

Information Architecture for Design Engineers

by Bill Darnall

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As I watched the last two months of news, filled with the campaigns bantering back and forth and the doomsday headlines about the financial crisis, I had to shake my head and wonder – why can't our government and the financial giants on Wall Street and around the world use the principles of Project Management to be effective?...[**Read more.**](#)

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John Kinn

John Matthias Kinn, Jr., was born on July 25, 1925, in New York City. He served in the U.S. Navy (Pacific Theater) during World War II. After his discharge, he attended the University of Missouri, graduating with a B.S. in Electrical Engineering in 1949.... [**Read More.**](#)

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Feature

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Design engineers regularly create information architectures without giving the process a second thought. As a practical matter, many information architectures are not effective. However, you can create effective information architectures. First, identify who will use your information. Next, make it easy for them to locate the information they need.

What is an Effective Information Architecture?

Based on definitions in The American Heritage Dictionary of the English Language, Third Edition, we can say the following:

- Information means a collection of facts or data.
- Architecture means a systematic arrangement.
- Architect means one who plans or devises.
- Effective means having an intended or expected effect.

Using these four definitions, we can construct the following additional terms:

- An information architecture is a planned arrangement of facts or data.
- An information architect is one who plans the arrangement of facts or data.
- An effective information architecture is a planned arrangement of facts or data having the intended or expected effect.

Where do you start?

How you create your own information architecture depends on your approach to design. Are you a top-down or a bottom-up designer? Are you a little of both? Whatever your approach, you must gather requirements. Some obvious questions you should ask include the following:

- What is the major purpose of my information product or information asset?
- Who will use my information product?
- What specific information do I need to convey?

Information architectures are everywhere, including Web sites, Web pages, marketing blurbs, library catalog cards, user manuals, online help systems, and technical reports. Each of these information-based entities should provide a different

structure for relevant information. Note that different applications for different users require different information architectures.

An information architecture is a virtual structure that supports particular information. The outline for a technical article is an information architecture. A wireframe Web page design is also an information architecture. Web page navigation is an element of that architecture. An effective information architecture makes it easy for users to locate desired information. Effective information architectures recognize the needs of specific information seekers.

Is it effective?

An engaging Web page or a slick PR brochure with elaborate graphics and typography does not guarantee that it has an effective information architecture. The methodology for designing information architectures is similar to other design methodologies. The deliverable for any good design must satisfy meaningful specifications. Meaningful specifications come from realistic requirements. In general, information requirements include specific functionality and they identify specific users, or classes of users. As mentioned, not all information requirements are the same. It follows that not all information architectures are the same.

To be effective, your information asset must meet the appropriate design criteria. You will not know how well your design works until you test it. If you created a document architecture or a wireframe Web page for use by other engineers, you should have an engineer validate your design. However, if you prepared something for use by a broader class of non-technical personnel, you have a testing problem. Perhaps you could have your customer service group validate your design. However, what about content?

A Family of Information Methodologies

It does not take long to realize that a pristine empty information framework is a lifeless structure. You need to populate your structure with real-world information.

In fact, information architecture is an important member of a family of related design methodologies. If you are responsible for developing information assets, you undoubtedly employ several information methodologies. These overlapping methodologies are in addition to your use of word processing, screen captures, and drawing tools. The principal information methodologies include the following:

- Information Architecture
- Information Design
- Content Management Architecture
- Content Management

Information Architecture. To review, information architecture is primarily about the way information is structured. An information architecture provides the framework that holds information. Information architecture is about structure and not about content.

Engineering examples of applied information architecture include application notes, design specifications, bills of material, drawings, test procedures, as well as general hardware and software documentation.

Information Design. Information design is all about content but not the architectural structure. Information design complements information architecture. Information design is concerned with semantics, with what we say or illustrate, and with how we present it. Relevant content is what populates an information architecture.

Content Management Architecture. Content management architecture is a high-level structural architecture. It applies to multiple information assets. Individual information architectures must be compatible with the higher-level content management architecture. For similar information assets, common information architectures make it possible for users to easily locate the information they need.

Obvious engineering examples of content management architectures include engineering drawings and revisions, software application notes and revisions, and all other technical documentation that can use common formats.

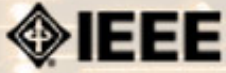
Content Management. Content management is the methodology for storing, accessing, and retrieving information assets. A major problem with many content management systems is lack of a content management architecture. A content management system is an expensive set of databases. Unfortunately, many systems lack a company-centric content management architecture. Without an architecture that matches a company's needs, the average content management system is a terrible waste of corporate resources, including the inability to easily access valuable information.

Conclusion

Information architecture is the design methodology for developing information frameworks for information assets. An information architecture provides a framework to support meaningful content. Information design is the methodology for preparing content that fills the information architecture. Top-down designers usually prepare the framework and then add information. Bottom-up designers frequently prepare the information content before they identify an explicit information framework. The user does not care how the information asset was developed. The user only cares about locating the information.

In some shops, information architecture and information design are considered as one discipline. The responsible party is called an information architect. Information architect is a common title for online and Web development projects. In other organizations, the combination of the two methodologies is the responsibility of an information designer. The title information designer seems to be used for more traditional technical documentation projects.

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Project Management

Project Management to the Rescue: No Bailout Necessary

By Michelle LaBrosse

As I watched the last two months of news, filled with the campaigns bantering back and forth and the doomsday headlines about the financial crisis, I had to shake my head and wonder — why can't our government and the financial giants on Wall Street and around the world use the principles of Project Management to be effective?

If you listen to the news long enough, you would think being effective is difficult or impossible. Nothing is further from the truth! With Project Management, anything is possible. As an entrepreneur who runs my own business, I balance a budget, develop new products, and serve my customers, and I have found that even when the economy isn't doing well, there is always opportunity. To tackle those opportunities, you need tools in your toolbox; Project Management is an optimal tool for times like these.

Good Project Management enables companies and organizations to provide the following:

- Develop and deliver high-quality, low-cost products customers need and want.
- Effectively use resources (people, money, and time) to meet organizational goals.
- Manage a portfolio of projects that are all building blocks of the overall strategic vision.
- Capture the collective wisdom of staff and lessons learned on previous projects or information about the overall growth and development of individuals and the organization.

