

# Lines & Letters

## Northeast Ohio STC Newsletter



November/December 2003 • Volume 20 Issue 3

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*Celebrating 50 Years:*  
**1953 - 2003**

**STC@50**  
Celebrating 50 Years 1953-2003

### On the Front Lines

In this issues, Lori discusses STC dues renewal, BLOGs, the loss of an editor, college-level competition and more!

From the National Writers Union: An Action Alert issued by the National Writers Union alleges that Borders Books is hurting writers and urges writers to boycott Borders Books by not advertise for them or support them.

### President's Notes

*by Lori Klepfer, NEOSTC President*

Can you believe another year has almost past? The end of each year is STC renewal time. Hopefully, you've already renewed online. If not, please renew your membership dues either online or via the notice STC will be sending to. Your dues fund Intercom, Technical Communication, scholarships, etc. and our chapter. All or a part of the annual dues is tax deductible. See the STC FAQs for more information.

With the reimbursements we receive from international we provide networking and educational opportunities by subsidizing the monthly meetings, hosting the phone seminars, fund mailings, etc.

Don't let your STC opportunities end! Renew today. For any of your colleagues wanting to join, have them join in December, as they will get December membership for free.

Make a note to attend these December events:

- ◆ Annual happy hour and food drive, December 9th at the Flat Iron Café in the flats. We are asking for 3 cans of food or \$5.00 in donations. Can't attend the meeting and want to donate money for the Cleveland Food Bank? Send your donations payable to NEOSTC and mark Foodbank on the check. We'll send it off with the donations we receive from the meeting. Donations are tax deductible.
- ◆ STC phone conference, "Adding Panache to Your Procedures" by Leah Guren Wednesday, December 10, 2003 from 1-2:30 PM ET. RSVP to me.

- ◆ Networking lunch, December 12th at Max and Erma's in Fairlawn.

I'm pleased to announce the first ever STC College Technical Communication competition. Our chapter, the first ever I believe, is sponsoring a competition for undergraduate and graduate students attending colleges and universities in Ohio. The chapter will award cash prizes of \$100, \$50, and \$25 for the top three entries. Help us get the word out about this unique opportunity for college students to receive valuable feedback on their technical communication products from professionals working in the field. Go to <http://www.neostc.org/comp/2003-04/college-entry.doc>

I'm saddened to announce Erika Weliczko has resigned from the newsletter team due to personal reasons. We can all understand the demands of balancing work and personal lives with volunteering. Do any of you have a couple of hours a month to serve as a "reporter" for our newsletter? We need people to source stories from other related professional sites, product reviews, etc. If you want to contribute an original article, we can use these too. Or, consider lending Nora Ebie a hand in producing the newsletter. Please contact Nora or myself for more information about how you can help.

Finally, if you have visited STC's web site lately you've noticed a new link: STC's Transformation Team. As part of strategic planning for the future, STC has launched an initiative to create an "STC future state of a "community of communities" that supports the breadth of disciplines involved in communicating about and through technology. This future state vision must be further developed to address membership growth, financial stability, and most importantly, provide the overarching strategy and structure to sustain the association in the future." With the change in the economy and resulting competition for membership dollars and the evolution of our profession, we as a professional society must evolve. Hence, STC has created a team to help create our future. But, they need input from us, so they created a "blog" to allow us to contribute our thoughts.

### BLOG

noun. A contraction of weblog, a form of online writing characterized in format by a single column of chronological text, usually with a sidebar, and frequently updated.

Usage: "The Transformation team has posted an interesting entry about transforming STC into the 21st century on its blog."

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verb. To write an article on a blog.

Usage: "After reading the journal that the Transformation Team wrote about transforming STC, I feel a serious need to blog my thoughts about the transformation."

I encourage you to visit this link, and participate in our future. <http://trans4mation.typepad.com>.

Speaking of future, Happy New Year! May this holiday season bring you and yours joy, good tidings, peace, prosperity, health, and happiness now and throughout the coming year!

Cheers!

Lori Klepfer

### **From the National Writers Union: Subject: Borders is Hurting Writers**

Dear writers,

The following is from an Action Alert issued by the National Writers Union. Please read both items. Please do not advertise for Borders or support them! If you have questions about this, feel free to contact Dian Killian, NWU's Senior Organizer at [dian@nwu.org](mailto:dian@nwu.org) or call the union office in New York City at 212.254.0279.

For lots of useful information about journalism and publishing contracts, writer resources, copyrights, and more - please go to: [www.nwu.org](http://www.nwu.org). Bookmark the site and check it regularly for updates!

### Independent Bookstores CARE About Writers! Let's Support Them!

Book authors in the NWU have taken a strong position against bookstore chains, since chains negatively impact the diversity of titles available on the market and the ability of mid-list authors to sell their work. (To see the NWU report on this subject, visit <http://www.nwu.org/book/midlist.htm>.) This holiday season and throughout the year, we encourage you to support independent bookstores and especially [www.powells.com](http://www.powells.com), an independent and unionized bookstore. Powells has a great website, offers free shipping, and currently has a promotion whereby you can win \$500 towards your next vacation by checking out new travel titles.

### Borders Workers Getting Shafted

Let's Support Them! They Care About Writers, too!

In December, 2002, workers at Borders Bookstore in downtown, Ann Arbor, Michigan voted 51 to 4 in favor of

forming a union. Borders workers formed a union to obtain fair wages and benefits, to have a voice in their workplace, and to protect the quality and tradition of their store. Borders Inc. has refused to negotiate in good faith and the union went on strike November 8th.

The workers are protesting Borders' unfair labor practices (including firing long-term employees to intimidate workers, hiring a union busting law firm, and refusing to negotiate on issues such as fulltime status, overtime, seniority, vacation, or scheduling). The Borders workers need our support. Please stop shopping at Borders, Waldenbooks, and Amazon.com until workers have a fair contract.

### ACTION YOU CAN TAKE:

Email Borders at [ccare@bordersstores.com](mailto:ccare@bordersstores.com), call them at 734-477-1100, or write to Gregory Josefowicz, CEO, Borders Group, Inc., 500 E. Washington St., Ann Arbor, MI 48104.

Tell Borders that you support the workers and ask them to return to the table and negotiate in good faith . . . since Borders corporate policies stand to help put small publishers out of business.

