Newsletter

The Mathematics of Persuasive Communication

By Philip Yaffe

At first glance, mathematics and persuasive communication--writing, and particularly public speaking--would seem to have little in common. After all, mathematics is an objective science, whilst speaking involves voice quality, inflection, eye contact, personality, body language, and other subjective components.

However, under the surface they are very similar...**Read more**.

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- **PCS Election Results**

Election Winners

Please join us in welcoming the following people to the IEEE-PCS AdCom. The AdCom is now composed of representatives from Regions 1-6 (USA), Region 7 (Canada), Region 8 (Europe/Middle East/Africa), Region 9 (Latin/South America), and Region 10 (Asia Pacific)... **Read more**

- **Edge of Culture**

Negative Reasoning and Null Logic

Logic is usually thought of as a vehicle for capturing the truth. There are many kinds of logic, and its variant, called negative reasoning, is firmly rooted in American skepticism...**Read more.**

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Japan Chapter Seminar 19 Oct

Join a talented group of teachers, researchers and industry professionals for an informative, exciting and engaging seminar that addresses different aspects of professional and technical communication in science, engineering, business and related professional fields.... **Read More**.

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Feature

The Mathematics of Persuasive Communication

By Philip Yaffe

At first glance, mathematics and persuasive communication -- writing, and particularly public speaking--would seem to have little in common. After all, mathematics is an objective science, whilst speaking involves voice quality, inflection, eye contact, personality, body language, and other subjective components.

However, under the surface they are very similar.

Above anything else, the success of an oral presentation depends on the precision of its structure. Mathematics is all about precision. It is, therefore, not so odd to think that applying some of the concepts of mathematics to oral presentations could make them substantially more effective.

As they say in the film industry, three key factors go into making a successful movie: the script, the script, and the script. Likewise, three key factors go into making a successful speech: the structure, the structure, and the structure.

Not convinced? Then let's start with something less radical.

I think we can all agree that good speaking is related to good writing. If you can write a good text, then you are well on your way to preparing a good oral presentation. Therefore, if you improve your writing, you will also improve your speaking.

To simplify matters, from now on we will talk mainly about good writing, because in most cases the same ideas apply directly to good speaking.

Know What You are Doing

Many commercial companies do not live up to their potential - and sometimes even go bankrupt - because they fail to correctly define the business they are in.

Perfume companies, for example, do not sell fragrant liquids, but rather love, romance, seductiveness, self-esteem, etc. Bio-food companies do not sell organic produce, but rather honesty, purity, nature, etc. Automobile manufacturers do not sell transportation, but rather freedom, adventure, spontaneity, prestige, etc. The fact is, for each industry, even for each individual product, marketers may have to determine what it is truly all about - and there are thousands of possibilities!

Writers are lucky. There are numerous variations to what we do, but there are really only two fundamental types of writing. It is important to recognise this, because not only are they quite different, in some respects they are exactly opposite. So

unless we clearly recognise which type of writing we are doing (and how it differs from the other one) we will almost certainly commit serious errors.

What are the two types? And how do they differ?

Creative Writing	Expository Writing
Texts such as short stories, novels, poems, radio plays, stage plays, television scripts, film scripts, etc. The fundamental purpose of creative writing is to **amuse** and **entertain**.	Texts such as memos, reports, proposals, training manuals, newsletters, research papers, etc. The fundamental purpose of expository writing is to **instruct** and **inform**.

Attitude Toward Expository Writing Compared to Creative Writing

Because the objectives of creative and expository writing are so different, before striking a key you must adopt the appropriate attitude towards the type of writing you are doing.

Creative writing attitude

Everyone wants to read want what you are going to write.

After all, who doesn't want to be amused and entertained?

Expository writing attitude

No one wants to read what you are going to write.

Most people don't like to be instructed and informed. They probably would much prefer to be doing something else.

The importance of recognising and adopting the "expository writing attitude" cannot be over-stated, because it can dramatically change the very nature of what you are writing. Here are a couple of examples.

Corporate image brochure

I was once commissioned to write a corporate image brochure. Two things are certain about these expensive, glossy booklets:

- Almost all companies of any size feel compelled to produce them.
- Virtually no one ever reads them.

Starting from the attitude that no one would want to read what I was about to write, I created a brochure that people not only read, they actually called the company to request additional copies to give to friends, clients, and professional colleagues!

Stagnating product

On another occasion, I was commissioned to develop an advertising campaign to revitalise a product with stagnating sales. Applying the expository writing attitude, I discovered that three of the product's key benefits were not being properly exploited. Why? The manufacturer felt that everything about their product was important, so for years they had been systematically burying these three key benefits under an avalanche of other information of less interest to potential buyers. The new campaign sharply focussed on the key benefits; virtually all other information was moved to the background or eliminated. As a result, sales shot up some 40% in the first year.

With some nuances, this expository writing attitude can be - and should be - applied to speaking, as well.

Approach Toward Expository Writing Compared to Creative Writing

Because creative writing and expository writing have essentially different objectives and attitudes, they require essentially different approaches.

Creative writing approach

Play with language to generate pleasure. In other words, use your mastery of the language to amuse and entertain.

Expository writing approach

Organise information to generate interest. Clever use of language will never make dull information interesting; however, you can organise the information to make it interesting. Forget about literary pyrotechnics. Concentrate on content.

We are now going to leave creative writing, because most of what we write, and say, is expository.

The Meaning of "Good Writing"

We are now ready to return to the notion of how mathematics applies to good writing, and by extension, to good speaking.

When someone reads an expository text or listens to an expository speech, they are likely to judge it as good or not good. You probably do this yourself. But, what do you actually mean when you say a text or a speech is "good"?

After some struggling, most people will usually settle on two criteria: clear and concise.

Mathematics depends on unambiguous definitions; if you are not clear about the problem, you are unlikely to find the solution. So, we are going to examine these criteria in some detail in order to establish objective definitions - and even quasi-mathematical formulae - for testing whether a text or a presentation truly is "good".

Clarity

How do you know that a text is clear?

If this sounds like a silly question, try to answer it. You will probably do something like this:

Question: What makes this text clear?
Answer: It is easy to understand.
Question: What makes it easy to understand?
Answer: It is simple.
Question: What do you mean by simple?
Answer: It is clear.

In fact, you end up going around in a circle. The text is clear because it is easy to understand... because it is simple...because it is clear.

"Clear", "easy to understand", and "simple" are synonyms. Whilst synonyms may have nuances, they do not have content, so you are still left to your own subjective appreciation. But what you think is clear may not be clear to someone else.

This is why we give "clear" an objective definition, almost like a mathematical formula. To achieve clarity (CL)--i.e., virtually everyone will agree that it is clear - you must do three things.

1. Emphasise what is of key importance. (E)
2. De-emphasise what is of secondary importance. (D)
3. Eliminate what is of no importance. (L)

In short: CL = EDL.

Like all mathematical formulae, this one works only if you know how to apply it, which requires judgement.

In this case, you must first decide what is of key importance, i.e., what are the key ideas you want your readers to take away from your text? This is not always easy to do. It is far simpler to say that everything is of key importance, so you put in everything you have.

But, as the saying goes: *If everything is important, then nothing is.* In other words, unless you first do the work of defining what you really want your readers to know, they won't do it for you. They will get lost in your text and either give up or come out the other end not knowing what it is they have read.

What about the second element of the formula, de-emphasise what is of secondary importance?

That sounds easy enough. You don't want key information and ideas to get lost in details. If you clearly emphasise what is of key importance - via headlines, italics, underlining, or simply how you organise the information - then whatever is left over is automatically de-emphasised.

Now the only thing left to do is eliminate what is of no importance.

But how do you distinguish between what is of secondary importance and what is of no importance? Once again, this requires judgement, which is helped by the following very important test.

Secondary importance is anything that supports and/or elaborates one or more of the key ideas. If you judge that a piece of information, in fact, does support or elaborate one or more key ideas, then you keep it. If not, you eliminate it.

Conciseness

How do you know that a text is concise?

If this once again sounds like a silly question, let's try to answer it.

> *Question: What makes this text concise?*
> *Answer: It is short.*
> *Question: What do you mean by short?*
> *Answer: It doesn't have too many words.*
> *Question: How do you know it doesn't have too many words?*
> *Answer: Because it is concise.*

Once again we end up going around in a circle. The text is concise because it is short... because it doesn't have too many words... because it is concise.

Once again, we have almost a mathematical formula to solve the problem. To achieve conciseness (CO), your text should meet two criteria. It must be as:

1. Long as necessary (L)
2. Short as possible (S)

In symbols: $CO = LS$

If you have fulfilled the criteria of "clarity" correctly, you already understand "as long as necessary". It means covering all the ideas of key importance you have identified, and all the ideas of secondary importance needed to support and/or elaborate these key ideas.

Note that nothing is said here about the number of words, because it is irrelevant. If it takes 500 words to be "as long as necessary", then 500 words must be used. If it takes 1500 words, then this is all right, too. The important point is that everything that should be in the text is fully there.

Then what is meant by "as short as possible"?