Look at change as a perfect opportunity for you to use your Project Management skills and know-how to change the world.

10 Ways to Use Project Management to Change Your World

1. **Set a personal and an organizational vision for long-term sustainable success** because you tend to create what you focus on. Focus on failure, and that is what you will get. Focus on people, and even in turbulent times, you have a better chance of being able to make a huge difference.
2. **Create your own "school" of what it is you need and want to learn** so you can be and become an effective contributor to other people and to your organization's success. Seek out opportunities to do your own formal and informal learning. For example, you can take [Cheetah's PM Scorecard assessment](#) and get a sense of your Project Management skills.
3. **Develop a "can do, we will prevail" attitude**, and bring those around you up with your thirst for knowledge and your enviable Project Management capabilities.
4. **Join the Project Management Institute as an individual and as a corporate member.** Participating in this professional trade association helps both individuals and corporations better self-identify with doing good Project

Management and that, in and of itself, can become a self-fulfilling prophecy.

5. **Diversify and don't put all your eggs in one basket.** This is true whether you are an individual relying on one industry or one company to meet all your financial needs or whether you are an organization that relies on one customer, or one product, to sustain your economic well-being.
6. **Develop a safety net that will let you take appropriate risks in your career, and in your projects,** so that you can weather whatever comes along. It's just like the flight attendants tell us on their pre-flight safety instructions: You need to secure your own mask before helping others.
7. **Don't fall prey to those around you (and especially the media) with "the sky is falling" mentality.** Do a risk management reality check on your projects and current events to develop your own risk management plan to handle the legitimate risks facing your life and your projects.
8. **Create a change management plan for your life.** When new opportunities arise (and sometimes these come disguised as difficulties), assess how these will impact you achieving your overall goals, and develop a strategy that incorporates change into your reality.
9. **Drop commitments that are no longer serving you.** You need to "cut bait" on the projects and commitments that are like the infamous bridge to nowhere. Look at these projects that are going nowhere and ask yourself, "If I had to make the decision today to start this project, would I?" If the answer is no, stop wasting your valuable resources on it.
10. **Find the path of least resistance where you can make the biggest contribution for the least amount of effort.** Every individual and organization has unique talents that when used effectively, in the right environments, can have significant impact. If something has become too hard for you to do, maybe, just maybe, you should not be doing it. Seek out other opportunities where you can have more fun and make more of a difference. My personal motto is "What is meant to be, happens easily."

So, don't buy into the Doomsday mentality. Use your Project Management skills to make your own world and to make the most of every project, every day. It's your time to take center stage and be at the forefront of meeting the challenges in your life, at work, at home or wherever you may find them.

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Learning.

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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History

John M. Kinn: IEEE-PCS' First Editor

By Ed Malone

In the **last installment of this column** (August 2008), I discussed the history of the Society for Technical Communication's journal and one of its early editors, A. Stanley Higgins. The occasion for that retrospection was the journal's changing of editors, from George Hayhoe to Menno De Jong, two long-time IEEE-PCS members.

As most of you know, the *Transactions on Professional Communication* (T-PC) also has a new editor, Jo Mackiewicz, who succeeded Kim Sydow Campbell on July 1, 2008. Campbell had been T-PC editor for more than a decade — the longest tenure of any editor in the journal's 50-year history. Mackiewicz is the 15th different editor of T-PC (see Table 1). This changing of the guard, like the one at STC's journal, invites a look back at the beginning of the *Transactions* and its first editor, John M. Kinn (see Figure 1), with whom I have corresponded.



Figure 1. John Kinn, first IEEE-PCS editor

The Early Years

John Matthias Kinn, Jr., was born on July 25, 1925, in New York City. He served in the U.S. Navy (Pacific Theater) during World War II. After his discharge, he attended the University of Missouri, graduating with a B.S. in Electrical Engineering in 1949.[1] "He joined the field engineering force of Western Electric Company in 1950 and provided engineering liaison at various military installations in the United States, Canada, and Europe. From 1954 to 1956, he was a Group Leader on loan to Bell Telephone Laboratories, where he worked on such [missile] projects as Terrier and Nike." [2]

In 1956, his career took a defining turn when he joined the editorial staff of *Electronics* as an associate editor. This magazine, published by McGraw-Hill in New York City, had a weekly circulation of about 50,000 in 1958.[3] As Kinn wrote, "To define the editorial scope of *Electronics* is to define electronics itself, for we are interested in the engineering and business aspects of anything which uses electron tubes, transistors, and other solid-state devices." [4]

While at *Electronics* (1956-1959), Kinn became involved in the movement to create the Institute of Radio Engineers' Professional Group on Engineering Writing and Speech (IRE PGEWS), the ancestor of PCS. Already a member of the IRE and editor of the New York section's *Monitor*, Kinn attended the now-famous PGEWS "founders' meeting" on March 19, 1957, at IRE Headquarters in New York City.[2]-[3],[5]

Kinn's Appointment as Editor

The first meeting of the PGEWS Administrative Committee (AdCom) was called to order on May 28, 1957, by its temporary chairman, Eleanor M. McElwee, a technical editor at RCA. It was under McElwee's leadership that the AdCom adopted a constitution and bylaws — apparently drafted by Daniel J. McNamara of Sperry Gyroscope — and selected the Group's first permanent chairman. The nominees for chairman were Kinn and McNamara. McNamara won the election and named Kinn as chair of the publications committee, with responsibility for overseeing the (future) newsletter and *Transactions*. [6]-[7]

Table 1: Editors of the Transactions[8]

| # | Name | First Issue | Last Issue |
|-----|--------------------------|----------------|----------------|
| 1 | John M. Kinn, Jr. | March 1958 | December 1959 |
| 2 | Herbert B. Michaelson | April 1960 | December 1961 |
| 3 | Frederick Van Veen | August 1962 | August 1962 |
| 4 | Edward R. Jennings | December 1962 | September 1964 |
| 5 | George E. Schindler, Jr. | December 1964 | December 1966 |
| 6 | L. M. Cole, Jr. | July 1967 | December 1968 |
| 7 | Irving M. Seideman | May 1969 | December 1973 |
| 8 | William F. Wells | March 1974 | December 1976 |
| 9 | Rudy J. Joenk | June 1977 | December 1984 |
| 10 | Valarie M. Arms | March 1985 | March 1986 |
| 11 | Joan G. Nagle | June 1986 | March 1990 |
| 12a | Scott P. Sanders | June 1990 | December 1993 |
| 13 | Mike Markel | March 1994 | December 1996 |
| 12b | Scott P. Sanders | March 1997 | December 1997 |
| 14 | Kim Sydow Campbell | March 1998 | June 2008 |
| 15 | Jo Mackiewicz | September 2008 | Present |

Launching the Newsletter

As I read the minutes of the June 27, 1957, AdCom meeting, I found myself feeling sorry for Mr. Kinn, who had the difficult position of being an editors' editor. Like the chef who cooks for other chefs or the physician who treats other physicians, the editors' editor gets advice and criticism from all directions — and no one is ever completely happy with his work. They are just glad they are not doing it themselves.

