Newsletter

IEEE Professional Communication Society

New Book by PC-ers

Marketing Technical Ideas and Products Successfully! is a timely, high-powered, comprehensive book coming soon from the IEEE Press. Compiled by Daniel Plung and Lois Moore, it contains 67 articles—380 pages of valuable information to help you plan, develop, and maintain an effective marketing program. *Marketing* is scheduled to be available in August.

Each of the articles offers proven marketing approaches to help engineers, scientists, managers, and communicators—even the most seasoned marketing "pros." The articles are grouped in five categories:

- Industrial Marketing: An Overview
- The Marketing Program
- Marketing Methods
- Producing Marketable Copy
- Measuring Program Effectiveness

Some of the topics included are premarket planning, entering the market, cost factors, advertising, writing to sell, design and layout, direct mail, brochures, news releases, and radio and television.

For further details, contact

LOIS K. MOORE
The Johns Hopkins University
Applied Physics Laboratory
Laurel, MD 20707
(301) 953-7100, X406

DANIEL L. PLUNG
Westinghouse Idaho Nuclear Co.
P.O. Box 4000
Idaho Falls, ID 83401
(208) 526-3084

Inside

Developing Students' Report Writing Competence

By integrating a report writing component into a major technical subject, for the past four years we have provided engineering technology students with an environment that encourages them to write and present high-quality technical reports.

The students are enrolled in a two-year computer engineering technology program at Red River Community College in Winnipeg, Manitoba, Canada. One of the subjects they take in their final year is "Distributed Multiprocessor and Data Communication Systems," in which they study how to combine diverse subsections of a computer system to form an integrated system, and how to understand system combinations and the manner in which they form a network.

Within this context, during their last semester they are required to design, build, and test a component or a part of a system and then report their results both orally and in writing. For the students these are fairly sophisticated technical projects during which they face problems and difficulties comparable to those they may encounter in an engineering environment. Some topics they have tackled in past years are

- Designing a central processing unit using bit-slice technology, for which they define or redefine system architecture and instruction sets.
- Designing a "talking weight scale," using speech synthesis.
- Designing video processors and display subsystems that use state-of-the-art VLSI chips and architecture.
- Installing circuits for RS-232, RS-422, and fiber-optic transmission links between two controllers 100 meters apart, and then measuring comparative performance and conducting error analyses.

For these projects the students work together, normally in two-person teams and occasionally in three-

From the editor . . .

• How about taking a "bus driver's holiday" and writing something for the *Newsletter*?

I never cease to be amazed at how hard it is to get professional communicators to communicate. One or two typed pages (double-spaced, of course) aren't really so difficult. "Hazards" on page 6 and "Beacons" on page 14 were one and two pages, respectively; they convey the essence of two articles I enjoyed reading and thought worth sharing. "Productivity" on page 6 also was two typed pages; it integrates some observations and opinions about the direction of professional communication.

We'd like to have news of communication activities, summaries of (and pointers to) material of special interest, and food for thought. Your "bus driver's holiday" can keep us from being "shoemaker's children."

• *Shoe*, the cartoon character by Jeff MacNelly, recently explained why a two-cent screw at the hardware store costs the Air Force $372.17: It's not just a simple wood screw but "the M-18 fully slotted, manually activated, fiber-intrusive materials securing unit." That description may be precise but it's widely interpreted as verbal camouflage. It is an example of Beacon 3— hooking on a freight train of details rather than choosing just a few words well. *Hagar the Horrible* by Dik Browne, page 14, illustrates another result of not choosing words well.

• Writing in the February issue of *Technicalities*, the newsletter of the Rocky Mountain Chapter of the Society for Technical Communication, Fritz Bart (Colorado School of Mines) laments the "atrocious oral and visual presentations" he was subjected to at some professional meetings. As many of us have, he decided that he could have saved time and money by only buying the proceedings.

"What I found at those conferences," he wrote, "was that the professional scientific and academic communities are in serious trouble. They cannot even communicate effectively with each other, let alone with non-technical people." He concluded that "we in technical communication have, like other professionals, turned almost exclusively to communicating about our specialty with only our best audience, each other," and that to help resolve the communication crisis facing industry and education, "we must start right away communicating with technical non-communicators as well as with each other." Write on, Fritz.

• Here are three more communication hot lines:

—(512) 733-2503, *Learning Line* at San Antonio College, San Antonio, Texas
—(513) 475-2493, *Writer's Remedies* at the University of Cincinnati, Cincinnati, Ohio
—(805) 529-2321, *Grammar Hotline* at Moorpark College, Moorpark, California

If you know of other such professional communication links, please send me the information.

IEEE Professional Communication Society

Officers

Dan Rosich, **President**
Lois Moore, **Vice-president**
Leon Pickus, **Treasurer**
Deborah Flaherty, **Secretary**

Staff

Rudy Joenk, **Editor**
Dave Milley, **Associate Editor**

STC Honors PC-er

David B. Dobson has been elected an Associate Fellow of the Society for Technical Communication for his "contributions to improvements in communication using the printed word and for continued teaching of the need for, and how to put into practice, improvements in person-to-person information transfer."

The award will be formally presented at the banquet of the International Technical Communication Conference in Seattle on May 1.

Dave has been an active member of the Professional Communication Society for many years and is currently a member of our Administrative Committee. He is also liaison to STC, the Council of Communication Societies, and the IEEE U.S. Activities Board.

☐

Newsletter Receives Recognition

The October 1983 issue of the PCS *Newsletter* received an Award of Excellence (second place) in the 1983 publications and art competition of the Rocky Mountain Chapter of the Society for Technical Communication. The award will be presented at a ceremony in Denver on April 14.

Two issues of the *Transactions*, December 1982 and September 1983, received third and fourth place awards, respectively, in the same competition.