Once again, this has nothing do to with the number of words. It is useless to say at the beginning, "I must not write more than 300 words on this subject", because 500 words may be the minimum necessary.

"As short as possible" means staying as close as you can to the minimum. But not because people prefer short texts; in the abstract the terms "long" and "short" have no meaning. The important point is that all words beyond the minimum tend to reduce clarity.

We should not be rigid about this. If being "as long as necessary" can be done in 500 words and you use 520, this is probably a question of individual style. It does no harm. However, if you use 650 words, it is almost certain that the text will not be completely clear, and that the reader will become confused, bored, or lost.

Conciseness means saying what needs to be said in the minimum number of words to achieve the following goals:

- Aid clarity by ensuring the best structuring of information.
- Hold reader interest by providing the maximum information in minimum time.

Density

Density is a less familiar concept than clarity and conciseness, but is equally important. In mathematical form, density (D) consists of the following:

1. Precise information (P)
2. Logical links (L)

In other words: $D = PL$

Importance of precise information

The following example demonstrates the importance of precise information.

Suppose you enter a room where there are two other people and say, "It's very hot today." One of those people comes from Helsinki; in his mind he interprets "hot" to mean about 23° C. The other one comes from Khartoum; to him "hot" means 45° C.
You are off to a rather bad start, because each one has a totally different idea of what you want to say. But suppose you say, "It's very hot today; the temperature is 28° C." Now there is no room for confusion. They both know quite clearly that it is 28° C outside and that you consider this to be very hot.

Using as much precise information as possible in a text gives the writer two significant advantages:

- Mind Control
- Reader Confidence

Mind Control: Let's not be embarrassed by the term "mind control", because this is precisely what the good expository writer wants to achieve. He needs for the reader's mind to go only where he directs it and nowhere else.

Because they can be interpreted in unknown ways, ambiguous terms (so-called "weasel words") such as "hot", "cold", "big", "small", "good", "bad", etc., allow the reader's mind to escape from the writer's control. An occasional lapse is not critical; however, too many weasel words in a text will inevitably lead to reader confusion, boredom, and disinterest.

Reader Confidence: Using precise information generates confidence, because it tells the reader that the writer really knows what he or she is talking about.

Reader confidence is important in any kind of text, but it is crucial in argumentation. If you are trying to win a point, the last thing you want is for the reader to challenge your data, but this is the first reaction imprecise writing will provoke. Precise writing ensures that the discussion will be about the implications of the information, i.e., what conclusions should be drawn, not whether the whole thing needs to go back for further investigation.

Importance of logical linking

Precise data (facts) by themselves are insufficient. To be meaningful, data must be organised to create information, i.e., help the reader understand.

There are two important tests to apply when converting data into information:

- Relevance
- Misconceptions

Relevance: Is a particular piece of data really needed? As we have seen, unnecessary data damage understanding and ultimately undermine confidence. Therefore, any data that do not either aid understanding or promote confidence should be eliminated.

Misconceptions: The logical link between data must be made explicit to prevent the reader from coming to false conclusions. For example, a specific situation may be confused for a general one; credit for an achievement may seem to belong to only one person when it really belongs to a group; a company policy may appear to apply only in very specific circumstances rather than in all circumstances, etc.

To ensure that a logical link is clear, place the two pieces of data as close to each other as possible, preferably right next to each other.

When data are widely separated, their logical relationship is masked and the reader is unlikely to make the connection.

What do you want? What do your readers want?

I frequently ask non-professional writers what they are thinking when they sit down at the keyboard to compose their text. The answer is usually something like, "How do I want to present my material?" "What tone and style should I use?" "In what order should I put my key ideas?" And so on.

However, if you start with the correct attitude, i.e., no one wants to read what you write, your first task is none of these. Ahead of anything else, you must find reasons why people should spend their time to read what you write.

In general, you cannot force people to read what they don't want to, even if they are being paid to do so.

For example, you produce a report defining opportunities for increased sales and profits. However, if it is not well written, even people who must read it as part of their job are unlikely to give it their full attention. On the other hand, if they immediately see their own self-interest in reading what you have written, they will do so gladly and with full attention. In fact, you probably couldn't stop them from reading it!

There are various methods to generate such a strong desire to read, depending on the type of readers and the type of information. Whatever the most appropriate device, the crucial thing is to recognise the imperative need to use it. Until this need is met, nothing else is of any importance.

Note: Reading is an isolated activity and listening to a speech is a social one. Therefore, whilst the underlying principles of good writing and good speaking are constant, the way they are applied can be markedly different. In the *'I' of the Storm: the Simple Secrets of Writing & Speaking (Almost) like a Professional*, Mr. Yaffe's recently published book, clearly explains these differences. It also offers several appendices with cogent examples and pertinent, effective exercises.

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This article orginally appeared inthe March 2007 issue of the **CEO Refresher**. *Reprinted with permission.* **Philip Yaffe** *is a former reporter/feature writer with The Wall Street Journal and a marketing communication consultant. He currently teaches a course in good writing and good public speaking in Brussels, Belgium. In the 'I' of the Storm is available both in a print version and electronic version from Story Publishers in Ghent, Belgium (***www.Storypublishers.be***) and Amazon (***www.amazon.com***).*

Newsletter

Ask the Expert

Presentations

by Jean-luc Doumont

Question: Any recommendations for an oral presentation that must be prepared in a hurry?

Answer:

Imagine the following scenario: it is 10:00 a.m. (1000hr) and you are peacefully working at your desk when the boss barges in and says: "By the way, I forgot to tell you: we have a few visitors coming at 3:00 p.m. (1500hr). Will you please give a short presentation about your current project? See you then! " Now, what do you do? After the initial moment of panic, how do you make the most of these precious few hours in order to look sharp and professional in front of everyone this afternoon?

In such a situation, most participants in my workshops confess that they usually run to their computer, open old PowerPoint files, and try to put a presentation together by extracting and reshuffling slides, perhaps adding a fresh bullet list here and there. When they feel they have a sufficient stack of slides, they heave a sigh and exclaim, "There. I'm ready. " To their surprise, I advise them to do anything except that.

If you are short on preparation time, forget about slides altogether. I mean it. Creating effective slides takes time--always-- and projecting poor slides is worse than showing no slides at all. I have seen excellent presentations (even on technical topics) without slides. In contrast, I have never seen an effective presentation that was not well-planned, well-structured, and well-delivered. These are the items to be included in your limited time budget.

Before you boss gets a chance to leave your office, grab him or her by the sleeve and ask the planning questions (the five "w ": when, where, why, who, and what): "Who is coming at 3:00 p.m.? What do they want of us? What do we want of them? What exactly would you like me to cover? How much time do I have for my presentation? Is anyone else speaking, too? Where will it take place? ", and so on.
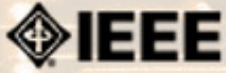
Once your boss has left, take a blank sheet of paper and a pencil, and work out a structure, ideally from the top down. Focus on getting messages across. If attendees were to remember only one sentence from your whole presentation, what should it be? There is your main message. And, if you are allowed 3, 4, or maximum 5 statements to support this main message, what would these statements be? These are the main points of your presentation. Think about the motivation leading to the message, usually expressed as a need and a task. Now, how will you start in a way that gets the attention? And how will you stop in a way that leaves a lasting impression? You need not write down sentences, just ideas.

If there is any time left after you finish jotting down what to cover and before 3:00 p.m., rehearse your presentation--more

than once if you have time, and in the very room where you will speak at 3:00 p.m. if you have access. Pay special attention to the very beginning and the very end of the presentation. Imagine how attendees will be seated. Anticipate questions. Check the equipment. The more unknowns you can eliminate, the less stress you will feel.

A presentation is not a set of slides; it is something you do. It is about someone having something to say to an audience and being able to articulate it while looking at them in the eyes--just like that. Technology may help, as a redundant channel, but will never save an otherwise poor presentation. Again, if you are short on preparation time, forget about slides. Focus on planning, structuring, and delivering your presentation.

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Jean-luc Doumont is a founding member of Principiae, a business consulting firm. An engineer (Louvain) and a doctor in applied physics (Stanford), Jean-luc Doumont has conducted several hundred training sessions, in English, French, Dutch, and Spanish, on topics of scientific, technical, or business communication. He frequently provides guest lectures at top-ranked graduate engineering schools, such as at MIT, Stanford, UC Berkeley, Georgia Tech, Caltech, Carnegie Mellon, UC San Diego, UCLA, U of Maryland, Harvard, and Penn State.

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Newsletter

The Edge of Culture

Negative Reasoning and Null Logic

by Matthew McCool

Logic is usually thought of as a vehicle for capturing the truth. There are many kinds of logic, and its variant, called negative reasoning, is firmly rooted in American skepticism. Negative reasoning and null logic is important because it is related to many preventative measures in science and technology.

