



IEEE

Professional Communication Society Newsletter

Vol. 25, No. 2

April 1982

(ISSN 0161-5718)

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Letter from the Editor

PC's Administrative Committee—its AdCom—is the Society's prime mover, but wants "sparking." Maintenance, and proper fuel are needed to keep the whole machine in operation. Take active parts, PC-ers, in PC activities. Point out to your supervisors that improving your communication skills will improve your group's operation. Attend AdCom meetings, go to conferences, write to your editors, suggest topics for discussion, submit short papers, solicit articles.

In short, communicate in your own office and with other PC-ers about engineering and about the problems and difficulties that engineers must deal with when they prepare written reports and oral presentations. There is no doubt that by communicating about communication you can benefit yourselves both personally and professionally.

Our newly revised Constitution and Bylaws printed in this issue will remind you of "what PC is all about." It may also suggest things that you could do as a member of the PC Society. It might even inspire you to take action in the cause of improving the prevailing image of engineers as awkward writers and deadily dull speakers.

AdCom Meeting

Highlights of reports made and discussions held at the meeting of PC's Administrative Committee on March 12, 1982, at IEEE Headquarters in New York City:

1. Administrative Charges

Problem

Because it is facing a deficit budget, IEEE's Technical Activities Board (TAB) is assessing each Society a pro-rated sum to cover the following expenses previously paid by TAB:

- Personnel and benefits
- Maintenance of membership records
- Processing of membership fees
- Accounting services
- Tax and government reporting
- Audit fees

PC's annual assessment is \$10,000. We are responsible for 25% of this amount in 1982, 50% of it in 1983, 75% in 1984, and 100% each year thereafter.

Discussion

a. In effect, this new assessment requires Societies to contribute to TAB overhead expenses. It is a burden that could be a deathblow to some of the smaller Societies, such as PCS. This situation, combined with the automatic allowance made to IEEE Regions and the fact that 40% of IEEE members belong (i.e., pay dues) to no TAB entity, raises the philosophical question, "Is IEEE an organization primarily of individuals or primarily of societies?"

b. What plans exist for using TAB funds that will be released by the payment of these assessments?

c. PC cannot meet its assessment without raising dues.

d. The possibility of PC's merging with another small Society was raised but not considered in detail.

e. Requiring all IEEE members to belong to at least one TAB entity would generate some revenue for Societies.

Action

Rosich will discuss the problem and possible action with the officers of other TAB entities.

2. Accreditation

PCS has submitted the following proposal to ABET (the Accreditation Board for Engineering and Technology): training in communication should be a requirement in all engineering curricula.

ABET welcomes PC participation, but no AdCom member has time or money enough to attend the many necessary meetings. Rosich will assure ABET and IEEE's Educational Activities Board of our continuing concern and our regret that we are unable to support accreditation activities more substantially.

3. Education

Technically—Write! A one-day workshop was given on December 1, 1981 at the National Telecommunications Conference in New Orleans. Twenty persons attended; the presentation yielded \$200 to PCS, but our sponsoring organization lost money. In 1981, 21 persons enrolled in the correspondence course; a second edition is being printed.

4. Awards

a. Information on two members nominated to receive PC's Alfred N. Goldsmith Award for 1981 will be sent to AdCom members, who will vote by mail. The gift will be decided on at AdCom's May meeting; presentation will be made at our Conference in October.

b. A committee (Chaffer, Gleason, Schlesinger) will evaluate the six full-length original articles in PC's *Transactions* for March 1981 and consider them as candidates for the Society's Outstanding Paper Award. They are the only original articles published by PCS last year.

c. PC's offer of a scholarship (\$1000) has met with such generally indifferent response that AdCom decided to make no presentation for the academic year 1982-3. Rosich will reword the description of this gift in the TAB Guide to Society Awards to indicate that PCS is not obliged to make an award annually.

5. Publications

a. *Transactions*—themes of forthcoming issues

June 1982: graphics, with a second color (red) in some of the articles
September 1982: no special theme
December 1982: interpreting technology for laypersons (call for papers issued)
March 1983: no special theme
June 1983: possibly on writing proposals and requests for proposals

b. *Newsletter*

July issue expected to be "on time."

c. *Discussion*

A suggestion to assess page charges for PC's *Transactions* was made and rejected.

The possibility of listing the *Transactions* in *Writer's Market and Writer's Yearbook* was mentioned and will be considered further.

6. Finances

In view of a projected deficit of \$6000 and the recent TAB assessment, Phillips recommended raising PC dues to \$10 for 1983. As a quorum was not present at the time of this report, Rosich will poll AdCom members by mail to obtain their opinions on the proposal.

7. Membership

a. Welcoming letters have been sent to all new members who enrolled in 1981.

b. A promotional letter is being prepared for mailing to members of the Council for Programs for Technical and Scientific Communication. It explains PC's purpose, activities, and services and the advantages of PC membership.

c. Jim Gleason is the new Chairman of PC's Student Membership Committee.

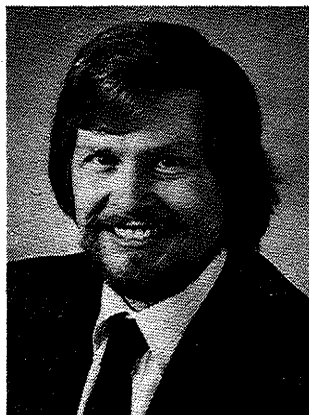
d. Final 1981 totals show a PCS membership of 2288. The Society has dropped to 13th from the No. 2 growth rank that it held for two years.

