IEEE Group on Professional Communication

NEWSLETTER

Newsletter Editor--Emily Schlesinger

Vol. 20 | April 1977 | No. 2

Notice to Subscribers

Four issues of the IEEE Transactions on Professional Communication will be published in 1977: June, September, November, and December.

We regret the inconvenience caused by the missing issues last year and the revised schedule this year. However, we expect to have a normal quarterly schedule in 1978.

Of special interest this year: The September issue, PC 20/2, will be the record of the Third Conference on Scientific Journals (May 2-4, Reston, VA).

The IEEE Group on Professional Communication publishes the Transactions to (a) help engineers improve their communication skills and (b) inform them of new methods and ideas in communication; selected reprints from a broad range of publications will be included to further those aims.

R. J. Joenk, Editor
PC Transactions

Letter From The President

As good news about PC appears in several forms throughout this issue of our Newsletter, the President's letter contains only "pre-views," remarks, and acknowledgements.

First of all, congratulations to Jim Lufkin and Ron Blicq for receiving Goldsmith Awards. Read about their service and this honor elsewhere.

Second, congratulations to PC on the occasion of its Twentieth Anniversary. Separate articles tell about the Group's history and about Dr. Alfred N. Goldsmith, its most distinguished founder.

Third, the editor of the Newsletter is grateful for contributions as follows:

1. Dr. R. M. Emberson of IEEE headquarters told us about the Beatrice Winner Award for Editorial Excellence. He also produced from his archives a Report which might be said to document the occasion of PC's conception--the planning meeting held on March 19, 1957; he further made available the minutes of what might be called PC's birth--the first AdCom meeting, held on May 28, 1957. The Report of the preliminary meeting is reprinted here in full because of its historical interest. Many of the things said in 1957 are still being said in 1977.

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2. Bob Woelfle "boiled down" resumes for the new "Know Your AdCom" feature; he also wrote the article about the Japanese edition of his Guide.

3. Bob Ellis of the Society for Technical Communication sent advance information about STC's 24th International Technical Communication Conference in Chicago, May 11-14.

4. IEEE's Spectrum staff provided information about Dr. Goldsmith's life, inventions, and personal relationships; they also gave permission to reprint and/or adapt the material.

5. Chet Sall sent Dr. Goldsmith's photograph and the article about Goldsmith as a founder of PGEWS--pronounced P'Gews, with a hard g.

6. Charlie Meyer wrote about PC's history.

7. Tom Patterson contributed the picture of IRE headquarters and the photograph of "old timers." His article, "History of PC," is in part reprinted from PC's Newsletter for October, 1975.

Fourth, a few words about Newsletter contents:

1. So far, the following names have been suggested for PC's Newsletter:

The Engineering Communicator
Pi and Pica
Clarification
Thought and Action

Any others? They should suggest the Group's two-fold interest--communicating about technology.

2. News about world conferences appears in this Newsletter not so much to urge that PC members attend these meetings as to foster intersociety, interdisciplinary, and international attitudes. The editor will be overjoyed to receive and publish personal accounts of any of these great gatherings--or even of smaller professional gatherings, particularly from PC members in countries other than the US. Do let us hear from you. Contributions need not be in English.

3. "Wise" remarks, "funnies," and articles about words and language appear in these pages with the thought that they will help those "in the know" feel jolly, and others more relaxed, when required to communicate. Your editor thinks that engineers who enjoy playing with words as they play with numbers have fewer phobias about and more fun with professional communication.

Last, as of March 8, we have had notice of 55 new PC members, from many countries and continents. Welcome! Welcome to all! We would like to receive from each of you a letter containing at least two positive suggestions:

1. What PC can do for you.

2. What you can do for PC.

Hints about things to say are flitting around in your mind and scattered throughout this Newsletter. Write now! Let's share our problems.

AdCom Meeting

PC's AdCom met on February 18 at IEEE Headquarters in New York City. Highlights of the meeting follow.

A. President Emily Schlesinger discussed six methods by which the Group can bring its image into clearer focus, for PC members as well as for others, and can work toward its goal of becoming a force which supports high standards of communication:

1. Publicity--Notice of PC activities, publications, and continuing-education courses should appear in the newsletters of IEEE Groups and Societies and in those of other communication societies; PC membership brochures should be available to registrants at IEEE and communication conferences, to IEEE Sections and student groups, and to all of our own widely-scattered members.

2. Interaction--PC-ers at large, not just a few AdCom members, should take part in the conferences of other communication societies, and serve on interdisciplinary committees of IEEE's Technical Activities Board.

3. Service--PC members should, as appropriate, enroll in, promote, write, review, and teach courses in IEEE's Continuing Education Program.

4. Recognition--PC should call attention to articles and presentations of high quality, whatever their source, and to outstanding service in support of the art and science of written and oral communication.

5. Organization--PC's by-laws should be reviewed and updated; "job descriptions" for AdCom functions should be written; our Transactions needs papers and our Newsletter needs news, ideas, and features; our Meetings, Membership, Education, and Long-Range Planning Committees have too few members.

6. Personal Action--There is opportunity for PC members to support Group efforts by taking part in all of the activities described above. PC is not just the 18 people on its Advisory Committee; it is the 1000+ individuals who subscribe to and read its Newsletter, and we would like this number to be 2000+.

Our survey (1976) made clear that there are two kinds of PC-ers. Engineer PC-ers want help and encouragement with problems of writing and speaking. Communicator PC-ers are prepared to give such help. But as PC is a Group in IEEE's large "family," the communicators should make their resources available also, as needed, to the Institute in general and to individual IEEE members.

For most engineer PC-ers, membership in PC is a second-Group membership; their primary interest is in the technical rather than the communicative aspects of engineering. These members, naturally enough, respond to the pressures of time, employment, and emotion by devoting themselves to technology and tending to neglect communication.

These engineer PC-ers, however, might be able to increase their technological and professional stature by taking part in PC's administration and planning, by sending letters or articles to PC's Newsletter or Transactions, by making suggestions to the AdCom, by recruiting new PC members, or even by showing that they approve of what communicator PC-ers are doing.

B. Discussion was held of work being done and considered in the six categories described above:

1. Publicity--Pat McBride is preparing a membership brochure--we need procedures and people to get copies to conferences and prospective members; we still lack a procedure for disseminating timely PC news to other organizations.

Irv Seideman will write to welcome new PC members and help individuals who send requests or inquiries.

2. Interaction--Five AdCom members will take part in the 24th International Technical Communication Conference of the Society for Technical Communication, May 11-14, in Chicago; if other PC members will also be there, please let one of our officers know--volunteer to help us "man" PC's information table.

Francis Leib will represent PC on IEEE's Committee on the Social Implications of Technology. If other PC-ers are interested in the work of this Committee, let us know; it publishes an excellent newsletter.

Other IEEE Committees on which PC could be represented are concerned with

Energy
Environmental Quality
Man and Radiation
Electronic Materials
Technology Forecasting and Assessment
Transnational Relations

3. Service--Ron Blicq's home-study course, "Technically--Write!" is still suffering from production problems, but 75 persons have enrolled.

Two-day workshops in Technical Writing, sponsored by PC, are being set up as part of IEEE's Continuing Education Program; they will be available in the Fall, perhaps in your locality; watch for promotion in this Newsletter or through your Section.

A PC member in Washington has offerred to develop and present a workshop in Oral Communication; plans and promotion are being worked on.

PC has been asked to help in preparing an issue of the IEEE Proceedings to be published early in 1978 on Engineering Education. Jack Gold will provide liaison with the Education Group and manage PC's contribution.

Richie Robinson will coordinate our response to a request for a resource file of PC members who can give specialized advice or assistance in particular areas of expertise--e.g., preparation of manuals, programmed instruction, etc.

4. Recognition--Jim Lufkin and Ron Blicq received PC's Goldsmith Awards for outstanding service; see separate articles.

Ron Eames will read the newsletters of constituent societies of the Council of Communication Societies and report via our Newsletter on points of merit and items of special interest to PC members. Francis Leib will do the same for newsletters of IEEE Groups and Societies.

5. Organization--Tom Patterson will review PC's by-laws and draft "job descriptions" for AdCom officers and committee chairmen.

Rudy Joenk has scheduled four issues of PC's Transactions for 1977--those for June, November, and December to have 48 pages each and the one for September (covering the Journal Conference) to have 224 pages.

6. Personal Action--Perhaps each PC member will find mention in this article of an activity that strikes his/her fancy and will volunteer to take part in it.