Kinn "showed the group a proposed title page for the membership newsletter with a suggested title 'The Paper Mill' and a two-column format. He explained that the tentative plan was to set the newsletter like a newspaper, with heads, subheads, and short paragraphs." Immediately there were objections to the title and the newspaper style. Someone suggested that the newsletter be called "Newsletter" with the "ews" highlighted to stand for "engineering writing and speech." "Several members made sketches of mastheads for the new title" — apparently right there in the meeting — "and gave them to Mr. Kinn for his guidance." He was sent forth with the "suggestion" that each page of the four-page newsletter should have "a single column of straight typing about 5 1/2 or 6 inches wide." [9]

The minutes of the August 8, 1957, AdCom meeting record that "A metal plate is being made of the masthead, and IRE Headquarters has obtained yellow paper for the Newsletter." [10] I have not seen a copy of the first issue, but Rudy Joenk gives the publication date as August 20, 1957, and describes it as being "four pages ... of announcements, news, and a list of AdCom members" on 8.5-by-11-inch yellow stock. [11]

By early January 1958, two issues of the newsletter had been published and a third was ready for duplicating and mailing at IRE Headquarters. [12] Kinn would edit a total of nine newsletter issues, from August 20, 1957, to September 1, 1959. [13]

Launching the *Transactions*

As early as May 28, 1957, the AdCom had decided that the first issue of the *Transactions* would be a compilation of presented papers, transcriptions of panel discussions, and other material from the first PGEWS National Symposium, to be held on October 21 and 22, 1957 in New York City, and that it would be published in early 1958. By January 1958, the Publications Committee, chaired by Kinn, already had about 70 percent of the necessary copy in hand, but still lacked the transcriptions and an observer's report of an audio-visual demonstration. [12]

At the January 9, 1958 AdCom meeting, the Group opted for letterpress rather than offset printing for the *Transactions* even though the cost was much higher: approximately \$1500 versus \$1100 for 1700 copies of a 32-page issue. [12],[14]

Although the first issue does not explicitly identify Kinn as editor, he was clearly in charge: "Mr. Kinn will meet with Mr. [Elwood] Gannett [at IRE Headquarters] during the week of January 13th to select the type faces to be used, and will turn over the copy on hand and a complete table of contents." [12]

The AdCom wanted the *Transactions* to be ready for the IRE National Convention in March 1958, but the publications committee — consisting of Charles Meyer, William Stocklin, and Kinn — could not deliver, citing "late submission of papers" and delays at IRE Headquarters. There was some talk at the March 25, 1958 AdCom meeting of working directly with an external publisher rather than going through IRE Headquarters and even of hiring a "professional editor" for the *Transactions*. [15] (It is worth noting that, unlike in the first issue, Kinn is explicitly identified as the *Transactions* editor in the second issue; however, there is no mention of his receiving a stipend or salary for his editorial work.)

The first issue of T-EWS is dated March 1958, but was not published until late April or early May. What is most interesting about this issue is its emphasis on diverse media. [15]-[16] Titles such as "More Senses Make More Sense" and "Technical

Films — "A Luxury or a Necessity" suggest technical communication in a modern sense. In fact, the intended focus of PGEWS at the beginning was non-verbal, as well as verbal communication. As McElwee noted in her report of the founders' meeting, "The scope of the proposed Group would be broader than that of non-IRE organizations in that it would handle spoken and visual, as well as written, communication." The group's aim—in one proposed rendering—was "The encouragement and improvement of technical communications—written, oral, and visual." [17]

Later Issues of T-EWS

STC used to be called the Society of Technical Writers and Editors (STWE). In early 1959, an editor of the STWE Review wrote, "we received the second issue [August 1958] of their journal or 'Transactions' as it is called. There was quite a change in format from the first issue. The first issue's format followed the style of the Proceedings of the I.R.E. This second issue has a large amount of white space around the article titles. The titles themselves are larger too. A great deal of credit goes to the editor John M. Kinn, Jr." [18]

The second issue cost about \$200 more to produce than the first issue, mainly because of "the use of a different grade of paper and the use of half-tones," but the result was "a better looking and a more professional job in a shorter time." Kinn asked the AdCom for a vote of confidence "to continue with the methods used on EWS-2," and he received it unanimously. [19] (See Figure 2 for pages from the first and second issues, respectively. Note the significant change in layout.)



Figure 2. Pages of first and second *Transactions*

Kinn went on to edit three more issues of the *Transactions*: January, June, and December 1959. After the January issue, he turned some of the work over to the IRE staff: "Mr. Kinn made arrangements with Mr. Gannett for Headquarters to handle the mechanics of copy editing, layout, and printing in accordance with our own style and specifications. He will, of course, still do the final checking prior to printing." [21]

Although Herbert B. Michaelson officially replaced Kinn as chair of the publications committee in July 1959 [22], Kinn continued to serve as *Transactions* editor until the end of the year: "Responsibility for Group publications is presently

divided, with Mr. Kinn continuing work on the next *Transactions*, and Mr. Michaelson making plans for future issues." [23] Kinn's last issue, the December issue, did not come out until late January or early February 1960. [24]

In his final T-EWS editorial, Kinn wrote, "To say that the job [of editing the *Transactions*] has been all peaches and cream would be as erroneous as saying it had been the hardest of tasks. In truth, it was a mixture of both with, perhaps, a heavier leaning toward the former. It's difficult to find one word or phrase that aptly describes the rewards one receives from work of this sort, hence I shall only say that I sincerely enjoyed the many new associations that were formed during these first two and a half years of PGEWS...." [25]

The Challenges of Publication

The challenges that Kinn and the rest of the Group faced with its new journal were typical of such endeavors: finding the funds to cover the cost of publication, attracting high-quality submissions in sufficient numbers to ensure a first-rate journal, and meeting a quarterly publication schedule.