☐

Transactions Author Wins Award

Carol M. Barnum, assistant professor of technical writing at Southern Technical Institute, Marietta, Georgia, has received the National Council of Teachers of English Award for Excellence in Technical and Scientific Communication. Dr. Barnum's winning article, "Teaching Technical Writing to the Engineering Student: Industry's Needs, the Students' Expectation," was published in the September 1982 issue of the *IEEE Transactions on Professional Communication*, vol. PC-25(3), pp. 136-139.

☐

Developing Students' Report Writing
(continued from page 1)

person groups. Each team selects a project from a list drawn up by their "Systems" instructor, Gerry Rosenhahn, and then discusses with him the scope of the project and the depth of involvement required.

From this point on they also work with me (their report-writing instructor) because their participation in the project will earn them credits in two subjects: "Systems" and "Report Writing." During the next 4½ months Gerry's and my roles are much more those of technical advisers than instructors. We do a lot of listening, offer sympathy when a circuit does not perform as expected, give advice and guidance, and provide lots of encouragement. In essence we become project managers, and as such we expect the project teams *to keep us informed* about their projects from start to finish.

The first requirement for each student team is to write a proposal, addressed jointly to Gerry and me, requesting our approval for the students to undertake the project they have selected. They have to do a lot of preliminary work before they write, because in the proposal we demand that they

1. Briefly identify the project and outline the problems they face.
2. Describe what they expect to achieve, how they plan to accomplish the task, and how they will divide the work among the team's members.
3. Identify the literature and human resources they will refer to (either at the college or in industry).
4. List the parts and materials they require and provide a cost estimate.
5. Provide a schedule showing completion dates for research, design, construction of prototype, development of diagnostics, testing, submission of final report, and presentation of oral briefing.

Once the teams have obtained our approval and have embarked on their projects, they furnish us with weekly progress reports. These have to follow a prescribed format and cover four topics:

• The work they have completed during the week, itemized on a day-to-day basis.
• Any problem they have encountered, the action they have taken to resolve or circumvent it, and the effect the action has had.
• The overall effect the problem will have on the project. (They have to answer such questions as, Will it change the project orientation? Will it prevent the

Developing Students' Report Writing
(continued from page 3)

team from meeting the original objectives? Will it alter the schedule?)
- What work they plan to accomplish during the coming week.

It may seem unnecessary to ask students to write so many detailed reports, yet having to supply us with such information *every* week forces them to keep on top of their projects. Before we started demanding regular progress reports we were continually having to push many students along because they tended to procrastinate and often delayed starting their projects until it was too late to do a thorough job. Now that they have to describe their work on a daily basis, procrastination has almost been eliminated.

As the project deadlines draw near, about the middle of May, the teams start writing their final reports, which have to be fully developed and professionally presented. At the same time Gerry and I start encouraging the teams to enter the annual IEEE Student Papers Contest, which normally is held in late May. (Teams who take part in the contest submit their reports for evaluation by a panel of three judges drawn from the local IEEE community, and then present their papers formally in a lecture theater during an annual Student Papers Night attended by IEEE members, college faculty and students, and the three judges.)

Both Gerry and I evaluate all the teams' reports and then require the teams to present the results of their projects orally to each other during a series of semiformal seminars. Thus they all gain experience in making oral presentations and simultaneously learn the technicalities of the projects the other teams have tackled. The completed reports are lodged permanently in the college's learning resources center, where they become a reference for future students.

This integrated approach we are now using has several advantages over the "two separate subjects" method of teaching we used previously. From Gerry's viewpoint as a technical instructor, the students learn far more from their research and project work than they would learn in a normal laboratory project situation because they become aware of the constraints that can affect a technical project. They experience the frustrations of working on a project that encounters unexpected problems (the projects are rarely trouble-free), of working against a tight deadline, and of having to adjust their objectives to fit both the situation and the time available. And by tackling a comprehensive proj-

ect, the students see problems in a global rather than a limited, local context.

From my viewpoint as a teacher of technical writing, I have watched the quality of the students' proposals and final project reports increase steadily until now they are consistent with—and in some cases even exceed—the quality of reports prepared by graduate engineers and technologists already working in industry.

The students also become accustomed to writing and editing their reports at a computer terminal because we insist that their proposals, progress reports, and formal reports be prepared either on the VAX mainframe or on the individual computers in the labs. (The only exceptions are students who prefer to work on their own personal computers, which amounted to about 25 percent of the students enrolled in the program last year and is likely to exceed 30 percent this year.) All this is excellent preparation for their eventual work in a business environment, where they may well be expected to write directly into a computer.

The students put in many hours of overtime on their projects, their enthusiasm sometimes causing them to work right through the night when the deadline is very close. Although along the way they sometimes grumble about the problems and the pressure, at the end of the course they almost unanimously comment that the experience has been excellent preparation for the world of work they are now ready to enter.

For Gerry and me the "bottom line" is twofold: Last year we saw the college's electronics engineering technology program embark successfully on a parallel program, which is continuing into this year. And last year we also saw two of our student teams win five IEEE awards for competence in technical communication: They took first and third places in the local IEEE Student Papers Contest; they won first and second places in the national IEEE Palin Award and subsequently were flown to Toronto at IEEE expense to present their papers at the annual IEEE Canadian Convention and Exposition; and one team, who authored a report titled "Developing a High Resolution Graphics Display System Using the NEC μPD7220/GDC," was third-place winner in the 1983 IEEE Life Members Award competition.

—*Gerry Rosenhahn and Ron Blicq*
  Instructors in the Industrial and Technology
    Division of Red River Community College
  Winnipeg, Manitoba, Canada

□

Education Committee Report

Last year was comparatively quiet for educational activities, with the demand for courses being constrained by the generally subdued economy. IEEE headquarters received 23 applications for our correspondence course, *Technically-Write II,* and we ran the Technical Communication and Report Writing workshop only once—for IBM in Boulder, Colorado.

A new two-hour seminar designed to help engineers keep abreast of contemporary resume and job-application techniques was developed and pilot-tested, and then presented as part of the PCS conference in October. It is now available for presentation at other locations and a kit is being prepared for local presentation by IEEE sections and societies.