For more on this issue and how you can help, go to <http://bordersreadersunited.blogspot.com/>

### **Preview: December Meeting**

*By: Stephanie Webster, Programs Committee*

Join us for our third annual holiday happy hour. We encourage you to come to this informal get-together and kick back with friends. Again, you'll have an opportunity to give to the Cleveland Foodbank. We donated about 100 pounds last year – let's make this another record year for our chapter! Feel free to advertise at your workplace and bring a larger box!

The winter months are upon us, but that shouldn't stop you from wandering out! Join STC for the upcoming meetings.

### **December 9: Holiday Social Hour**

Join us for our third annual holiday happy hour. We encourage you to come to this informal get-together and kick back with friends. Again, you'll have an opportunity to give to the Cleveland Foodbank. We donated about 100 pounds last year – let's make this another record year for our chapter! Feel free to advertise at your workplace and bring a larger box!

Bring guests and friends – have them come get to know the STC group! You know you have had folks at work ask you for the 10th time, "Tell me again, what is STC?" Bring them – they'll find out the answer! And for those who have STC-widowed spouses, this is your chance to have them put faces to the names you mention once a month when returning from the meetings.

Food Donation: Please bring 3 cans of food or \$5 to help the Cleveland Foodbank. This is a request and not required for meeting registration. Please make any checks payable to Cleveland Foodbank, Inc. See the Calendar page for further details about the meeting.

- ◆ Location: Flat Iron Café, 1114 Center Street, Cleveland

### January 14: Educating your Readers: How Training and Documentation can Work Together

How many people have a clear understanding of the connection between adult learning and technical writing? Adult learning has many synonyms such as online learning, adult education, online tutorials, and many more. We need to learn to recognize the connection and devices to implement "training" into our everyday writing.

- ◆ Location: Clarion Hotel, Bagley Rd. Middleburg Heights

### Review: November Meeting

*By: Kim Lindsey, Vice President, NEOSTC*

What happens when a scheduled presenter cancels at the last minute? Read Kim Lindsey's review of our November meeting.

When November's scheduled speaker, Scott Abel, STC Hoosier chapter president, had to cancel, our Programs Committee didn't skip a beat. On short notice, they located two presenters who could speak on the planned topic, ROI (return on investment): Richard Hibbard, of Hibbard Associates, LLC, and our own Bob Dianetti, president of RADCom Inc.

Richard is an acquaintance of our president, Lori Klepfer, through the local chapter of ASTD, with a background in technical training for machine operators in heavy industry.

His presentation provided a basic understanding of ROI in simple, everyday terms and examples, such as buying a furnace or a car. He also gave examples from his professional experience using ROI to justify training projects to clients.

Richard said that ROI is used to measure the performance of one method or product over another and is defined as the net benefits realized from a project, divided by its cost. He emphasized how important it is to consider all applicable benefits, including intangibles and especially anything that relates to regulatory compliance, when calculating ROI.

Well-known to chapter members, Bob is a senior member of STC and a past president of our chapter. His company, RADCom, has supported numerous chapter initiatives, providing corporate sponsorship for Technicom and hosting the STC telephone seminar last August. Bob is now running for STC Region 4 Director/Sponsor.

At first Bob's presentation seemed antithetical to Richard's, but as he proceeded, it became apparent that the two complemented each other.

Bob said that ROI is nearly impossible to measure in our field because:

- ◆ So few studies exist, there aren't valid figures to use in comparisons.
- ◆ What we create is hardly ever a stand-alone product – it's usually just a part of something else. We are adding value to the main product.
- ◆ You can't really measure something that DOESN'T happen, only something that DOES, so it isn't valid to measure ROI in terms of calls that don't come in to a support center.
- ◆ People who care about ROI (C-level executives, shareholders, accountants) aren't generally the people we deal with. We deal with managers and project leaders, and these people aren't interested in ROI unless their superiors ask them about it.

Bob feels that our clients (internal and external) mostly care about what "hurts" and how tech-comms can "fix" it. Making their pain go away is the return on their investment.

The two-speaker format encouraged a lively discussion. One person said that they had successfully used generic ROI figures from STC in presenting a proposal to their managers. Another pointed out that, if you can measure the value added to a main product, you can calculate ROI – that added value and benefit are the same thing. Everyone went home with something to think about.

### Reviews - STC Telephone Conferences:

#### Proving Our Worth to Clients and Employers

*By Sharon Rowe, Member*

*Sharon reviews the September 24 telephone conference, hosted by Parker Hannifin. Bonni Graham, owner and CEO of Manual Labour, Inc., presented the seminar and discussed how to show (not tell) management that what we do is financially important to the company.*

Many thanks to Parker Hannifin for hosting our most recent telephone seminar "Proving Our Worth to Clients and Employers". Bonni Graham, owner and CEO of Manual Labour, Inc., presented this seminar on September 24th.

Bonni did a great job of explaining how we need to show (not tell) management that what we do is financially important to the company. The key word here is financially. It's all about numbers and the bottom line, therefore, we must show management our financial importance from the project level and up. The best way to do this is by developing and presenting a business case. There are four main characteristics of a business case, which are:

- ◆ Contains a persuasive essay.
- ◆ States a single point on which to base the business case.
- ◆ Proves the point with a good argument, facts and figures.
- ◆ Includes reasonable evidence with supporting information. (Excludes hearsay and wishful thinking.)

Bonni has a good example of a business case in her presentation. If anyone would like to have a copy of her presentation material, you can send her an email at [bgraham@manuallabour.com](mailto:bgraham@manuallabour.com) to request one.

#### Technical Communication Departments: Establishing a Baseline of Performance:

*By: Stephanie Webster, Programs Committee*

*Stephanie reviews the November 5 telephone conference hosted by Intuit. Saul Carliner presented "Establishing a Baseline of Performance". In 2001, STC gave Saul a research grant to conduct a study on evaluating technical communication departments around the country and measuring their performance values and metrics. Saul is currently an assistant professor of*

*educational technology at Concordia University in Montreal, Quebec.*

On November 5, Intuit hosted the monthly STC phone seminar. Saul Carliner presented "Establishing a Baseline of Performance". In 2001, STC gave Saul a research grant to conduct a study on evaluating technical communication departments around the country and measuring their performance values and metrics. Saul is currently an assistant professor of educational technology at Concordia University in Montreal, Quebec.