Skepticism takes various forms--philosophical, scientific, and religious. The word skepticism stems from the Greek skeptikos, which means "inquiry and doubt. " According to the principles of skepticism, it is always best to reserve judgment until proof and evidence have their say. The desire to preserve validity on empirical matters can be traced to early western thinkers such as Parmenides, who is perhaps best known for philosophizing Socrates into the ground. One of Parmenides' traits was a concern for the atomic sense of life, such as whether time is discrete or continuous or whether matter is made up of parts or wholes. In a single stroke of genius, Parmenides was also able to "prove" the impossibility of change--if something changes from state p to state q, then state p no longer exists.

Although amusing by today's standards, Parmenides' logic nudged people into a certain brand of thinking. Either we can rely on our senses or put our trust in logic. Logic prevailed. As a result, it's unsurprising to see how the roots of skepticism can emerge from an environment of removing problems from their contexts (decontextualizing). Here's a quick example using a basic form of deductive reasoning--the disjunctive syllogism.

If p or q.
Not p.
Therefore, q.

This little bit of reasoning gets at the heart of American null logic. For any given problem, there are at least two or more possible solutions. The trick is to find the best solution, and that usually means eliminating lesser options until the best one prevails. This may seem like a minor distinction, but it's actually quite important for a number of practical problems.

Applying Null Logic

Regular aircraft maintenance is a high-value priority for American airline carriers. One of the reasons the US has such a low accident to flight ratio is due to the implementation of null logic, a value not fully shared with many of the world's airlines. As a result, negative reasoning leads to not only a thorough analysis of aircraft maintenance, but also potential solutions associated with the upkeep of aircraft.

A salient example is NASA's exhaustive protocol for making sure that foam projectiles don't tag the shuttle's external fuel

tank, which was responsible for the 2003 Columbia disaster. Did NASA fear that future manned spaceflight was forever doomed? Not in the least. In fact, after a period of intense research to correct the problem, subsequent shuttle missions have undergone extensive testing, monitoring, and in-flight observation. Just a few of these corrective measures include surface-to-air cameras, using the shuttle's robotic arm to detect external damage, and in-orbit rollovers so Space Station personnel can assess the shuttle's belly.

Foam blocks have even been reattached using wire, and there is also an adhesive epoxy available for testing, if the need should occur. And if all of these protective measures aren't enough, NASA could possibly request deployment of Russian space vehicles for rescuing astronauts. While spaceflight has many hazards, the American predisposition toward negative reasoning and null logic clearly leads to surmounting difficult problems.

American null logic is also applicable to medicine, as in the case of vaccinations. Each year, the Centers for Disease Control and Prevention (CDC) are responsible for anticipating the most virulent biological agents and then coordinating a batch of inoculations designed to thwart their attack. It's an overt act of biological warfare. In the case of flu inoculation, at-risk Americans are likely to be the first to receive flu shots. Just consider the minor flu outbreak several years ago.

When production delays made only a small amount of flu serum available to the public, the federal government issued a warning that only the most vulnerable people should receive inoculations. This meant that the elderly and the immuno-compromised were encouraged to get shots. Although inoculations are a type of null logic, the persistent monitoring by CDC officials embodies another sense of negative reasoning. The CDC monitors biological organisms around the world, presumably with the assumption that the best defense is a sound offense. All of which are examples of an aggressive form of null logic.

In Japan, on the other hand, where negative reasoning is not readily applied to potential health problems, flu inoculations are quite different. Instead of treating the most vulnerable citizens, Japan gives flu shots to its children. What is the reasoning behind this approach? The elderly are considered the most vulnerable group of the population, and since school children are the primary agents of transmission (albeit with good immune systems), they are the ones who get the inoculation. It just so happens that the Japanese method works just as well as the American system, and some claim it is even better. The main difference is that the American system is operational, whereas the Japanese system is oriented toward the group.
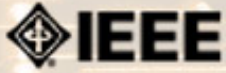
Conclusion

The main criticism of looking at the relationship between culture and negative reasoning is that it's not confined to American thought. Take many of the prevailing ideas in the east. Hinduism, for example, is first based on the Path of Desire, but is quickly followed by the Path of Renunciation, which has a negative ring. We should enjoy life's pleasures, but only with moderation. Or, consider the dichotomies of Taoism: being/nonbeing, short/long, hot/cold, positive/negative. And then there's Zen Buddhism, which seems to throw logic out the window. Zen is riddled with non-sequitors, stunning paradoxes, and beautiful contradictions. Zen seems like the quintessential embodiment of negative reasoning, and it is. But there's a crucial difference. While the methods of zen yield strange axioms, null logic takes off toward an operational goal. The basis of American thought is not one of negativity but, rather, a method for getting things done. If Taoism's main principles are based on "doing not-doing, " then null logic couldn't be more different.

Logic is an art and a science. But logic doesn't occur in a vacuum, and that means at least a few of culture's deepest values impact systems of reasoning. We'll explore these ideas in future issues in which more technical aspects of logic are

considered in relation to larger patterns of culture.

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__Matthew McCool__ began his career doing research in neuroscience but left when he realized no one was able to explain how the mind worked. Since then, Matthew has been a programmer, technical writer, and online developer for a variety of IT firms. Some of this work was internationalized for customers in Europe and Asia. Matthew is a staff writer for the O'Reilly Network and teaches at Southern Polytechnic SU in Atlanta, GA.

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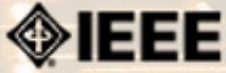
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ABET

ABET Goes International

by Julia Williams

The October 2007 issue of the ABET newsletter, *Community Matters,* had an article describing the efforts of the ABET organization to work with colleagues internationally. Several representatives will visit 21 programs on 4 continents. **Read more**...

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President's Column

50 Years and Counting!

The 50th Anniversary celebration for the IEEE Professional Communication Society was excellent!

While we have been noting it all year long in the *Newsletter*, the formal event was held during the Awards Banquet at IPCC 2007 in Seattle, Washington (USA). PCS Administrative Committee member Brenda Huettner did a wonderful job of preparing for the event, which included a contest to predict technologies in 2057, popular music from 1957 for dinner and dancing, and, of course, a birthday cake for PCS (Rudy Joenk was pleased to notice, and announce to those in attendance, that there was no 's' on the end of 'Communication' as written on the cake...as it should be!). Many took part in 'dancing the night away' to 50's music. No one remembered ever having a dance at an IPCC, but many are hoping it can happen more than once every 50 years.

The IPCC 2007 conference itself was deemed a success. Being part of the conference committee, I know many people contributed their skills and time to achieve this success. At the risk of overlooking someone, I make special mention of:

- **Mark Haselkorn, General Chair.** His vision of the theme (Engineering the Future of Human Communication) was an excellent 'fit' with the 50th Anniversary celebration.
- **David Farkas, Program Chair, his team of reviewers, and his wife, Jean.** Their extra efforts to peer review and help authors finalize the 60+ quality papers making up the presentations and IPCC 2007 proceedings were second to none. Excellent work!
- **Brenda Huettner, 50th Anniversary Celebration Coordinator.** Her efforts are noted above. I can't say enough… what a wonderful event!
- **Sandy Bartell, Local Arrangements Chair.** Sandy not only coordinated the Boeing tour, helped Mark with hotel arrangements, prepared all of the name badges and led the 'stuffing of the conference bags,' but she could often be found behind the registration desk at the conference, answering questions from any and all who wandered by, to ensure everyone was where they wanted to be. Sandy, your efforts were greatly appreciated; you were a 'face of IPCC 2007' and represented PCS well.
- **Elizabeth Pass, Membership Chair.** Elizabeth was often helping Sandy at the Registration Desk, as well as answering questions about PCS regarding membership. Elizabeth was the other 'face of IPCC 2007' and with Sandy they were quite the dynamic duo.
- **Muriel Zimmerman, PCS Awards Chair.** Muriel, thanks for coordinating the awards this year!
- **Steve Robinson, IPCC Treasurer.** Steve thanks for your diligence in keeping us on budget.
- **Randy Kemp, IPCC Webmaster**. Thanks, Randy, for your assistance, and prompt attention to changes needed as we progressed toward the conference dates.

Our sponsors for the conference supported the publications of the conference, provided audiovisual equipment, supported some of the social functions, and enhanced the experiences of conference attendees:

- The Boeing Company
- AuthorIt Software Corporation, Ltd.
- Rensselear Polytechnic Institute
- University of Washington, Dept. of Technical Communication
- Illinois Institute of Technology, Dept of Technical Communication
- ProSpring Technical Staffing and the LavaCon Conference on Advanced Technical Communication and Project Management

Special Note: The Boeing Company was specially cited with an award for their on-going sponsorship of the conference publications since 2003, when the first CD for IPCC proceedings was produced.

The excellent staff at the Crowne Plaza helped the conference committee from the time of first contact (January 2004) up to and through the event itself. Systems, room setups, and food events were already, and on time. Special requests during the event were accommodated quickly.

Invited Speakers

Keynote speaker Ray Kurzweil's presentation was fantastic, and really started the conference off well. We really appreciated his efforts to attend, as his schedule is very busy. Following his talk, he was presented the IEEE PCS 2006 Alfred N. Goldsmith Award for Distinguished Contributions to Engineering Communication (he was unable to attend to accept it last year). Ray donated several signed copies of his new book, *The Singularity is Near*, which were raffled off during the conference.