—*Ron Blicq*
  Education Chairman

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News of Newsletters

Computers and Composition is a new quarterly newsletter addressing the use of computers and software in writing classes. Because using computers in the writing classroom is a rather new approach, locating useful information on existing programs and new developments is sometimes difficult. This newsletter should help provide needed information. Annual subscription is $5. Send to Cynthia L. Selfe, Humanities Department, Michigan Technological University, Houghton, MI 44931.

Documentation Etc. is a bimonthly newsletter published by Science Information Associates, Crestmark Office Complex, 350 South 333rd St., Suite 102, Federal Way, WN 98003. It has been out only since January 1983 but has already covered format in manuals, documentation management, structured-systems documentation, graphic design, and timing. The publication is usually four pages in length. The back page of each edition contains a questions-to-the-editor section that has had some quite interesting and pertinent material. Annual subscription is $30.

Editor's Revenge is a one-page "monthly memorandum on the use, misuse, and abuse of the English language in America." Write J.T. Harding, P.O. Box 805, Morristown, NJ 07960. Annual subscription is $7.

The Underground Grammarian is an eight-page attack on educationalese and academic jargon. This publication has achieved considerable fame (and notoriety) over the years. It is published monthly from September through May by R. Mitchell, P.O. Box 203, Glassboro, NJ 08028. Annual subscription is $10.

☐

Seminar for Teachers

This summer the University of Minnesota's Department of Rhetoric will offer an Advanced Seminar for Teachers of Technical Communication. The dates are July 16-20, 1984. The seminar is designed to provide the participants with an opportunity to rethink basic ideas in technical communication and to explore advanced concepts in course and curriculum design, research, graphics, and technological applications. The emphasis of the seminar is on what's new, what's exciting, what's useful.

An outstanding visiting faculty will participate: Donald Cunningham, D.W. Halligan, Robert Lefferts, James Lufkin, Ernest Mazzatenta, Gail McClure, Carolyn Miller, Janice Redish, and Art Young. Faculty from the Department of Rhetoric will include Thomas Pearsall, James Connolly, Richard Ferguson, Laurie Hayes, Earl McDowell, and Victoria Winkler.

To reserve a spot, or for more information, contact Sandra Becker, 405 Coffey Hall, University of Minnesota, St. Paul, MN 55108, (612) 373-0725.

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AdCom Election

Six candidates were confirmed in mail balloting concluded February 20 for 1984-86 terms on the PCS Administrative Committee: Ron Blicq, David Crocker, Deborah Flaherty, Lois Moore, John Phillips, and Dan Rosich. Officers will be chosen at the March 16 AdCom meeting (after the deadline for this issue).

☐

Productivity and Professional Communication

Worker productivity seems poised to rise from its no-growth plateau of several years' standing at about three percent per year through the next decade. Communications productivity, in particular, may grow at twice that rate. People are not only working harder but they are also working more cooperatively, more flexibly, and more intelligently.

Part of the fuel for growth is technological advances, which can no longer be measured just by counting patents. Advances in knowledge account for a large chunk of recent productivity gains. Computers and telecommunications are speeding up the spread of innovations. And capital investment per employee is increasing because of tax structures that encourage investment and because of a more slowly growing work force.

Professional communication is an example of these trends. The direction of capital investment is from centralized word-processing equipment to individual desktop computers with data-management and spread-sheet capabilities and calendar and time-management functions as well as word-processing. Even managers are using personal computers, and secretaries are getting out of word-processing loops.

But how does professionals' doing their own keyboarding jibe with "working smarter?" The principal reason for their using word-processing software is the improvement of their writing.

Extensive revision is the key to good writing. Electronic word-processing eliminates the drudgery of rewriting—it's so easy to change, add, delete, move, and store text, and there's no penalty for a retyping. Electronic "cut and paste" gives you the opportunity to spend more time on critically important rewriting. You just work on it on the screen until you are satisfied; you have the opportunity and time to be perfect. Then you print it out.

Moreover, much word-processing software can check spelling and some can provide a sophisticated style analysis. Such analysis can offer synonyms for uncommon words, suggest improvements for awkward phrases or misused words, and estimate the reading level required to understand your writing.

The time saved by these flick-of-a-key activities can be applied to the intellectual tasks of writing; ultimately, your writing is improved. Keep in mind, however, that the final step—proofing of all new material—must remain a personal activity, because a document can read logically and still be inaccurate.

—Rudy Joenk
　Boulder, Colorado

☐

The Hazards of Electronic Writing

Extracted from Popular Computing, *April 1984, pp. 126-128, 131; copyright 1984 by McGraw-Hill Inc., New York.*

Writers who fear mechanization are only *almost* wrong because, though word-processing as such presents no danger, some software does. The software has no judgment and, unlike human editors, can't recognize those times when bending the rules can result in fresh, exciting writing.

You must be able to get along without the computerized editing programs and supplemental word-processing software before you learn to get along *with* them. Computerized writing aids can complement but never take the place of good writing skills.

The danger is that you could get lazy and rely totally on the program to catch errors. You must proofread your writing—and proofread it carefully—whether or not you use computerized editors. These programs are backups; *you* are the primary defense against errors.

—William Brohaugh
　Writer's Digest *Editor*

☐

"... 260.3 **Use of number and gender.** As used in Parts 260 through 265 of this Chapter:

(a) Words in the masculine gender also include the feminine and neuter genders; and
(b) Words in the singular include the plural; and
(c) Words in the plural also include the singular.

—Federal Register
　Vol. 45, No. 98, May 1980

Do You Qualify?

A member should always seek to hold the highest member grade he or she is qualified for in a professional society. Election to Senior Member grade in the IEEE is the Institute's significant acknowledgement of a member's professional accomplishments. Additional bonuses are the sense of personal well-being and the recognition by one's professional peers. Many employers consider Senior Member grade as recognition of professional achievement and a serious consideration in salary evaluation. Elevation to Senior Member can be a rewarding personal and professional experience.