C. The next AdCom meeting will be held on Friday May 20, 1977, 10AM to 3PM, at IEEE Headquarters, 345 E. 47th Street, New York City. All members of PC will be welcome.

D. Other AdCom Meetings this year will be held at IEEE Headquarters on August 19 and November 11. Plan to join us.

Happy Birthday, PC

This year, and in this issue of the Newsletter, IEEE/PC is celebrating its 20th anniversary. During the spring months of 1957, the IRE Group on Engineering Writing and Speech was established by a number of founding fathers and one founding monther--Eleanor McElwee.

Tom Patterson, one of the founders, has remained active in the Group through AIEE's merger with IRE to form IEEE and through the Group's name-change from G-EWS to G-PC. Founder Herb Michaelson still works with PC's AdCom.

Charlie Meyer, the Group's first President, wrote the "Story of PC" for this anniversary issue of our Newsletter. He also, in 1975, established the Alfred N. Goldsmith Award in memory of another founder.

Chet Sall, a fifth "father," has contributed reminiscences and an appreciation of Dr. Goldsmith.

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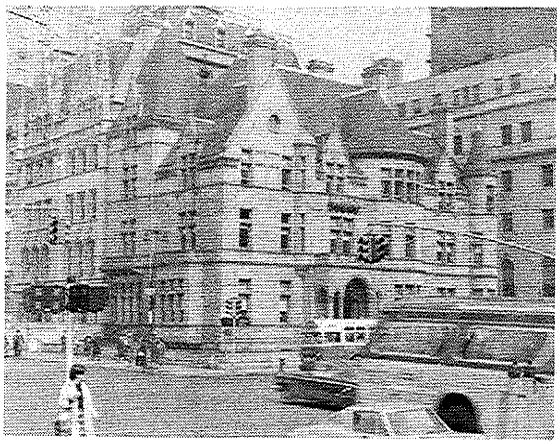
How PGEWS Started

Reprinted elsewhere in this Newsletter is a "Report on Meeting of Committee for New IRE Professional Group." This meeting took place twenty years ago on March 19, 1957 at the old IRE Headquarters on east 79th Street. It was the first "official" step towards the establishment of an organization to serve the society members in the field of engineering writing and speech.

The report on this preliminary meeting is an interesting document not only for what was discussed but also because of the people who attended. It is apparent that strong headquarters support came from Dr. Goldsmith and Dr. Baker.

The required petition was submitted, an additional preliminary meeting was held on April 30th, and, after approval by the IRE Executive Committee for the formation of the Group, the first Administrative Committee meeting was held on Tuesday May 28, 1957. That date, therefore, can be considered the Group's birthday.

In addition to the official meetings duly recorded in minutes, I can well recall that there were many communications--written, telephonic, and face-to-face--and small discussion sessions during and after luncheons and dinners, before and after the official preliminary meeting in March. To me, the most memorable of such sessions was one held at a round table in a corner of a small restaurant on Macdougal Street in Greenwich Village. The meeting place was suggested by Eleanor McElwee who was the prime mover in the organization effort. There were about eight in all at the meeting. It started at an early dinner hour and continued on and on. It ended only because several of us had to catch the last train back home. I don't dare to list the names of those present for fear of omitting some, but those attending did eventually become members of the first Administrative Committee and served long and diligently. It was at this meeting that most of the major and minor points necessary for a viable petition to IRE Headquarters were hammered out in an open free-wheeling discussion punctuated with humor and buoyed with appropriate libations.



IRE Headquarters, 1 E 79th Street, New York City, where PGEWS was chartered in May, 1957. This building, the former Brokaw Mansion, is no longer standing.

But perhaps more important than the literary or forensic efforts at this particular session was the great enthusiasm generated. Participants went forth that night with strong feelings of present accomplishment and high resolves for the future.

If any present members wish to make a pilgrimage to this "Mermaid Tavern," this "Deux Magots" of the Group's salad days, it is still there, known then and now as the "Mona Lisa." The same round table is waiting on the left side near the entrance as one comes in from Macdougal Street, waiting to accommodate energetic groups with ideas and plans ready for launching.

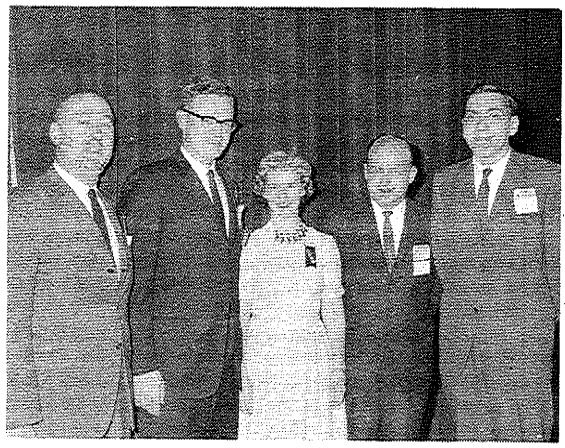
--Charlie Meyer, RCA Solid State Division, Somerville, NJ.

History of PC

The IRE Group on Engineering Writing and Speech was formed in May 1957 by a group of IRE members who were working in technical publications for engineers and scientists. Members of the first AdCom represented Bell Labs, IBM, RCA, Univac, Sperry Gyroscope, Electronics, and others. Early activities centered around forming chapters, starting the Transactions and Newsletter, participating in national IRE meetings, and holding national Group meetings.

In 1959 the Group had about seven active chapters, a good Transactions, a regular Newsletter; it had held sessions at the New York IRE Convention and at WESCON, and sponsored a Dual National Symposium held simultaneously in Boston and Los Angeles. Membership was close to 2000.

In 1965, eight years after the Group's formation, 607 of its 1800 members responded to a survey (EWS-9 No. 2, Dec. 1966). Over 62% had degrees in EE or Physics. Nearly 43% were working as EEs or physicists and another 27% were managers or supervisors. Only 12% were writers or editors. Members' desired benefits were personal improvement (61.8%) and knowledge of publication techniques (38.1%); some were in-



Five members of PGEWS, about 1964. The lady is Eleanor McElwee. Who are the gentlemen? What is the occasion?

terested in both. In this year G-EWS had seven chapters, but the survey indicated that they were not very active.

Early in 1972 the Group's name was changed to Professional Communications. There was one chapter in England.

In the past few years the number of pages in PC's quarterly Transactions has been as follows: in 1972, there were 124; in 1973, 217 (including 134 in the special issue on the Future of Scientific Journals); in 1974, 63 (3 issues); in 1975, 334 (including 139 in the special issue on the Future of Scientific Journals); in 1976, 42 (2 issues). For 1977, four issues and a total of 368 pages have been scheduled.

A survey made in 1976 revealed that PC members are employed as follows:

Engineering	52%
Communication	30%
Teaching, promotion, etc.	18%

It showed also that about three quarters of them are PC members for two reasons: to improve their communication skills and to keep informed about new techniques of communication. AdCom efforts and organization are being planned to respond to these two sets of data.

--Tom Patterson, GTE Laboratories, Waltham, MA.

FOUNDERS' CONFERENCE

Report on Meeting of Committee for New IRE Professional Group

On Tuesday morning, March 19, 1957, a preliminary meeting was held at IRE Headquarters to discuss the advisability of petitioning the Executive Board to approve the formation of a Professional Group in the field tentatively designated as Engineering Writing. The meeting was attended by the following:

Dr. W. R. G. Baker	General Electric Co. Syracuse, N.Y.
Mr. Joseph Chapline	Philco Corporation Philadelphia, Pa.
Mr. L. G. Cumming	Technical Secretary, IRE New York City
Mr. Charles DeVore	Naval Research Laboratory Washington, D.C.
Mr. C. C. Foster, Jr	RCA REVIEW Princeton, New Jersey
Dr. A. N. Goldsmith	Editor Emeritus, IRE, New York City
Mr. George Graham	National Broadcasting Co. New York City
Mr. E. E. Grazda	Hayden Publishing Co. New York City
Mr. E. E. Hine	SPERRY ENGINEERING REVIEW Great Neck, New York
Mr. John Kinn	ELECTRONICS New York City
Mr. Alan Lytell	General Electric Co. Syracuse, New York
Miss E. M. McElwee	Radio Corporation of America Harrison, N.J.
Mr. A. A. McKenzie	ELECTRONICS New York City
Mr. D. J. McNamara	Sperry Gyroscope Co. Great Neck, New York
Mr. C. A. Meyer	Radio Corporation of America Harrison, N.J.
Mr. T. T. Patterson	Radio Corporation of America Camden, N.J.
Mr. C. W. Sall	RCA Industry Serv. Labs. New York City
Mr. Roger Stern	Publication Engr. Consultants New York City
Mr. Henry Wilsey	Bell Telephone Laboratories Whippany, N.J.
Mr. Lewis Winner	Bryan Davis Publishing Co. New York City

The meeting opened at 10:15 AM with some brief introductory remarks by Miss McElwee. She welcomed the attendees and introduced the Acting Chairman, Mr. C. A. Meyer.

