Twitter lets you write messages that other people can read. Unlike blogging, Twitter limits your messages to 140 characters. (The previous two sentences absorbed exactly 140 characters.) Readers can choose to receive your Twitter updates (sometimes called "tweets") on their phones, via IM, RSS or on the Web. The brevity, combined with the variety of delivery systems, make Twitter a powerful medium.... [Read more.](#)

Job Hunting Using Twitter

CONTRIBUTED BY MIKE MCCALLISTER AND TONY CHUNG

Mike and Tony recommended 2 articles about job hunting using Twitter. Their original posts appeared on the STC Consulting and Independent Contracting SIG list.

- [With JobAngels and JobShouts, Twitter helps jobless find work](#), LA Times, 10 Feb 2009
- [Job Hunting in 140 Characters](#), Duo Consulting blog, 20 January 2009

Meet-Ups: Being One of the Power Girls

FROM HUFFINGTON POST, 17 FEBRUARY 2009

It's just after 11pm when top Silicon Valley event planner Karen Hartline, who works with hot companies like Mashable and Blurb.com, rolls into the party at Hanger 8 at the illustrious Santa Monica airport in a gorgeous satin green dress and high heels. The scene is not unlike typical Los Angeles on a Thursday night. Men linger about in blazers and dark wash jeans while beautiful women in party attire mingle over mixed drinks. Music booms from the sound system above, momentarily punched by the familiar voice of TV personality and entrepreneur Shira Lazar, who is circling the crowd to interview guests.

From the looks of it, you'd never guess that it's work, not play, on the lips of those conversing in small groups around the room...[Read more.](#)

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Society News: AdCom News

Amendments to Constitution and Bylaws

BY GEORGE HAYHOE

The Professional Communication Society Administrative Committee (AdCom) approved a change to the Society's Bylaws on 6 November 2008 that reduced the number of AdCom members at large from 18 to 15. This change took effect immediately.

The Professional Communication Society AdCom approved several changes to the Society's Constitution and Bylaws to bring these documents into compliance with the laws of the State of New York, where IEEE is incorporated. The major effects of these changes are as follows:

- Specifies that the chair of the nominating committee shall be the immediate past president of the Society and that two-thirds of the committee shall be nominated or elected by AdCom.
- Provides a formal mechanism for nomination by petition.
- Allows removal of appointed official by a two-thirds vote of the AdCom and removal of elected official by two-thirds vote of AdCom or by majority vote of members if 10% of members petition for the official's removal.
- Describes a process for conflict resolution.
- Provides processes for taking action without face-to-face meetings of the AdCom or Society committees.

The amendments can be seen in the Microsoft Word version of the Constitution posted at <http://ewh.ieee.org/soc/pcs/index.php?q=node/22>.

These changes were approved by the AdCom on 6 November 2008 and 6 February 2009, and were approved by the IEEE Technical Activities Board (TAB) at its meeting on 13-14 February 2009. The amendments will take effect on 15 June unless 5% of PCS members of IEEE Member grade and above object by post to the TAB secretary ([r.loyal AT ieee DOT org](mailto:r.loyal@ieee.org)) by 15 May 2009.

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Society News: PCS Events

Call for Papers for IPCC 2009

BY BRENDA HUETTNER

Proposals are due by 1 February 2009!!!

What do our practical experiences, theories, and research tell us about what constitutes "Po'okela," or "Commitment to Excellence," in the communication of technical information? How can we best define, measure, and achieve that excellence? The 2009 International Professional Communication Conference provides a unique forum for professionals from both industry and academia to explore possible answers and share their ideas and knowledge.

For more information, go to the website: <http://ewh.ieee.org/soc/pcs/?q=node/377> or contact Brenda Huettner at bphuettner@ieee.org.

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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.

[Writers UA 2009](#)[ASEE 2009](#)[IEEE Green Technology Conference](#)[CMS-DITA](#)[RFID 2009](#)[Women in Project Management Conference](#)[UCLA WINMEC **NEW!**](#)[IMETI 2009](#)[LISA Berkley Globalization Conference](#)[LavaCon](#)[METM 2009 **NEW!**](#)

Writers UA 2009

Conference: Writers UA: Training and Information for User Assistance Professionals

Dates: 29 March - 1 April 2009

Location: Seattle, Washington , USA

Proposal Due: 27 February 2009

Website: <http://www.writersua.com/ohc/>

The conference goal is to continue to provide an event with the most comprehensive and timely information specifically designed for user assistance professionals. The event covers all aspects of information and training as a means of support for software users and toward a better user experience.