The research study was conducted with documentation departments with over thirty employees in mind. Within larger groups, it was easier to allow staff the time to think and measure effectiveness and productivity while in smaller groups, it seemed they were just trying to complete the day-to-day tasks as opposed to having time or resources to focus on measures and results.

The background to this study started with some open ended questions, such as "To whom should the technical communication group report?", "What is an industry standard template for information and content plans?", and "How do technical communication departments measure the productivity of their work?"

Most respondents formed answers by giving anecdotal conclusions. No one was able to give industry standards. However, the results that Saul Carliner's study produced from this study were very similar to the last relative research, which references hard and fast numbers. This study was completed in 1990 by Rosenbaum and Barr and will be republished in the 50th anniversary of Technical Communications magazine (released later this year).

The study that Saul presented focused on project, people, and business management conducted in technical communication departments. He stated these interesting results:

- ◆ As alternatively led to believe, technical writers are mainly involved in only traditional activities, such as user guides, reference manuals, help systems, service guides, and supporting Web sites. In large writing groups, the main function is to write. Other tasks, such as marketing, graphic design, or training, are most often outsourced or given to other departments.
- ◆ Writing skills rank highest with managers when hiring. Technology knowledge is important, but writing is invaluable.

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- ◆ Most output to media is print and online – with print at 3 percentage points higher than online! This is a conclusive fact that print is still not dead!
- ◆ Technical reviews are the best way to sustain quality control methods.
- ◆ Usability is highly regarded, but not used as much as would be thought. Only 10 percent reported that they used usability testing 100% of the time.
- ◆ Most departments report that their quality status comes from customer satisfaction and meeting the customers' needs.
- ◆ Training budgets are significantly low for the number of employees expected to gain education from conferences, training sessions, or independent learning. One corporation reported that for a staff of 36, they were allotted \$20,000. That seems a lot, but broken down for the year, that figures out to be \$555 a person – not nearly enough for the annual STC conference, let alone other training factors.
- ◆ 57% reported their title as "Technical Writer", while 27% use "Information Designer or Architect". In 2001, only 38% went by the title "Technical Writer".
- ◆ There are over 500 unique titles for technical communication positions registered in the STC membership directory!
- ◆ More than half of the technical communication departments do NOT report to the Development department manager. 34% were reporting to a Vice President.
- ◆ 42% stated that the Development group approved their technical content. While 46% stated that the Development group also determined their annual budgets! Few budgets included printing or duplication costs.
- ◆ The survey concluded that a high percentage of managers are disappointed by the late involvement of their departments in determining budgets and scheduling for projects.
- ◆ Collecting data from customer survey responses and using it proved to be the most effective way to determine the quality of work a department was producing.
- ◆ Quite a few managers look to the Training metrics initiated in the 1950's to instate hard and fast numbers into their department goals.

While there has not yet been a standard defined for quality, almost all departments stated that they do have a standard process in place and follow it. Saul found that almost all technical communicators feel that their responsibility is to be the user advocate. Most of the audience responded that to help the user, writers must increase visibility through marketing themselves and try to get involved earlier on during projects. The audience should determine the metrics for your productivity and effectiveness.

Saul suggested that listeners track progress within their own department by adding goals for a month, two months, or a year for each individual and the whole department. He provides tracking spreadsheets at the international STC Web site: [www.stc.org/seminar\\_110503.asp](http://www.stc.org/seminar_110503.asp) under supporting files.

Saul did not have time to delve into all substantial results during the phone seminar. For more information, refer to his article at <http://saularliner.home.att.net/idbusiness/preliminaryreport.htm>, which captures all results and the expanse of the study.

### Paper Prototyping for Tech Writers

*By: Lori Klepfer, President*

Intuit Corporation (formerly MRI) hosted the Paper Prototyping for Tech Writers STC telephone seminar on September 10. The seminar was presented by Carolyn Snyder and well attended with about 10 members present.

This being the first seminar I attended, I was pleased that the information was broken up by audience polling, Q&A, and the playing of audio clips from the case studies discussed.

Intuit Corporation (formerly MRI) hosted the Paper Prototyping for Tech Writers STC telephone seminar. The seminar was well attended with about 10 members present. This being the first seminar I attended, I was pleased that the information was broken up by audience polling, Q&A, and the playing of audio clips from the case studies discussed.

The seminar covered the following topics:

- ◆ What is paper prototyping and when is it useful
- ◆ What issues will paper prototypes help you find
- ◆ How paper prototyping aids in project development

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Ms. Snyder presented a definition of paper prototyping: It is a variation of usability testing where "representative users perform realistic tasks by interacting with a paper version of the interface that is manipulated by a human "Computer" who doesn't explain how the interface works." This technique can be used for anything that has a user interface.

In a 2002 survey of 172 usability practitioners, 30% rated paper prototypes as essential and 52% rated paper prototypes as useful. Some benefits of paper prototypes include:

- ◆ Earlier feedback
- ◆ Easier to make changes
- ◆ Faster
- ◆ Inexpensive
- ◆ Fewer nit-picky comments on the visual design because users don't perceive the product as final

Drawbacks include:

- ◆ Does not find all problems
- ◆ Features can be prototyped that cannot be implemented due to technical constraints
- ◆ Can be a tough sell to the team members

Besides usability issues, paper prototypes can help missing user requirements, design alternatives, priorities for the next release, issues outside the user interface. Technical writers can glean user assistance, natural order for tasks or procedures, and which parts of the interface are stable.

To create paper prototypes you can use common office supplies to create radio buttons, checkboxes, drop down lists, etc. Carolyn recommended removable tape as a good tool as well.

When planning your paper prototyping consider whether you want a broad test, the percentage of functionality implement, or a deep test, the degree to which the functions are implemented. Realize that paper prototyping cannot find such issues as subtle scrolling issues, keystrokes, optimum size of controls, or response times.

Carolyn asserts that technical writers play an active role by introducing and championing techniques, participating in creating screens, playing the human "Computer," and observing and documenting the tests. By participating in the process, writers can be more

proactive as well as add value and impact design early on in the development process.