Funding. At an Executive Committee Meeting on October 15, 1958, Treasurer Michaelson reported that PGEWS had a \$750 deficit. Kinn asked whether the *Transactions* should be put on hold for the rest of the year until the treasury could be replenished, but the AdCom instructed him to proceed as soon as copy was ready. [26]

At their December 8 meeting, they decided to permit advertising even though the "consensus" a few months earlier had been "to build up the treasury by other methods first" [27]-[28] Kinn appointed Lawrence A. Ferrara of Western Electric as the journal's business manager. [27] The first advertisement appeared in the June 1959 issue: a quarter-page employment ad for engineering writers at the RCA's Moorestown plant. [29] RCA paid \$400 for it, which covered part of the \$1,200 publication cost of the June 1959 issue. [22] As late as 1961, however, there was still talk about changing the *Transactions'* "publishing schedule in view of the financial problems of the Group" and selling "institutional listings" to defray costs. [30]-[31]

Submissions. Kinn was constantly complaining about "the shortage of good papers." [22] McNamara suggested that the AdCom members "pick suitable subjects, clear them with Mr. Kinn so duplication can be avoided, and begin to write." [15] Theodore T. Patterson (see Figure 4) made a similar suggestion more than a year later, noting that "the availability of good papers for meetings and for publication is of vital importance to the future of the Group." [32] Michaelson said he was going to "write several 'known experts in the field' and ask them to write papers specifically for the *PGEWS Transactions*." [33] Joe Chapline thought that papers should be solicited from "logicians or lawyers on organization and argumentation." [34] The most promising proposal, however, was Elmer T. Ebersol's "papers procurement procedure" — an elaborate plan for identifying relevant papers authored by IRE members and routing them to the chairs of PGEWS meetings and the editor of the *Transactions* for consideration. [33]



Figure 4. Members of the Publications committee

Publication Schedule. Although the goal was to publish four issues of T-EWS per year, Kinn never managed to produce more than three in one year. "The committee expressed some concern at the scarcity and irregularity of PGEWS publications in the two years since it was formed," McElwee wrote in the minutes of the April 22, 1959, AdCom meeting. "The members agreed that it is essential for the Group to publish worthwhile *Transactions* on a regular basis in order to serve the large number of members who do not presently have close contact with the Group through local chapters." [35] At the January 21 meeting, McElwee read a letter of complaint from a new member and "urged that a regular schedule be established for both the *Transactions* and the *Newsletter* so that no more than two months will go by at any one time without some communication to the membership." [24] In all fairness to Kinn, however, his successors did not do much better. In fact, in 1965, the words "Published Aperiodically" began to appear on the journal's cover. [36]

In early 1960, Michaelson took over as *Transactions* editor. [34] During his first year, he produced only two issues, one in April and the other in July. [37] He would edit three issues in 1961. But Michaelson was much more interested in quality than quantity or regularity. At the October 12, 1960, AdCom meeting, he told members that "he had turned down ten out of sixteen papers submitted within the recent months because they were unsuitable." [38] His high standards provoked shudders of concern from some PGEWS members, who (according to Patterson) were now "afraid to ask high-level people in their own organizations to write for PGEWS lest their papers be turned down." [37]

First Two-Term Chairman

Kinn served as Vice Chairman of PGEWS from 1959 to 1960 and PGEWS Chairman from 1960 to 1962 (see Table 2). He was the Society's first and only two-term chairman (or president) until the 1970s. [39] This latter distinction is not only a comment on his commitment to the organization but also an indication of the regard in which he was held by his peers. He believed firmly in the educational mission of the organization.

Under his leadership, PGEWS added an Education Committee to its roster of standing committees.[37],[40] There is one passage in the minutes of a meeting that may shed some light on his character. In response to Frederick Van Veen's suggestion that convention speakers be rated for the benefit of future program chairmen, Kinn "cautioned against black-listing mediocre speakers who might improve considerably with some coaching and rehearsal." [40] He would later look after the educational needs of all IEEE members as the Director of Educational Services at IEEE Headquarters.

Table 2: Nominees and Chairmen of PGEWS

| Years | Nominees | Chairman |
|---------------|---------------------------------------------------------------------------------------------------------------|-------------------------|
| 1957-1958 | Daniel J. McNamara John M. Kinn, Jr. | Daniel J. McNamara |
| 1958-1959[28] | Joseph D. Chapline, Jr. Charles A. Meyer (declined) Chester W. Sall (declined) Theodore T. Patterson | Joseph D. Chapline, Jr. |
| 1959-1960[22] | Theodore T. Patterson Eleanor M. McElwee (declined) | Theodore T. Patterson |
| 1960-1961[45] | John M. Kinn, Jr. Herbert B. Michaelson (declined) | John M. Kinn, Jr. |
| 1961-1962[46] | John M. Kinn, Jr. [unknown] | John M. Kinn, Jr. |
| 1962-1963[47] | Chester W. Sall | Chester W. Sall |

The Last Fifty Years

Kinn had a long and successful career after leaving *Electronics* magazine. He quickly moved out of editing and into management and administration:

1959-1965: IBM

- 1959-1961: Associate Editor, IBM Journal of Research and Development
- 1961-1964: Manager of Scientific Information
- 1964-1965: Manager of Technical Information and Liaison Services

1965-1979: IEEE

- 1965-1976: Director of Educational Services, New York City Office
- 1976-1979: Staff Director of Professional Services, Washington D.C. Office
- c. 1979: American Federation of Information Processing Societies (Executive Director)

1979-1992: Electronic Industries Association (Vice President of Engineering)

At some point, he also served as Executive Secretary of the Joint Electron Device Engineering Council (JEDEC).[1],[41]-[42]

The 83-year-old Kinn now lives in Virginia with his wife, Gloria, who is also an octogenarian. Recently Jack sent me a paper titled "Saint Louis: Cradle of International Electrotechnical Standardization," which he had written a few years ago to promote the centennial of the 3rd International Electrical Congress, held in St. Louis in 1904. This meeting eventually led to the creation of the International Electrotechnical Commission (IEC).