The conference is entering its 17th year and will offer 70 topics from over 40 speakers. The conference sessions are supplemented by an exhibition, certificate programs, hands-on computer tutorials, and a showcase of innovative projects.

The 2008 attendee roster represented 41 of the United States, 5 provinces of Canada, and 14 other countries. Attendance has totaled over 8,500 people in the past 16 years!

The opening session of the conference features Scott McCloud, creator of the Google Chrome Comic.

The conference topics cover a broad range of key tools, processes, technologies, and techniques.

- DITA, XML, Structured Authoring
- User-centered Design & Usability
- eLearning Tools and Techniques
- Hands-on Computer Tutorials
- Web 2.0 and Interactive UA
- Adobe, Microsoft, Google

- Case Studies

ASEE 2009

Conference:	2009 Northeast American Society of Engineering Education Conference
Dates:	3-4 April 2009
Location:	University of Bridgeport, Bridgeport, Connecticut, USA
Proposal Due:	27 February 2009
Notification:	6 March 2009
Final Paper and Registration:	20 March 2009
Website:	http://asee2009.org/call-for-papers.aspx

Engineering in the New Global Economy

In the coming years, our world will continue to face economical, environmental and energy related problems. How is Engineering and Engineering Technology Education responding to the needs of our society and the world? This will be the theme for an exhilarating and thought provoking weekend of professional workshops, presentations, and discussions at the University of Bridgeport.

The Spring 2009 Conference for the ASEE Northeast Section is soliciting manuscripts and posters which address the various challenges and paradigms in this technological world through research and instructional programs in Engineering and Engineering Technology education. There are three conference tracks:

1. Regular/faculty papers
2. Student papers
3. Student posters

IEEE Green Technology Conference

Conference:	IEEE 2009 Green Technology Conference
Dates:	16-17 April 2009
Location:	Lubbock, TX USA
Proposal Due:	31 December 2008
Website:	http://www.ieeegreentech.org/

There has never been a better time for IEEE professionals to weigh in on environmentally acceptable alternatives and improvements to our traditional energy economy. Wind farms are springing up almost overnight in West Texas. The state of Texas is investing \$5B in grid infrastructure to connect areas with surplus generation to areas of unmet demand. Texas Tech has been identified as a leading provider of training for a workforce to service this growing industry at all levels. At the first IEEE Green Technology Conference we will examine alternative energy sources and energy-reduction technologies and their potential for helping the world meet its growing demand for energy, while reducing carbon emissions.

Conference organizers are seeking technical papers on current and emerging technologies in environmentally friendly energy sources, and on ways to better manage our energy resources.

Topics of interest include the following:

- technical and policy challenges of renewable energy sources
- alternative vehicle power sources
- home automation and energy management
- commercial energy management strategies
- energy usage reduction
- integration of green energy sources into the existing power grid
- social and economic implications of renewable and reduced carbon emission energy sources

CMS-DITA Conference

Conference:	11th Annual Content Management Strategies/DITA North America Conference
Dates:	27-29 April 2009
Location:	St. Petersburg, FL USA
Proposal Due:	1 December 2008
Website:	http://www.cm-strategies.com/callforspeakers.htm

The CIDM and Dr. JoAnn Hackos ask you to consider bringing your best practices to the upcoming Content Management Strategies/DITA North America conference.

We invite you to share your experience building a content management solution in your organization, collaborating with content producers throughout your organization (training, support, engineering, documentation), delivering content in new media, using wikis and blogs to communicate with internal and external customers, and managing change. Management and technical topics are both welcome in the program.

For the DITA NA conference, we welcome discussions of selecting a DITA solution, implementing DITA in your organizations, as well as technical topics about DITA processing, specialization, and so on.