Luncheon speaker Chris Linnett's presentation was equally interesting, regarding the regionalization and localization of the web. I hope his kids can teach him how to text message on his phone someday (inside joke, you had to be there). Thanks to Chris for sharing his insights with us.

I could recognize myself as being on the conference committee for IPCC 2007, but that wouldn't be proper, of course. I had a role or two in this event, but was just doing the jobs I signed up to do. I think I can speak for everyone involved in saying that you get much more out of volunteering than you put in. Just the personal relationships established, and the things you learn along the way, can make it worthwhile. I encourage those who have not been as involved in PCS to 'take a chance' and contact any PCS AdCom member to discuss opportunities to help.

Future Conferences

For those in or near Japan, the PCS is hosting the first Professional Communication Seminar at the University of Aizu. Tom Orr, PCS Regional Activities Chair, is looking forward to a successful seminar: **http://ewh.ieee.org/soc/pcs/?q=node/63**

Kirk St. Amant, General Chair for IPCC 2008, and his team continue to prepare for this conference to be held on the grounds of Concordia University in downtown Montreal. The July timing of this conference will coincide with one or more of the numerous festivals that take place during the summer. **http://ewh.ieee.org/soc/pcs/?q=node/2** The early acceptance

deadline for proposals is 15 October 2007, and **15 December 2007** is the regular deadline. I hope to see many of you there!

The following IPCC locations have been selected, and those interested in helping at any or all of these events are welcomed to contact the General Chairs:

- IPCC 2008 Montreal, Quebec (Canada) Kirk St. Amant
- IPCC 2009 Hawaii (USA) Brenda Huettner
- IPCC 2010 Twente (The Netherlands) Michael Steehouder
- IPCC 2011 Blacksburg, VA (USA) Wally Lee/Monica Mallini

Also, a proposal for having IPCC 2012 in Mexico is being prepared.

Well, Kit is knocking on my virtual door, wondering where my column is, so I need to wrap this up. Please don't hesitate to contact me via e-mail, I would enjoy hearing from you.

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**Luke Maki** _is the current president of IEEE-PCS and works for The Boeing Company._

Newsletter

Editor's Column

Presenting Well

by Kit brown

Studies have shown that many people are more afraid of public speaking than they are of dying. And yet, many of us often are required to make presentations as part of our jobs.

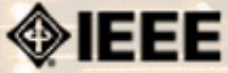How does one overcome such a deep fear?

My philosophy is to face my fears head-on. I've found that in doing so the actuality of something is rarely as bad as the fear of it.

Believe it or not, I was a very shy teenager and absolutely terrified of public speaking, something I did not overcome until I was a graduate student and had to teach a class. My junior high English teacher tried everything to get the class comfortable with speaking in front of groups, to no avail. Even an undergraduate speech class did not help me. For a long time, I avoided public speaking, but that made the fear of it even worse.

So, when I got the job of teaching undergraduates a basic technical communication class, I was petrified. How was I going to stand up in front of such a tough crowd every week for an entire semester when I only knew the material slightly better than they did (my undergraduate degree was in biology)--much less at 8:00 a.m. (not my best time of day)?

Somehow, I gathered the courage to drag my sleep-deprived self into the class at 8:00am every week. And, I learned a few things along the way:

- In most cases, your audience wants you to succeed. They are with you because they want to hear what you have to say.
- There is no such thing as over-preparation. By anticipating your audience's questions and ensuring that you have the facts and references to back them up, you will feel more confident in your presentation.
- Have notes available, even if you have the presentation memorized. The notes help you stay on topic and organize your thoughts. In a stressful situation, it's easy to lose your place if you don't have notes.
- Use questions, body language, and eye contact to establish a rapport with your audience. Even in a large group, you can "poll" the audience by asking them to raise their hand in response to a query. Open, relaxed body language and making eye contact (or appearing to) with each part of the audience helps to draw them in.
- Vary your speaking speed, tone, and inflection to keep the audience's attention. Particularly in long presentations, the audience's attention will wander if you drone on and on in a monotone. Even factual speeches can be interesting and entertaining if you allow them to be.
- Everyone loves a good story, so consider how to include vignettes and stories in your presentation.
- Start and end on time. This shows respect for your audience, and keeps people from being fidgety.
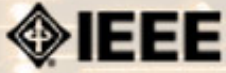
History of Technical Communication

History

by Kit Brown

Several people mentioned that they really enjoyed Brenda's blasts from the past in the 50th anniversary column, so starting in January 2008, Ed Malone will be doing a quarterly column on an aspect of technical communication history, starting with profiles of some of the people who influenced the profession.
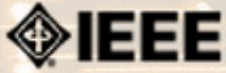
Newsletter

Book/Web Site Reviews

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

PowerPoint Tutorials

By Kit Brown

Here are some PowerPoint tutorials that I found during a quick search on the Web:

- **http://einstein.cs.uri.edu/tutorials/csc101/powerpoint/ppt.html**: explains the basics of PowerPoint and describes the features.
- **http://oregonstate.edu/instruction/ed596/ppoint/pphome.htm**: has a sample slide show that shows the do's and don'ts. Helpful in getting started.
- **http://www.actden.com/pp/**: cartoon version of a tutorial, complete with kitschy characters. Some might find it amusing. I found it irritating. The other issue is that it shows how to make different things, but not in the context of what you see on the screen when you have the application open.
- **http://www.presentersonline.com/tutorials/powerpoint/**: the orange text is annoying, but the instructions seem to be well-done and there are lots of cross-references to other information.

Newsletter

Tidbits

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

Houses Made of Paper?!

From www.MSN.com 15 October 2007

You might think that building a house out of paper would be crazy, but some inventive people have developed "papercrete", a more environmentally friendly building material than concrete. **Read more**...

Words Named for People

From www.cnn.com, 26 September 2007

Some of the less-than-nice words in the English language come from actual people's names, sometimes through no fault of the people for whom the term is coined. For a humorous look at words like dunce, spoonerism, and so on, **read more**...

Dell Helps Recycle Computers

From www.inc.com, September 2007

Dell has launched an online program to assist small business owners in recycling old computer equipment. **Read more**...

Using Web 2.0 to Build Customer Loyalty

From www.womenentrepreneur.com, September 2007

Five tips for using Web 2.0 to build a relationship with your customers. **Read more**...

Password Protection is Not Enough

By Missy Corley and Rebecca Copeland

College students do it. Coffee shop customers do it too. Your neighbor in Apartment 3C is probably doing it right now.

Many computer users search for an available wireless network to tap into--whether at the mall, at school or at home--and whether they have permission to use that network or not. Knowingly or unknowingly, these wireless "parasites" may be doing more than filching a signal. When they connect, they can open up the network--and all the computers on it--to an array of security breaches. **Read more**...

Mobile Libraries in Venezuela
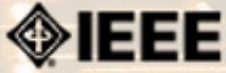
From www.BBC.co.uk, 4 august 2007

Old meets new in a novel approach to getting books to children living in remote villages in Venezuela. In the US,

bookmobiles are typically buses. In Venezuela, they use mules (bibliomulas) to reach remote mountain villages. Some of the mules also carry laptop computers, giving villagers access to the rest of the world....**Read more**...

Newsletter

PCS Website Update

New, Improved PCS Virtual Community Online October 1

by Brian Still and Sandy Bartell

For the past few months efforts have been underway to overhaul the PCS web site. Beginning with member surveys early this year, followed by the testing and eventual adoption of a suitable open source content management system (CMS), the process has now reached a point where we can report that on **October 1, 2007**--timed to coincide with the start of this year's IPCC in Seattle--the new PCS online home went live.

The web address will remain the same: **www.ieeepcs.org**. However, almost everything else, including the way it looks and what it offers, will change. Here are just a few of the features that will be found on the new PCS virtual community:

- Timely podcasts from experienced communication professionals offering useful training and tips on a variety of subjects. Senior IEEE Member George Hayhoe, an award winning, internationally recognized expert in professional communication, will host the first podcast,"Three Tips for Effective Email."
- A constantly updated Events Calendar detailing opportunities for training or for meeting face-to-face with other technical, scientific, and engineering professionals interested in improving their professional communication skills.
- Pages dedicated to the regions where you work and live.

Member-Only Access

Around October 1, members will be able to log in to access certain features available just to them. They will also be able to maintain their own blog and participate in discussion forums.

Registered members will also be able to post comments on particular stories or pages on the site. For example, when abstracts of presentations accepted for the 2008 IPCC in Montreal come online, PCS members will be able to respond to them, or to comments other members have posted about them. Hopefully, this will initiate fruitful and informed discussions that extend the impact of face-to-face meetings such as conferences, and, at the same time, also strengthen the bonds of our virtual community.

Volunteer Opportunities

Along the lines of establishing a true sense of community, we're looking for volunteers interested in playing a more active role in contributing to the support of the site. So if you would like to help us maintain a region home page, or write stories, create podcasts, moderate discussion forums--whatever else you that enables us to make the PCS virtual community a vibrant, useful resource-- let Brian (**brian.still AT ttu.edu**) know.

Look for the new virtual PCS community in early October.