Mr. Meyer called the attention of the members to the aims of the meeting: (a) to decide whether to petition IRE for establishment of a new Professional Group; (b) to determine a proper name for the new Group and suitable wording for the petition; (c) to get signatures on the petition or to set up mechanics for getting agreement on wording and circulating petitions for signatures. As the first step on the agenda, he called for statements from those attending regarding the objectives of the proposed Group.

Several of the members observed that the name of the proposed Group should be broadened to include more than just "Engineering Writing." The name "Engineering Communications" was suggested to cover the broad field of activities such a Group could encompass. The various types of written communications in this field include standards, specifications, bids, bulletins, reports, papers, transcripts, and translations. It was suggested that a possible function of a Professional Group on Engineering Communications might be to select the best technical papers published in foreign journals and translate them for publication in the PROCEEDINGS or various Group TRANSACTIONS.

A question was raised as to the necessity of starting a Professional Group in this field in view of the fact that three existing organizations of technical writers and editors are presently in the process of merging into one national professional society. However, the committee felt that the proposed Group need not be unduly concerned about the possibility of overlapping the activities of non-IRE groups. The main purpose of an IRE Professional Group is to serve the needs of the more than 50,000 IRE members. It was agreed that there is a definite need for an organization in the writing and editing field which will specialize in electronics.

Dr. Goldsmith estimated that the membership of IRE would grow to 75,000 or 100,000 within the next few years, and that the need for the proposed Group would likewise increase. The aim of such a Group so far as other organizations are concerned would be mutual service and cooperation. The recent plan of accrediting affiliate societies in the various Professional Groups is intended to foster this spirit of cooperation.

The scope of the proposed Group would be broader than that of the non-IRE organizations in that it would handle spoken and visual, as well as written, communications. The committee envisioned such activities as the training of engineers to be better writers and speakers, as well as the handling of such special material as recordings, facsimiles, photographic reproduction, and televisual information.

Two of the members passed on comments received from people in the Association of Technical Writers and Editors (TWE). This organization would be interested in the affiliate relationship if they could be sure that the activities of the proposed Group would not overlap those of TWE. The establishment of the proposed Group would be helpful in advancing the professional level of technical writing, and it is hoped that the Group would help to establish standards for the profession. However, since TWE embraces the electronics field as well as various other fields, there is some feeling that the proposed Group might be draining off some of the people who would otherwise be active in TWE.

Dr. Baker explained that the aim of each Professional Group is to serve the IRE members, and that each Group has the backing of the Institute. Since the 24 Groups established thus far have all been successful, a new Group established to meet a definite need in the Institute need have no undue fears about getting started. The problem of finding qualified members who have the time and the interest to serve as officers is inherent in any professional organization, but it should not be a serious problem in a vital and active Group.

The statement was made that the proposed Group should not attempt to set standards for other fields outside its scope. It was agreed that the activities of the proposed Group would be exclusively within the limits of IRE, and any standards developed would pertain only to IRE members. The affiliate plan would permit cooperation with other societies in the event of an overlapping of fields.

It was pointed out that organizations such as TWE were undoubtedly serving an important purpose, but that they could not reach the people in IRE whom the proposed Group could serve. The Group will reach IRE members who are not primarily concerned with writing or speaking in their work, but who must do some of both at various times. This Group will not overlap existing organizations because these other organizations cannot perform the same functions for the bulk of the IRE membership.

A question was raised as to whether the proposed Group would be composed of engineers who have chosen the writing field as their profession, or of those who merely write occasionally or incidentally. It was agreed that the nucleus of the Group would undoubtedly consist of writing specialists, but that many others would join according to the services the Group could offer them.

Mr. Lytell informed the committee that the editors of the IRE Section publications would meet at a luncheon on Wednesday, March 20. He suggested that these editors be informed of the proposed Group, as many of them would undoubtedly be interested. The committee agreed to designate Mr. Lytell as its representative to inform the Section editors of progress on the proposed Group. Dr. Goldsmith predicted that the Group would have a membership of between 1,500 and 3,000 within three years.

The suggestion was made that the original proposed name of "Engineering Writing" be retained and that the scope of the Group be broadened to include other means of communication. It was further suggested that the scope be changed from "The writing of all types of engineering information for publication and/or oral presentation, together with the preparation of accessory material such as graphs, slides, films, and the like" to "The encouragement and improvement of technical communications--written, oral, and visual."

At this point, Mr. Meyer commented that the meeting seemed to have concluded that the proposed Group is desirable and asked for a motion to that effect. The motion was made by Mr. Patterson, seconded by Mr. Stern, and adopted unanimously.

Mr. Meyer then referred back to the statement of the aims of the meeting, and pointed out that the next task was to select a name and a statement of the scope of the proposed Group. As many of the members had commitments for the afternoon, he suggested that this task be referred to a subcommittee for action at an early date.

Most of the members expressed a desire to serve on the subcommittee, and it was agreed to arrange a dinner meeting for Monday, March 25. Mr. Winner agreed to make reservations for the meeting at the Grand Central Station Restaurant (on the Lower Level) at 6:30 PM. Approximately 12 members said they would be present at the dinner meeting.

The meeting adjourned at 11:45 AM.

--Report prepared by Eleanor M. McElwee

Language of Concealment

Berry Shea, after reporting the talk by Edwin Newman that was excerpted in PC's February Newsletter, added a few examples of local usage headed, "Et Here Tu, Brute" (Weston Crier, Oct. 14, 1976):

The epidemic of illiteracy has spread to Weston, where the following cases cry out for intensive care:

Condominium traffic impact study: "The arrival frequency-gap acceptance study consists of a series of timings measuring the actual available gaps in a randomly arriving two-way traffic stream."

Weston Teacher Contract: If a teacher taking sabbatical leave does not return to the Weston Public Schools, "he will refund to Weston an amount equal to such proportion of salary received by him on leave as the amount of service not actually rendered as agreed bears to the whole amount of service agreed to be rendered."

Special Education (for "needful pupils"), Amendments to Chapter 766: "There are virtually no fiscal limits placed upon recommended program prototypes requiring separate programs and maintenance; such extraordinary expenses for relatively few children place a most inequitable burden on local schools, causing substantial decreases in pupil services to other needful pupils."

Selectmen's Budget for 1977: On insurance costs, "we continue to face higher premiums as the result of unfavorable experience in the three years of 1972-74, to be somewhat offset by benefits under our retrospective rating policy from a better experience in 1975."

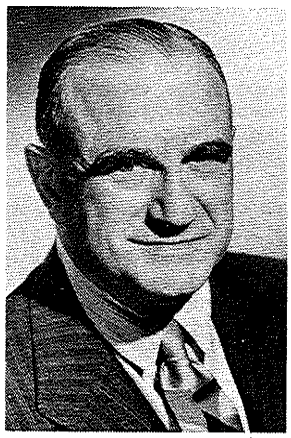
Language Arts report: "Built upon the natural but mysterious system of speech, written language introduces new and more hazardous feats of pattern recall and replication and the coordination of mind and hand and habit."

Guide for Hiring Librarians: "Examples of typical responsibilities and duties for each level of personnel are listed below to further delineate the specific role assumed by each level and offered for the guidance of local employing authorities."

A Firefighting Summary: "There are several simultaneous action requirements without which the operation will deteriorate."

"The problem of manpower is one which gives great concern as the tendency to reduce personnel availability appears to be increasing."

ALFRED N. GOLDSMITH



LIFE

Alfred N. Goldsmith was born in 1888 in New York City. He received the BS degree from the College of the City of New York in 1907 and the PhD from Columbia University in 1911. He taught at CCNY from 1907 to 1919, in which year he left the College--with a lifetime appointment as associate professor of electrical engineering--to become director of research in the newly-formed Radio Corporation of America. Later he became vice president and general manager of engineering at RCA, but in 1931 he resigned to establish himself as an independent consultant in radio engineering, with RCA as his principal client.