Tips for implementing paper prototyping include:

- ◆ Start with supportive team members; they will be your advocates
- ◆ Show people how paper prototyping works by holding a mock test

Resources: Kaufmann, Morgan: *Paper Prototyping*  
[www.paperprototyping.com](http://www.paperprototyping.com)

### Adobe Acrobat 6.0 for Technical Communicators

*By Kim Lindsey, Vice President*

*Kim reviews the October 8 "webinar", hosted by Parker Hannifin. The presenter, Brian Wood, an Acrobat Specialist from Adobe Systems reviewed the many new features of the latest version of this powerhouse of an application.*

Fourteen people assembled in the auditorium at Parker Hannifin on October 8 to participate in the STC Web- and Telephone-Based Seminar ("web-inar") on Acrobat 6.0. Using a conference room with presentation equipment made the Web feed easy for all of us to see.

The presenter, Brian Wood, an Acrobat specialist for Adobe Systems, launched right into the material, concentrating primarily on Acrobat 6.0 Professional. This latest version of Acrobat includes many new features users have been requesting for years. Wood apologized up-front because he was repeatedly saying, "This is my favorite feature."

And there are a lot of candidates for favorite. You can now:

- ◆ Combine ("bind") many files, with different file types and page sizes, into a single PDF.
- ◆ If page sizes vary, Acrobat allows you to control the way hard copies print.
- ◆ Do the unthinkable: convert a PDF file back to a Word .doc file.
- ◆ Search one or many PDFs for a word or phrase without even opening the file(s). When the search results come up, they function like hyperlinks opening the document on the appropriate page with the occurrence highlighted.
- ◆ Restrict others from editing or even reading a PDF. You can also use digital IDs from third-party providers like VeriSign.

- ◆ Use Acrobat's Review & Comment function to send a PDF for review via e-mail or browser. When reviewers return the document, their comments are automatically merged into the Acrobat document's Comments List. For Word XP, the suggested changes can even be automatically implemented in the original document.
- ◆ Use the Pan & Zoom thumbnail window to navigate large pages, such as engineering documents, then zoom in by as much as 6400%.
- ◆ Preflight PDFs and preview color separations within Acrobat.
- ◆ Create files that are PDFX-compliant (an ISO standard).

The Question and Answer portion of the program was lively, with dozens more questions that Wood had time to answer. Several callers asked for advice about the incompatibility between Acrobat 6.0 and Framemaker 7. He said that Adobe was working to resolve this issue, but in the meantime you could generate Frame PDFs using the print driver in Acrobat, rather than using the controls within Frame.

Another Adobe goal is to offer downloads of presentations, like this web-inar, on its website. So if you missed this opportunity, keep an eye on adobe.com.

### Academic Relations Committee Report

*By: Jeanette Evans, Academic Relations Committee*

Here are the highlights of our current activities:

- ◆ Agreed at last board meeting to sponsor a college level tech com competition – as far as I can tell a first for our chapter. This is in addition to the high school competition as coordinated by Bege Bowers.
- ◆ Agreed to target the following schools and assign individuals as follows:
  - CCC – J. Evans (with N. Ebie)
  - Lakeland – Doug Kepp
  - YSU – J. Evans (with B. Bowers)
  - Miami – Karla Caldwell
  - TBD – Jill McCauslin
  - St. Ignatius – Brian Baddour (high school)
  - Mayfield – J. Evans (high school)

- ◆ Planning an Oct 16 follow-up meeting to address outstanding issues and review the first pass of a flier as developed by Karla Caldwell.

### NEOSTC Sponsors New College-Level Competition

*By: Jeanette Evans, Academic Relations Committee*

NEOSTC is trying a new activity this year. The new activity should add some interesting elements to what our chapter does. The new event, as suggested by a list provided from STC, is a college-level competition.

By organizing this event our chapter accumulates points toward the next level of achievement for the chapter. The activity should also prove worthwhile to those involved and get more of the word out about STC to colleges and universities.

So far we plan to cover the following schools:

- ◆ Bowling Green University
- ◆ Cedarville College
- ◆ Cuyahoga Community College
- ◆ Lakeland Community College
- ◆ Miami University
- ◆ Youngstown State University

We can use more help in targeting other schools or expand coverage for the existing list, so please let me know if you can help. So far, individuals involved in this activity include Doug Kepp, Carla Caldwell, Jill McCauslin, Stephanie Webster, and myself.

The new college-level competition is open to undergraduate and graduate students in Ohio. I could not find another chapter that does a college-level competition, so we are not patterning our competition on what other college competitions do. In a way we are "making it up as we go along" but referencing the professional and high school competitions.

Please see the Competitions page at <http://www.neostc.org/comp/> for the latest details on rules, deadlines, application forms, and related information.

We will also be looking for judges once we get the entries. Please contact me if you are interested in judging.

### Feature Article: Preparing for Your Job Interview: The Important Role of Information Literacy

*By: Stephen Steiniger, BGSU Student Member*

A successful performance at the job interview will greatly increase your chances of getting hired. A key part of having a successful performance is convincing the interviewer that you are the "right person for the job." So, you may ask yourself, how do I convince the interviewer that I am the right person for this job?

"Whether you are at a job interview, work, or a bar trying to impress a good-looking woman or man---your ability to send and receive information will determine how others think of you."

A successful performance at the job interview will greatly increase your chances of getting hired. A key part of having a successful performance is convincing the interviewer that you are the "right person for the job." So, you may ask yourself, how do I convince the interviewer that I am the right person for this job?

Your ability to understand and communicate information, i.e., your level of "information literacy,"<sup>1</sup> will greatly affect how successful you are. Whether you are at a job interview, work, or a bar trying to impress a good-looking woman or man---your ability to send and receive information will determine how others think of you.

Below is a model that defines three levels of information literacy.<sup>2</sup> This model can be applied to a situation (in this case a job interview) to help clarify and structure information.

#### Information Literacy Model

Level 1. The Surface. Identify your message. (Identify the skill or ability you want to convey.)

"My background as a technical communicator allows me to accurately and clearly convey information."

Level 2. Below the Surface. Support your message. (Show how the skill or ability can be used.) Demonstrate how you have used your technical communication background in previous projects (academic or professional).

"For example, I've planned and designed information for a website."

Level 3. The Surface Floor. Make the final connection: Why your message is important. (Demonstrate how the

work sample reinforces your message.) In other words, bridge the gap between what their company needs vs. what you have to offer.

For example, the following scenario: An organization needs a Documentation Specialist with good analytical, communication, and research skills.