RFID 2009

Conference:	RFID 2009
Dates:	27-28 April 2009
Location:	Orlando, FL USA
Proposal Due:	1 December 2008
Website:	http://www.ieee-rfid.org/2009/index.html

The 2009 International IEEE Conference on RFID addresses key topics and issues related to RF-based identification and communication systems, and will feature keynotes, presentations on technology advances and panel discussions on pressing topics. IEEE RFID 2009 is the third annual conference that brings together researchers and practitioners from both academia and industry to share research results and knowledge in the areas of RFID technologies, their supporting large-scale distributed information systems and their applications.

Once again co-located with the RFID Journal LIVE! 2009 tradeshow and conference, attendees and presenters alike benefit. Authors are invited to submit full 8-page papers in the IEEE conference format presenting new research related to the theory and practice of RF-based identification and communication systems. All submissions must describe original work not previously published or currently under review for publication in another conference or journal. Topic areas of interest include, but are not limited to:

- **Antennas & Propagation:** Antenna theory and designs, channel measurements and modeling
- **Circuits, Devices & Sensors:** Low-power circuit designs, integrated sensors, energy harvesting, non-silicon-based structures
- **Communication Protocols:** Coding, modulation and medium access schemes
- **Security & Privacy:** Cryptographic protocols and privacy-enhancing techniques
- **System Tools:** Tools for the design, deployment and evaluation of RFID systems
- **RF-based Localization:** Novel system approaches, technologies and algorithms
- **RFID System Architecture:** "RFID middleware", large-scale discovery services
- **Policy & Regulatory Issues:** Spectral management, privacy issues, co-existence of RFID systems, social implications of RFID technology
- **Deployment Issues & Concerns:** EMC compatibility, tag recycling, issues in patient safety
- **Applications:** Reports on the introduction and operational experience of RFID applications

Women in Project Management Conference

Conference:	2nd Annual Women in Project Management Conference
	29-30 April 2009: Los Angeles, California, USA
	10-11 June 2009: Columbus, Ohio, USA

Dates/Locations: 15-16 September 2009: Washington, DC, USA
 7-8 October 2009: Atlanta, Georgia, USA
 11-12 November 2009: Dallas, Texas, USA

Website: https://www.projectmanagementresourcegroup.com/2nd_Annual_Women_in_PM.php

Where women gather to seek the best of themselves and every woman experiences herself as the leader she was meant to be!

Day 1 & 2 Time: 8:30am-5:00pm (8-8:30 registration/breakfast)
 (Breakfast, lunch, snack, and all materials included)

Be sure to attend the FREE Networking Social Event for all attendees from 5:30pm – 8:00 pm following Day One (Hors D'oeuvres will be served – Cash Bar)

UCLA WINMEC Forum

Conference: Mobile Experience 2.0 - Seamless Convergence of Media Content, Applications, Devices, and, Networks

Dates: 13 May 2009

Location: Los Angeles, CA USA

Website: <http://www.winmec.ucla.edu/2009/>

After years of dialog on mobile convergence, what has actually converged on the mobile platform is the high quality experience, spurred by innovations in Media Content (Video, Music, Movies, T.V.), Applications (software, Operating Systems), Device Technologies (micro-processors, touch screens, system on chip radios, motion sensors) and Networks (GPRS, CDMA, LTE, WiMAX, WiFi).

Media content has grown with consumers watching TV and movies, playing games, listening to music, getting their news, or, getting directions, all from their cell phones. Innovations in digital rights management, media file exchange capability, business partnership models by Hollywood-based entertainment firms, media-store-and-forward technology, P2P, etc., has resulted in such consumers now expecting all the above forms of media content on their mobile device. The creators and owners of content have now a better grasp on revenue models with the device and network providers. This sophisticated advancement in the business of media content in combination with the technology have started to create convergence and success in mobile entertainment media content generation, distribution and consumption.

IMETI 2009

Conference: 2nd International Multi-Conference on Engineering and Technological Innovation

Dates: 10-13 July 2009

Location: Orlando, FL USA

Proposal Due: 24 October 2008

Notification: 17 February 2009

Final Paper: 4 February 2009

Website: <http://www.2009iisconferences.org/IMETI>

Engineering activities are based on the development of new Knowledge (scientia), new 'made things' (techn[©]) and/or new ways of working and doing (praxis). Scientia, Techn[©] and praxis are three important dimensions of a comprehensive conception of Engineering as a whole. Engineering, as Scientia, is mostly developed in academia; as techn[©] is practiced in industry generating technological innovations; and as praxis is carried out in technical and non-technical organizations, supporting managerial activities and technical procedures, via methodical and methodological design and implementation. This is why Engineering provides one of the most solid academic and professional substrata for bridging among Universities, industries and governments.