In 1912, however, with two colleagues, Dr. Goldsmith had established the Institute of Radio Engineers (IRE). The next year, their Standards Committee (Goldsmith was secretary) issued a report containing many definitions which are still industry Standards, unit and graphic symbols, and two rules on the rating of radio transmitters and transmitting stations.

From 1912 to 1954, Goldsmith was Editor of IRE's Proceedings, and from 1912 to 1962 he was a member of IRE's Board of Directors; he served as Secretary of the Institute in 1918 and President in 1927.

As early as 1922, Dr. Goldsmith began to advocate a merger of IRE with the American Institute of Electrical Engineers (AIEE), but it took 41 years for his idea to become a reality--IEEE was not formed until 1963. At this time, he was named Director Emeritus and Editor Emeritus of IEEE.

Dr. Goldsmith received honorary degrees from several academic and research organizations; he was a Fellow of the AAAS, the American Physical Society, the Acoustical and Optical Societies of America, and the International College of Surgeons, and a Benjamin Franklin Fellow of the Royal Society of Arts (London).

IRE too honored Dr. Goldsmith--he received its Medal of Honor in 1941 and its Founders Award

in 1954--and he was the first recipient (1972) of IEEE's Haraden Pratt Award "for outstanding service to the Institute."

The citation which accompanied this Award said of Dr. Goldsmith that "On the honored list of those who have rendered outstanding service to the Institute, no one has performed so well, for so long a time, with such unswerving dedication to truth and excellence."

--Information obtained from obituary printed in IEEE Spectrum for August 1974.

ENGINEERING

The following paragraphs are adapted from "Alfred N. Goldsmith: His Colleagues Reminisce," a memorial article which appeared in the IEEE Spectrum for August, 1974.

Beginning the series of recollections, Carl Dreher writes that Goldsmith's students at the College of the City of New York always referred to him as "The Doctor"--he seemed more learned than "run-of-the-mill PhDs" on the faculty. "Some of us were wireless amateurs," Dreher recalls, "and he was our special benefactor not only as a teacher but also as a generous donor of equipment to the City College Radio Club."

Goldsmith often lectured at the Club's technical sessions too, says Deher, "giving the students credit for greater understanding than they had--one of his characteristics as a teacher."

At the same time, Goldsmith was managing a radio research laboratory for RCA. One of his engineers remembers The Doctor's "practice of knowing every man individually," and tells how he would visit each bench every day to discuss the work and make suggestions.

"How are you getting along?" he would ask, participating in all investigations and showing that he cared about his men personally.

"He wrote reports better than we did," says another engineer. "He could summarize and interpret what you were doing after a very brief chat."

Several colleagues remember Goldsmith's diplomatic handling of technical relationships between RCA and the manufacturing companies, Westinghouse and General Electric; many "rough hassels" took place over details involving design defects in models that were submitted, but The Doctor, with logic and persuasion, always managed to ensure agreement.

The man who was RCA's general patent attorney during Goldsmith's "most inventive years" says that his colleague's general knowledge was "broad, detailed, and accurate," and a laboratory associate remembers Goldsmith's "inspiring" talks at the lunch table:

"He had a tremendous depth of knowledge in just about every facet of electronics; you could always count on him for an idea or an appropriate suggestion on topics ranging from the most abstract mathematics to the simplest mechanical system. These discussions served to inspire the men to carry on to the utmost, imbuing them with an esprit de corps that would make a football coach envious."

Carl Dreher, too, speaks of Goldsmith's great "breadth of knowledge and general culture," calling him "one of the most articulate and brilliant people I have known, certainly the foremost in this respect among engineers."

Goldsmith was issued more than a hundred patents, and it seems characteristic of his wide-ranging thought that most of his "inventions" were conceptual and prophetic rather than practical.

"Some inventors work on details, but his ideas generally required a great deal of development," writes one colleague.

"The shadow-mask tube is an example. Some people say he didn't invent it, and if they mean the tube that was eventually built, they are right--his patent wasn't remotely workable. But it did show the basic idea of the mask, with the three separate beams going through to hit the phosphor dots. I don't think he had the faintest idea how to line up the phosphors, but he conceived the basic idea. It was really a great credit to him."

Carl Dreher suggests that Goldsmith's most important achievements were his contributions to the growth of the engineering societies, the technical guidance he gave to RCA, and his brief formal teaching. The Doctor did indeed live "completely and constructively;" he used his talent, insight, and learning to inspire and benefit others.

INVENTIONS

The following paragraphs are reprinted from "Pioneering Patents," a feature of the memorial article to Alfred N. Goldsmith in the IEEE Spectrum (August, 1974):

In over 50 years of pioneering engineering work in almost every field in electronics, from communications to medical electronics, Dr. Goldsmith had 130 patents issued to him, of which 122 were in the U.S. His major inventions show his broad involvement in communications, including television, radio, and facsimile broadcasting and receiving systems.

His most significant contribution to color television was the "shadow-mask" cathode-ray tube, patented in 1953. The concept is the basis for the design of today's color CRTs. The mask, which is a perforated plate located in front of the fluorescent target, bars the electron beam that is supposed to hit a luminescent area of a specific color, from exciting the adjacent area of a different color. A major advantage of the shadow-mask tube is the elimination of the mechanical system of color filters required in tubes of earlier types.

Some 12 years before that invention, Dr. Goldsmith had helped to solve the "flicker" problem that plagued television in its infancy, by inventing the "composite-delineation" television system. In this system, the video bandwidth is

split; one part of it is transmitted along with an "odd" picture field, while the other is transmitted with an "even" one. This avoids repetition of similar visual information at a rate which could be detected by the eye as "flicker."

While television was suffering from flicker, radio reception was plagued by "fading". To overcome this problem, Dr. Goldsmith invented, in the late 1920s, the "diversity-reception" system based on simultaneous reception by two receivers, with their antennas at different locations. With mutual automatic sensitivity control and outputs combined to the same audio stage, the two-receiver system worked in such a way as always to encourage the stronger of the two signals, while reducing the undesirable noise from the other signal.

In the "hot" facsimile broadcasting days of the late 1930s Dr. Goldsmith applied for a microfacsimile system patent, which was actually granted him in 1942. The main advantage of Dr. Goldsmith's system was that the messages were recorded on film. They could thus be stored for long periods, and retrieved at will. This was not possible with machines that used other recording techniques where the copy quality decayed very rapidly with time.

Apart from the foregoing, many more of Dr. Goldsmith's inventions affect us today. Here are some of them: Combined radio and phonograph (1930); ultrashort wave repeating system (1933); methods for transmitting picture and sound within one channel (1935); synthetic reverberation systems (1938); ultrasonic remote-control system (1944); a method for slow-motion television pick-up (1945); a radio-polling system (1949); color fascimile transmission and reception (1952).

COMMUNICATION

He's gone now - but is certainly not forgotten by those of us who for many years profitted handsomely from his wise counsel, his ardent support, his warm friendship, and his ever-readiness to come to our aid.

Alfred N. Goldsmith was scholar, professor, editor, writer, speaker, research director, inventor, electronics scientist, gemologist, business executive, distinguished Fellow of several learned and professional societies and institutes, consultant to the medical and electronics industries, and PhD--definitely a giant among top scientists, respected, admired, and honored by a host of professionals in many learned disciplines. Moreover, he was a true "gentleman of the old school"--polite, kind, well-spoken, articulate with both pen and tongue, neat to a fault, and always alert to new developments that might be a boon to mankind.

Probably best known for his long years as the outstanding editor-in-chief of the Proceedings of the IRE, Dr. Goldsmith was the man to whom we turned for guidance in 1957, when, as a small group of technical publications people, we sought to start a new IRE group dedicated to the cause of promoting better engineering writing and speech. He eagerly responded to our call and helped us through the steps required to form PGEWS--the Institute of Radio Engineers' Professional Group on Engineering Writing and Speech.

In short, he was our sponsor and patron, the "angel" who led us in organizing the Group that now, as G-PC, is celebrating its twentieth year of service to editors, writers, speech-makers, and audio-visual people in the electrical and electronics world. How much we owe to this one great benefactor!