Also, only Senior Members are eligible for nomination to Fellow, IEEE's highest and most distinguished member grade, and only Senior Members and Fellows may hold certain regional and directorship offices.

For admission or elevation to the grade of Senior Member, a candidate should be an engineer, scientist, educator, technical executive, or originator in IEEE-designated fields. The candidate must have been in active professional practice for at least ten years* and have demonstrated significant performance over at least five of those years. Such performance should include one or more of the following:

* Publication of engineering or scientific papers, books, or inventions
* Technical direction with evidence of accomplishment of important scientific or engineering work
* Recognized contributions to the welfare of the scientific or engineering profession
* Development or furtherance of important scientific or engineering courses in a "school of recognized standing"
* Contributions equivalent to those above in areas such as technical editing, patent prosecution, or patent law, provided these contributions serve to advance progress substantially in IEEE-designated fields.

To apply for Senior Member grade, write or phone the IEEE Service Center for an application: 445 Hoes Lane, Piscataway, NJ 08854; (201) 981-0060.

Academic degrees partially satisfy the ten-year requirement: A bachelor's degree counts for three years and master's and doctoral degrees count for one year each.

People don't plan to fail—they just fail to plan.

Administrative Committee Meeting Highlights

The 1984 PCS Conference was a major item discussed at the December Administrative Committee meeting. This year, the Conference will be held in Atlantic City, October 10-12. Two future conference locations were tentatively scheduled—Winnipeg (1988) and New York City (1989).

Member participation was also discussed. There are many opportunities for you to become involved in the various IEEE Committees—contact any of the AdCom members for more information.

Another topic for discussion was the 1984 PCS publication schedule. An informative joint *Transactions* issue of the Education Society and the PCS is planned.

1984 promises to be a good year for PCS!

—*Deborah Flaherty*
  Secretary

☐

Software-Manual Reviews Wanted

Please share your experience using the instruction manuals for word-processing programs with readers of the *Transactions*. Software manuals are not often reviewed in the same sense that textbooks are, but there's no reason why they shouldn't be. Sometimes the quality of its documentation effectively sells the software. Many PC-ers have to write instructions and procedures so maybe we can turn up some good examples for them.

If you're interested in writing a review of a word-processing manual you've been using, please write or phone L.W. Denton, IBM Corp., Dept 961/998, 11400 Burnet Road, Austin, TX 78758; (512) 838-5270. Lynn will send you review guidelines, sample reviews, and suggested deadlines.

☐

New PC-ers September 1983–January 1984

AFRICA

East Africa
Shiyukah, D.M.

Egypt
Badr, H.A.R.

Nigeria
Eluyefa, P.O.
Imgbian, S.B.
Pindar, S.S.

ASIA

Brunei
Voon, P.-K.
Osman, B.B.

China
Moh, T.-S.

Hong Kong
Ng, K.K.
So, S.K.
Yip, K.H.

India
Kini, A.
Ramaswamy, R.

Japan
Watanabe, T.

Korea
Chung, J.U.

Malaysia
Bernawi, M.A.

Singapore
Loong, L.N.
Tong, L.J.

AUSTRALIA

New South Wales
Ellen, C.H.
Ni, F.Y.C.

New Territory
Dimitriu, D.

Queensland
Hislop, T.D.
Oldham, L.

South Australia
Webb, M.R.

Victoria
Van Kampen, A.
Vestergaard, J.

Western Australia
Frazis, G.

CENTRAL AND SOUTH AMERICA

Haiti
Catala, P.

Mexico
Matus-Santana, G.

Panama
Achon, R.E.
DeRoux, T.E.
Jimal, A.N.
Jorge, E.

Peru
Del Carmen, W.

St. Vincent
Morris, L.I.

MIDDLE EAST

Israel
Gazit, M.
Lieberman, G.

Saudi Arabia
Amer. A.-W. K.

EUROPE

Belgium
Lathia, K.P.

England
Butler, T.R.
Cole, C.J.
Johnston, D.L.
Tonge, J.I.M.

Greece
Carnyannis, E.G.

Ireland
Hughes, M.E.

Italy
Conti, P.
Manzino, A.
Tosco, F.

NEW ZEALAND

Christchurch
Cashmore, D.G.

Wellington
MacDonald, B.A.

NORTH AMERICA

Canada

Alberta
Chapuma, M.J.F.
Hiller, R.

British Columbia
Beddoes, M.P.
McCallum, D.M.
Sack, M.W.

New Brunswick
Fraser, W.G.

Newfoundland
Patton, D.G.

Nova Scotia
MacCallum, B.A.

Ontario
Bachinsky, G.
Calvert, C.W.
Ching-Johnson, K.
Di Giovanni, M.
Fraser, J.A.
Haist, L.A.
Harrison, W.P.
Kennaley, P.T.
Kudsia, C.M.
Mackenzie, D.G.
Pathin, C.A.
Payant, N.M.
Propp, D.L.
Ryan, D.
Young, J.P.

Quebec
Brousseau, J.-L.
Mishra, M.

Saskatchewan
Barnett, D.B.

UNITED STATES

Alabama
Busbin, J.Y., Jr.
Watson, R.C., Jr.

Arizona
Cone, J.M.
Costanza, W.J.
Friederich, J.A.
Guglielmo, J.F.
Kaspersen, D.L.
Lauriault, B.E.
Maynard, J.L.
Mnichowicz, D.A.
Shaffer, J.D.

California
Brown, M.D.
Childs, D.L.
Crawford, B.W.
DePietro, M.G.
Duke, J.R.
Garvey, J.F.
Harris, B.J.
Hayman, B.W.
Kesterson, M.L.
Kielty, D.
Leyland, W.E.
Padwick, G.C.
Richards, D.
Rudolph, H.P.
Shaw, K.A.
Sherwood, P.D.
Smelker, J.D.
Spofford, J., Jr.
Van Beever, E.J.
Wright, D.E.