8. Marketing

Blicq asked for a redirection of PCS efforts, recommending more effective marketing—"not overt, direct selling but development of a ground swell." He proposed that the Society develop innovative methods for increasing our exposure and enhancing our professional image within IEEE. His suggested Marketing Plan is discussed in a separate article.

Welcome, New Editor

Beginning with the issue for July 1982, PC's Newsletter will have a new editor—Dave McKown, Professional Engineer (Pennsylvania) and Manager of Publication Programs for the Water Reactor Divisions of Westinghouse (Pittsburgh).



Dave holds three degrees: BSEE and MBA (University of Pittsburgh) and MS in Bioengineering (Carnegie-Mellon University).

All of his professional experience has been with Westinghouse Nuclear Energy Systems: as Test Engineer, Data Management Engineer, Senior Business Analyst (new

markets), and, most recently, Manager for technical publications.

PC-ers, send Dave notices, items, and articles that you think might be of interest to all or some of us. As a "new kid on the block," he needs the help and support of the whole Society.

Marketing PCS

The Marketing Subcommittee (Blicq, Moore, Pickus, Woelfle) submitted the following Marketing Plan to PC's AdCom on March 12, 1982; its purpose is to promote awareness of PCS aims, activities, and services.

1. Stage One—Raise Consciousness

a. Within the next 24 months, every AdCom member will (a) submit an article on some aspect of engineering communication for publication in PC's *Transactions* or in the *Transactions* or Newsletter of another IEEE Society; and (b) convince, persuade, or coerce another person to write an article for PC's *Transactions*.

b. AdCom members will contact the program chairmen of their local IEEE Sections and offer to speak on some aspect of engineering communication at a Section or Chapter meeting.

c. Local PC members will campaign to promote awareness of the Society, its goals, and its services in the area where the PC Conference will be held each year, and will concurrently refer to the Conference as an example of our efforts and benefits. The campaign will be conducted by letter, by telephone, and by insertion of brief articles in company house magazines or newsletters and in the newsletters of local technical groups and societies (IEEE and others).

2. Stage Two—Make Contact

a. Identify engineering, personnel, and training managers in the conference area each year and ensure that they are informed of conference dates and subjects. Immediately after the conference, approach these managers directly to determine what needs they have for training or assistance in engineering communication. Follow this contact with a proposal for a workshop as seminar tailored to the company's needs.

b. Conduct a direct-mail, post-conference campaign to "market" PCS among IEEE members in the conference area. Each member should be contacted twice.

c. Try direct-mail marketing in other areas in which IEEE members are known to be concentrated.

3. Proposed Schedule

Begin Stage 1 on April 1, 1982 and Stage 2 on November 1, 1982. Activities in the two stages should overlap and continue.

4. Response by AdCom

a. Rosich, Gleason, and Pickus are either planning or preparing articles for PC's *Transactions*. Some AdCom members questioned the consciousness-raising value of *Transactions* articles because these reach PC members almost exclusively. All agreed, however, on the potential value of having articles in the newsletters of other IEEE Societies to show how PC might benefit Society members.

b. Suggestion: Mail to members of selected Societies an issue of PC's *Transactions* that deals with communication aspects of the Societies' specialties and include in the mailing an invitation to subscribe to PC's *Transactions*.

c. Six PC-ers who have expressed interest in becoming more active will be encouraged to publicize PCS as suggested in the Marketing Plan.

d. Rosich will send to persons who attended IEEE's 1982 US Technology Policy conference a copy of the forthcoming PCS *Transactions* on interpreting technology for laypersons (December 1982).

PC members-at-large are urged to communicate with a Society officer or editor for further information about this Marketing Plan and how it can be implemented.

Document Design

A new book, *Guidelines for Document Designers*, will assist those whose jobs require writing but who are not professional writers. It contains suggestions for developing and revising functional documents—such as technical reports, apartment leases, and insurance policies—and making them easy to read.

Guidelines presents twenty-five principles for creating clear documents and explains how each principle can be used. The book begins with a discussion on steps writers should take before they organize and write documents, and considers four aspects of documentation:

1. Organizing text
2. Writing sentences
3. Typography and visual design
4. Graphics

Guidelines takes a real-world, how-to-do-it approach. It shows examples and is organized for use as a desk reference. Copies may be obtained by sending \$10.00 to the Document Design Center, American Institutes for Research, 1055 Thomas Jefferson Street, N.W., Washington, DC 20007. Orders must be prepaid; the price includes postage.

IEEE Professional Communication Society Newsletter is published quarterly by the Professional Communication Society of The Institute of Electrical and Electronics Engineers, 345 East 47th Street, New York, NY 10017. Sent automatically and without additional cost to each member of the Professional Communication Society. Printed in U.S.A. Second-class postage paid at New York, NY and at additional mailing offices. Persons and organizations receiving this Newsletter are welcome to circulate and reprint material from it. Please acknowledge the IEEE Professional Communication Society and the original sources cited.

Guide for Speaking

PC-er Bob Woelfle is the editor of *A Guide for Better Technical Presentations*, published in 1975 by the IEEE Press and still a "good seller" in two languages, English and Japanese.