Jack is a life honorary member of the IEC's U.S. National Committee and was one of the first recipients of the Lord Kelvin Award in 1995.[43] He had hoped his "article might trigger the University [of Missouri] into doing something in commemoration of the [1904 Congress]," but nothing came of it.[44]

References

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- [3] Allan Herbert Lytel, "A Study of the Growth and Development of American Technical, Professional, and Scientific Magazines, 1900-1958, in the Field of Electronics," unpublished thesis, Syracuse University, 1960, pp. 104, 173
- [4] John M. Kinn, Jr., "Writing for 'Electronics,'" *IRE Transactions on Engineering Writing and Speech*, Vol. EWS-1, no. 1, March 1958, pp. 21-22 at 21
- [5] Eleanor M. McElwee, "Founders' Conference: Report on Meeting of Committee for New IRE Professional Group," *Newsletter [of the IEEE-Group on Professional Communication]*, vol. 2, no. 2, 1977, pp. 5-6
- [6] McElwee, "Report on Interim Meeting [April 30, 1957] for IRE Professional Group on Engineering Writing and Speech (PGEWS)," retrieved from the archives at the IEEE Headquarters, Piscataway, New Jersey
- [7] McElwee, "Professional Group on Engineering Writing and Speech, Minutes of Administrative Committee Meeting Held at IRE Headquarters, May 28, 1957," retrieved from the archives at the IEEE Headquarters [Hereafter, all references to AdCom minutes and Executive Committee reports will be abbreviated; unless otherwise noted, these minutes and reports were written by McElwee and are stored in the archives at the IEEE Headquarters.]
- [8] Zhen Li, a graduate student at Missouri S&T, assisted with the preparation of this list, which is based on an inspection of paper copies of the *Transactions*. As of this date, IEEEExplore does not reprint the front and back covers of the *Transactions*, nor does it reprint preliminaries such as editorials. One such editorial, unavailable through IEEEExplore, is Scott P. Sanders' "Editorial: Forty" (*IEEE Transactions on Professional Communication*, March 1997, vol. 40, no. 1, pp. 1-3), which identifies the *Transactions* editors from 1958 to 1997.
- [9] Minutes of June 27, 1957, AdCom meeting
- [10] Minutes of the Aug. 8, 1957, AdCom meeting
- [11] Rudy Joenk, "End of an Era," *IEEE Professional Communication Society Newsletter*, Nov./Dec. 2004, vol. 48, no. 6, pp. 1, 4

[12] Minutes of the Jan. 9, 1958, AdCom meeting

[13] Joenk, "The Newsletter Editors of PCS," *IEEE Professional Communication Society Newsletter*, Sept./Oct. 1997, vol. 41, no. 4, pp. 6, 14 [Thanks to George Hayhoe for lending me his copies of this newsletter issue as well as the issues cited in notes 36 and 39 below.]

[14] "Annual Report," *IRE Transactions on Engineering Writing and Speech*, vol. EWS-1, no. 2, August 1958, pp. 18-19

[15] Minutes of the Mar. 25, 1958, AdCom meeting

[16] *IRE Transactions on Engineering Writing and Speech*, vol. EWS-1, no. 1, March 1958

[17] McElwee, "Report on Meeting [March 19, 1957] of Committee for New IRE Professional Group"

[18] "IRE-PGEWS News," *STWE Review*, vol. 6, no. 1, 1959, p. 20

[19] Minutes of the Oct. 2, 1958, AdCom meeting

[20] *IRE Transactions on Engineering Writing and Speech*, vol. EWS- 1, no. 1, March 1958, p. 21, and vol. EWS-1, no. 2, August 1958, p. 9

[21] Minutes of the Mar. 24, 1959, AdCom meeting

[22] Minutes of the June 24, 1959, AdCom meeting

[23] Minutes of the Oct. 21, 1959, AdCom meeting

[24] Minutes of the Jan. 21, 1960, AdCom meeting

[25] Kinn, "Editorial," *IRE Transactions on Professional Writing and Speech*, vol. EWS-2, no. 2, December 1959, p. 68

[26] Report to the PGEWS AdCom about the Oct. 15, 1958, Executive Committee Meeting

[27] Minutes of the Dec. 8, 1958, AdCom meeting

[28] Minutes of the June 25, 1958, AdCom meeting

[29] *IRE Transactions on Professional Writing and Speech*, vol. EWS-2, no. 2, June 1959, p. 64

[30] Minutes of the Mar. 21, 1961, AdCom meeting

[31] Minutes of the May 16, 1961, AdCom meeting

[32] Minutes of the Oct. 21, 1959, AdCom meeting

[33] Report to the PGEWS AdCom about the Oct. 7, 1959, Executive Committee Meeting

[34] Minutes of the Mar. 22, 1960, AdCom meeting

[35] Minutes of the April 22, 1959, AdCom meeting

[36] Rudy Joenk, "PCS Pastiche," *IEEE Professional Communication Society Newsletter*, vol. 41, no. 6, Nov-Dec. 1997, 18-19

[37] Minutes of the Nov. 30, 1960, AdCom meeting

[38] Minutes of the Oct. 12, 1960, AdCom meeting

[39] Rudy Joenk, "The Officers of PCS," *IEEE Professional Communication Society Newsletter*, July/August 1997, 41.4 pp. 16-18

[40] Minutes of the Jan. 18, 1961, AdCom meeting.

[41] "Kinn to Be New AFIPS Executive Director," *Computer*, vol. 12, no. 6, June 1979, p. 92

[42] Kinn, "Saint Louis: Cradle of International Electrotechnical Standardization," unpublished paper, c. 2004, p. 5

[43] "Lord Kelvin Award: Recipients: List," International Electrotechnical Commission, http://www.iec.ch/about/awards/lordkelvin/lka_list.htm

[44] Kinn, e-mail to author, September 24, 2008

[45] Minutes of the June 21, 1960, AdCom meeting

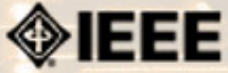
[46] The minutes of the June 27, 1961, AdCom meeting were missing from the archives at IEEE Headquarters when I visited there last May.