Let us review for a moment how he felt about "Good Writing and Speech--Their Importance to the Engineer." Here is a bit of what he said, in Volume EWS-1, No. 2, of IRE Transactions, about engineers' need to express themselves accurately, and about the profession's need for a group formally and actively working to improve the quality of engineering communications:

> Even a highly qualified engineer in the general professional sense labors under a terrific handicap if he cannot express his thoughts clearly in words, either through speech or in writing. These are prime and necessary characteristics of the successful engineer...
>
> And this is where the IRE Professional Group on Engineering Writing and Speech steps into the picture. Its function is to explore the modes of communication, verbal and textual, between an engineer and his associates, the engineer and his fellow-members of engineering societies; between the engineer and his industrial supervisors, managers, and company executives; between the consulting engineer and the representatives of his clients; and between the engineer himself and society broadly.

But the point made here is not my point. In the article from which these paragraphs were taken, Dr. Goldsmith described also the necessary characteristics of the ideal engineer:

> He must be a capable scientist. He must have a sense of practical values. He must recognize and apply effective technical methods. He must have a vast store of genuine and detailed information dealing with his specialized field of engineering. He must be a competent, thoughtful, and speedy worker. He must recognize good ideas when he encounters them. And he must apply them in open-minded fashion. He must have a reasonable amount of managerial skill. And it is desirable that his personality traits shall be attractive.
>
> After considering this formidable catalog of engineering virtues, the engineering candidate might well be dismayed. To add to his possible distress, it may also be emphasized that even if he has all of the preceding characteristics, he may fail dismally through lack of an additional pair of qualifications less frequently considered. He must be articulate. And he must be literate.

Such an ideal engineer, dear readers, was Alfred N. Goldsmith.

--Chet Sall, RCA Laboratories, Princeton, NJ

Goldsmith Award for 1976 to Ron Blicq

The Alfred N. Goldsmith Memorial Award for 1976 was given to Ron Blicq of Red River (Manitoba) Community College for working as follows, since 1960, to improve the general quality of engineering education:

He pioneered continuing education for engineers by delivering papers, presenting courses, and conducting workshops, working for twelve years as a concerned individual and since 1972 as Chairman of PC's Education Committee.

He has prepared a home-study course, a workshop, and a seminar on technical writing and given these for use in IEEE's Continuing Education Program.

He has continuously supported the aims and purposes of IEEE/PC by his creative ability as an educator, his sensitive understanding of the importance of communication to people and projects, and his conscientious professionalism.

Goldsmith Award for 1975 to Jim Lufkin

The Alfred N. Goldsmith Memorial Award for 1975 was given to Jim Lufkin of Honeywell, Inc., for working as follows, since 1966, to improve the general quality of engineering communication in the U.S. and abroad:

He served PC's AdCom as Chairman of several Committees and for two terms was PC's President.

He wrote, produced, and published five instructional one-act plays which deal with problems of communicating about engineering subjects.

He has managed three international Conferences on Scientific Journals (1973, 1975, and 1977), thus establishing a biannual forum in which editors, publishers, printers, and librarians meet to consider the interrelationships of their concerns, problems, and expectations.

He has continuously applied creative individuality and enthusiastic energy in supporting the aims and purposes of IEEE/PC.

Goldsmith Memorial Award

Early in 1975, PC established the Alfred N. Goldsmith Memorial Award, to be given in recognition of outstanding contributions made by a member working through the Group's organization to improve the quality of engineering communication.

Dr. Goldsmith died in 1974 at the age of 85. He had been professor of electrical engineering at CCNY, a vice-president and consultant at RCA, a chairman of the board of the National Television Film Council, honorary fellow of the International College of Surgeons, and recipient of many professional honors.

He also, in 1957, was largely responsible for establishing the Professional Group on Engineering Writing and Speech (PGEWS) of the Institute of Radio Engineers (IRE). This Group became IEEE's G-EWS in 1963 (when IRE and AIEE merged) and changed its name to G-Professional Communication in 1972.

PC's Goldsmith Award was to be a placque, suitably inscribed, but until this year no plans had been made to present it. At the AdCom meeting in February, however, formal citations were made to commend the activities of two Group members who were named recipients of this honor for 1975 and 1976--Jim Lufkin and Ron Blicq, respectively.

Their citations were presented and will be published, with suitable comment, biographies, and photographs in the next issue of PC's Transactions. How and when the placques will be presented has not yet been determined.

Synonyms or Antonyms ?

You eat like a pig, I am a gourmet.
You got a promotion through luck, I through hard work
You are bullheaded, I am firm.
You are rude, I am witty.
You are lazy, I am too busy.
You are slow, I am thorough.
You talk too much, I am a conversationalist.
You overstep your authority, I exercise initiative.
You are a toady, I am cooperative.
You are stingy, I am cost-oriented.
You avoid responsibility, I delegate it.
You nag, I offer constructive criticism.

IEEE/PC Conference on Journals

The third IEEE Conference on Scientific Journals, to be held May 2, 3, 4, at the Sheraton-Reston, Reston, VA, will be an inter-disciplinary and inter-professional exploration of the economics and technology of journal management, editing, distribution, and use, with special attention to publisher-library relationships and the effects of recent changes in copyright law.

This Conference, like those held in 1973 and 1975, has been organized by editors in the fields of physics, chemistry, engineering, biology, psychology, and education; publishers, commercial and non-profit; librarians, academic and industrial.

The Conference program consists of the following:

Plenary Sessions--
- State of the Art of Journal Management and Use
- New Federal Copyright Legislation

Special Sessions--
- Journal Content, Life Cycle, Management
- The Publisher-Library Interface
- Implications of New Copyright Legislation

Informal Discussions--various topics

The papers given (all invited) will be published, as they were in 1973 and 1975, in a special issue of the IEEE Transactions on Professional Communication, the cost of which is included in the registration fee. A detailed program, including abstracts and resumes of the speakers, will be published in April and will be mailed to PC members on request.

The registration fee for the entire three-day conference is $75.00, which includes three lunches, all sessions, and a copy of the conference record. Registration for one day is $30; it includes lunch and sessions for that day and a copy of the record.

Registrants are asked to make their own hotel arrangements, preferably with the Sheraton Inn, 11810 Sunrise Valley Drive, Reston, VA 22091, phone 703/620-9000.

Registration fees should be paid to the IEEE, Washington Office, Suite 636, 821 - 15th Street, N.W., Washington, DC 20005. Payment should be marked clearly, "Third IEEE Conference on Scientific Journals."

Inquiries may be addressed to the IEEE Washington Section Office, address as above, phone 202/737-4333, or to the general chairman, Jim Lufkin, Honeywell Research Center, 10701 Lyndale Ave. South, Bloomington, MN 55420, phone 612/887-4494.

24th ITCC

In Chicago, May 11-14, the Society for Technical Communication (STC) will hold its 24th International Technical Communication Conference (ITCC) at the Pick-Congress Hotel.

The program will consist of technical presentations in four stems:

Writing and Editing
Graphics and Production
Education and Development
Computers and Automation

Management-related presentations will be integrated as appropriate.

There will be a keynote speaker for the Conference and one for each stem. Presentations will be summarized so that more time will be available for question-and-answer with session moderators and specially chosen topic consultants. Four cross-discipline sessions have been scheduled, as well as plenary, group, and small-group discussions. Exhibitors of products, techniques, and services will have displays and give demonstrations. Winning entries in STC's international technical art and publication competition will be displayed.

As Conference "extras," registrants and guests will be able to attend the Opening Reception, take sight-seeing and shopping tours of Chicago, visit the Underwriters and Argonne National Laboratories, and enjoy a special dinner with theater or with Serbian or Greek entertainment.

Pre-registration fees for the 24th ITCC are $80 for members (including PC members), $120 for non-members, and $12 for students, payable before April 30; registration at the Conference will cost non-students $10 more. These fees cover admission to all sessions and exhibits, two lunches, one banquet, and one copy of ITCC Proceedings, for all registrants except students. Conference "extras" will cost about $20 each per person, to be paid with advance registration only.

Registration hours will be from noon to 8PM on May 11, 8AM to 5PM on May 12, and 8AM to noon on May 13. The formal Conference Program will run from 8AM to 5PM on May 12 and 13, from 8AM to noon on May 14. Rooms at the Pick-Congress Hotel should be reserved before April 27; charges run from $28 for singles to $50 for lake-front twins and doubles.

For further information, registration and reservation forms, etc., write to

Registration Chairman, 24th ITCC
1721 N. Ridge, Office 105
Chicago, Illinois 60645

Award for Editorial Excellence

At the International Solid-State Circuits Conference held in Philadelphia, Feb. 16-18, establishment of the ISSCC Beatrice Winner Award for Editorial Excellence was announced.