Publications and conferences related to Engineering are usually oriented to one of its three dimensions. While this is an adequate thing to do when disciplinary focus is sought,

it does not represent Engineering as a whole and it misses the very important synergic relationships among the three kinds of engineering activities mentioned above. This is why a group of scholars, professionals and consultants, in the field of engineering, considered the possibility of initiating a publishing process and organizing a conference where presentations will not be reduced to one of the Engineering's dimensions, but to foster the participation of academics, practitioners and managers in the three dimensions of Engineering, in the same conference, or in the same publication, so they can synergistically interact with each other. A consequence of this purpose is the organization of IMETI 2009, and the publication of multiple-author books series, where submissions will be accepted for the presentation of:

- New knowledge (Engineering as Scientia)
- New products and services, i.e. technological innovations (Engineering as technÃ©)
- New technical and managerial methods and methodologies (Engineering as praxis)
- New meta-engineering (Engineering of Engineering activities) knowledge, innovations and methodologies

More details regarding the notion of Engineering and reasoning supporting the definition given above can be found in the article "The Essence of Engineering and Meta-Engineering: A Work in Progress" (Callaos, 2008), which is available at www.iis.org/Nagib-Callaos/Engineering-and-Meta-Engineering.

There will also be corresponding e-conferences during the 15 days before and after the conference, where each session to be included in the conference program will have a corresponding electronic pre-conference and post-conference virtual session for 15 days. In the electronic pre-conference sessions, authors will have access to the papers to be presented at their session and to an associated electronic forum, so they can be better prepared for their face-to-face conference session. Similarly, electronic post-conference sessions will complement and support a follow-up of the respective conference sessions, via an electronic forum and the possibility of evaluating papers presented at the associated session. These evaluations will also support the selection process for the papers to be published in the JSCI journal.

LISA Berkley Globalization Conference

Conference:	Berkeley Globalization Conference (LISA @ Berkeley)
Dates:	3-5 August 2009
Location:	Berkley, California, USA
Proposal Due:	16 March 2009
Notification:	early April 2009
Contact:	Patricia Egan, at patricia.egan AT lisa DOT org
Website:	www.lisa.org

This two-day conference (with an additional day of workshops) will focus on globalization—the business decisions and processes required to do business internationally. This conference aims to bring together researchers examining the phenomenon of globalization and so will consider three primary themes:

The social impact of globalization. How does globalization affect the attitudes and expectations of local communities with regard to goods and services? Does globalization result in leveling of regional difference or does it increase awareness of and response to those differences? Does globalization necessarily involve a center-periphery model, or do recent changes allow for the periphery to challenge the dominance of the center? How can ethnographic study influence globalization in a positive way?

Language and globalization. Language and culture are both a limiting factor in globalization and the enabler for globalization. How do organizations deal with issues of translation and cultural adaptation (localization) when entering new markets? How can demand for language best be met in a cost-effective manner that allows organizations to speak to individuals in their own languages?

Technology. Modern globalization efforts are characterized by a reliance on technical solutions to reduce costs and expand scope. How do technology and technological change impact globalization? What technologies are the most effective in meeting demand? What disruptive technologies are on the horizon?

These themes are to be interpreted broadly and submissions, including multidisciplinary ones, that engage with globalization in a constructive manner are encouraged.

LavaCon 2009

Conference:	LavaCon
Dates:	25-27 October 2009
Location:	New Orleans, Louisiana, USA
Website:	www.lavacon.org

LavaCon is a conference for technical communication managers and project managers. The Call for Speakers is available soon!