The book consists of thirty-five reprinted articles grouped to form helpful discussions of six aspects of such oral presentations as technical briefings, explanations of proposals, outlining plans for management:

1. Importance and use of presentations
2. Planning and preparation
3. Use of visual aids
4. Techniques of delivery
5. Use of multi-media
6. Use of motion pictures.

To obtain a postpaid copy of this Guide, send a check and your IEEE Member Number to IEEE Service Center, 445 Hoes Lane, Piscataway, NJ 08854. For the paperbound edition, \$11.45 (IEEE Members only); for the clothbound edition, \$17.20 (Members) or \$22.95 (Nonmembers).

R3M 3J2, Canada (home tel: 204-452-6480. Business: 204-632-2292).

Teleconferencing

A tool or method of communication is becoming more and more important, widely used, and sophisticated—teleconferencing. This is any system whereby people at different locations can "meet"—that is, hear and/or see each other at the same time. The arrangements may be as simple as a multiple telephone hook-up or as elaborate as full-action audio and video combinations that allow participants to talk back and forth as if all were in the same room.

For a few hundred dollars per hour, a company can lease time on a satellite to broadcast from one city to several others so that people in corporate branches and subdivisions can see and hear simultaneously. Some companies have already installed audiovisual conferencing systems to save corporate travel expenses. Other companies have been organized to provide teleconferencing services.

Teleconferencing seems to hold promise for "getting managers together" from remote locations, but these participants will have to learn new techniques of "having a meeting" and perhaps new ways of "doing business."

Information from *Newsletter of the Industrial Communication Council*, January 1982.

Technically—Write!

Technically—Write! is the name of a textbook by PC-er Ron Blicq, an IEEE/PCS home-study course based on the

book, and a PCS-sponsored two-day seminar also based on the book.

These presentations of instructional material, developed by an engineer for engineers, teach step by step how to transmit technical and business information clearly, efficiently, and persuasively.

The book can be obtained from Prentice-Hall; the course from the IEEE Service Center; and information about the seminar from the PSC AdCom. Or ask the author directly: Ronald S. Blicq, 569 Oxford Street, Winnipeg, Manitoba

Corporate Communications

Interesting statements about communication within companies and corporations appeared in the report of a recent survey of employee communication programs. The investigation was made by the International Association of Business Communications and the firm of Towers, Perrin, Forster and Crosby.

Internal communication has become increasingly important as a function, tool and opportunity for management—in education, problem-solving, and method for dealing with complex relationships. Some of the survey findings are these:

1. Subjects of most interest to employees are, in decreasing order,
 - a. plans for the company's future
 - b. personnel policies and practices
 - c. productivity
 - d. job-related information
2. Subjects of least interest to employees are:
 - a. personal news (anniversaries, hobbies, family facts)
 - b. advertising plans
 - c. financial data
3. Employees prefer to receive information from available sources in the following order:
 - a. small-group meetings
 - b. immediate supervisors
 - c. top executives
 - d. employee handbooks
 - e. orientation programs
4. Employees actually receive information from sources in this order:
 - a. immediate supervisors
 - b. corporate grapevine
 - c. employee handbooks
 - d. bulletin boards

Information from *Newsletter of Industrial Communication Council*, October 1981.

Audiovisual Competition

Some PC-ers may be interested in the kind of audiovisual "shows" that are being produced and may be available for viewing. Therefore, a few of the more specific, titles in the

prize-winning Society for Technical Communication's Fifth Audiovisual Competition are listed below. For information about these productions and about the Sixth (1983) Competition, write to S. M. Shelton, 332 Iowa Court, Ridgecrest, CA 93555

Marketing

Welded Wire Fabric: Minescreen

No-Till Farming

Information

Achievement Skills

Reaching Your Potential (best in class)

Introduction to Critical Thinking

Truck Engine Oils, Part 2

Instruction, General

Listening Skills (best in class)

Pneumatics for Aviation

Basic Theory

Basic Soupmaking Techniques

Grading Eggs for Quality

Instruction, Medical

(General Audiences)

The Chemistry of Life: Hormones
and the Endocrine System (best in class)

Genetic Engineering: Prospects
of the Future

Anatomy of an Illness: Healing
and Regeneration

Personality Disorders: Failure
of Adjustment

Instruction, Medical

(Professional Audiences)

Defibrillation (best in class)

Angiography and Angioplasty

Electrosurgery

Predictable Management of Insomnia (best in show)

Instruction, Safety

Safety 8: Structural Collapse

Instruction, Consumer Education

Booze News

Energy, Where Do We Go From Here?

Instruction, Law Enforcement

10-57 Crime in Progress

Programmed Instruction

Ceiling Fan and Blade Service

Experimental

The NOAA Story: A Global View

Language in Nigeria

According to the newsletter *Simply Stated* (September 1981), the 1963 census recorded that 400 different languages are spoken in Nigeria. The official language is English,

because of colonization, but many persons know it only as a second language. More than 20 million persons speak Hausa, about 10 million speak Ibo, and about 10 million speak Yoruba. These three and six other "major" languages are used in official news broadcasts.

English is spoken by less than 10% of the population, but attempts to replace it in schools and government are resisted because no single Nigerian language is acceptable to a majority.

Recently, as part of a three-week program on legislative drafting, 20 Nigerian legislators, lawyers, and officials attended a workshop in Washington, D.C., where they were introduced to systematic principles of writing clear English.