This Award will honor excellence in the editorial quality of material accepted for publication in the ISSCC Digest of Technical Papers. It was established as a tribute to Beatrice Winner in recognition of her painstaking work to maintain high editorial standards during the first twenty years of publication of the Digest.

Editorial quality is taken to include

- Conciseness
- Clarity
- Organization
- Efficacy of tables and figures
- Accuracy
- Adequacy of references

It has been said that the paper of highest editorial quality will be the one which needs the least editorial alteration.

All papers accepted for the Digest each year are candidates for the Award. The evaluation will be carried out by the Editorial Committee of the Conference, and the Award will be a placque, to be presented at the following year's Conference under jurisdiction of the Executive Committee of the Conference.

It is hoped that the Beatrice Winner Award will be given indefinitely, but at least for thirty years, it will be funded through tax-deductible donations and gifts made to the IEEE Foundation - Beatrice Winner Award, 345 East 47th Street, New York, N.Y. 10017.

Editors' Conference

The First International Conference of Scientific Editors will be held April 24-29 at the University of Jerusalem.

This Conference grew out of regional conferences in Europe and America organized in recent years by other societies of scientific editors. The need to pool experience, exchange opinions and ideas, and consult peers has become pressing with the growth and proliferation of the social and intellectual functions and diverse techniques of scientific publications. The Conference will provide a forum for the exchange of ideas and for decision-making on an international, interdisciplinary, and interinformational basis in the field of scientific publication

Although the meeting will emphasize the role of the editor (of primary and secondary publications), a strong representation of authors and of members of other information fields (publishers, librarians, and automation experts) will be present, as a major aim of the meeting is to promote effective implementation of innovative practices. Editors will consider their role in feedback to authors and feedforward to publishers, librarians, retrieval devices, the scholarly and general public, and academic and other institutions.

It is hoped that plans can be made to coordinate intellectual and technical standards of publication and to solve problems that can be tackled only on a large scale.

Registration is $90, including banquet and Proceedings. A post-conference excursion to Nazareth, the Sea of Galilee, and other places of interest has been planned.

Exhilaration is that feeling you get just after a great idea hits you--and before you recognize what's wrong with it.

Except ye utter words easy to understand, ye shall speak into the wind. (I Corinthians 14:9)

PC-ers in 24th ITCC

Five members of PC's AdCom will take part in the 24th International Technical Communication Conference to be held May 11-14 in Chicago by the Society for Technical Communication.

Craig Harkins is scheduled to present a paper, "Preparing Technical Presentations in Multimedia," in a session of the Program Stem on Graphics and Production. Tom Patterson will moderate another Graphics session.

Herb Michaelson and Emily Schlesinger have been asked to serve as Topic Consultants in different sessions of the Program Stem on Writing and Editing.

Dave Dobson, as one of three panelists, will take part in a cross-disciplinary discussion of Production which will be presented twice, once in a Graphics and once in a Writing session.

Craig, Tom, Herb, Emily, and Dave are all members of STC as well as of PC. More information about the 24th ITCC appears elsewhere in this Newsletter.

Eurocon 77

A European Conference on Electrotechnics, Eurocon 77 - Communications, will be held May 3-6 in Venice, Italy. The 195 papers to be presented represent the work of scientists in 26 countries and cover the state of the art and future developments in virtually the whole field of Communications. Topics covered will be communication in large power systems; new developments in communications; communications and computers; communications and signal processing; communications in developing countries. A complete day will be devoted to market research and technological forecasting, and the relationship between technical developments and future market requirements.

A special session has been arranged at which students and young engineers can discuss topics of their choice with senior engineers. Many review papers included in the program will be of especial interest to students. For everyone there will be a Conference Dinner and an evening gondola ride through Venice.

Eurocon 77 has been organized by the Institute of Electrical and Electronics Engineers (IEEE) and the Convention of National Societies of Electrical Engineers of Western Europe (EUREL), with special support from the International Union of Radio Science (URSI). Registration is around $100 for Society Members, $25 for students.

ELECTRO/77

ELECTRO/77 will be held April 19-21 in New York City--the second annual international electronics convention merging the former NEREM and IEEE Intercon. As in the first ELECTRO (Boston, 1976), sponsors are IEEE and the Electronic Representatives Association.

Before the end of last year, 90% of exhibit space available at the New York Coliseum had been reserved, and the Attendance Committee had made plans for attracting over 25,000 engineering professionals.

IEEE members in Region 1 may register for all three days of ELECTRO/77 for $1 instead of the usual $6 if they buy "pink cards" through their Sections. Each Section will keep all income from the first 100 cards used by Section members at the convention.

In addition to a large variety of manufacturers' exhibits, ELECTRO/77 offers a 36-session program of engineering papers.

World Congress

The World Electrotechnical Congress will be held June 21-25 in Moscow. It is sponsored by the Ministry for Electrical Engineering Industries of the U.S.S.R. and the U.S.S.R. Academy of Sciences, assisted by the International Electrotechnical Commission and other organizations, including IEEE.

The program will emphasize present and developing challenges in electrotechnology and electronics, including

construction of equipment for thermonuclear plants

superconductive transmission of power

new methods of energy conversion

new applications of electronics

Russian, English, and French are the official working languages of the Congress.

What's in a Word

Michael Powell recently performed a service for taxpayers by translating phrases from a consultant's report on where to put a county landfill (i.e., garbage dump). His explanations appeared in the Baltimore (Md.) News American Weekly Special for Dec. 21, 1976:

First, consider "the lay of the land":

"Gently rolling dissected topography"--hills.

"Existing residentially developed area"--neighborhood.

"Highly developed environs"--where people live.

"Integrate the proposal into the surrounding landscape without significantly altering its perceived character"--build a landfill, keep the trees.

"Implement a recreation/community amenity program" --build a park.

"Statistically significant negative effect on assessed values"--house values drop.

Next consider highways. The word "road" is seldom used, but many definitions appear:

"Transportation facilities"--roads.

"Roadway element"--roads.

"Highway network"--roads.

"Vicinity transportation facilities"--nearby roads.

"Vicinity highway network"--nearby roads.

Then come transportation problems:

"Unstable flow"--traffic jams.

"Fluctuation in volume and temporary restrictions" --lots of cars, then few.

"Stoppages of momentary duration"--stop-and-go traffic.

"Future additional traffic loads"--more cars.

"Travel-demand forecast"--a guess on how many cars.

"Intesify the existing hazard potential for travel flow"--better chance to wreck.

"A demonstration of the ability of the needed transportation facilities to sufficiently mitigate the potentially adverse impacts associated with any large scale development"--I haven't figured this one out yet.

"Transit usage"--riding a bus.

"Modal split"--riding in cars, riding on buses, or walking.

"Multi-directionality of access"--more than one entrance.

"Excellent condition of site access"--good driveway.

"Existing deficiences"--crummy road.

"Excellent level of facility operation"--good road.

"Marginal nature of physical and geometric attributes of roadway links"--not a very good road.

"Link improvement"--intersection.

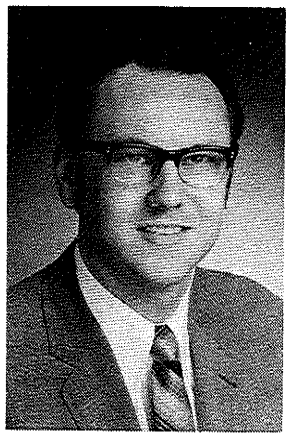
"The whole process," says Powell, "almost got out of hand when someone at a local community meeting started to use the same kind of language. He spoke of 'an efficient but impacting user of transportation network facilities.' I finally understood that he was talking about a truck."

Writing As It Should Be Writ or Rules Of The Game

1. Each pronoun agrees with their antecedent.
2. Just between you and I, case is important.
3. Verbs has to agree with their subjects.
4. Watch out for irregular verbs which has crope into our language.
5. Don't use no double negatives.
6. A writer mustn't shift your point of view.
7. When dangling, don't use participles.
8. Join classes good, like a conjuction should.
9. Don't write a run-on sentence you got to punctuate it.
10. About sentence fragments.
11. In letters themes reports articles and stuff like that we use commas to keep a string of items apart.
12. Don't use commas, which aren't necessary.
13. Its important to use apostrophe's right.
14. Don't abbrev.
15. Check to see if you any words out.
16. In my opinion I think that an author when he is writing shouldn't get into the habit of making use of too many unnecessary words that he does not really need.
17. Last but not least, lay off clichés.

--Reprinted from Capital Letter for September, 1976, Washington, DC Chapter, Society for Technical Communication.