"During the planning and designing stages, I gathered data by interviewing subjects, doing user scenarios, and reviewing scientific journals (research/communication). Then, I performed an audience analysis to make user profiles and metrics (analytical/communication). Finally, in order to make sure the information was as a readable and actionable as possible for a particular audience, I targeted the data I gathered in my research to the needs of that audience (analytical/communication)."<sup>3</sup>

Using this model can help you better understand and communicate information at your job interview; thus, increasing your chances of getting the job (a good thing!). A structured approach to thinking, as this model provides, will make your arguments more logical and focused.

Remember: Your goal is to inform the interviewer about your skills and abilities and persuade him or her that "you are the right person for the job." This information literacy model will help you illustrate how your skills and abilities are a perfect fit for their company.

#### Helpful Suggestions for the Interview.

1. Create a positive first impression. Smile and shake hands. Look the person in the eye and say their first name when you greet them.
2. Bring a portfolio; use it to illustrate resume. Elaborate about the skills in your resume, using work samples in your portfolio to show real-life application for your skills.
3. Ask Questions about job position. For example, is this a newly created position? If not, what happened to the last person that worked there? Or, Does this job allow for career advancement? Is there a typical pattern of advancement?

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1. Angela Haas. Information literacy. Based on course lecture: "Defining Information Literacy." English 486, Writing Process for Online Documents, Fall 2001.



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2. Coggin, Bill. Information literacy model. Based on course lecture: "Three Levels of Communication." English 488, Advanced Technical Writing, Spring 2001.

3. Hackos, JoAnn; and Dawn Stevens. Planning and designing information. Based on book: *Standards for Online Communication*. New York: John Wiley & Sons, 1997, pp. 17-73.

### TECHNIFACTS -- 1960's

Technical Communication	Year	Science/Technology
The Society of Technical Writers and Editors (STWE) and the Technical Publishing Society (TPS) merge to create the Society of Technical Writers and Publishers (STWP). The continued growth of technology, particularly in the electronics, aeronautics, and space industries creates a burgeoning demand for technical writers	1960	Xerox introduces its first plain-paper copier, the Xerox 914. The U.S. launches the first weather satellite, TIROS I. Nick Holonyak, Jr., invents the light-emitting diode (LED). American physicist Theodore Maiman builds the first laser to successfully produce a pulse of coherent light, using synthetic ruby as the laser medium.
A. Stanley Higgins becomes editor of STC's journal, STWP Review. The Greater Washington Area Chapter of the Society of Technical Writers and Publishers (STWP) sponsors the first Science Writing Contest for area high-school students, a concept that spreads to other STWP chapters across the country. The Washington chapter also develops a brochure entitled Technical Writing as a Career.	1961	Soviet cosmonaut Yuri Gagarin, riding in Vostok I, becomes the first man in space, completing one orbit of the Earth. Alan B. Shepard, Jr., becomes the first U.S. astronaut. At MIT, the first time-sharing computer system, the PDP1 is developed for IBM's 700 and 7090 computers. It is marketed the following year. IBM introduces the Selectric typewriter that uses an interchangeable "golf-ball" type head that moves along a small carriage, rather than the traditional key bars and moving paper carriage.
Members of the Society of Technical Writers and Publishers (STWP) hold the first Technical Art Exhibit at their annual convention; the exhibit is organized by the Technical Art Group (TAG), the first art group in the Society. In October, Stello Jordon becomes editor of Intercom.	1962	John H. Glenn, Jr., in Friendship 7, becomes the first American to orbit the earth. Unimation markets the world's first industrial robot. First rubella vaccine becomes available. Digital Equipment Corporation introduces a new generation of computers. These minicomputers use integrated circuits, allowing smaller size and lower cost of production, without lowering performance. Rachel Carson publishes <i>The Silent Spring</i> , a book that makes the general public aware of the dangers of pesticides.
IBM introduces a word processor that stores typed material in coded form on magnetic tape, allowing the operator to enter corrections without having to retype an entire page. In September, L.J. Solheid becomes editor of Intercom.	1963	Computers gain wider use in applications affecting people's daily lives; for example, making seat reservations on British Overseas Airways Corporation (B.O.A.C.) flights and controlling the timing of traffic lights in Toronto. First successful human organ transplants take place. In the U.S.S.R., Valentina Tereshkova becomes the first woman in space, piloting Vostok 6 and completing 48 Earth orbits.
Marshall McLuhan publishes <i>Understanding Media</i> , proclaiming that electronic communication media will soon turn the world in to a "global village." McLuhan's statement, "The medium is the message," implies that the medium in which information appears inevitably alters ("massages") that information.	1964	U.S. satellites Ranger 7, 8, and 9 send spectacular closeup photographs of the moon's surface. Geostationary satellites, predicted by Arthur C. Clarke in 1945, send live broadcasts of the Tokyo Olympics opening ceremonies to the U.S.