PC Members in DC



Four PC-ers met in Washington, DC on the night of Senator John Glenn's Keynote Speech at IEEE's 1982 Technology Policy Conference, held February 24-25 at the Mayflower Hotel. Right to Left in the photograph are Dan Rosich, PCS President, Arne Aukland, Chairman of now-forming PCS Washington Chapter, Lois Thuss, Chairman of PCS 1982 Conference, David Dobson, Organizer of PCS Washington Chapter.

Ethical Dilemmas in Modern Engineering

Rosemary Chalk

The "rights" and "wrongs" of ethical dilemmas in engineering practice are not sharply divided. True dilemmas, by definition, often involve a balancing of rights and duties,

weighing values that may be ambiguously understood or unevenly shared by members of the profession. The current interest in engineering ethics is prompted in part by a search for clear-cut solutions to the knotty value judgments that must be made by a pluralistic society in using science and technology to build the kind of lifestyle we want.

In the 1960's and the 1970's, society became increasingly aware that science and technology could be used both for good and for evil, and that technology may have unintended side effects that are detrimental to individuals who are not directly served by—or who do not participate in the decisions to use—a particular technology.

The search for clear-cut solutions to value conflicts is often an elusive one, producing many more questions than answers. But in searching for the basic moral principles which lie beneath ethical dilemmas in engineering, we learn something about the kinds of goals that we strive towards as a society.

From *Ethical Dilemmas in Modern Engineering*, by Rosemary Chalk, (*IEEE Technology and Society*, March 1981).

Constitution and Bylaws of the IEEE Professional Communication Society

Revision 5, approved by IEEE/PCS AdCom, December 11, 1981.

Article I Name and Objectives

Section 1. The name of this organization is the Professional Communication Society (PCS) of the Institute of Electrical and Electronics Engineers, Incorporated (IEEE).

Section 2. The general objectives of the Society are scientific, literary, and educational. The Society performs advisory and service functions to advance knowledge of theory and promote quality of performance among those who communicate engineering or other technical information by speaking, writing, or making presentations in composite media. It maintains high professional standards in conformity with the Constitution and Bylaws of the IEEE, devoting special attention to activities that are within the field of interest of the Society.

Section 3. The Society promotes close cooperation and exchange of technical information among its members, other members of the IEEE and members of the engineering profession in general; holds meetings for the presentation and discussion of papers and products related to its field of interest; publishes a journal; and, through committees, provides other services commensurate with its objectives.

Section 4. The Society cooperates with other IEEE Societies and with other organizations and societies having similar interests.

Article II Field of Interest

Section 1. The field of interest of the Society includes the study, development, improvement, and promotion of effective techniques for preparing, organizing, processing, editing, collecting, conserving, and disseminating any form of information by and to individuals and groups by any method of communication. It also includes technical, scientific, industrial, and other activities that contribute to the techniques and products used in this field.

Section 2. The field of interest of the Society may be enlarged, reduced, or shifted moderately to meet the stated objectives. All such changes shall be defined as an amendment to this Constitution and are subject to the approval of the IEEE Technical Activities Board (TAB).

Section 3. The specific areas encompassed by the Society's field of interest include but are not limited to, the concepts, techniques, and products associated with:

- a. Printed publications,
- b. Oral presentations,
- c. Slides, motion pictures, television, and other audio-visuals,
- d. Computer-oriented information transfer processes, and
- e. Telecommunication systems.

The Society's field of interest also includes the research and development of new techniques, the definition of professional standards, and the fostering of continuing education related to these media.

Article III Membership

Section 1. IEEE members in any grade, including students, may become members of the Society upon approval of application and payment of membership fees.

Section 2. Persons who are not members of the IEEE may become Society Affiliates upon approval of their application and payment of membership fees, if they meet the criteria defined in the Bylaws.

Section 3. Society Affiliates may participate in all society activities as provided by the IEEE Bylaws and subject to applicable IEEE rules and regulations as well as any additional limitations imposed by the Society's Bylaws.

Section 4. A Society Affiliate may not receive any benefits that are derived through IEEE membership except as approved by the IEEE Executive Committee.

Article IV Finances

Section 1. The Society collects from its members and affiliates an annual assessment or fee in accordance with IEEE Bylaws and applicable rules and regulations. The amount of the fee shall be set by the Society's Administrative Committee.

Section 2. The Society may collect registration fees at

meetings, symposia, conferences, and conventions which it sponsors. The registration fee shall be higher for non-IEEE members than for IEEE members.

Section 3. The Society shall not collect registration fees at meetings, conferences, or conventions that are part of an IEEE-sponsored sectional, regional, national, or international meeting, conference or convention.

Section 4. The Society may charge its members, affiliates, and nonmembers for special publications and other special services furnished at their request.

Section 5. The Society may raise revenues by other means, such as advertising, shows, and requests for contributions, provided such means are consistent with applicable IEEE rules and regulations, and do not encroach on other IEEE Societies or Sections. Any new revenue sources not explicitly covered by IEEE rules and regulations must be approved by the IEEE General Manager before being adopted by the Society.

Section 6. The Society may charge non-society members for regular Society publications to cover extra expenses incurred in handling and mailing.

Article V Organization

Section 1. The Society is managed by an Administrative Committee (AdCom) of 18 elected members-at-large and other ex-officio members designated in the Bylaws.

Section 2. The term of office of the members of the AdCom shall be 3 years, one-third of the members being elected each year.