KNOW YOUR ADCOM



RUDOLPH J. JOENK, JR.

Rudy Joenk, who recently became Editor of G-PC's Transactions, is also Editor of the IBM Journal of Research and Development, which has a bimonthly international circulation of over 22,000 copies. Having served on the staff of this prestigious publication since 1968, he is keenly aware of the demanding schedules, constant coordination, and endless bushbeating required to produce a successful technical periodical.

Before coming to the Journal, Rudy was, successively, Physicist at the Bettis Atomic Power Laboratory (Westinghouse, Pittsburgh), Graduate Research Assistant in Physics at the University of Pittsburgh, and Theoretical Physicist at IBM's Thomas J. Watson Research Center.

From 1971 to 1974, Rudy was two-term elected Mayor of Ossining, New York (population 21,000). In this capacity, as head of a coalition government which acted to reverse the community's trend toward physical and economic decay, he was instrumental in initiating clearance of slum areas, construction of mixed-income housing, implementation of major street and road improvements, development of innovative zoning regulations, acquisition of a major motor inn and convention center, reorganization of the police department, and establishment of traffic control, environmental, and downtown redevelopment advisory councils.

Rudy received his A.B. from Washington University at St. Louis in 1953, his M.S. in physics from the University of Washington at Seattle in 1957, and his PhD in physics from the University of Pittsburgh in 1962. He is a member of IEEE, the Research Society of America, the American Physical Society, and Sigma Xi, and is listed in both American Men and Women of Science and Who's Who in the East. He coedited the Proceedings of the 15th and 16th Annual Conferences on Magnetism and Magnetic Materials published in the Journal of Applied Physics (1970, 1971), has presented papers at meetings of several professional societies, and has published more than a dozen articles in professional journals.

THEODORE T. PATTERSON, JR.

Tom Patterson, present Vice President of G-PC, has been a Senior member of IEEE since 1955. He was a charter member of the original IRE Group on Engineering Writing and Speech, a member of the Administrative Committee from 1957 to 1964, Symposium Chairman in 1959, National Chairman in 1960, Newsletter Editor, and Publications Committee Chairman. He also edited the Transactions and Newsletter for the IEEE Group on Engineering Management, and wrote the chapter on Data Processing in Wiley's Handbook of Technical Writing Practices (1971).

As Manager of Technical Communications at GTE Laboratories in Waltham, MA, Tom is responsible for editing and publishing all technical reports and public information for the corporate research center. For fifteen years before joining GTE in 1972, he managed various publication departments in RCA's Computer Systems Division, and before that served in several supervisory publication positions with Burroughs Research Center, Allen B. DuMont Laboratories, and the Department of Defense.

Tom received his BEE degree from the University of Virginia in 1949. A senior Member of IEEE and an Associate Member of Sigma Xi, he is now organizing a chapter of Toastmasters at GTE and was recently appointed to the Library Expansion Committee of Weston, MA. He has lectured on Technical Publication for the American Management Association and published in the Journal of Technical Writing and Communication and in the IEEE/PC Transactions.

EMILY K. SCHLESINGER

Emily Schlesinger, G-PC's present President, has been a member of the Group since 1964. She was elected to the AdCom in 1970, served as AdCom Secretary from 1970 to 1973, represented PC on the IEEE Committee for Technological Forecasting and Assessment in 1971-2, and became PC President in 1975. Since October of that year she has edited PC's Newsletter.

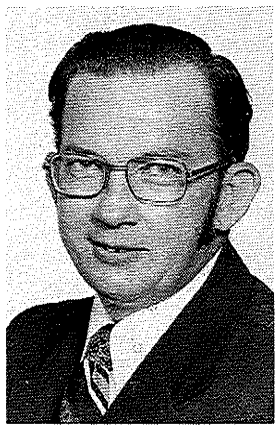
Since 1953, Emily has been employed by the Baltimore Gas and Electric Co., where she has written, edited, and managed production of Company reports and procedural documents and of engineering articles for trade and professional journals. She has published book reviews and articles in PC's Transactions; for the 19th International Technical Communication Council in Houston (1973) she wrote, produced, and acted in a one-act "psycho-drama."

Emily holds AB and MA degrees in Physics from Goucher and Mt. Holyoke Colleges, respectively (1936 and 1937), also MA and PhD degrees in English from the University of Maryland (1965 and 1975). She is a member of Phi Beta Kappa and a Senior Member of both IEEE and the Society for Technical Communication.

IRVING M. SEIDEMAN

Irv Seideman received the B.S. degree in Physics from Carnegie Tech (now Carnegie-Mellon University) in 1941 and took advanced electronics courses at the University of Pennsylvania. He joined RCA in Camden, New Jersey, in 1941 as an engineering writer and, except for several years' work with other companies in industrial advertising and sales, remained in various RCA divisions until his retirement in 1976. At that time, he was Manager of the Publications Group and Technical Publications Administrator for RCA's Astro-Electronics Division.

Irv edited PC's Transactions for 5 years, and its Newsletter for 3 years. A Senior Member and a Life Member of IEEE, he is serving his second full term on PC's AdCom. He has written a style guide for technical writing, published several papers, and lectured on technical writing.



ROBERT M. WOELFLE

Bob Woelfle, now serving his third term on G-PC's Administrative Committee, joined the IEEE (then IRE) in 1959. He was Membership Chairman and Education Chairman, presented papers at IEEE meetings, wrote the chapter on Report Writing in Wiley's Handbook of Technical Writing Practices (1971), and served as Vice-Chairman and Chairman of the IEEE Membership Development Committee. In 1975, he edited A Guide for Better Technical Presentations (IEEE Press).

Bob has over 20 years' experience in writing, editing, coordinating, and managing engineering publications, including proposals, sales literature, marketing plans, engineering reports, technical papers, instruction manuals, specifications, and various types of visual aids. He is now General Supervisor of Proposal/Presentation Services for the Greenville Division of E-Systems, Inc., in Greenville, Texas. Before joining E-Systems, he served in several publication-related positions for the Bendix Missile Systems Division in Mishawaka, Indiana. In 1966, he was named "Outstanding Engineer of the Year" by the South Bend Section of IEEE.

Bob received his B.S. in Electrical Engineering from the Fournier Institute of Technology in 1955 and his M.S. in EE from the University of Notre Dame in 1963. A Senior Member of both IEEE and STC and a registered Professional Engineer in the State of Indiana, he is also a part-time instructor in the Business Division of Eastfield College in Dallas, Texas.

Foundation Fellowships

The Engineering Foundation announces the availability of Engineering Foundation Fellowships during 1978-1979 for state-of-the-art reviews in fields recommended by its Founder Societies, of which IEEE is one.

The program is directed toward members of engineering faculties and industrial specialists who have established a professional reputation through publications.

A grant of $5,000 will be awarded on a competitive basis to a member of each of the Founder Societies for a proposed research review in a field of direct interest to the Society.

Reviews are expected to provide analysis-in-depth of a specific field, including recommendations on engineering research needed to advance the state-of-the-art of that field. A list of recommended fields may be obtained from the General Manager of IEEE.

Proposals should be sent to the General Manager. An IEEE panel will evaluate proposals and submit them (ranked) to the Projects Committee of the Foundation, which will select a proposal for each of the Founder Societies and submit it to the Board of the Foundation for final approval.

All proposals being submitted to the Founder Societies must be postmarked by June 1, 1977. Selected proposals submitted by the Societies to the Projects Committee of the Foundation must be postmarked by August 1, 1977.

Metric Proverbs

A miss is as good as 1.61 kilometers.

There isn't 0.06 gram of truth in it.

He was wearing a 37.86-liter hat.

She 2.54-centimetered her way through the crowd.

Don't hide your light under 35.24 liters.

28.35 grams of prevention are worth .4536 of a kilogram of cure.

He felt 3.05 meters tall.

More on CCS Meeting

PC's February Newsletter contained an outline of the meeting of the Council of Communication Societies in Washington, D.C. on December 2-3, 1976. The Society's Communication Notes for December reported the following highlights of information presented at that meeting by Federal Agency personnel:

* The House Communications Subcommittee chairman wants to begin a complete overhaul of the 1934 Communications Act in response to the impact of space-age technology, but since scant enthusiasm for such a project is evident in the Senate, enactment of such a revision is probably several years away.

* Early next year the FCC will be reassessing their distinction between computing and telecommunications because of the changed situation brought about by the miniprocessor technology.