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Brian Still and Sandy Bartell are members of the IEEE-PCS AdCom. Brian is an assistant professor of technical communication and rhetoric at Texas Tech University. Sandy Bartell works for The Boeing Company in Seattle, Washington.

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Society News: PCS Events

Japan Chapter seminar

IPCC 2008

IEEE-PCS Japan Chapter Seminar

by Tom Orr

Conference:	IEEE-PCS Professional Communication Seminar in Japan
Dates:	19 October 2007
Location:	University of Aizu, Aizu-Wakamatsu City, Japan
Website:	**http://www.u-aizu.ac.jp/~t-orr/IPCJ2007.html**

Join a talented group of teachers, researchers and industry professionals for an informative, exciting and engaging seminar that addresses different aspects of professional and technical communication in science, engineering, business and related professional fields.

Topics should address the research and practice of professional communication in business, industry or academe. Papers with a tutorial focus will be considered for publication as tutorials in the IEEE Transactions on Professional Communication or the IEEE PCS Newsletter, in addition to publication in the IEEE PCSJ proceedings.

IPCC 2008 in Montreal

By IPCC 2008 Committee

Even though IPCC 2007 is just over, we are already planning for IPCC 2008. The Call for Proposals is out, and we are looking for volunteers. Volunteering for the conference is a great opportunity to meet other members, learn new skills, and to influence the society. For more information, go to **http://ewh.ieee.org/soc/pcs/?q=node/2**.

Society: Non-Society Events

The following events are listed in chronological order with the earliest events first. This list is by no means exhaustive, but is intended to provide readers with information they may find helpful. It is updated each month.

WCBF Six Sigma

LavaCon 2007

Meeting the Demand for Engineers 2010-2020

GlobeCom 2007

CISSE/EIAE/IETA/SCSS 2007--VIRTUAL

Grant Institute: Grant Writing Workshop *NEW!*

CCNC 2008

RFID Conference 2008

WCNC 2008

NOMS 2008

SECON 2008 *NEW!*

WM-SCI 2008

WCBF Six Sigma

Conference:	WCBF Six Sigma Gobal Summit
Dates:	23-26 October 2007
Location:	Las Vegas, NV USA
Website:	**http://www.gsssa.com/**

Following the huge success of the 1st annual summit, WCBF's 2nd Annual Global Six Sigma Summit & Awards, October 23-26 2007 at the Rio All Suite Hotel and Casino Las Vegas is positioned to be the largest gathering of CEOs and Senior Executives passionate about Six Sigma for 2007.

WCBF's unique 4-day convention is THE cutting edge event for the future of Six Sigma. Expecting a target audience of over 400 senior executives from across industry striving for business improvement and competitive advantage

Featured Headliner:

Jim Collins

Author of the World's Top Business Bestseller "Good to Great " and one of the most respected and sought-after management educators

Opening Addresses:

Dr. Mikkel J. Harry

Principal architect of Six Sigma and one of the world's leading authorities within this field.

Mike Richman

Publisher/ Managing Editor of Quality Digest, the leading publication for practitioners of lean, Six Sigma, TQM and other quality-assurance methodologies.

LavaCon 2007

Conference:	LavaCon® 2007
Dates:	28-30 October 2007
Location:	New Orleans, LA USA
Website:	**http://www.lavacon.org**

LavaCon is a conference for advanced technical communication professionals-senior technical writers, documentations managers and other professionals interested in learning how to deploy and manage technical communication projects.

LavaCon® and the Greater New Orleans chapter of the Project Management Institute® and will be co-hosting a professional development summit this fall.

Meeting the Growing Demand for Engineers and their Educators 2010-2020

Conference:	Meeting the Growing Demand for Engineers and their Educators 2010-2020
Dates:	9-11 November 2007
Location:	Munich, Germany
Proposals Due Date:	30 June 2007
Acceptance Date:	30 July 2007
Final Paper Due Date:	1 October 2007

Website:	**http://www.ieee.org/web/education/preuniversity/globalsummit/ index.html**

The IEEE and VDE, together with other professional organizations, are hosting an international conference on the growing demand for engineers and their educators, and about actions required to meet that demand for engineers and their educators in the period 2010-2020.

The conference will be held in Munich, Germany on 9 - 11 November 2007. Participants will include invited representatives from industry, government, and academia, with a focus on decision makers and policy makers. The objective is to steer the educational system at both pre-university and university levels to be more cognizant and more responsive to the anticipated needs for qualified engineers and their educators.

GLOBECOM 2007

Conference:	GLOBECOM 2007
Dates:	26-30 November 2007
Location:	Washington, DC USA
Proposals Due Date:	15 March 2007; 12 noon EST
Acceptance Date:	1 July 2007; 12 noon EST
Final Paper Due Date:	1 September 2007; 12 noon EST
Website:	**www.ieee-globecom.org/2007**

This year, the IEEE Communications Society marks the 50th Anniversary of its annual IEEE Global Telecommunications Conference (IEEE GLOBECOM 2007) and will sponsor this conference in Washington, D.C.

Washington D.C. provides a unique opportunity to explore several areas of communications related to government, military, as well as industry and academia. The Washington, D.C. metro area also offers participants an opportunity for exploring the numerous monuments, museums and historical sites for which the capital city is most famous.

The theme of the IEEE GLOBECOM 2007 conference is "Innovate, Educate, Accelerate", which exemplifies the accomplishments that we are hoping achieve during this special GLOBECOM Anniversary Conference.

The technical program of IEEE GLOBECOM 2007 will consist of the General Symposium, 9 Technical Symposia, Tutorials and Workshops, Design and Developers and a Student Program.

Papers will be presented in the following topics:

- General Symposium (The General Symposium will only accept papers on topics not covered by other symposia listed below)
- Ad-Hoc and Sensor Networking
- Communication Theory
- Internet Protocol
- Multimedia Communications, Software and Services
- Optical Networks and Systems

- Performance Modeling, Q0S and Reliability
- Signal Processing
- Wireless Communications
- Wireless Networking

CISSE 2007

Conference:	Third International Joint Conferences on Computer, Information, and Systems Sciences, and Engineering (CISSE 2007)
Dates:	3-12 December 2007
Location:	**Virtual**
Proposals Due Date:	5 October 2007
Acceptance Date:	2 November 2007
Final Paper Due Date:	23 November 2007
Website:	**http://www.cisse2007online.org**

CISSE 2007 provides a virtual forum for presentation and discussion of the state-of the-art research on computers, information and systems sciences and engineering. CISSE 2007 is the third conference of the CISSE series of e-conferences.

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

Conference sessions will be broadcast to all the conference participants, where session participants can interact with the presenter during the presentation and
(or) during the Q&A slot that follows the presentation. *This international conference will be held entirely on-line.*

The accepted and presented papers will be made available and sent to the authors after the conference both on a DVD (including all papers, powerpoint presentations and audio presentations) and as a book publication. Springer, the official publisher for CISSE, published the 2005 proceedings in 2 books and the CISSE 2006 proceedings in four books.

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

Potential non-author conference attendees who cannot make the on-line conference dates are encouraged to register, as the entire joint conferences will be archived for future viewing.

The CISSE conference audio room provides superb audio even over low-speed internet connections, the ability to display PowerPoint presentations, and cross-platform compatibility (the conferencing software runs on Windows, Mac, and any other operating system that supports Java). In addition, the conferencing system allowed for an unlimited number of participants, which in turn granted us the opportunity to allow all CISSE participants to attend all presentations, as opposed

to limiting the number of available seats for each session.

Grant Writing Workshop

Conference:	The Grant Institute Grants 101: Professional Grant Proposal Writing Workshop
Dates:	5-7 December 2007
Location:	AIB College of Business Des Moines, Iowa, USA
Website:	**http://www.thegrantinstitute.com/**

The Grant Institute's Grants 101 course is an intensive and detailed introduction to the process, structure, and skill of professional proposal writing. This course is characterized by its ability to act as a thorough overview, introduction, and refresher at the same time. In this course, participants will learn the entire proposal writing process and complete the course with a solid understanding of not only the ideal proposal structure, but a holistic understanding of the essential factors, which determine whether or not a program gets funded. Through the completion of interactive exercises and activities, participants will complement expert lectures by putting proven techniques into practice. This course is designed for both the beginner looking for a thorough introduction and the intermediate looking for a refresher course that will strengthen their grant acquisition skills. This class, simply put, is designed to get results by creating professional grant proposal writers.

Participants will become competent program planning and proposal writing professionals after successful completion of the Grants 101 course. In three active and informative days, students will be exposed to the art of successful grant writing practices, and led on a journey that ends with a masterful grant proposal.

Grants 101 consists of three (3) courses that will be completed during the three-day workshop.

(1) Fundamentals of Program Planning

This course is centered on the belief that "it's all about the program." This intensive course will teach professional program development essentials and program evaluation. While most grant writing "workshops" treat program development and evaluation as separate from the writing of a proposal, this class will teach students the relationship between overall program planning and grant writing.