Colorado
Dipner, R.W.
Hulkowich, G.J.
Nelson, J.P.
Pokorny, J.J.
Schetter, J.R.

Connecticut
Fitzgibbon, R.L.
La-Bua, P.J.
Raymond, N.W.
Rinaldo, P.L.
Stein, P.

Delaware
Smith, D.M.

Florida
Anderson, W.H.
Danis, A.
Douthett, W.W.
Erdol, N.
Falater, S.L.
King, E.I., Jr.
Owenby, C.L.
Plank, R.W.
Rupp, W.E.

Georgia
Streett, C.W., Jr.
Sun, L.
Youngblood, W.R.

Illinois
Buzzi, F.J.
Chow, Y.M.
Sutton, S.A.

Indiana
Moore, R.D.
Toth, R.I.

Iowa
Hawes, D.
Setzer, C.

Kentucky
Shockney, R.L.
Snyder, G.A.

Louisiana
Stromer, J.D.

Maryland
Candey, R.M.
Jones, R.H., Jr.
Krcha, R.V.
Lechter, M.A.
Pullen, K.A.
Stockton, C.G.
Stull, B.E.
Van Der Heyden, T.A.
Watson, R.T.

Massachusetts
Baron, R.C.
Carlson, P.J.
Donovan, J.M.
Duboff, J.M.
Haupt, R.L.
Ng, L.H.
Sarin, S.K.
Sherman, C.W.
Soroushnejad, M.
Walker, M.I.

Michigan
Cusick, M.P.

Minnesota
Bronson, J.G.
Cape, R.M., Jr.
Dech, J.J.
Egesdal, S.E.
Lufkin, J.M.
Patton, R.C.

Mississippi
Willis, C.M.

Nebraska
Olsen, L.R.

New Hampshire
Sandy, G.F.
St. Cyr, G.E.

New Jersey
Arguelles, H.
Boyd, J.E.
Boyle, J.K.
Drabick, D.A.
Kerslake, M.
Lurski, J.
Provost, K.F.
Rochester, J.H.
Soni, D.A.
Tao, Y.T.
Yellin, M.

New Mexico
Solem, A.V.

New York
Brauer, H.M.
Bronfeld, J.D.
Chachashvili, A.G.
Dauser, G.C.
Doherty, R.
Gafen, M.
Gharabaghloo, M.
Hindin, H.J.
Kirkendall, D.A.
Malcolm, A.
Matote, P.G., Jr, (APO)
Nelson, G.L.
Nisley, E.E.
Ris, F.N.
Srinivasan, M.P.
Steckler, L.
Trollo, G.M.
Wald, A.S.

North Carolina
Brewer, D.G.
Easter, G.
Hager, C.J.
Kleitsch, D.M.
Thornton, D.C.

North Dakota
Bengston, R.L.

Ohio
Defino, T.M., II
Martin, P.T.
Yoshida, T.

Oklahoma
Walker, H.C.

Oregon
Cross, R.L.
Devey, W.J.
Romans, L.V.

Pennsylvania
Callahan, D.L.
Cawley, J.C.
Fabian, K.J.
Horton, C.J.
Kimball, J.E.
Kohout, J.
Kotancher, M.E.
Marino, N.P.
Menna, R.J.
Pfeifer, M.S.
Simpson, M.M.

Rhode Island
Cartier, R.

South Dakota
Jepsen, D.A.

Texas
Bowen, W.H.
Burkett, S.
Denton, L.W.
Chu, T.-T.
Espinoza, E.J.
Fischer, R.L.
Haby, J.J.
Harden, J.C., Jr.
Heffler, M.G.
Kemp, C.W.
Kempf, D.C.
Mosher, T.A., Jr.
Orth, J.L.
Otto, W.B.
Wright, L.A.

Utah
Johsson J.J.

Vermont
Rivas, I.G.

Virginia
Bracy, K.M.
Elam, J.R.
Kochendarfer, D.C.
Paszek-Dreyer, J.
Scott, B.H.

Washington
Aamodt, L.D.
Hochman, S.
Pickens, R.L.
Riggs, J.V.

West Virginia
Merritt, L.P.

Wisconsin
Fischer, K.C.
Kwong-Chung, Y.

—Emily Schlesinger
Media, Pennsylvania

☐

How to Improve a Resume

Assume that a soon-to-be-Stockmanized bureaucrat has been operating a signature machine for a senior-level official for 12 years. With the machine he has "signed" the official's signature on letters, buck slips, reports, and other types of documents. Such a bureaucrat should never describe the 12 years' experience as that of "official forger," nor should the experience be described as a simple "place the letter, push the switch" operation. How, then, should the bureaucrat recast the experience in terms that might result in finding a new job haven?

First, the bureaucrat should study the philosophy, attitudes, fears, and buzzwords of the potential sanctuary. Second, the experience should be described in terms that conform to the philosophy and attitudes but avoid the fears of the targeted agency. The latest buzzwords of the latest boss should be used.

As a guide to cattification through the development of creative resumes, *Mumblepeg* offers its *Organogram One A/Alpha/81.*

—*Jim Boren*
  Mumblepeg
  May 1981

Getting the Words Right

Few of us are good enough to dash off a piece of writing and have it communicate what we want the first time. If you agree that the secret of good writing is revision, T. A. R. Cheney's book can help you get the words right.

Getting the Words Right: How to Revise, Edit & Rewrite puts the three Rs of editing into practice: reduction, rearranging, and reworking. Cheney analyzes many writing samples, provides before and after examples, and offers this advice:

1. Stand back from the manuscript and look objectively at the major chunks. Do they all belong?
2. Move in a little closer. Are there paragraphs or sentences the manuscript could live without?
3. Lean over the pages still closer. Are there idle, cluttering phrases or words?
4. Finally, get out your magnifying glass. Could shorter words express the thought as clearly; could some words be shortened, even by a letter; and would contractions here and there be appropriate to the tone?

Getting the Words Right is available from Writer's Digest Books, 9933 Alliance Road, Cincinnati, OH 45242; $13.95 plus $1.50 for handling.