METM 2009

Conference:	Mediterranean Editors and Translators (MET)
Dates:	30-31 October 2009
Location:	European Institute of the Mediterranean, Barcelona, Spain
Proposals Due:	23 March 2009 for presentations 26 April 2009 for posters
Website:	http://www.metmeetings.org/index.php?page=metm09_call

Through panel discussions, presentations, plenary sessions and workshops, METM09 will promote knowledge-building and networking among editors, translators and other English language supporters in the Mediterranean area. The plenary lectures this year will deal with the translator's role as a writer and the history of knowledge transfer in the Mediterranean.

Have a look at the preliminary program on our website for accepted presentations and panel discussions on the dynamics of pricing editing jobs, the translation of historical texts, and defining roles in writing support services. Updates will be posted throughout the spring. Presentation categories will encompass research, promising practices and knowledge updates.

We are considering proposals that will add practical and theoretical range to the preliminary program regarding any aspect of our association's objectives. Please send your abstract by **30 March 2009** (details on abstract submission can be found on the website).

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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. The jobs will remain on the list until the closing date listed in the announcement.

[University of Aizu - Assistant Professor \(tenure-track\)](#)

Assistant Professor (Tenure-track)

Position: Assistant Professor (tenure-track)
Company: Center for Language Research
 School of Computer Science and Engineering
 University of Aizu, Japan
Deadline to Apply: 6 April 2009
Start Date : 1 September 2009
Website: <http://clrweb.u-aizu.ac.jp/cms/index.php?page=46§ion=1>

Faculty Search: Assistant Professor (tenure-track), specializing in English language education, with research interests and expertise in science/engineering discourse, language assessment, corpus linguistics, technical communication, or business English.

Details posted here:

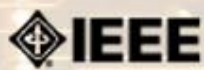
<http://clrweb.u-aizu.ac.jp/cms/index.php?page=46§ion=1>

and here: <http://chronicle.com/jobs/id.php?id=0000592379-01&pg=e>

We don't do standard EFL here. We research and teach the English of computer science/engineering discourse, docs, and culture to prepare students and working professionals to function more effectively in global work environments, including Japanese companies which are increasingly becoming more multicultural and multilingual.

We highly value pioneer spirits who can help us expand English language education into essential new areas with innovative new content and methodologies that can generate exceptional results. Come where the action in Asia REALLY is!

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Calls for Articles/Proposals/Courses

Call for Nominations to IEEE Positions and Committees **NEW!**

[Call for Proposals: Information Overload](#)

[Certificate in Writing Technical Information](#)

[AIIM Online Courses](#)

[Trademark Law webinar **FREE!**](#)

[SEO Optimization webinar **FREE!**](#)

[Open University Discount for PCS members](#)

[LeaderPoint Executive Experience](#)

[Mentors Needed](#)

[IEEE Educational Opportunities](#)

IEEE Nominations and Appointments Committee Seeks Recommendations For Officers and Standing Committee Members

Who: Standing Committee members and IEEE Corporate Officers

Date: 1 July 2009

The IEEE Nominations and Appointments (N&A) Committee is seeking recommendations for several positions including standing committee chairs and members and IEEE Corporate officers.

Each position has specific job requirements and qualifications on which the N&A Committee evaluates potential candidates. They can be reviewed on the N&A Web site, <http://www.ieee.org/web/aboutus/nominations/guidelines.html>.

As a reminder, **self-nominations are encouraged**. An individual does not need to be nominated by a colleague in order to be considered.

Nominations can be submitted online at <http://www.ieee.org/web/aboutus/nominations/nomform3d.html>.

Read more in THE INSTITUTE story [Seeking Nominees for Volunteer Positions](#).

Call for Chapter Proposals: *Information Overload*

Title: *Information Overload: An International Challenge to Professional Communication Practices*

Editors: Judith B. Strother, Florida Institute of Technology
Jan M. Ulijn, Eindhoven University of Technology
Zohra Fazal, Florida Institute of Technology

Call for Papers: Request a copy from Dr Fazel at [zfazal AT fit DOT edu](mailto:zfazal@fit.edu)

Proposal Due: 30 April 2009

The computer industry has been working to address the hardware and software challenges posed by the great proliferation of information, for example, through improved search engines and filters, but such technical solutions are beyond the scope of this book. On the other hand, there has been little research on both causes and effects of information overload in the field of business and technical communication. Any resource on improved management of information overload would be a great value to technical

and professional communicators in both academia and industry.