(2) Professional Grant Writing

Designed for both the novice and experienced grant writer, this course will make each student an overall proposal writing specialist. In addition to teaching the basic components of a grant proposal, successful approaches, and the do's and don'ts of grant writing, this course is infused with expert principles that will lead to a mastery of the process. Strategy resides at the forefront of this course's intent to illustrate grant writing as an integrated, multidimensional, and dynamic endeavor. Each student will learn to stop writing the grant and to start writing the story. Ultimately, this class will illustrate how each component of the grant proposal represents an opportunity to use proven techniques for generating support.

(3) Grant Research

At its foundation, this course will address the basics of foundation, corporation, and government grant research. However, this course will teach a strategic funding research approach that encourages students to see research not as something they

do before they write a proposal, but as an integrated part of the grant seeking process. Students will be exposed to online and database research tools, as well as publications and directories that contain information about foundation, corporation, and government grant opportunities. Focusing on funding sources and basic social science research, this course teaches students how to use research as part of a strategic grant acquisition effort.

Registration

$597.00 USD tuition includes all materials and certificates.

Each student will receive:

- The Grant Institute Certificate in Professional Grant Writing
- The Grant Institute's Guide to Successful Grant Writing
- The Grant Institute Grant Writer's Workbook with sample proposals, forms, and outlines

Registration Methods

1) On-Line - Complete the online registration form at **www.thegrantinstitute.com** under Register Now. We'll send your confirmation by e-mail.

2) By Phone - Call +1 (888) 824 - 4424 to register by phone. Our friendly Program Coordinators will be happy to assist you and answer your questions.

3) By E-mail - Send an e-mail with your name, organization, and basic contact information to **info@thegrantinstitute.com** and we will reserve your slot and send your Confirmation Packet.

CCNC 2008

Conference:	5th Annual IEEE Consumre Communications and Networking Conference 2008 (CCNC)
Dates:	10-12 January 2008
Location:	Harrah's, Las Vegas, NV USA
Proposals Due Date:	29 June 2007
Acceptance Date:	14 September 2007
Final Paper Due Date:	23 November 2007
Website:	**http://www.ieee-ccnc.org/**

IEEE Consumer Communications and Networking Conference, sponsored by IEEE Communications Society, is a major annual international conference organized with the objective of bringing together researchers, developers, and practitioners from academia and industry working in all areas of consumer communications and networking.

6 Technical Session Tracks

- Wireless Routing and Transport
- Network Access and Communications
- Multimedia Networking

- Communications and Info. Security
- P2P Networking and Content Distribution
- Emerging Technologies and Applications

Keynote Speaker is Dr. Henry Tirri, Research Fellow and Head of System Research Centers, Nokia Research.

RFID Conference 2008

Conference:	IEEE International Conference on RFID 2008
Dates:	17-19 March 2008
Location:	Las Vegas, NV USA
Proposals Due Date:	10 November 2007
Acceptance Date:	7 January 2007
Final Paper Due Date:	25 January 2008
Website:	**http://www.ieee-rfid.org/2008/default.asp**

IEEE RFID 2008 is the second annual conference dedicated to addressing the technical and policy challenges in the areas of radio frequency identification (RFID) technologies, their supporting large-scale distributed information systems, and their applications.

See the website for more information: **http://www.ieee-rfid.org/2008/default.asp**.

WCNC 2008

Conference:	IEEE Wireless Communications and Networking Conference
Dates:	31 March - 1 April 2008
Location:	Las Vegas, NV USA (co-located with CTIA)
Proposals Due Date:	1 September 2007 for tutorials 20 Septmber 2007 for papers/panels
Acceptance Date:	3 December 2007
Final Paper Due Date:	4 January 2008
Website:	**http://www.ieee-wcnc.org/2008/**

IEEE WCNC is the premier wireless event for wireless communications researchers, industry professionals, and academics interested in the latest development and design of wireless systems and networks. Sponsored by the IEEE Communications Society, IEEE WCNC has a long history of bringing together industry, academia, and regulatory bodies. In 2008, IEEE WCNC will be held in Las Vegas, Nevada, USA, co-located with CTIA WIRELESS 2008 (the world's largest wireless show). IEEE WCNC 2008 registrants will have free admission to the CTIA exhibit floor.

NOMS 2008

Conference:	IEEE/IFIP Network Operations and Management Symposium Pervasive Management for Ubiquitous Networks and Services
Dates:	7-11 April 2008
Location:	Salvador da Bahia, Brazil
Website:	**http://www.ieee-noms.org/2008**

Paper Submission Deadline Extended!

Held in even-numbered years, NOMS 2008 will follow the 20 years tradition of NOMS and IM as the primary forum for technical exchange of the research, standards, development, systems integration, service provider, and user communities. NOMS 2008 will present up-to-date approaches and technical solutions for integrated systems and services including communication networks, host systems, enterprise applications, service oriented architectures, and delivery of management services. The conference provides a peer-reviewed program of technical sessions, application sessions, software tools sessions, tutorials, BoF, posters, and panels as well as vendor exhibits.

SECON 2008

Conference:	Fifth Annual IEEE Communications Society Conference on Sensor, Mesh and Ad hoc Communications and Networks (SECON 2008)
Dates:	16-20 June 2008
Location:	San Francisco Bay Area, California, USA
Proposals Due Date:	11 December 2007
Acceptance Date:	14 March 2008
Final Paper Due Date:	4 April 2008 (Midnight Eastern Standard Time, GMT-5)
Website:	**http://www.ieee-secon.org**

IEEE SECON provides a forum to exchange ideas, techniques, and applications, discuss best practices, raise awareness, and share experiences among researchers, practitioners, standards developers and policy makers working in sensor, ad hoc, and mesh networks and systems.

The conference will provide collegiality and continuity in the discussions of the various topics among participants from the industrial, governmental and academic sectors.

Original technical papers on the communications, networking, applications, systems and algorithmic aspects of mesh and sensor networks, as well as those that describe practical deployment and implementation experiences are solicited for presentation and publication.
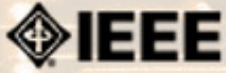
WM-SCI 2008

Conference:	12th World Multi-Conference on Systemics, Cybernetics and Informatics: WM-SCI '08
Dates:	29 June - 2 July 2008
Location:	Orlando, FL USA
Proposals Due Date:	24 October 2007
Acceptance Date:	28 November 2007
Final Paper Due Date:	14 February 2008
Website:	**http://sciiis.org/WM-SCI08**

Submitted papers or extended abstracts will have three kinds of reviews: double-blind (by at least three reviewers), non-blind, and participative peer-to-peer reviews.

Authors of accepted papers who register for the conference can have access to the reviews made to their submission so they can improve the final version of their papers. Non-registered authors may not have access to the reviews of their respective submissions.

Awards will be granted to the best paper of those presented at each session. From these session's best papers, the best 10%-20% of the papers presented at the conference will be selected for their publication in Volume 6 of *JSCI Journal* (**www. iiisci.org/Journal/SCI**) and sent free to over 220 research libraries. Libraries of journal author's organizations will receive complimentary subscriptions of at least one volume (6 issues).

Society News: Member News

2007 Schlesinger Award

PCS Election Results

IPCC 2007: Schlesinger Award

by MichaËl Steehouder

When Kim Campbell announced that she would resign as editor of the *Transactions*, there was no discussion about who should receive this year's Emily K. Schlesinger Award for Distinguished Service to the Professional Communication Society.

For 10 years, Kim edited the *IEEE Transactions on Professional Communication*. That means that she published 39 issues - the 40th still to come as the special 50th anniversary issue in December - with a total of approximately 250 articles. Under Kim's supervision, the *Transactions* became one of the three leading journals in our profession, highly appreciated by professionals in the field as well as academics. It is extremely important for our society, and for the discipline as a whole, to have such a journal as a platform for the creation and exchange of knowledge, and to promote high quality research.

But there is more. We appreciate Kim not only for her results, but also for the enthusiasm she always displayed for the *Transactions*, for her inspiring and supportive attitude towards 'her' authors, reviewers and associate editors, for the friendly tone of her e-mails, especially when it was necessary to remind her reviewers of their deadlines. If we take into account that the *Transactions* have an acceptance rate of 20%, she must have sent about a 1,000 rejection letters. That must have been a very hard task for a friendly, caring, and positive person as she is.

Ladies and gentlemen, it is a great pleasure and an honor for me to present the 2007 Emily Schlesinger Award to our editor and friend, Kim Sydow Campbell.

PCS Election Winners

By Helen Grady, Chair, Nominating Committee

Please join us in welcoming the following people to the IEEE-PCS AdCom. The AdCom is now composed of representatives from Regions 1-6 (USA), Region 7 (Canada), Region 8 (Europe/Middle East/Africa), Region 9 (Latin/South America), and Region 10 (Asia Pacific).

Mark Haselkorn was elected as Society president, and **Tom Orr** was elected as vice president.

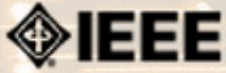The following people were elected to AdCom by the membership:

- Debbie Davy, Mastertechwriter, Inc., Canada
- Brian Still, Texas Tech University, USA
- Muriel Zimmerman, University of California, Santa Barbara, USA

The following people were elected by the current AdCom:

- Walter Lee, The Solution Space, USA
- Yoshimasa Ono, The University of Tokyo, Japan
- Atsuko Yamazaki, The Institute of Technologists, Japan

Thank you to all the candidates who ran for office.