□

Mumblepeg/Organogram One A/Alpha/81: Translation of Experience for Creative Resumes

Targeted Agency	Experience As It Really Is	Description for the Resume
Department of Education	Signs the boss' signature on all documents without ink smudges or crooked lines	Responsible for implementing final transmission of document approval with a focus on visual clarity and substantive balance
Department of Commerce	Receives, signs, and sends out a lot of mail with the signature signed in a straight line	Responsible for overseeing input-output relationships in a high-volume operation with special attention to bottom-line configurations
Department of the Army	Stacks all mail in categories before signing it and sending it out	Established operational parameters on communicative differentiation and implemented programmized flow of information and data transfer. Final authority for epistolary transmission
Department of State	(I'm not sure what it means. I *think* it means that I sign all the mail, fold it, and send it out without tearing the stamps.)	Minimized communicative hemorrhaging while caveating risk-taking mode for sequentially imprimaturing within the parameters of exacerbated restraint and quality control
Department of Interior	Signs all the mail, and keeps the door closed	Authority for final action on all formal communications without intrusions from impractical and unproductive environmental forces
Office of Personnel Management	Careful in placing the letters on the signature machine, and checks each signature after it is done; puts the little letters in the little envelopes and the big letters in the big envelopes	Specialist in placement procedures with broad experience in performance evaluation and classif.cation

Treasurer's Report

As your treasurer, new for 1983, I thought I ought to know where our money is being spent and where it's coming from. The charts, right, contain the answers I found, at least for our 1983 budget. And now that I know, you might like to know, too.

As you can readily see (my college math professor used to say that a lot; but I never could "see" it at all, much less readily), we spend nearly three-fourths of our money producing periodicals (i.e., publications). For a society of communicators, that's hardly surprising. The administrative costs are not overwhelming and meetings make a profit, as can be seen (readily?) on the "Sources of PCS Income" chart.
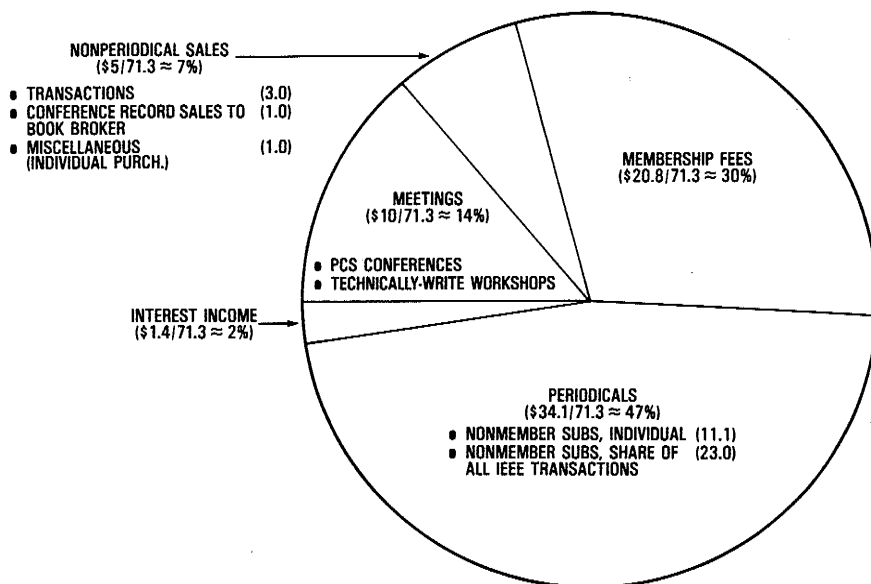
Our conferences are the greater source of income, and profit has been growing steadily. The chart shows that about two percent of your membership fees go to produce periodicals, again not surprising.

It's apparent that if we're to grow financially we need to increase our membership or increase attendance at our conferences. So . . . recruit new members, and don't forget associates. Write papers for our *Transactions* and our conferences. Attend our conferences—and bring your colleagues.
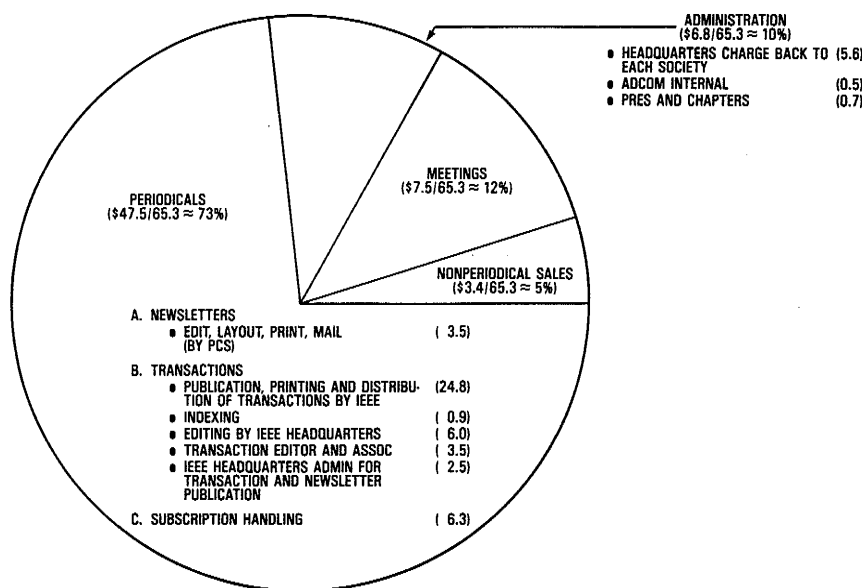
—*Leon Pickus*
   Treasurer

☐

SOURCES OF PCS INCOME ($ K)

NONPERIODICAL SALES
($5/71.3 ≈ 7%)
• TRANSACTIONS   (3.0)
• CONFERENCE RECORD SALES TO   (1.0)
  BOOK BROKER
• MISCELLANEOUS   (1.0)
  (INDIVIDUAL PURCH.)