[47] Minutes of the June 21, 1962, AdCom meeting

[48] "Meet Our 1958-1959 Officers," *IRE Transactions on Engineering Writing and Speech*, EWS-2, no. 2, August 1958, pp. 2-3

[49] "Contributors' Biographies," *IRE Transactions on Engineering Writing and Speech*, EWS-2, no. 2, August 1958, p. 32

Edward A. Malone is Director of Technical Communication Programs in the Department of English and Technical Communication at the Missouri University of Science and Technology in Rolla, Missouri. He is researching the technical writing profession in the 1950s.



Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 52, Number 10 • November 2008

President's Column

by Mark Haselkorn

Mark just returned from TAB. His column will reappear next month.

***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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Editor's Column

Information Architecture

by Kit Brown-Hoekstra

I'm in the throes of an information architecture and content management project. In addition to figuring out the most effective architecture for single sourcing the user documentation and reference materials, I've had to select, implement, and learn a new content management system (CMS).

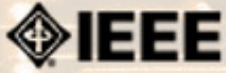
It's an interesting project with a lot of moving parts: a web-based, geospatial application for analyzing fire behavior. The primary audience is wildland fire managers who are in the field and need to predict where the fire is going next so that they can deploy resources appropriately.

The CMS we selected is pretty user friendly, but has a lot of moving parts as well. The challenge is to make sure that all the parts work together well. And, because I'm just learning the CMS, template development has been a bit challenging.

Here are some of the things that I've learned so far with this project:

- Selecting and implementing a CMS, even one that is relatively user-friendly, always takes longer than you anticipate.
- Directly asking about the information architecture does not give you the feedback that you need, largely because people have trouble envisioning the end result.
- Agile projects are challenging to document, so you need to work closely with the development leads to ensure that you are documenting the most stable and highest priority items.
- Component-based CMS helps you maintain your sanity in an Agile project environment.
- It's vital to ensure that the project team understands the dependencies for the documentation and the CMS implementation.
- Communicate, communicate, communicate!

For a list of upcoming newsletter topics, check out the [editorial schedule](#).



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 AT ieee DOT org](mailto:pcsnews.editor@ieee.org).

Recommended Website: Information Architecture Institut

By Jack Deland

<http://iainstitute.org/>, the website of the Information Architecture Institute (IAI), is especially rich in both content and design. Experience it in English or select a language from Danish to Portuguese. With a sea of text and (tasteful) graphics, it could be overwhelming, but is not. And that's as it should be, since the art and science of IA is the subject and the endeavor here.

This site and IAI are especially friendly toward the beginning information architect and those unfamiliar with the field. Not only are there sections for an extensive library, toolsets, and practitioner theory, there are both a job board and a section on "how to hire" an information architect. Mission statement, annual report – it's all there. And not just a job board, but a mentoring organization that can help put you in touch with a real practitioner in the real world.

This is a supremely well-organized site, and gives every impression that the agency behind it is just so – which is, again, just how it should be. You'll find links to related sites of top practitioners such as Lou Rosenfeld (<http://louisrosenfeld.com/home/>) and Peter Morville (<http://semanticstudios.com/>), who wrote the classic book, *Information Architecture for the World Wide Web*, together, as well as many others. A huge amount of information is free, but at only \$40 for a professional membership, and \$20 for students, it's a no-brainer to justify. Activate your profile, join discussion lists, and get access to even more terrific resources such as the latest [reading list project](#). Bon appétit!

Also Related or of Interest

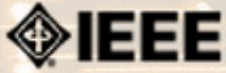
[Boxes and Arrows](#) is the starting place for investigating current happenings in the world of user experience. Sections for stories, ideas, people, events, and jobs. The site practices what it preaches, and uses current design theory with tags and that unfortunate ubiquitous orange. Register and update your profile for free; publish stories for free or at extra bandwidth rates.

InfoDesign online magazine has news and current events featuring usability experts and IAs, free e-list, job lists, archives to Nov. 2005, and more. Free subscription at <http://www.informationdesign.org/>.

[AIIM](#) is for the content management (CM) professional. This is aimed more for the manager and high-end consultant, with publications that run from free to pricey. Content management treats the capture and dissemination of content within organizations as a whole. Professional membership \$125/yr. See also Knowledge Management World at <http://www.kmworld.com/> for similar, but free material and many good site links.

Jack DeLand is a practicing IA and lone writer with a software company in Southfield, Michigan. He is best known for a series of lectures, training and books on developing Windows Help systems, and now has interests in user experience and typography/graphic layout. His website is <http://www.m5docs.com>.

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Tidbits

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

Employers Surf Social Networking Sites for Recruits

From *The Baltimore Sun*, 10 October 2008, by Hannah Cho

"We know employers and recruiters use social networking sites to vet job candidates and even see what current employees are up to.

Now we have a better insight into how they're using that information, according to a survey by the Society for Human Resource Management.

Since 2006, there has been a 17 percent increase in human resources executives who use sites such as [Facebook](#), [MySpace](#) and [LinkedIn](#) as recruiting, resume verification and candidate screening tools at least occasionally, according to the survey of nearly 600 HR professionals... "[Read more](#)."

Small Businesses Increase Use of Social Networking

from *Commercial Dealer*, 6 november 2008

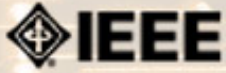
"More than 600,000 small businesses (SBs, or companies with up to 99 employees) in the United States will deploy integrated social networking services in the next 12 months—up from about 300,000 currently, according to the latest study by New York-based Access Markets International (AMI) Partners, Inc.

In percentage terms, 300,000 represents about 5% of the total number of SBs in the U.S. "As social networking evolves, we can see the emergence of targeted offerings for business users," says Nikki Lamba, New York-based analyst at AMI Partners. "In order to attract a greater share of SBs, social networking services must provide customized services that SBs can leverage in order to realize their business goals." "...[Read more](#)."

Hackers Crack Voting Machines in 7 Minutes

from *IEEE Spectrum Online*, 30 October 2008

"A Princeton University report describes alleged vulnerabilities related to a prominent electronic voting machine used in New Jersey, Pennsylvania, and other states. Next Tuesday night and Wednesday morning could get very interesting wherever there are close elections and e-voting machines were used..." "[Read more](#)."