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Technical Communication	Year	Science/Technology
		IBM rolls out the OS/360, the first mass-produced computer operating system.
<p>Ted Nelson coins the terms "hypertext" and "hypermedia" to describe a model of non-sequential writing and accessing information, stressing the connections among ideas. Readers can assemble these pieces of information in whatever order they want. Nelson's work is heavily influenced by the earlier work of Vannevar Bush. In June, R. A. Russell becomes editor of Intercom. In November, J.D. Nilsson becomes editor of Intercom.</p>	1965	<p>Soviet cosmonaut Alexei Leonov takes the first spacewalk, spending 10 minutes outside the Voskhod 2 spacecraft. Later this year, Ed White performs the first spacewalk by a U.S. astronaut, maneuvering outside the Gemini 4 spacecraft for 21 minutes.</p> <p>U.S. satellite Mariner 4 transmits the first photographs of the surface of the planet Mars.</p> <p>Computer timesharing is introduced, allowing multiple users to use the same computer concurrently.</p>
<p>STC moves its office to Washington, D.C., from Columbus, Ohio, and hires Curtis T. Youngblood as its first Executive Director and Paul Andrews as Office Manager. They have one secretary's desk, one chair, and two typewriters.</p>	1966	<p>Fibre optics show promise of revolutionizing the capacity of telecommunications lines.</p> <p>Soviet spacecraft Luna 9 makes a soft landing on the surface of the moon</p>
<p>The Internal Revenue Service reclassifies STC as a charitable educational organization as defined by IRS regulation 501(c)(3). At the STC Annual Conference in Chicago, Lola Zook, Mary Fran Buehler, and Alberta Cox present STC's first all-woman panel. In November, R. Stoler becomes editor of Intercom. The STWP Review changes its name to Technical Communications. A. Stanley Higgins serves as editor.</p>	1967	<p>Gene Amdahl proposes computers with parallel processors that will analyze problems and distribute algorithmic processing, and thus be able to solve problems faster than ordinary computers.</p> <p>Computers, which up until now have relied for input on thumb switches, punched cards, and punched paper tape, acquire keyboards for the first time. Early keyboards were mechanical and often resembled those of teletype (TTY) equipment.</p>
<p>technical publications competition to STC President Joseph Godfrey. The Internal Revenue Service extends to all chapters, individually, STC's classification as a charitable educational organization. With the first quarter issue, Marx Isaacs becomes editor of Intercom.</p>	1968	<p>The computer mouse debuts on December 9, 1968, at the Fall Joint Computer Conference in San Francisco at a presentation by Douglas C. Engelbart and the group of 17 researchers working with him at Stanford Research Institute in Menlo Park, CA. Other innovations demonstrated that day include hypertext, object addressing and dynamic file linking, as well as shared-screen collaboration involving two persons at different sites communicating over a network with audio and video interface.</p> <p>Digital Equipment introduces the PDP-8, the world's first minicomputer, featuring a low \$18,000 price and relatively small size.</p> <p>The U.S. government's Advanced Research Projects Agency (ARPA) creates ARPANET, a computer network that is a forerunner of the Internet.</p>
<p>In November, Nelson Briggs (Boston), Ernie Mazzatenta (S.E. Michigan), and Pete Smith (Washington, D.C.) meet to plan and set guidelines for a national technical publications competition, "to pit the top winners from recently completed chapter contests in Boston, New York, and Southeastern Michigan." The first competition involves three chapters, probably fewer than 50 entries, and a team of nine judges. STC conducts the first International Symposium on Technical Communication in Tel Aviv, Israel.</p>	1969	<p>Neil Armstrong makes the first human footprints on the moon, having emerged from the landing module of NASA's Apollo 11 spacecraft.</p> <p>The Data Processing Management Association names Captain Grace Murray Hopper "Man of the Year".</p> <p>Dennis Richie and Kenneth Thompson of AT&amp;T Bell Labs create the UNIX operating system.</p>

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Communication

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### NEOSTC Vocabulary Builder

#### **beaucoup** \BOH-kooh\ adjective

slang : great in quantity or amount : many, much

#### Example sentence:

John and Mary spent beaucoup bucks to decorate their new house.

#### Did you know?

In French, as you may know, "beaucoup" is an adverb meaning "a lot" or "much" (as in "merci beaucoup," meaning "thanks a lot"). "Beaucoup" isn't used on its own as an adjective in French; if you want to say "many" in French, you would use the phrase "beaucoup de." In other words, you would say "beaucoup de livres" ("a lot of books"), not "beaucoup livres." But French grammar was thrown to the wind when English speakers borrowed this word. "Beaucoup" has been used as a playful slang adjective in English since at least 1918.

#### **impugn** \im-PYOOON\ verb

: to assail by words or arguments : oppose or attack as false or lacking integrity

#### Example sentence:

Damaging testimony from several witnesses helped the prosecutor impugn the defendant's character.

#### Did you know?

When you impugn, you hazard repugnant pugnacity. More simply put, you risk insulting someone to the point where he or she wants to sock you. The belligerent implications of "impugn" are to be expected in a word that derives from the Latin verb "pugnare," which means "to fight." In its earliest known English uses in the 1300s, "impugn" could refer to a physical attack (as in "the troops impugned the city") as well as to figurative assaults involving verbal contradiction or dispute. Over time, though, the sense of physical battling has become obsolete and the "calling into question" sense has predominated. As you might expect, the ancestors of "impugn" also gave English other fighting words, including "repugnant" and "pugnacious."

#### **diaphanous** \dye-AF-uh-nus\ adjective

1 : characterized by such fineness of texture as to permit seeing through \*2 : characterized by extreme delicacy of form : ethereal 3 : insubstantial, vague

#### Example sentence:

"The very mist on the Essex marsh was like a gauzy and radiant fabric, hung from the wooded rises inland, and draping the low shores in diaphanous folds." (Joseph Conrad, *Heart of Darkness*)

#### Did you know?

Can you guess which of the following words come from the same Greek root as "diaphanous"?

- A. epiphany B. triumphant C. fancy D. phenomenon
- E. sycophant F. emphasis G. phase H. phantom

The Greek root "phainein" shows through more clearly in some of our quiz words than others, but it underlies all of them except "triumphant" (which derives from the Latin "triumphus"). The groundwork for "diaphanous" was laid when "phainein" (meaning "to show") was combined with "dia-" (meaning "through"). From that pairing came the Greek "diaphanes," parent of the Medieval Latin "diaphanus," which is the direct ancestor of our English word.

*\*Indicates the sense illustrated in the example sentence.*

#### **sobriquet** \SOH-brih-kay\ noun

: a descriptive name or epithet : nickname

#### Example sentence:

Baseball players have long been known by colorful sobriquets such as "The Georgia Peach" (Ty Cobb) and "The Splendid Splinter" (Ted Williams).

#### Did you know?

This synonym of "nickname" can be traced back to the Middle French "soubriquet," which first meant "tap under the chin," then "mockery." How did we get from those meanings to "nickname"? The answer to that question isn't known for sure, but we can tell you that the "nickname" meaning was well established in French by the time English speakers borrowed the term in the mid-17th century. In current English, the spelling "sobriquet" is most common, but "soubriquet" is also an accepted variant.

#### **phreaker** \FREE-ker\ noun

: one who gains illegal access to the telephone system

#### Example sentence:

The company has modified its phone system in order to ward off phreakers.

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### Did you know?

"Phreakers" are modern day troublemakers who specialize in attacks on the telephone system. The word, which became popular in the mid-1980s, is probably a combination of the words "phone" and "freak." ("Phreakers" are also known as "phreaks" or "phone phreaks.") A "phreaker" can use either low-tech means, such as whistling or using an instrument to mimic the tones the phone system utilizes to route calls and identify payment, or the more high-tech tactic of breaking into and manipulating the phone company's computer system. Their purpose is often to make long-distance or other expensive calls without paying, although some phreakers seem more interested in causing damage or havoc simply for the sake of doing so.