Job Announcements

*Editor's Note: We have had several requests to post job openings. If you would like to post your opening, please send the job announcement in a Word document with minimal formatting to Kit at **pcsnews.editor@ieee.org**. The jobs will remain on the list until the closing date listed in the announcement.*

Lecturer/Senior Lecturer, University of Toronto

IEEE Press

Lecturer/Senior Lecturer in the Engineering Communication Program, U of Toronto

Organization:	University of Toronto
Position(s) Available:	Lecturer/Senior Lecturer
Type of Position:	Professor
Closing Date for Applications:	30 November 2007
Location:	University of Toronto, Toronto, Ontario CANADA
Contact:	Professor D. Grant Allen, **ecplecture AT ecf.utoronto.ca**
URL:	**http://www.engineering.utoronto.ca/site8.aspx**

The Faculty of Applied Science and Engineering at the University of Toronto invites applications for the position of Lecturer/Senior Lecturer in the Engineering Communication Program (ECP). The program is a North American leader in integrating communication instruction into the Engineering Curriculum. The program involves a range of courses, workshops, and individual consultations (at a writing centre) to instruct and support engineering students in writing and oral presentation as part of their studies. The program's courses incorporate more than 1500 students across 15 courses in seven departments/divisions.

The University of Toronto offers opportunities for collaborative and interdisciplinary research and teaching, the excitement of working with a diverse student population, and actively encourages innovative scholarship. Toronto itself is one of the most multicultural places in the world and the safest city of its size in North America.

This position is a full-time academic appointment in the teaching stream and will be made at the rank of either Lecturer or Senior Lecturer. The Lecturer rank has an initial appointment of three years, which can be renewed for a further two years. In the fifth year of service, Lecturers are reviewed for promotion to the rank of Senior Lecturer. Senior Lecturers hold continuing appointments at the University. Rank and salary will commensurate with qualifications and experience.

The successful applicant for the position of Lecturer/Senior Lecturer will be nominated to hold the appointment as Director

of the ECP. This is a five-year term appointment, renewable. The combined appointment of Lecturer/Senior Lecturer and Director will be responsible for:

- Overseeing the program and its faculty, which includes five full-time and numerous part-time and sessional lecturers;
- Teaching two (2) courses per term for two (2) terms per year; and
- Working with engineering departments/divisions to develop an integrated communication curriculum that will enable students to develop their professional communication and critical thinking abilities.

The position requires an individual with a minimum of five years experience leading a program in Technical Communication; a strong commitment to and knowledge of engineering communication; and a PhD in the field of Technical Communication, Rhetoric, or related field (e.g., Second Language Education, Applied Linguistics, Professional Communication, English, or Education). Essential for this position are the ability to work in team-teaching contexts, a track record of teaching excellence, and the ability to identify and solve curriculum delivery challenges.

The Director will have expertise in some of the following:

- designing courses and programs
- teaching Second Language at the university level
- developing Writing in the Disciplines (WID) programs
- teaching engineering design
- innovating through instructional technology

The successful candidate will lead a team to develop and deliver an integrated communication program for undergraduate, and possibly graduate, engineering students. Specific courses or modules within courses may include the following:

- technical communication
- communication and design
- oral communication
- Engineering Strategies and Practice
- professional writing

The deadline for applications is **30 November 2007** or until the position is filled. The anticipated start date is **1 July 2008** or sooner if required. Please send a letter of application, a curriculum vitae, a teaching dossier (with sample publications, course outlines, evaluations, and teaching philosophy), and three letters of reference to:

Professor D. Grant Allen
Vice-Dean Undergraduate Studies
Faculty of Applied Science and Engineering
University of Toronto
35 St. George Street, Room 149
Toronto, Ontario, Canada M5S 1A4

Electronic submissions are highly preferred and should be submitted to
ecplecture AT ecf.utoronto.ca.

All qualified candidates are encouraged to apply; however, Canadians and Permanent Residents will be given priority. The University of Toronto is strongly committed to diversity within its community. The University especially welcomes applications from visible minority group members, women, Aboriginal persons, persons with disabilities, members of sexual minority groups, and others who may contribute to further diversification of ideas. The University is also responsive to the needs of dual career couples.

IEEE Press Editor-in-Chief
and IEEE Press Editorial Board Members

Organization:	IEEE Press
Position(s) Available:	Editor in Chief and Press Board Members
Type of Position:	Volunteer
Closing Date for Applications:	17 September 2007
Location:	N/A
Contact:	Lani Angso (**l.angso AT ieee.org**) Ken Moore, Director, IEEE Book & Information Services, at **k.moore AT ieee.org**
URL:	**http://www.ieee.org/web/publications/books/index.html**

IEEE Press is seeking nominations for qualified candidates who are willing to serve, if elected, on the IEEE Press Editorial Board, or as IEEE Press Editor-in-Chief. Members of the IEEE Press Editorial Board serve three-year terms, with a maximum of two terms, according to policy of the IEEE Publication Products and Services Board (PSPB).The term of the IEEE Press Editor-in-Chief is two years, with maximum service of two terms.The current terms of three board members and the Editor-in-Chief expire at the end of 2007.

IEEE Press Board Duties

The board meets at least once a year, and also meets as needed in teleconference. The board includes a minimum of seven members and a maximum of 13 members. The primary duty of board members is to provide technical and scientific expertise in the development of world-class, technical books.

Board members are asked to work on a continuing basis with the Editor-in-Chief and IEEE Press staff to perform the following tasks:

- recruit authors
- review their proposals
- assist in identifying technical reviewers of proposals and complete book manuscripts

Editor-in-Chief

The IEEE Press Editor-in-Chief chairs the IEEE Press Editorial Board and represents the board on PSPB.

About IEEE Press

Currently, IEEE Press operates under a strategic plan that calls for expansion of its publishing program, while emphasizing acquisition of technical books. IEEE Press publishes in the full range of IEEE technical fields of interest, and currently has series that concentrate in communications, electromagnetics, biomedical engineering, power engineering, microwave technology, microelectronics, and computational intelligence.

Nominating Process

Interested nominators should submit a biography of no more than two pages that demonstrates the candidate's interest and technical experience. Self-nomination is permitted.

Recommendations for candidates may be made by the current IEEE Press Editorial Board to the Nominations and Appointments Committee of PSPB. The N&A Committee reviews proposed candidates and may make its own recommendations to PSPB. Appointments are expected to be made at the 16 November 2007 PSPB meeting.

Nominations (with bios attached) are to be sent to Lani Angso (**l.angso AT ieee.org**) up until **midnight, 17 September 2007**. For additional information, please contact Ken Moore, Director, IEEE Book & Information Services, at **k.moore AT ieee.org**.

Newsletter

Society News: AdCom News

Fall AdCom Meeting

BY ADCom

The fall AdCom meeting was held in Seattle at the Crowne Plaza Hotel on 29-30 September 2007, immediately preceding the IPCC conference.

During the AdCom meeting, we met Jo Mackiewicz, the new editor for the *Transactions* journal. Jo is an assistant professor at the Illinois Institute of Technology, and a bundle of energy. Kim will be working with Jo for the next several months to ensure a smooth transition.

We also discussed a variety of topics, including the new website, plans for next year, IPCC 2008, the need for a strategic planning workshop, and how to get more volunteers involved.

Then, we all attended the fabulous IPCC 2007 conference and 50th anniversary celebration.

Newsletter

IEEE Professional Communication Society Newsletter • ISSN 1539-3593 • Volume 51, Number 9 • October 2007

Calls for Articles/Proposals/Courses

IPCC 2008

International Journal of Design

Design Squad TV

Today's Engineer

IPCC 2008 Call for Papers

Conference:	IEEE International Professional Communication Conference 2008 (IPCC 2008)
Dates:	July 13-16, 2008
Location:	Concordia University, Montréal, Canada
Proposals Due Date:	15 December 2007
Website:	**http://ewh.ieee.org/soc/pcs/?q=node/2**

The information economy is based on the collection and the exchange of data and ideas. We all either contribute to or use materials from the information economy in most aspects of our everyday lives. As a result, the information economy exists as an environment in which we are all contributors and consumers. Within this system, effective communication is essential to success, allowing individuals to contribute ideas and information effectively and to make efficient use of the goods and services. Few of us, however, understand all of the nuances of the information economy or the communication factors that affect its operations.

This conference seeks to examine or to "open " this economic model by examining the connections between communication practices and the products, practices, and services that constitute the information economy. The objective of such an examination will be to help attendees better understand and participate in the information economy as both contributors and consumers.

The conference will take place on the campus of Concordia University in Montréal, Canada and will consist of paper presentations and panel discussions that focus on various communication, design, social, and cultural aspects of the information economy.