The editors of the proposed volume, *Information Overload: An International Challenge to Professional Communication Practices*, want to further our understanding of information overload in corporate settings by exploring the following topics:

- What is information overload, and what causes it?
- What effects do content, media selection, and prevalent mobile technologies have on information overload?
- What are the direct and indirect costs of information overload, and how can they be measured?
- Is there a difference in levels of information overload among various regions or countries, for example, between Europe and the United States?
- What are the effects of information overload?
- What are some knowledge management techniques that could be used to effectively deal with information overload?
- What are some strategies to reduce or control information overload in technical and professional communication situations?

The editors are interested in a range of methodological approaches that may include (but are not limited to) case studies, empirical studies, and usability studies that would inform writing practices and pedagogical practices. Articles might consider current scholarly work on information overload from a variety of fields including international business, technical and business communication, information architecture, usability engineering, psychology, and educational technology.

Submission Procedure

Prospective authors are invited to submit chapter proposals of about 1000 words on or before **April 30, 2009**. In their proposals, prospective authors should clearly explain the purpose and contents of their proposed chapter and how the chapter would fit into the overall text. Prospective authors should also submit a cover page with the name, affiliation, and full contact information for each author.

Please note that an invitation to submit a chapter proposal for review is not a guarantee that the manuscript will be accepted. Rather, the decision to publish manuscripts will be based upon reviews and assessments by the three editors. Authors will be notified of the status of their proposal and sent chapter organization guidelines by June 30, 2009. Drafts of chapters will be due on October 1, 2009.

Please send inquiries and submit material electronically to Zohra Fazal (e-mail: [zfazal AT fit DOT edu](mailto:zfazal@fit.edu)) using files in Rich Text (.rtf) or Microsoft Work (.doc) formats.

Certificate in Writing Technical Information

Courses: <http://www.middlesex.mass.edu/careertraining/Certificates/writingtechninfo.htm>

Location: Middlesex Community College, Bedford, MA, USA

MCC's 125-hour Writing Technical Information Certificate is a career enhancement opportunity for individuals who have well-developed writing skills and want to improve their effectiveness in communicating technical information. Classes run one night per week (Thursdays, from 5:45-9:45 pm) and one Saturday (9 am - 5 pm) per semester.

AIIM Online Training Courses

Website: www.aiim.org/training

AIIM Essentials is a series of 4-6 hours educational programs designed to provide you with an unbiased focus on specific topics relevant to today's changing technological and business landscapes.

AIIM ESSENTIALS ONLINE COURSES:

- Web Content Management (WCM)
- SharePoint
- Digital Asset Management (DAM)
- eDiscovery
- PDF/A
- Imaging & Recognition (coming shortly)

The new AIIM Essentials programs have been designed for use as a series of standalone online courses that are focused on very specific topics applicable to any organization, and are a perfect compliment to enhance the training our students have received from our current educational Certificate offerings;

Free Webinar: Trademark Law

Website: <http://xiosoftpresenter.com/?eventid=5788029>

Entrepreneurial Authors face a very unique set of branding challenges. Branding yourself and your products is tricky enough, but when it comes time to protect that investment of time, money, and emotion authors can be surprised to find out they missed some critical elements of brand planning – the factors relating to Trademark Law.

Creative Business Attorney, Kevin E. Houchin, Esq. will give you a foundational knowledge of what to do to protect your current brands and strategies and factors to consider when planning to launch new brands.

Free Webinar: SEO Optimization

Website: <http://www.gnc-web-creations.com/seo-optimization.htm>

The SEO Training Class helps small business owners learn the basics of search engine optimization to increase the visibility of their business in the search engines. By combining these techniques with excellent marketing skills, you will be well on your way to building a successful online business.

Once we accept your membership request to join the class, you will begin receiving the SEO training lessons in your email. All replies and assistance, along with necessary clarifications, are posted in that group. These SEO lessons are step-by-step tutorials which teach you to optimize your site from the ground floor up.

You never have to worry about falling behind in the training class. When we finish the course we start over, back at the beginning. As long as you remain active, there is no limit to how many SEO training class sessions you may attend!