Section 3. The AdCom annually elects one of its members as President and another as Vice-President in accordance with the Bylaws. For each position, the term is one year. No member may serve as President while he is serving an overlapping term as President of another IEEE Society.

Section 4. The newly elected President appoints a Secretary and Treasurer for a 1-year term. If these officers are not elected members-at-large of the AdCom, they become ex-officio members.

Section 5. The President is responsible for the general supervision of the affairs of the Society; presides at all meetings of the AdCom and general Society meetings; has other powers and performs such other duties as defined in the Bylaws or delegated by the AdCom; and is an ex-officio member of all Society committees. In the absence or incapacity of the President, these duties are performed by the Vice-President.

Section 6. The Vice-President represents the President whenever the President is absent or otherwise unable to perform the duties of office. The Vice-President has other powers and performs other duties as defined in the Bylaws or delegated by the AdCom.

Section 7. The AdCom may use the services of IEEE Headquarters as bursar for all or part of Society funds as provided by the IEEE Bylaws. If any part of the Society's funds is received and deposited separately, the terms and conditions shall comply with IEEE policies and are subject

to the provisions of the Society's Bylaws and to any special limitations imposed by the AdCom.

Section 8. The Secretary is responsible for preparing and distributing notices as directed by the AdCom or defined by the Bylaws; preparing the agenda for and recording the minutes of all meetings of the Society; and preparing reports of the Society's activities required by the AdCom, the TAB, or IEEE Bylaws.

Section 9. The Treasurer is responsible for the management of the Society's financial affairs, including the preparation and presentation of budgets and financial reports.

Section 10. The AdCom annually establishes the standing committees specified by the Bylaws. Other committees may be authorized by the AdCom. All committee chairmen are appointed by the Society's President. The committee chairmen and members shall serve until their successors are appointed or the committee is dissolved. Committee chairmen who are not elected members of the AdCom are ex-officio members of the AdCom.

Section 11. The President is an ex-officio member of the TAB. He represents the Society at all TAB meetings in person, through an appointed delegate, or by letter.

Section 12. The newly elected President, Vice-President, and members of the AdCom assume office on the first day of January of each year.

Section 13. Neither the Society nor any officer or representative thereof has authority to contract debts for, pledge the credit of, or in any way bind the IEEE except within previously approved budgets.

Article VI Nomination and Election of Administrative Committee

Section 1. The members of the AdCom are nominated and elected as defined in the Bylaws.

Section 2. Within-term vacancies on the AdCom are filled by appointments for the unexpired terms. The appointees shall be nominated by the President and approved by a majority of the AdCom.

Article VII Meetings and Conferences

Section 1. The Society may sponsor or cosponsor technical conferences, workshops, or seminars. These may be held in cooperation with another IEEE organization or with a non-IEEE technical organization, subject to IEEE rules and regulations.

Section 2. All meetings, conferences, and conventions of the Society are open on an equal basis to all members of the IEEE and Society Affiliates. The Society shall not sponsor or cosponsor meetings that are subject to Government security regulations.

Section 3. At least one meeting of the AdCom, the Annual Meeting, shall be held each year in accordance with the Bylaws. Other meetings may be called by the President or, upon request, by at least two other members of the AdCom, with at least a 30-day notice.

Section 4. Seven members of the AdCom attending a meeting constitute a quorum. All elected members have equal votes. Ex-officio members vote on all business of the Society except as defined in the Bylaws.

Section 5. A majority vote of the AdCom members attending a meeting is necessary and sufficient to make binding decisions except as otherwise provided in this Constitution. A two-thirds vote of those present is needed to approve a change to the Society's Constitution or Bylaws. For specific subjects, the vote of a member may be assigned to a proxy by a written and signed statement of authority. No individual may hold more than one proxy, and the President may not hold a proxy for any vote.

Section 6. The business of the AdCom may be handled by correspondence or by any means of telecommunication when the President considers that matters requiring action can be adequately handled in such a manner. When conference-communication is used so that each participating member can hear what is said by all other participating members, voting shall be conducted as in the "face-to-face" meeting of a quorum. When correspondence or telephone calls between two individuals are used, no decisions can be binding except by unanimous vote of the entire AdCom, and each vote must be confirmed in writing.

Article VIII Amendments

Section 1. Amendments to this constitution may be initiated by a petition submitted by 25 members of the Society or by six members of the AdCom. Such petitions shall be submitted to the AdCom for approval. They shall then be submitted to the TAB and the IEEE Executive Committee for approval. After such approval, the proposed amendment shall be publicized in the Society's TRANSACTIONS or NEWSLETTER, with notice that it will become effective unless 5 percent of the Society members object within 30 days. If such objections are received, a copy of the proposed amendment shall be mailed with a ballot to all members of the Society at least 30 days before the date appointed for return of the ballots, and the ballots shall carry a statement of the time limit for their return to IEEE Headquarters. Approval of the amendment by at least two-thirds of those voting is necessary for its enactment.

Section 2. Suitable bylaws and amendments thereto may be adopted by a two-thirds vote of the voting members present at any AdCom meeting, provided that notice of the proposed bylaw or amendment has been sent to each member of the AdCom at least 30 days before such meeting. Bylaws and amendments thereto may also be adopted by a two-thirds vote of the AdCom taken by mail, provided a 30-day period is allowed for responses. In either case, all new bylaws and amendments shall be published in the Society's TRANSACTIONS or NEWSLETTER. No bylaw or amendment shall take effect until it has been formally published and the TAB Chairman has approved it.