MEMBERSHIP FEES
($20.8/71.3 ≈ 30%)

MEETINGS
($10/71.3 ≈ 14%)
• PCS CONFERENCES
• TECHNICALLY-WRITE WORKSHOPS

INTEREST INCOME
($1.4/71.3 ≈ 2%)

PERIODICALS
($34.1/71.3 ≈ 47%)
• NONMEMBER SUBS, INDIVIDUAL (11.1)
• NONMEMBER SUBS, SHARE OF   (23.0)
  ALL IEEE TRANSACTIONS

PCS EXPENSES ($ K)

ADMINISTRATION
($6.8/65.3 ≈ 10%)
• HEADQUARTERS CHARGE BACK TO (5.6)
  EACH SOCIETY
• ADCOM INTERNAL   (0.5)
• PRES AND CHAPTERS   (0.7)

MEETINGS
($7.5/65.3 ≈ 12%)

PERIODICALS
($47.5/65.3 ≈ 73%)

NONPERIODICAL SALES
($3.4/65.3 ≈ 5%)

A. NEWSLETTERS
   • EDIT, LAYOUT, PRINT, MAIL   (3.5)
     (BY PCS)
B. TRANSACTIONS
   • PUBLICATION, PRINTING AND DISTRIBU-   (24.8)
     TION OF TRANSACTIONS BY IEEE
   • INDEXING   (0.9)
   • EDITING BY IEEE HEADQUARTERS   (6.0)
   • TRANSACTION EDITOR AND ASSOC   (3.5)
   • IEEE HEADQUARTERS ADMIN FOR   (2.5)
     TRANSACTION AND NEWSLETTER
     PUBLICATION
C. SUBSCRIPTION HANDLING   (6.3)

PCC84 Technical Program

The story of PCC84 already appears to be that of a promise fulfilled. Many interesting and challenging abstracts were received well before the deadline, enabling me to put together a preliminary program to submit to Administrative Committee review on March 16. Within the three days of conference activities, papers will be presented Wednesday afternoon, all day Thursday, and Friday morning. Workshops Wednesday morning and Friday afternoon sandwich the panel sessions.

The abstracts represent a full spectrum of interest to today's PCS members: better verbal presentations and visual aids, new approaches to proposal preparation, the latest computer-aided writing techniques, effective author relationships, practical direct sales approaches, professional communication for profit, motivating peers and employees, and innovative instruction techniques.

Enthusiasm runs high among members of the AdCom, the conference committee, and the potential conference authors. I'm sure all who attend PCC84 will enjoy the renaissance of Atlantic City and of shared new experiences.

—*Jack Friedman*
   Technical Program Chairman

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Newsletter Deadline

Articles, news, and comments for publication must reach the editor on or before the first day of the month preceding the month of issue, that is,

Issue	Deadline
January	December 1
April	March 1
July	June 1
October	September 1

Send double-spaced typed contributions to R. J. Joenk, IBM Corp., Dept. 588/022, P.O. Box 1900, Boulder, CO 80302.

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SSP Meeting

The sixth annual meeting of the Society for Scholarly Publishing will be held at the Washington Hilton in Washington, DC, May 30-June 1. This year's theme is "Organizing for Tomorrow." Sessions will include Broadening the Dissemination of Scholarship, Proprietorship/Copyright Issues, Libraries and Databases, and "Ask the Expert" Colloquia.

The SSP recently received a general support grant of $10,000 from the Exxon Educational Foundation of New York, which supports "programs and projects that span disciplines and professions." The Society was organized and its early annual meetings were held in the mid-'70s as a Professional Communication Society project supported by IEEE staff members.

☐

. . . and the associate editor

The past four months have seen continued activity to prepare for PCC84 in Atlantic City in October. Abstracts for proposed presentations were received from all over the country by the Technical Program Chairman, Jack Friedman, whose report on the developing conference appears on page 12. The Administrative Committee met in March to approve a final version of the agenda, which will appear in the next *Newsletter.*

Meanwhile, coordination with the convention center in Atlantic City, Harrah's Hotel/Casino, continued apace. Preliminary information on room reservations appears on page 13. Members of PCS who wish to attend PCC84 are urged to begin planning now.

The early months of this year also saw reflection on the Society's 1983 activities. As part of our annual retrospective, Leon Pickus, PCS treasurer, has prepared a report of our general financial standing, which appears in this issue on page 11.

All in all, the beginning of 1984 has been an eventful period of careful groundwork for a successful year. We will continue to keep you informed of the activities of the Society in coming issues of the *Newsletter.*

☐

PCC 84

Atlantic City
October 10-12, 1984
Harrah's Boardwalk Hotel

IEEE
Professional Communication Society

1884 *1984*

A CENTURY OF ELECTRICAL PROGRESS

The Practical Aspects
of Engineering Communication

Who should participate   PCC/84 is designed as a forum for engineers, managers, professional communicators, educators, technical editors and writers, graphic designers, production people, video producers and others involved in communication.

Objective   To share ideas and experiences and offer helpful solutions to practical problems related to your work. Emphasis will be on the *practical* rather than the theoretical aspects of communicating technical and scientific information.

☐ Send me the complete attendee registration kit.

☐ I can't attend, so here's my $22.00 prepublication payment for the PCC 84 Proceedings.

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Mail to:

1984 IEEE/PCS Conference

Leon Pickus, MS 127-326

Radio Corporation of America

Moorestown, NJ 08057

Harrah's Hot Line (800) 242-7724

There are a limited number of reduced-rate rooms in Harrah's at Trump Plaza for our 1984 Conference in Atlantic City. PCS members are being given first opportunity to reserve these rooms (at $76/night, single or double) by calling the hot-line number and mentioning the IEEE Professional Communication Society. Also, a limited number of rooms are available at the convention rate for the weekend following PCC84 (October 12-14).

On May 15, this reservation information will be made available to all prospective conference attendees.