Newsletter



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Society News: PCS Events

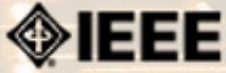
Call for Papers for IPCC 2009

By Brenda Huettner

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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Newsletter



IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 52, Number 10 • November 2008

Society News: Member News

Emily Schlesinger Dies

Goldsmith Award Nominations

Emily Schlesinger Passed Away

Contributed By Rudy Joenk

Emily Schlesinger passed away on 9 November 2008. She was 93 years old. A more detailed article about her life and contributions to the profession and to IEEE will appear in the December issue of this newsletter. Our condolences to her family and friends.

Nominations now open for 2009 Alfred N. Goldsmith Award

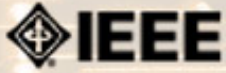
By Muriel Zimmerman, PCS Awards Chair

Nominations are now open for 2009 Alfred N. Goldsmith Award for Distinguished Contributions to Engineering Communication.

Members of the technical communication community are invited to submit nominations for the 2009 Alfred N. Goldsmith Award for Distinguished Contributions to Engineering Communication. A nomination form, with links to information about criteria for the award and a list of previous winners, is available online at <http://ewh.ieee.org/soc/pcs/index.php?q=node/164>.

Nominations are open until March 1, 2009.

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Society News: AdCom News

Luke Maki Selected as TMC President-Elect

The Technology Management Council has selected IEEE-PCS past president, Luke Maki, as the council's president-elect. Luke will serve one year as president-elect and then will become president of the council in 2010.

IEEE-PCS joined the council last year and selected Luke as our representative to the council. Councils are comprised of member societies rather than individual members. The mission and field of interest for the Technology Management Society directly align with PCS goals and interests.

The field of interest reads as follows:

The field of interest of the Council encompasses the management sciences and practices applicable to individuals engaged in or overseeing the management of engineering, technology, innovation, and strategy in a global environment.

Topics of interest include but are not limited to: technology management and organizational strategy; technology policy development, assessment, and transfer; program and project management; transitioning from technology practitioner to manager; management of research, development, and design of products, equipment, processes, and related activities; innovation and entrepreneurship; interaction and role of scientists, engineers, and managers in meeting organizational objectives; education of personnel engaged in managing engineering, technology, and innovation; the economics of invention, innovation, and application of new technologies; and the impact of engineering, technology, and innovation management on society.

For more information about the Technology Management Council, go to <http://www.ieeetmc.org/>.

Congratulations, Luke, and thank you for your volunteerism!



Calls for Articles/Proposals/Courses

User Experience Seeks Submissions for Special issue

Transactions Special Issue

Open University Discount for PCS members

LeaderPoint Executive Experience

Mentors Needed

IEEE Educational Opportunities

IEEE Transactions on Instrumentation and Measurement Special Issue

IEEE Systems Journal Special Issue

UX Seeks Submissions for Special Issue

Call for Papers: http://www.upassoc.org/upa_publications/user_experience/index.html

Proposal Due: January 2009

Caroline Jarrett is guest editing a special issue of *User Experience*. The theme of the special issue is "usability of forms". Caroline is looking for articles that are practitioner-focused, include case studies, and are well-illustrated. Articles are typically 1500 or 2250 words in length.

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.**

Transactions Special Issue

Call for Papers: <http://ewh.ieee.org/soc/pcs/index.php?q=node/141>

Proposal Due: various

A special issue is planned for the PCS *Transactions*. Topic is Assessment in Professional Communication.

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.

IEEE Transactions on Instrumentation and Measurement **Special Issue on Biometric Instrumentation and Measurement**

Call for Papers: <http://www.dti.unimi.it/~piuri/pages/TIM-SpecialIssueBiometricIMCFP.pdf>

Submission Period: February 15 - March 1, 2009

Publication Date: December 2009

Biometrics is a growing and important applications area receiving significant interest as a result of the criticality and the social impact of its applications. In addition, the increasing worldwide interest in security makes biometrics even more

valuable and desirable, from many perspectives including its theory, technologies, design methodologies, and applications. The constituencies that may benefit from this ever growing field include academia, industry, government, and the general public.

To create a biometric system various issues need to be studied in a comprehensive and integrated way: from sensing to measurement procedures, from signal analysis and interpretation to quality assessment, from feature extraction to classification and analysis, from knowledge creation to extraction, and much more. Integration and cooperative combination are other key aspects of biometrics applications.

This special issue is focused on publishing original papers that address instrumentation and measurement aspects of the design, implementation and applications of biometrics. Guest Editors of this special issue are: Fabio Scotti, University of Milan, Italy; David Zhang, The Hong Kong Polytechnic University, Hong Kong; Evangelia Micheli-Tzanakou, Rutgers University, USA.

Questions about the special issue should be directed to Dr. Fabio Scotti (fabio.scotti@unimi.it).

IEEE Systems Journal Special Issue on Biometrics Systems

Call for Papers: <http://www.dti.unimi.it/~piuri/pages/ISJ-SpecialIssueBiometricsSystemsCFP.pdf>

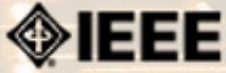
Proposal Due: January 15, 2009

Publication Date: August 2009

The increasing needs for security as well as medical diagnosis make biometrics more and more valuable world-wide, both as theory, technologies, design methodologies, and applications are concerned. To create a biometric system various issues need to be studied in an integrated way: from sensing to measurement procedures, from signal analysis and interpretation to quality assessment, from feature extraction to classification and analysis, from knowledge creation to extraction, from algorithms to data structure, from computational complexity to system performance, from system engineering to software engineering, from privacy to social implications, and much more. Integration and cooperative combination are another key aspects of biometrics systems and applications.

This special issue is directed to collect original papers that address any aspect of the design, implementation and application of biometrics systems, by focusing on a system-level perspective. Guest Editors of this special issue are: Vincenzo Piuri, University of Milan, Italy; Jie Tian, Chinese Academy of Sciences, China; and Evangelia Micheli-Tzanakou, Rutgers University, USA.

Questions about the special issue should be directed to Prof. Vincenzo Piuri (vincenzo.piuri@unimi.it).



Newsletter



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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.