Section 3. All amendments to the Constitution or

Bylaws become effective immediately after the affirmative vote and all required approvals have been obtained, unless a later date has been specified at the time the vote is taken.

Article IX Publications

Section 1. The Society sponsors regular publications as specified in the Bylaws. These publications are subject to IEEE policies. The AdCom is responsible for the financial control and obligations of the Society's publications.

Section 2. The President, subject to the approval of the AdCom, appoints such editors as may be required to manage the Society's publications. Editorial duties and compensation shall be as defined in the Bylaws.

Bylaw 1 Purpose and Objectives

Paragraph 1. These Bylaws are a detailed guide for the management and activities of the IEEE Professional Communication Society.

Paragraph 2. The general objectives of the Society are defined in the Society's Constitution.

Bylaw 2 Field of Interest

Paragraph 1. The field of interest of the Society is defined in the Society's Constitution.

Paragraph 2. The specific areas encompassed by the Society's field of interest include, but are not limited to, the concepts, techniques, and products associated with:

Bylaw 3 Membership

Paragraph 1. Membership in the Society is open to all members of the IEEE under the conditions defined in the Society's Constitution. No distinction is made with regard to grade, seniority, specialization, or other factors. Special types of membership as defined in the following paragraphs are also available.

Paragraph 2. Any person who complies with the requirements of this paragraph may become a Society Affiliate upon payment of the IEEE Affiliate fee and the Society membership fee in accordance with Article IV and Bylaw 4.

Paragraph 2.1 A Society Affiliate is not a member of the IEEE but rather a person whose technical interests are centered in areas other than those of the IEEE and narrowly focused on activities of particular concern to the Society. Affiliates must have attained status in their chosen fields of specialization comparable to that for IEEE membership in Member grade. Such achievement may be demonstrated by either:

- a. A statement of current membership in another scientific or technical society that has membership criteria comparable to those of the IEEE and

is recognized by the Society and the IEEE Executive Committee, or

- b. Recommendation of three IEEE members and supporting evidence of personal achievements similar to the requirements for IEEE membership.

Paragraph 2.2. A Society Affiliate is entitled to receive all publications and meeting notices sent to Society members, attend and participate in any function of the Society upon payment of IEEE member charges, and receive any award bestowed by the Society.

Paragraph 2.3. A Society Affiliate can be elected to serve on the Society's AdCom, hold appointive offices and positions in the Society, and vote in Society elections.

Paragraph 2.4. A Society Affiliate cannot become the President of the Society or represent the Society on IEEE boards or committees.

Paragraph 2.5. The definition, qualifications, and rights of Society Affiliates, as well as the privileges denied to Society Affiliates, are defined by the IEEE.

Paragraph 3. Any Student Member of the IEEE is eligible for membership in the Society subject to IEEE rules and regulations.

Paragraph 4. Honorary Society life memberships are based on the recommendations of the Society's Awards Committee, the endorsement of the AdCom, and the approval of the IEEE General Manager. Honorary life members are exempt from payment of the annual fee.

Bylaw 4 Finances

Paragraph 1. The Society may raise funds as specified in Article IV of the Society's Constitution and in IEEE Bylaws and rules and regulations. As part of the usual budget cycle, the AdCom shall review and reconfirm or adjust the annual membership fee. Any change shall be promptly reported to the entire membership through the NEWSLETTER or other appropriate means.

Paragraph 2. The Treasurer is responsible for the financial management of the Society. In addition to the authority defined in the Constitution, the Treasurer may be assigned special authority by the President with the approval of the AdCom. The Treasurer is assisted by, and may be Chairman of, the Planning Committee as described in Bylaw 5, Paragraph 3.7.

Paragraph 3. The general committee for a symposium or technical conference may, with the advice and consent of the AdCom, authorize the symposium Treasurer or Fiscal Officer to open an account to be used for the deposit and disbursement of funds related to the symposium. In each case, the AdCom shall be advised as to the name of the bank, the anticipated size of the account, the names of the account signatories, and the arrangements for insurance and bonding. A symposium may be jointly sponsored with any other technical society when the charter of operations with that society is approved by the AdCom and IEEE. For other special circumstances, the AdCom shall arrange specific safeguards of Society funds.

Bylaw 5 Organization

Paragraph 1. The Society is managed by an AdCom as described in Article V of the Society's Constitution.

Paragraph 2. In addition to the 18 elected members-at-large, the AdCom may include the following ex-officio members:

- a. Secretary,
- b. Treasurer,
- c. Chairmen of all standing committees,
- d. Editors of Society publications, and
- e. Immediate past AdCom President.

The ex-officio members shall be able to vote on all matters except election of the AdCom President and Vice President. Other members may be appointed as deemed necessary by the President but they shall not be voting members of AdCom.

Paragraph 3. The following standing committees shall be appointed by the President with the advice and consent of the AdCom as soon as possible after each annual election:

- a. Awards Committee,
- b. Editorial Advisory Committee,
- c. Education Committee,
- d. Meetings Committee,
- e. Membership Committee,
- f. Nominating Committee,
- g. Planning Committee,
- h. Professional Activities Committee,
- i. Publicity Committee,
- j. Standards Committee, and
- k. Student Activities Committee.