Possible Topic Areas

Suggested topic areas include but are not limited to the following:

- Establishing and assessing the value of knowledge work and knowledge products
- Information design, usability, and accessibility
- Virtual teams, online collaboration, and distributed models of work
- Cross-cultural communication, globalization, outsourcing, translation, and localization
- Legal policies and social issues related to the information economy
- Media selection and multimodality
- The role of and perspectives on teaching and training within the information economy
- Content management, open source software, single sourcing, and XML

Proposal Submission Process and Submission Dates

Send 1-2 page (250-500 word) proposals to **IPCC2008 AT gmail.com** by the following dates:

- 15 October 2007 (deadline for submissions to be considered for early acceptance)
- 15 December 2007 (deadline for regular submissions)

For conference- or proposal-related questions contact: **IPCC2008 AT gmail.com**

International Journal of Design

International Journal of Design: Call for Papers

http://www.ijdesign.org

The *International Journal of Design* is a peer-reviewed, open-access journal devoted to publishing research papers in all fields of design.

Our vision is to publish high-quality design research, and to disseminate this research to the widest possible audience. Our Editorial Board consists of leading design researchers from all over the world, all of whom are contributing their valuable time and expertise to help establish a high standard for this journal. The journal is published both online and in print. The online version is open access, freely available for anyone, anywhere to download, read, distribute, and use, with proper attribution of authorship, for any non-commercial purpose. A printed version of the journal will also be available.

Submit your best work to the *International Journal of Design*!

Topics include:

- Social-Cultural Aspects of Design
- Globalization and Localization Approaches to Design
- Design Strategy and Management

- Ergonomics & Perceptions in Design
- Design Theories and Methodologies
- Computer Applications in Design

The first issue is now available.

Design Squad TV Seeks Projects

From Society Sentinel, 13 June 2007

The production crew for the PBS television series *Design Squad* is soliciting ideas for engineering projects that will appeal to their 9 to 12 year-old target audience. The IEEE provides funding for this series that soon will begin filming episodes for its second season.

The series follows two teams of high school students, mentored by professional engineers, as they compete to design and build a functional machine. The show's producers at WGHB, Boston, Massachussetts. are seeking projects that would be visually interesting, serve a client with a specific need, and provide the opportunity for multiple solutions. Past projects have included building a machine that makes pancakes and designing a summer sled for LL Bean.

Ideas for new shows may be emailed to the show's executive producer, **Marisa Wolsky**.

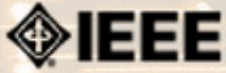To learn more about *Design Squad*, visit **http://pbskids.org/designsquad/**.

IEEE-USA Seeks Articles for *Today's Engineer*

by George McClure

PCS has members who write clearly and well on various topics. We are looking for authors who would be willing to offer articles (750 to 1500 words) on writing tips, presentations, organizing proposals - even recasting résumés - or other topics that would be welcomed by our 16,000+ monthly readers.

Technology topics can be made interesting, too.

Contact: George McClure at **g.mcclure@ieee.org**.

Guidelines

Newsletter Article Submission Guidelines

by Kit Brown

Submit articles by the **15th day of the month before publication**. The newsletter is published monthly around the 1st of the month. The **editorial schedule** provides the proposed themes for each month. Additional suggestions are always welcome.

For book and website reviews, see also the **book and website review guidelines**.

If you have questions, comments, or suggestions, please contact **Kit Brown**.

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Writing Tips: If you aren't sure how to construct the article, try using the 5-paragraph essay method. (Note: The 5-paragraph concept can be expanded to longer formats, so don't be overly literal about the five paragraphs.)
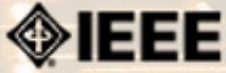
1. Identify your theme and 3 main points in the introductory paragraph. This lead paragraph should draw readers in and make them want to read on.
2. Use each of the 3 body paragraphs to discuss the one of the 3 main points you identified in the first paragraph. (discuss them in the order that you listed them in the introduction). Show, don't tell. Give examples. If you express an opinion, back it up with evidence.
3. Summarize your thoughts in the conclusion paragraph and provide the reader with any actions that you want him/her to take. (The conclusion should not introduce new information, but should encapsulate what was said in the article and provide recommendations if appropriate.)

Guidelines: Please review the following information when submitting articles or regular columns to the newsletter:

- **Submit articles electronically in MSWord or RTF format to pcsnews.editor@ieee.org.** These formats are more easily available to me than other word processing applications.
- **Provide articles that are 200-1000 words in length.** People tend to scan rather than read in an online environment. Short, well-written and relevant articles will be more beneficial to the audience than longer ones.
- **Provide a short bio (~25 words) and contact information.** Readers want to know about you. At a minimum, write a bio that tells your name, company, primary job title, email address and why this topic is of interest to you or what

experience you have in the area you wrote about. (This doesn't count as part of your word count.)

- **Indicate whether the article is time sensitive.** Because of size considerations and editorial schedule, newsletter articles may not be published immediately upon submission, unless it is date critical (e.g., information about the upcoming conference or an article about a current event that relates to technical communication.)
- **Indicate copyright information if applicable.** If you own the copyright for an article, indicate this with your submission so that we can provide appropriate attribution. If you don't own the copyright, but think an article is interesting, provide the article, along with the contact information for the copyright holder and the name of the publication where it was originally published.
- **Insert the URL into the text so that I can easily create the link.** For example, if you want to reference the w3c, you would say "refer to the W3C (http://www.w3c.org) guidelines". Don't create the hyperlink in Word.
- **Provide complete bibliographic information for references.** Include author(s), title, date of publication, publisher, page numbers or URL, ISBN number.
- **Use a friendly, casual tone.** We want to invite people to read and to make the information as accessible as possible.
- **Use 1-inch (2.54 cm) margins; don't indent paragraphs.** I have to reformat the text so it's better to minimize the formatting you include. Instead of indenting, put an extra line between paragraphs
- **Avoid using lots of formatting within the text.** I will have to format the articles for the online environment, so don't put lots of bold and italic in the text.
- **Use subheadings generously.** Subheadings help the reader identify the information that is important to them. Subheads are especially helpful in orienting the reader in the online environment.
- **Use active voice and short sentences.** At least 40% of our audience is outside of N. America. For many members, English is their second (or third) language. Short sentences and active voice are easier to absorb and understand than complex sentence structures.
- **Avoid jargon and "big" words when a simpler term will work.** Approximately 90% of our audience is engineers who need to write effectively on the job. Avoid using writer's jargon, or explain the term in the context. By "big" words, I mean complicated, less commonly used words that may have the same or similar meaning to other, more commonly used words (e.g., instead of "obfuscate", just say "confuse").
- **Avoid idioms.** Idiomatic phrases are those colorful sayings we use to mean something else. For example, "once in a blue moon", "jump right in", "on the fly". Unfortunately, these sayings often have no equivalent in other languages, and can be difficult for non-native English speakers to interpret.
- **Submit graphics as JPGs or GIFs.** Web graphics need to be in one of these formats for most browsers. SVGs and PNGs are not yet universally accepted. If you want graphics included in your article, you need to give me the JPG. Don't just embed it in Word.

Guidelines

Editorial Schedule for 2007
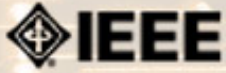
by Kit Brown

The following table shows the proposed themes for each issue through January 2006. If something particularly timely occurs during the year, these themes may change.

If you have questions, comments, or suggestions, please contact **Kit Brown**.

Editorial Schedule for 2007

Month	Theme
January 2007	Technical Review Process
February	Trends
March	Service to the World
April	Information Architecture
May	Visual Communication
June	Technical Literacy
July/August	Accessibility
September	Writing and Engineering
October	Presentation Skills
November	International Communication
December	Standards

Guidelines

Book and Website Review Guidelines

by Kit brown

Have you read a good book lately? Found a website you can't wait to tell people about? Here's your chance to share your newfound knowledge with your colleagues.

Here are some hints for constructing the review:

1. Include the complete bibliographic information for the book or website immediately after your byline. For example: *Now, Discover Your Strengths by Marcus Buckingham and Donald O. Clifton. 2001. The Free Press: New York. pp.260. ISBN: 0-7432-0114-0. URL:* **http://www.strengthsfinder.com**
2. In 2-3 sentences, tell the reader what the book or website is about and how it relates to technical communication.
3. Provide 2-3 things you got out of the book or website, and if applicable, 2-3 things that you wish they had done differently. Opinions are OK if they are supported
4. Support your opinions using specific examples from the book or website. This analysis should be brief--1-2 paragraphs at most.
5. Conclude with a recommendation of how this information might be useful to the user.

The reviews should meet the following guidelines:

- **Keep it short.** The reviews should be 300-500 words. A couple of paragraphs can tell the reader a great deal about what the book/website is about and why one should read it.
- **Focus on the big picture.** In a short review, there isn't room to go page by page and analyze every detail. Instead, pick out the main themes and write about the overall impression. This style is much more interesting to read.
- **Use an informal, conversational tone.** Pretend you are talking to someone about the book or website, and that you only have one minute to explain it to them. What would you tell them about it?
- **Review the article guidelines.** These guidelines provide more detail about the grammar and style for presenting the information, as well as the format the editor needs to receive the information in.