If you have any questions, call Leon Pickus, (609) 778-3660.

Seven Beacons of Excellent Writing

Extracted from Writer's Digest, *March 1984, pp. 35-38;* *copyright 1984 by Writer's Digest, Cincinnati, Ohio.*

1. Brevity   When you write and rewrite, don't think about what you can put in. Think about what you can leave out. Writing shorter doesn't mean saying less. It means saying as much, but with fewer words.

2. Clarity   To be clear is to say what you mean. The good writer makes the meaning as clear as possible and leaves no room for doubt about what is being read.

3. Precision   To be precise is to say *exactly* what you mean. Don't make a sentence more precise by hooking a freight train of details to it. Make it more precise by whittling all the possible word combinations to those few that say exactly what you want to say.

4. Harmony   When you write well, you create "music" that is pleasant to the ear. It is harmonious. Read aloud everything that you write. Listen to the sound it makes. Listen for dissonance. Listen for sour notes. And, finally, listen for the word that "just doesn't sound right." Even if you don't know why it doesn't sound right, get rid of it.

5. Humanity   Write about people. Even a how-to article should be largely about a person called "you." The endless interest that each human being has for all the others is reason enough for you to populate your non-fiction also with living, breathing people.

6. Honesty   Don't glut your prose with references that are new to you, so that you appear learned when you are not. Don't try to bulldoze your way into a personal writing style that simply is not you. Don't use the thesaurus to find words you never saw before; use it to find words you already know. That is honesty.

7. Poetry   Good writing entertains, informs, advises, illuminates. It cannot simply be. It must *do.* In much that you write there is the opportunity to do more than tell the reader what will happen or when or how or even why. Is there a figure of speech that will enhance your meaning as well as etch across the reader's mind a vision that will endure beyond the last page? Can you choose words with such care and arrange them in such a way that they reveal not just *your* point but also a point about life? That is poetry.

—*Gary Provost*
  Writer's Digest *Contributing Editor*

□

> What is written without effort is in general read without pleasure.
>
> —*Samuel Johnson*

Hägar the Horrible

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Engineers & Electrons

As part of the centennial celebration, the IEEE Press has published *Engineers & Electrons* by John D. Ryder and Donald G. Fink.

Engineers & Electrons tells the story of how electrical engineering began modestly, then grew impressively into the technologies that today pervade all aspects of daily life. The book spans two centuries, although it focuses on the past 100 years. Emphasis is on developments in the United States.

Engineers & Electrons is as much a revelation of the human side of engineering as it is a description of the technical accomplishments of the profession. Written in a popularly oriented, informal style, the book is rich in descriptions of genius-innovators—Faraday, Edison, Steinmetz, Tesla, Marconi, Babbage, Armstrong, and many others, past and present. All aspects of electrical engineering are covered, including power, communications, entertainment electronics, and computers. Nontechnical matters are also treated, such as professionalism, engineering education, and the history of the IEEE and its two founding societies.

Author John D. Ryder is a former Dean of the College of Engineering and Professor of Electrical Engineering at Michigan State University, a former President of the IRE and first Editor of the IEEE, a Fellow of the IEEE, and currently chairman of the Task Force for the 1984 Centennial program. Author Donald G. Fink is a former Director of Philco-Ford Scientific Laboratories, Editor of *Electronics* magazine, a former President of the IRE and first General Manager of the IEEE, a Fellow of the IEEE, and IEEE Director Emeritus.

Engineers and Electronics is clothbound, has 251 pages, and is priced at $29.95 (IEEE members, $17.95). Order postpaid (No. PC01669) from the IEEE Service Center, 445 Hoes Lane, Piscataway, NJ 08854.

☐

It's as interesting and as difficult to say a thing well as to paint it. There is the art of lines and colors, but the art of words exists too, and will never be less important.

—*Vincent van Gogh*

Our admiration of fine writing will always be in proportion to its real difficulty and its apparent ease.

—*Charles Caleb Colton*

PCC84 in Atlantic City—An Invitation

Take a ride on the Atlantic City boardwalk and pay $1. (Atlantic City real estate was the inspiration for the Parker Brothers' game *Monopoly.*™) Advance to Harrah's Trump Plaza on the boardwalk at Indiana Avenue. You're a member of IEEE, so you pay just $170 for early registration. Your food expenses are less because two continental breakfasts and a luncheon are included in your registration. Your token lands on Trump Plaza, and you pay just $76 per night for a $100+ room. The bellman takes you to your room with a view of the Atlantic Ocean—all rooms have a view of the ocean, and the Trump Plaza is Atlantic City's tallest building.

You learn something while attending one of the several workshops and listening to the papers that could save your employer many times the cost of attending PCC84. You want to review details of one of the papers so you look in your copy of the *Conference Record* which is included with your registration.

Your PCC84 conference committee met in Atlantic City on March 2 and studied the plans of the convention space, met the hotel convention manager, and began designing the program. So, advance your token to Atlantic City for PCC84 from October 10 through 12, 1984, and collect all the engineering communication knowledge you can from your peers. See our display ad in this issue of the *Newsletter.*

—*Andrew Malcolm*
  Conference Chairman

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The Sincere Phonibird

Behavior Pattern

The Sincere Phonibird lives by the *Boren Dictum: If you're going to be a phony, be sincere about it.* The members of the species walk with an authoritative air and always wear a serious expression characterized by furrowed brow. When communicating, they tend to point and interdigitate. They have mastered the technique of maximizing the pupilary contact and can gaze intently into other creatures' eyes without blinking.

Habitat

Found in all bureaucracies. Often sighted outside conference rooms checking crib notes in order to be fully knowledgeable of some matter to be discussed. Academic and corporate nests attract long-term residents, but the species tends to thrash around governmental bureaucracies with more tenacity.

Plummage

Dignified. Conservatively plumed for success.

Song

Hhrrrrrramphhhh. Of course. . .

—*Jim Boren*
  Mumblepeg, April 1983

Newsletter

IEEE Professional Communication Society