10% Discount on Classes through Open University

Website: <http://www.open.ac.uk/cpd/index.php?q=node/49>

IEEE-PCS members (because of PCS' affiliation with [INTECOM](#)) receive a special course fee with the OU, which allows PCS members to study Open University's short web-based CPD courses at a discount of 10% off the published course fee. If you are interested in any of the courses, please click on the relevant link for information about the course and how to register. [Read more.](#)

AIIM Certificate courses in ECM Best Practices

Courses: <http://www.aiim.org/education/certificate.asp>

Location: various locations and online

Enterprise Content Management (ECM) is about managing your information assets. It is a framework which enables the management of information assets across an organization, and ties in platforms and programs including:

- Capture/Imaging
- Electronic Document Management
- Electronic Record Management
- Business Process Management
- Collaboration
- Web Content Management
- Digital Asset Management.

The Enterprise Content Management (ECM) Certificate Program reflects the global best practices in use across our 50,000 members. The program covers the strategies, tools, and technologies used to capture, manage, store, preserve, and deliver information in support of business processes.

- Learn global best practices for planning and implementing ECM
- Discover real world solutions and best practices for challenges you face
- Learn from experts in the field who are able to answer your questions, available to address your comments, and willing to accept your feedback
- Position yourself to be tomorrow's leader by enhancing your business and professional skills

LeaderPoint Executive Experience

Courses: <http://www.leaderpoint.biz/ieee.htm>
Educational Partnerships: www.ieee.org/partners
Location: Kansas City, Missouri USA

LeaderPoint, a company specializing in executive and management development sessions and newest member to the IEEE Education Partners Program, is offering members a 10% discount on its Executive Experience session. The session, a five-day, comprehensive development program designed to advance leadership and management skills, is held in Kansas City, Mo. The Executive Experience will help participants gain the following skills:

- Build cooperation in seizing opportunity and gaining greater commitment
- Practice using systematic tools for strategic planning
- Diagnose and correct dysfunctional group dynamics
- Focus personal development in specific areas
- Develop a management mindset for improving business results

Each session has an assessment component which provides a summary of LeaderPoint's observations, the participant's comments, and specific recommendations.

Participants can contact LeaderPoint at any time for follow-up work, questions, and concerns. For more information on LeaderPoint visit <http://www.leaderpoint.biz/ieee.htm>. For general information on the IEEE Education Partners Program visit www.ieee.org/partners.

Mentors Needed

Website: <http://www.leaderpoint.biz/ieee.htm>
Contact: www.ieee.org/partners

The IEEE Mentoring Connection is looking for "online" mentors to help guide younger IEEE professionals in career planning and professional development. Currently, 989 mentees, but only 440 mentors have registered to participate.

Mentor participation is open to all IEEE members above the grade of Student Member. Soon, we will be inviting Graduate Student Members to join the program. These members have graduated with their first professional degree and are presently in a graduate program (Masters, MBA, PhD, etc.). We will need additional mentors in the program to handle the requests from this new group. We need you!

Presently our mentors represent the following positions:

- Associate Dean and Professor
- Director of Engineering
- Senior Sales Engineer
- Project Manager
- Corporate Owner
- Consultant
- R&D Technical Manager
- Licensing Manager
- Division Manager - Control Systems
- Electrical Engineer
- Vice President Research
- Director - Customer Operations
- Computer Scientist - Branch Chief
- Senior Product Development Engineer
- Design Engineer - Power
- Retired

If you have received an invitation to join the program and been thinking about it, now is the time to join. If you have already signed in as a mentor - thank you for participating.

Gary Hinkle, a mentor in the program, says "Helping young engineers develop in their careers is very rewarding. Working with some of these individuals has proven to be quite a challenge, because of the diversity among those seeking mentors. I'm glad to be contributing to this program."

The program enables the mentee to select their mentoring partner online from a list of individuals who have volunteered to serve as mentors. After mentors are identified as a potential match, they are contacted and asked to begin establishing a relationship.

Interested members can visit <http://www.ieee.org/mentoring> for information on the roles and responsibilities of each mentoring partner, including additional program information and an FAQ page. Potential mentors are asked to review the time and effort commitment

to the program necessary to ensure a successful mentoring partnership. To enter the program website, please go to <http://www.mentoringconnection.com> and use the IEEE Group ID "IEEE2006" to enter for the first time. Once in, you will need to set your own User ID and Password.