### **superficies \soo-per-FIH-sheez\ noun**

1 : a surface of a body or a region of space

\*2 : the external aspects or appearance of a thing

### Example sentence:

Although there have been changes in the superficialities of our lives, many of the human dilemmas faced by our ancestors are still quite recognizable.

### Did you know?

Look below the surface of "superficies" and "surface" and you'll find the very same Latin roots: "super-," meaning "on top," and "facies," meaning "face" or "aspect." English speakers plucked "superficies" right from Latin -- it means "surface" in that language. Our word "surface" came to us by way of Middle French, where "sur-" (which comes from "super-" and also means "on top") was combined with "face" (meaning "face"; from "facies"). We added "surface" to our crop of borrowed words around 1600 -- later than "superficies." The first known use of that word is from 1530. One tricky thing to keep in mind about "superficies" is that it can be singular (even though it ends in an "s"! ) or plural. There is no "superficie" or "superficy."

*\*Indicates the sense illustrated in the example sentence.*

### **jeremiad \jeh-ruh-MY-ud\ noun**

: a prolonged lamentation or complaint; also : a cautionary or angry harangue

### Example sentence:

Mrs. Whinge waggled a finger at us and launched into a doleful jeremiad about how we would come to no good end.

### Did you know?

Jeremiah was a naysayer. That Jewish prophet, who lived from about 650 to 570 B.C., spent his days lambasting the Hebrews for their false worship and social injustice and denouncing the king for his selfishness, materialism, and inequities. When not calling on his people to quit their wicked ways, he was lamenting his own lot; a portion of the Old Testament's Book of Jeremiah is devoted to his "confessions," a series of lamentations on the hardships endured by a prophet with an unpopular message. Nowadays, English speakers use "Jeremiah" for a pessimistic person and "jeremiad" for the way these Jeremiahs carry on. The word "jeremiad" was actually borrowed from the French, who coined it as "jeremiade."

### **perfidious \per-FIH-dee-us\**

adjective : of, relating to, or characterized by faithlessness or disloyalty : treacherous

### Example sentence:

"Perfidious Traitor! . . . the rustling serpent / Lurks in the thicket of the Tyrant's greatness, / Ever prepared to sting who shelters him." (Samuel Taylor Coleridge, *The Fall of Robespierre*)

### Did you know?

We wouldn't lie to you about the history of "perfidious" - even though the word itself suggests deceitfulness. The modern English meaning of "perfidious" remains faithful to that of its Latin ancestor, "perfidus," which means "faithless." English speakers have used "perfidious" to mean "treacherous" since at least 1572. One of the earliest known uses of the term can be found in Act V, scene iii of Shakespeare's *All's Well That Ends Well*: the "perfidious slave" Parolles is thought to be an unreliable witness; he'll say whatever it suits him to say. In contemporary usage, "perfidious" not only implies treacherousness, but an inability to be reliable or honorable.

### **navel-gazing \NAY-vul-GAY-zing\ noun : useless or excessive self-contemplation**

### Example sentence:

Instead of more of the feel-good lyrics and beats that launched her to stardom, the songs on the diva's

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sophomore release border on tedious philosophizing and navel-gazing.

### Did you know?

If you are scratching your head over something, then you are probably in a state of puzzled contemplation. But if you are staring at your navel, you could either be indulging in some useless self-contemplation or in a state of deep meditation. If the latter, the technical term for your activity would be "omphaloskepsis," which is a form of meditation that has been practiced by mystics for centuries. Navel-gazing is a pop form of omphaloskepsis that is devoid of any serious meditative value. The word has been used more or less depreciatingly since its first appearance in 1963.

### **The Esoteric Editor**

*by Nora E. Ebie, Esoteric Editor*

#### **It's Nearly 2004 . . . Time to Keep Up with Technology**

Well, this is my third issue of Lines and Letters! My, how time flies . . .when your running around like a turkey with it's head cut off!

During these past three issues, I've had a co-editor in Colorado, a co-editor whose equipment crashed (she tried in vain to revive it, but [sigh]. . . the damage was too severe); and a co-editor who finally decided to forego the co-editor spot. Such is life.

However, I did have some editorial assistance from Lori Klepfer, Kim Lindsey, Sharon Rowe, Carol Zollinger, Jessica Hendricks and Jeannette Evans. Thank you so much, ladies, for your time -- it was greatly appreciated!

Being the only editor of a newsletter takes a lot of time - - researching ideas and stories, requesting content, checking sources and links; following up with submissions, reprint requests and advertising requests; confirming adequate content for STC's newsletter competition; editing copy, maintaining Web pages, creating new Web page content and organizing and publishing the newsletter Web site; and creating a totally separate print copy, formatting it and getting it to the printer.

As you can imagine, it takes a great deal of time to pull a newsletter together; and without two editors, that time quickly becomes a full-time second job. It is for these reasons that we have decided to dissolve the print version of Lines & Letters Light.

Beginning with the November/December 2003 issue, Lines & Letters will be fully Web-based, with a PDF copy for those who still enjoy printed copy. You will be notified by e-mail and/or the chapter ListServ and/or mailed a notice when the issue is ready for viewing.

For those of you who feel the need to complain, you may do so -- here. (Yes, it's a real e-mail address! No, you won't be spammed to death for doing so.)

However, if it pertains to any of the following issues, I don't want to hear it. It's almost 2004 -- it's time to get with the technology of the day.

- ◆ Don't have a computer? Get one. They're really cheap now.
- ◆ Unemployed and can't afford a computer? No problem -- been there, done that. Go to the library and use theirs.
- ◆ Don't have e-mail? Get it. They're free.
- ◆ Don't subscribe to the chapter ListServ? No excuse! -- SUBSCRIBE NOW -- it, too, is free for members.
- ◆ Don't know how to work a computer? Ummmm . . . can you say "technical writer."
- ◆ Don't have an address? No problem. Go to the library, use their computers, get an e-mail account and we'll e-mail you.
- ◆ Don't like my commentary? Tough. Read the 1st Amendment.

Got something to say about what's happening in our Chapter, the District or National? Send a LETTER TO THE EDITOR and tell us what you think.

### **Membership News**

#### **NEW MEMBER ALERT!**

Welcome New Members!!