* The U.S. is rapidly moving from an industrial society to a communications society (one in which fast, accurate information flow is as important as the production of goods and services.

* Direct satellite transmission of TV signals domestically may make or break cable TV depending on technical and policy decisions.

* The State Department has developed a small, efficient, and reliable optical character reader and an electronically driven laser printer to help it use the government's telecommunication network efficiently to improve communications with its worldwide outposts.

* You can now order documents from NTIS on a toll-free telephone line using your major credit card or directly over the datalink while you are doing an on-line search of the NTIS data base.

* The Government Printing Office, which has shifted much of its work to photocomposition in the last ten years, is now trying to gain even more efficiency by having authors use an OCR typeface so that material can be entered on computer tape electronically without rekeyboarding in the GPO.

* After the new copyright bill goes into effect next year, no legal action is anticipated with respect to the "fair use" of copyrighted material by libraries and educators, but major legal battles are shaping up over the concepts of compulsory licensing and the Copyright Royality Tribunal, and already litigation is in progress on a matter that the new law ignores--namely, off-the-air copying of copyright material, a problem that is being precipitated by the development of low-cost video tape equipment.

* At the beginning of the next session, Congress will assess the necessity and desirability of permitting NTIS to copyright certain government documents to prevent foreign exploitation.

New Journal Proposed

The IEEE Group on Engineering in Medicine and Biology is interested in starting an IEEE Journal on Biomedical Engineering and has asked for the cooperation of Groups or individuals with overlapping interests.

G-EMB does not want to increase its membership and does not want to tamper with its Transactions, but does want a medium to explore related fields for its members, and does want to describe its field of interest to other interested members in IEEE (who would otherwise have to join the Group).

The journal would carry news, letters, applications-oriented articles, and information bearing on its field from legal, social, scientific, as well as engineering disciplines. It would be published six times a year, would have a part-time staff, would have an Editorial Board with representation from cooperating Groups/Societies and would have a sliding subscription price.

The subscription price would be lowest for members of cooperating Groups/Societies, higher for IEEE members, and highest for non-IEEE members. Subscription by a cooperating Group/Society member or by an IEEE member would be an option at the time of paying annual dues. This would obviate joining the G-EMB. The subscriber would not get the Transactions on BME or other Group publications.

Three other journals of this type are published within IEEE: the Journal of Oceanic Engineering published by the IEEE Council on OE; The Journal of Solid State Circuits published by the IEEE SSC Council; and the Journal of Quantum Electronics published by the IEEE QE Council. Each Council has officers, representatives from the affiliated Groups/Societies and a budget, just as Groups/Societies do, but no members; a Council's sole functions are to publish the journal and sponsor conferences.

Book Review

THE HANDBOOK OF TECHNICAL WRITING, by Charles T. Brusaw, Gerald J. Alred, and Walter E. Oliu. New York: St. Martin's Press, 1976; 602 pp., $5.95 (softbound)

The following paragraphs are adapted from the review by J. H. Martin in the January (1977) issue of Asterisk (usually written *), newsletter of the ACM Group for Systems Documentation (ACM/SIGDOC):

All technical writers need at least one conventional handbook of English, and HTW goes far beyond the scope of conventional ones. It provides comprehensive coverage of grammar, useage, style, format, and ways to plan, research, outline, and develop reports and other documents.

HTW is particularly useful and useable because of its four-way access system:

1. Pages 1-512 are alphabetical entries (A to Zengma).

2. Pages 513-517 are the Index; topics are listed alphabetically and also under related terms.

3. A Topical Key classifies entries into categories so that readers can review a broad subject described by several entries (example: REVISION has six entries).

4. "Five Steps to Successful Writing" details a step-by-step approach summarized in a checklist.

Individual entries are complete, but not exhaustive, with abundant examples--at least one per topic. No attempt is made to settle debates between traditional and linguistically oriented grammarians. Instead this type of information is presented in a secondary, or historical, context. The main emphasis is to get the writer on with his business--writing.

The three authors are professional writers, although in different areas: business, education and government. They hoped that this combination would bring different and complementary perspectives to HTW. It did.

Japanese Guide

Maruzen Company Limited of Tokoyo recently received approval from IEEE Press to translate and republish A Guide for Better Technical Presentations, which Bob Woelfle edited and G-PC sponsored in English. Arrangements for the overseas distribution are being handled by John Wiley and Sons, Inc., the firm responsible for domestic distribution of the book outside the IEEE. To date, approximately 5,000 copies have been sold in the United States and overseas.

Woelfle's book is basically a "how-to" guide to help engineers communicate their ideas through face-to-face presentations and other real-time media. The 240-page volume contains 35 articles that describe time-tested techniques for presenting technical briefings, explaining proposals, and outlining management plans. It also addresses the specific subjects of planning and preparation, visual aids, delivery techniques, motion pictures, and multimedia presentations.

A review of the Guide in the Fourth Quarter 1976 issue of STC's Technical Communications says that "It may not be perfect, but it's a lot better than whatever's in second place. This one should be in your library".

Hardbound or softbound copies may be purchased by Members through IEEE Press for $11.95 or $7.95, respectively.

Computer Programs for Formatting Text

The January (1977) issue of *, from which we elsewhere reprint a book review, contains information, correspondence, and a questionnaire about computerized text formatting. A survey is being made and a "consumer's report" planned to correlate the capabilities of as many large and small word-processing systems as possible.

The study is concerned with provision for such matters as indenting, double spacing, support of output devices, justifying, capitalization, hyphenation, footnotes, headings, pagination, and indexing.

PC members interested in helping with or contributing to this project may write to

Diana Patterson
25 Gordon Street
Ottawa, Ontario
CANADA K1S 4C6

or call her on 613-233-4372. She already has 11 text formatters in her "collection" and knows of 14 more that she wants to review.

Perhaps her work will prevent some unnecessary duplication of programming effort. At least it has established a source of practical information about what has already been done to mechanize copy-editing.

Don't have too much to say, or drag out a speech that is finished. Remember, the longer the spoke, the greater the tire.

--Henry M. Boettinger

You write with ease to show your breeding,
But easy writing's curst hard reading.

--Thomas Moore

Summer Courses in Technical Writing

The Massachusetts Institute of Technology will present its 21st summer program for writers, editors, and managers--"Communicating Technical Information"--in Cambridge, MA, from Monday, August 1 through Friday, August 5.

The curriculum includes general and special lectures, group discussions, seminars, and workshops on writing, editing, graphics, style, and publication. Address inquiries to

Office of the Summer Session
MIT, Room E19-356
Cambridge, MA 02139
617-253-2101

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Rensselaer Polytechnic Institute will present its 25th Annual Technical Writers' Workshop in Troy, NY, from Monday, June 13 through Friday, June 17.

The curriculum includes lectures, seminars, and workshops for professional writers and communicators on communication theory, preparing material for publication, and the use of visual material. Address inquiries to

Prof. B. F. Hammet, Director
Technical Writers' Institute
Rensselaer Polytechnic Institute
Troy, NY 12181

PC-sponsored Books

Guide for Better Technical Presentations, by Robert M. Woelfle, may be obtained from

IEEE Press
345 E. 47th Street
New York, NY 10017

Prices are as follows: Paperbound, $7.95, to IEEE members only; clothbound, $11.95 to IEEE members, $15.95 to others.

This is an excellent collection of reprinted articles about how to present technical material to an audience--planning for effectiveness, perfecting delivery, using visual aids, etc. See review in PC Newsletter for October, 1975.

* * *

Report Construction, by Mary Fran Buehler, may be obtained from

IEEE--PC
6411 Chillum Place, N.W.
Washington, D.C. 20012

Prices are as follows: 1 to 10 copies, $2.00 each; 11 to 25 copies, $1.90 each; 26 or more, $1.75 each.

This is a clear, concise, practical guide--not on how to write, but on how to "build" a structure for conveying technical information. See review in PC Newsletter for September, 1976.

MEMBERSHIP APPLICATION

IEEE GROUP ON PROFESSIONAL COMMUNICATIONS
Sent to: IEEE Service Center, 445 Hoes Lane, Piscataway, NJ 08854

Name_____ IEEE Membership No._____

Mailing Address_____

City_____ State/Country_____ Zip_____

Field of Interest_____

☐ I am a _____ (grade) member of IEEE and hereby apply for membership in the Group on Professional Communications. I enclose a check for the Group tee* (made payable to IEEE).

☐ I am not now a member of IEEE but would like to join. Please send information.

*Group Fee: $6.00.