If you have any questions, please contact Cathy Downer, Regional Activities, at [c.downer AT ieee DOT org](mailto:c.downer@ieee.org).

Educational Opportunities from IEEE

Online Courses:	Expert Now http://ieeexplore.ieee.org/modules/modulebrowse.jsp
Educational Partnerships:	http://www.ieee.org/web/education/partners/eduPartners.html
CEUs	http://www.ieee.org/web/education/ceus/index.html

Staying technically current in today's ever-changing workplace is a career must if you want to maintain your professional edge or your P.E. license as required by more than 30 states in the US. IEEE offers an innovative new product called *Expert Now* as well as a growing service, Education Partners Program to help meet your continuing professional development needs.

Expert Now is a collection of over 65, one-hour long, interactive online courses on a variety of topics, including, but not limited to, the following:

- aerospace
- circuits & devices
- communications
- computing
- laser & optics
- microwave theory & techniques
- power
- reliability
- signal processing
- software.

Presented by experts in the field, each course brings to your desktop the best tutorial content IEEE has to offer through its technical meetings that take place worldwide. Continuing Education Units (CEUs) can be earned upon successful completion of the assessment. To review the course catalog visit <http://ieeexplore.ieee.org/modules/modulebrowse.jsp>.

For those looking for a more robust educational experience, more along the lines of a longer online course, or a more traditional classroom setting, the IEEE Education Partners Program can prove helpful in your search for continuing professional development opportunities. Exclusive for IEEE members, it provides access to more than 6,000 online courses, certification programs, and graduate degree programs at up to a 10% discount from academic and private providers that IEEE has peer reviewed to accept into the program. To review the current list of partners participating in the program visit <http://www.ieee.org/web/education/partners/eduPartners.html>.

Another way to browse for a course or educational events taking place in your area is through the courses registered with IEEE to offer CEUs. To review what's available in your area visit <http://www.ieee.org/web/education/ceus/index.html>. IEEE is an Authorized provider of CEUs through the International Association for Continuing Education and Training, as well as an authorized provider of CEUs for the Florida State Board. IEEE CEUs are also accepted by the New York State Board, and can easily be converted into PDHs. One CEU is equal to 10 contact hours of instruction in a continuing education activity. IEEE CEUs readily translate into Professional Development Hours (PDHs) (1 CEU = 10 PDHs).

For more general information on IEEE's Continuing Education products and services, visit <http://www.ieee.org/web/education/home/index.html>. Specific inquiries can be directed to Celeste Torres via email, [c.torres AT ieee.org](mailto:c.torres@ieee.org), or by phone +1 732 981 3425.



Newsletter



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Society News: Member News

New PCS Members

New PCS Members

CONTRIBUTED BY WALLY LEE, MEMBERSHIP CHAIR

The following members joined IEEE-PCS in December 2008:

- Omar Abdia, Libya
- Patricia Coca, Ontario, Canada
- Victoria Fiore, Ohio, US
- Mary Miller, Idaho, US
- Paul Pritchett, Texas, US
- M Yasser, Oregon, US

Please welcome these members!

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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-Hoekstra](#).

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Please do NOT submit articles as LaTeX files. They do not convert to HTML very well, and it's a major headache to ensure that text renders correctly. Also, turn off curly quotes if using Word. Acceptable file formats are .TXT, .DOC, and .RTF. Graphics can be .JPG, .GIF, or .PNG format.

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.** 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 the (author, date) format for in-text references.** Do NOT use footnotes.
- **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.

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Guidelines

Book and Website Review Guidelines

BY KIT BROWN-HOEKSTRA

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.

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Editorial Schedule for 2008-09

BY KIT BROWN-HOEKSTRA

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

If you have questions, comments, or suggestions, please contact [Kit Brown-Hoekstra](#).

Editorial Schedule for 2008-09

Month	Theme
December 2008/ January 2009	Presentations
February	Disaster Planning and Response
March	Communication and Social Networking
April	Technical Reports
May	Proposals
June	Grant Writing
July/August	Globalization/Localization
September	Visual Design
October	Making a Difference
November	Strategic Planning for Techies
December	Best Practices/Standards

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