The chairmen of these committees hold office for 1 year coextensive with the term of office of the President except as otherwise noted in these Bylaws. It will be discretionary with each AdCom President to appoint any or all members of any standing committee, or to appoint the chairmen only and request them to appoint committee members.

Paragraph 3.1. The Awards Committee reviews the activities of Society members to identify individuals who, by their contributions to the Society's field of interest, should be nominated for IEEE and Society awards. This committee is also responsible for nominating candidates from the Society's general membership for IEEE Fellow awards, and for reviewing the nominations for Fellow awards of those who have contributed to the Society's field of interest. The selections of the committee are subject to the approval of the AdCom.

Paragraph 3.2. The Editorial Advisory Committee is responsible for managing the publication activities of the Society. It assists the editors of the Society's publications by reviewing and recommending articles and papers for publication, cooperates with the editors of the publications of other IEEE Societies, assists the IEEE Editorial Department by reading papers proposed for publication in the IEEE PROCEEDINGS and SPECTRUM, recommends papers in the Society's field of interest for IEEE publica-

tion, and coordinates activities with the IEEE Editorial Department to publish special documents at the risk and expense of the Society.

Paragraph 3.3. The Education Committee is responsible for developing programs and publications to provide a better understanding of the techniques associated with effective communication. It also supports and evaluates the educational activities and publications of the IEEE and outside groups that contribute toward the overall objectives of the Society.

Paragraph 3.4. The Meetings Committee plans, arranges, promotes, and manages the major meetings of the Society. It cooperates with other Society committees in arranging programs at Society meetings, with the program committees of other IEEE Societies in arranging participation in IEEE national and international meetings, and with other communication societies in arranging cosponsored or cooperative meetings. The Meetings Committee Chairman and its members assume office upon appointment and serve until their successors are appointed or until their respective assignments have been completed.

Paragraph 3.5. The Membership Committee is responsible for recruiting members for the Society from the membership of IEEE and accredited non-IEEE organizations in the Society's field of interest. This committee is also responsible for maintaining appropriate membership records, establishing contact with new members, and publishing membership information to support recruiting activities.

Paragraph 3.6. The Nominating Committee is responsible for coordinating the selection and election of members of the Society's AdCom in accordance with Bylaw 6. As required by IEEE Bylaws, the duties of the Nominating Committee shall also include submittal to the IEEE Divisional Nominating Committee of nominations for the office of Divisional Director and, to the IEEE Nominations and Appointments Committee names of potential candidates for service on IEEE committees and boards.

Paragraph 3.7. The Planning Committee is responsible for formulating, documenting, and evaluating goals for the Society and means for attaining them. The committee maintains communication with the IEEE Long-Range Planning Committee and coordinates activities with the Society's President, Treasurer, and standing committee chairmen to assess needs and interests and to ensure compatibility of activities and expenditures.

Paragraph 3.7. The Professional Activities Committee is responsible for representing, reporting, and coordinating the activities of the Society in relation to the activities of the IEEE Professional Activities Board.

Paragraph 3.8. The Professional Activities Committee is responsible for representing, reporting, and coordinating the activities of the Society in relation to the activities of the IEEE Professional Activities Board.

Paragraph 3.9. The Publicity Committee is responsible for disseminating news and information about the

Society's projects, activities, and achievements. It coordinates activities with the Society's officers, committee chairmen, and editors, and establishes communication channels with appropriate media and organizations to secure suitable publicity for the Society.

Paragraph 3.10. The Standards Committee is responsible for reviewing standards pertinent to the Society's field of interest and for proposing new standards and changes to existing standards. This committee also provides advisory services to the IEEE Standards Committee and other groups concerned with professional standards.

Paragraph 3.11. The Student Activities Committee is responsible for communicating with IEEE Student Branches to recruit members for the Society and to supply them with information relative to the Society's fields of interest. In cooperation with the other standing committees, it disseminates to IEEE Student Branches information on educational opportunities, professional activities, and sources of information within the Society's field of interest. These activities are performed within established policies for student relations.

Paragraph 3.12. The President may appoint additional committees as needed to conduct Society business.

Paragraph 4. Chapters may be organized as desired by the membership on a geographical basis. Their formation and organization shall be accomplished in accordance with IEEE rules and regulations.

Paragraph 5. The President may appoint Area Representatives to establish and maintain communication with Society members in particular geographic areas. Area Representatives serve as liaison between the Society's AdCom and local members, and represent the Society at IEEE meetings and at meetings of other communication societies held in their areas. They also promote Society membership and assist in arranging for local Society activities.

Paragraph 6. The President may appoint AdCom members or other members of the Society to provide liaison with other IEEE Societies and other communication societies. Liaison personnel represent the Society, provide reports to the AdCom, send notices and follow-up information to the Editor of the Society's NEWSLETTER, and promote intersociety cooperation and coordination.

Bylaw 6 Nominations and Elections

Paragraph 1. On or before 1 April of each year, the Society's President appoints a Nominating Committee Chairman who, in turn, appoints the members of the committee. No more than half of the Nominating Committee members may be current members of the AdCom.

Paragraph 2. The President issues instructions to the Nominating Committee Chairman to ensure an orderly progression and completion of the election procedures. A slate of nominees for election to the AdCom, consisting of at least one name for each anticipated vacancy, is prepared by the Nominating Committee. Geographical representa-

tion and technical interests are considered in preparing the list of nominations. Recommendations for nominees are also solicited from the chairmen of the Society's standing committees and chapters.