CISSE 2008

LISA Forum Europe *NEW!*

Intelligent Content 2009 *NEW!*

RFID Research Forum *NEW!*

IEEE Green Technology Conference *NEW!*

CMS-DITA *NEW!*

RFID 2009 *NEW!*

IMETI 2009

CISSE 2008

| | |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| Conference: | The Fourth International Joint Conferences on Computer, * * Information, and Systems Sciences, and Engineering (CISSE 2008) |
| Dates: | 5-13 December 2008 |
| Location: | Virtual |
| Proposal Due: | 6 October 2008 |
| Acceptance Date: | 6 November 2008 |
| Registration Due: | 26 November 2008 |
| Website: | http://www.cisse2008online.org |

CISSE 2008 provides a virtual forum for presentation and discussion of the state-of-the-art research on computers, information and systems sciences and engineering. CISSE 2008 is the fourth conference of the CISSE series of e-conferences.

The virtual conference will be conducted through the Internet using web-conferencing tools, made available by the conference. Authors will be presenting their PowerPoint, audio or video presentations using web-conferencing tools without the need for travel.

Conference sessions will be broadcast to all the conference participants, where session participants can interact with the presenter during the presentation and (or) during the Q&A slot that follows the presentation. This international conference will be held entirely online. The accepted and presented papers will be made available and sent to the authors after the conference both on a DVD (including all papers, powerpoint presentations and audio presentations) and as a book publication.

Conference participants - authors, presenters and attendees - only need an internet connection and sound available on their computers in order to be able to contribute and participate in this international ground-breaking conference. The online structure of this high-quality event will allow academic professionals and industry participants to contribute their work and attend world-class technical presentations based on rigorously refereed submissions, live, without the need for investing significant travel funds or time out of the office.

LISA Forum Europe

| | |
|--------------------|-------------------------------------------------------------------------------------------|
| Conference: | LISA Forum Europe |
| Dates: | 8-12 December 2008 |
| Location: | Dublin, Ireland |
| Website: | http://www.lisa.org/Dublin.613.0.html |

The LISA Forum Europe will be concentrating on the business impact in the globalization industry of operating without standards. Multiple tracks, case studies and end-user presentations will focus attention on the executive issues, skill sets and business challenges associated with implementing standards to meet worldwide customer requirements.

Key Topics

- Concrete Steps for Incorporating Standards into Enterprise Content Management Systems
- Benchmarking Your Globalization Engineering and Workflow Processes
- Translation Automation Standards: What is Feasible Today and What Will It Take to Implement?
- How Can Standard Methods (Best Practice) Enable More Companies to Use MT More Efficiently?
- Content Creation Standards: Current Practices for Product Globalization

Intelligent Content 2009

| | |
|--------------------|-----------------------------------------------------------------------------------------------------------------|
| Conference: | Intelligent Content 2009 |
| Dates: | 29-30 January 2009 |
| Location: | Palm Springs, CA USA |
| Website: | http://www.intelligentcontent2009.com/index.html |

Intelligent content is not limited to one purpose, technology or output. It's structurally rich and semantically aware and is therefore automatically discoverable, reusable, reconfigurable and adaptable. And intelligent content isn't just a future, it's possible now.

It's how we deliver personalized content, enable dynamic multichannel delivery, content analytics, document exchanges, reuse, data integration, and more.

Intelligent Content 2009 provides insights into how you can make your content intelligent through structure, tagging, interoperability standards, hybrid content strategies, personalization, and communication models. With intelligent content you can do more with less and ensure that you can deliver the right content, at the right time, to the right customer in a way that uniquely meets your customer's needs.

RFID Research Forum

Conference: UCLA-WINMEC RFID Research Program
Dates: 24 February 2009
Location: UCLA campus, Los Angeles, CA USA
Website: <http://www.winmec.ucla.edu/rfid/ResearchForum/2009/registration.asp>

UCLA-WINMEC RFID Research Program is organizing a special forum to invite the RFID research community to present their research with the intent of submitting to the Proceedings of the IEEE. This forum will bring together academics, researchers, industry technologists/practitioners and business/I.T. personnel who are working on research and innovative ideas today that will impact the field of RFID tomorrow. Advanced topics that will further the technology (hardware/middleware/software) and its applications will be presented at this forum. Detailed list of topics is as below.

Potential presenters at this forum will need to apply by sending in a title of their talk, their bio and an abstract to the following email address RFIDForum@winmec.ucla.edu.

This forum is to support the Proceedings of the IEEE (<http://www.ieee.org/portal/pages/pubs/proceedings/index.html>) whereby authors of select abstracts presented at this forum will be recommended to submit their complete papers for a special issue of Proceedings of the IEEE on RFID. The title of the special issue will be called "RFID - A Unique Radio Innovation for the 21st Century."

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

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 November 2008 |
| 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' (techné) and/or new ways of working and doing (praxis). Scientia, Techné and praxis are three important dimensions of a comprehensive conception of Engineering as a whole. Engineering, as Scientia, is mostly developed in academia; as techné 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.

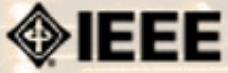
Publications and conferences related to Engineering are usually oriented to one of its three dimensions. While this is an adequate thing to do when disciplinary focus is sought, it does not represent Engineering as a whole and it misses the very important synergic relationships among the three kinds 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 techné)
- 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.



Newsletter

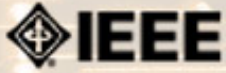


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Job Announcements

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.

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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**.

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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.

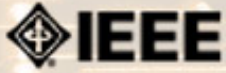
Writing Tips: If you aren't sure how to construct the article, try using the 5-paragraph essay method. (Note: The 5-paragraph concept can be expanded to longer formats, so don't be overly literal about the five paragraphs.)

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 AT 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 2008-09

by Kit Brown

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**.

Editorial Schedule for 2008-09

| Month | Theme |
|--------------|--------------------------------|
| October | Reports and White Papers |
| November | Information Architecture |
| December | Presentations |
| January 2009 | Trends |
| February | Disaster Planning and Response |
| March | Making a Difference |
| April | Technical Reports |
| May | Proposals |
| June | Grant Writing |
| July/August | Globalization/Localization |
| September | Visual Design |
| October | Writing for the Web |
| November | Strategic Planning for Techies |
| December | Best Practices/Standards |



Guidelines

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.