In addition, the Chairman of the Nominating Committee distributes a call for nominations, through the Society's Newsletter, to all members of the Society. Any member of the Society may suggest candidates for nomination. A nominating petition bearing the names of at least 25 Society members, excluding students, will automatically constitute a nomination if received by the Chairman of the Nominating Committee at least 30 days before the Annual Meeting of the AdCom.

The Chairman of the Nominating Committee presents the list of nominees to the Society's AdCom at the Annual Meeting. The AdCom may add nominees to the list by majority vote.

Paragraph 3. New AdCom members are elected by the existing AdCom at the Annual Meeting from the list of nominees submitted by the Chairman of the Nominating Committee.

Paragraph 4. At the Annual Meeting, the AdCom elects a President and Vice-President for 1 year beginning on the succeeding 1 January. Only elected members-at-large may be nominated or vote for these offices. The President and Vice-President are elected by a majority vote of the members and proxies present at the meeting. If one nominee does not receive a majority of the votes on the first ballot, subsequent ballots are taken until a majority vote is reached.

Upon being elected, the President submits the names of the proposed Secretary and Treasurer to the AdCom for confirmation of their appointment. If a majority of the members of the AdCom do not approve the appointment(s), a new name(s) must be submitted. The incumbent Secretary and Treasurer remain in office until their successors are appointed and arrange to take over the offices.

Paragraph 5. The results of elections appear in the Society's NEWSLETTER and are reported to the IEEE General Manager. Unless disapproval of such elected members is received within 60 days of the issue of the NEWSLETTER, the elections shall become final.

Bylaw 7

Meetings and Conferences

Paragraph 1. Society conferences are conducted in accordance with Article VII of the Society's Constitution.

Paragraph 2. AdCom meetings are conducted in accordance with Article VII of the Society's Constitution and the requirements defined in the following paragraphs.

Paragraph 2.1. The Annual Meeting, at which AdCom members and officers are elected, is held on a date determined during the first quarter of each year. Additional AdCom meetings may be scheduled by the President.

Paragraph 2.2. The Secretary is responsible for distributing notices of meetings, either through IEEE Headquarters or other channels agreeable to the AdCom.

Paragraph 2.3. No meeting of the AdCom is held for the purpose of transacting business unless each member has been sent notice of the time and place of such meeting at least 20 days before the scheduled date of the meeting. If less than a quorum (seven voting members) attends a duly-called meeting, however, tentative action may be taken which will become effective upon subsequent ratification, either at a subsequent meeting, by mail, or by telecommunications. Actions based on telecommunications must be approved by two-thirds of the AdCom and confirmed in writing. Documentation of such ratification is mailed to each AdCom member by the Secretary. If AdCom members do not register disapproval within 10 days after receiving such documentation, the associated decision is assumed to be ratified.

Paragraph 2.4. Robert's Rules of Order (Revised) govern the conduct of AdCom meetings on all matters not otherwise specified in these Bylaws or the Society's Constitution.

Bylaw 8

Publications

Paragraph 1. The Society publishes a TRANSACTIONS that presents papers of merit and special issues on subjects in the Society's field of interest.

Paragraph 2. The Society publishes a NEWSLETTER that presents news and short features of general interest to members. It is the medium through which members are informed of the Society's health and professional relationships, the activities of the Society's AdCom and standing committees, and opportunities for providing and receiving information and services.

Paragraph 3. The President, with the advice of the Editorial Advisory Committee, appoints an editor for each Society publication. An editor may serve indefinitely, subject to mutual agreement with each elected President and the AdCom. Compensation for the editors is set by the President with the advice and consent of the AdCom.

The editors are responsible for implementing the publications program defined by the Editorial Advisory Committee. In accordance with the guidance of this committee and general IEEE rules and regulations, the editors, in turn, may designate associate editors, special guest editors, and manuscript reviewers as required.

Paragraph 4. Editorial expenses are subject to review and approval of the Society Treasurer, editor(s), and Editorial Advisory Committee. The editors are responsible for compliance with the annual budget for their respective publications.

Bylaw 9

Amendments

These Bylaws may be amended as defined in Article VIII, Section 2, of the Society's Constitution.

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Patents and Patenting for engineers and scientists

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This primer on patents and patenting does four things for the would-be inventor and interested layman: (1) It explains the *conditions* necessary for patenting—what kinds of inventions can be patented and what characteristics the individual inventions must have to actually receive patent protection. (2) It tells how to read and interpret a patent and how to *search* for existing patent information. This is especially important because an invention can be patented only once, even if it is developed independently by different people; the inventor must be aware of what exists in his field. (3) It advises how to *protect* ideas and create the best possible basis for a patent application. And (4), it describes the *process* of patenting, i.e., how to obtain a patent.

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To the original collection of 17 papers were added three papers on preventing and coping with patent infringement, an update on the legal status of inventions involving software, and an introduction to the new concept of patenting man-made life forms. The original papers were reviewed and updated for currency of information and most of the tables and figures were either replaced or updated.

The bibliography was enlarged to 220 items and includes Creativity and Inventors; Guides and Introductions; Invention Protection; Searching, Retrieval, and Use; Business and Management; and Special Topics. An appendix provides the text of the more frequently cited sections of the patent laws; a glossary was added to define the technical terms of patent language; and an index was created to expedite use of the book and simplify information retrieval.

Edited by
R.J. Joenk
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