- ◆ Thomas A. DeJovine
- ◆ Jon-Erik Konves

Please join Lines & Letters in welcoming new members Thomas A. DeJovine and Jon-Erik Konves to the Northeast Ohio Chapter!

Thomas joined us on November 10 and Jon-Erik joined us on November 4, 2003.

***Welcome Aboard!!***

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### NEW SENIOR MEMBER!

Congratulations to Karen Donley

Karen is our newest Senior Member!

### Regional Opportunities

#### Leading with Authenticity Workshop

From the Central Ohio Chapter:

The Central Ohio workshop scheduled for October 4, 2003 has been changed.

The Leading with Authenticity Workshop has been postponed until March 27, 2004 where it will be offered as part of the Central Ohio Chapter Professional Development Conference.

Please continue to check the website for upcoming announcements. The conference will explore how we all draw upon personal values and interior aspirations to construct a leadership stance toward the world. For more information, please contact:

For more information: Sunday Zidonis (614) 287-5987

Web Site: [www.centralohiostc.org](http://www.centralohiostc.org)

E-mail questions to: [szidonis@csc.edu](mailto:szidonis@csc.edu)

#### Northeast Ohio Writers Forum

WHAT: Scary Freelance Writing Tales -- Tricks 'n' Treats

Thrilling, chilling, and unpredictable -- that's freelance writing. It's not for the faint at heart!

Courageous writers -- come share your frightful stories of assignments gone awry, bungled billings, mysterious misprints, red ink terrorism, and more. What are your tricks for turning bad situations into treats? There's one rule for this "roundhouse" discussion: mention no names (you can be imaginative here). Let's learn and get some good advice from one another.

Enjoy apple cider, sweet treats, and fun prizes. You don't have to wear a Halloween costume -- unless you really want to.

Regulars -- please note earlier start time.

- ◆ Date: Tuesday, October 14
- ◆ Time: 6:00 p.m.
- ◆ Location: Cuyahoga County Public Library, Mayfield regional Branch

For more information: Sandy Woodthorpe  
[www.writeon4you.com](http://www.writeon4you.com) 440-639-0819

E-mail questions to: [iwrite4you@earthlink.net](mailto:iwrite4you@earthlink.net)

For map and directions, go to:

<http://www.cuyahogalibrary.org/branchespages/myr.htm>

### Documentation & Training 2003 Conference

#### Keynotes:

- ◆ David Pogue: New York times technology columnist and one of the world's best-selling technical how-to authors, with over 2.5 million books in print. David's talk is "Interface Design: The Last Stumbling Block".
- ◆ Vincent Flanders: Author of two best-selling books on Web design. Vincent's talk is "Web Design for Online Learning and Training".

Content: 32 sessions offered by 27 speakers over 2 days. Sessions include:

- ◆ content management
- ◆ content design
- ◆ content development
- ◆ e-learning
- ◆ simulations
- ◆ globalization
- ◆ multimedia
- ◆ .NET
- ◆ Date: October 6 - 7, 2003
- ◆ Location: Boston University
- ◆ Cost: \$599 for both days. Includes 32 sessions, 2 keynotes, food/reception, materials

To Register: Web - <http://www.doctrain.com>; PDF - <http://www.doctrain.com/pdf/doctrain2003.pdf>

### Society News

#### Transformation Team Charged with New STC Vision

*An STC Society Report from STC World Headquarters*

Society membership growth has stalled in the last few years, and the organization has shrunk from its most recent membership peaks. As a result, overall revenue is down, which is curtailing programs. In addition, because of the smaller membership base, 9/11, and the economy, the conference has not been the revenue driver that it was in previous years.

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The STC board recognizes that the downturn in industry and economic conditions have affected STC membership and revenue, but also recognizes that the organization must evolve to be more competitive moving forward. Recognizing the diversity of the membership, the board has begun to build a consensus around an STC future state of a "community of communities" that supports the breadth of disciplines involved in communicating about and through technology. This future state vision must be further developed to address membership growth, financial stability, and most importantly, provide the overarching strategy and structure to sustain the association in the future.

The STC board has charged the Transformation Team with developing and refining the future state vision and charting the operational course to transforming STC from its current state to that future vision.

### Team Members

- ◆ Mary Jo Stark - lead
- ◆ Bonni Graham
- ◆ Andrea Ames
- ◆ Suzanna Laurent
- ◆ Rahel Bailie
- ◆ Jim Romano
- ◆ Jon Baker
- ◆ Ed See

### BLOG

1. noun. A contraction of weblog, a form of online writing characterized in format by a single column of chronological text, usually with a sidebar, and frequently updated.

Usage: "The Transformation team has posted an interesting entry about transforming STC into the 21st century on its blog."

2. verb. To write an article on a blog.

Usage: "After reading the journal that the Transformation Team wrote about transforming STC, I feel a serious need to blog my thoughts about the transformation."

The STC recognizes the need to change, to meet the needs of our members in the 21st century. The expanding scope of our work, the changing nature of volunteerism, the economic change connected to a

global economy-all of these factors, and more, have brought us to this place.

The Transformation Team will share its thoughts and process through a blog at <http://trans4mation.typepad.com>.

We hope you will engage in a dialogue with STC, through any of the members of the transformation team, as we look for an organizational model that will serve our members well into the future.

### BLOG Review: STC Transition Team BLOG

*By: Jeanette Evans, Academic Relations Committee*

Those of us who made postings on the STC Transformations BLOG or have just been following the discussion got a real earful. The postings covered everything from HUGE criticism to constructive solutions to something in between. The range of concerns and comments is wide and found here

Jeanette reviews the STC Transition Team BLOG and answers such questions as:

- ◆ What good are these postings?
- ◆ Why are members leaving?
- ◆ What can we expect for STC's (and our) future?
- ◆ And More . . .

[URL for linked article on Society site no longer valid]

### STC Educational Opportunities

#### FREE WEB SEMINAR!!!!

#### NEW ROBOHELP FOR FRAMEMAKER

eHelp Corporation is sponsoring a series of free Web seminars on RoboHelp for FrameMaker, a new online publishing tool for use with Adobe FrameMaker. RoboHelp for FrameMaker software extends FrameMaker's capabilities beyond print and PDF to single-source publishing for online Help systems, intranets, and the Web.

To sign up for a FREE WEB SEMINAR on RoboHelp for FrameMaker, visit:  
<http://www.ehelp.com/products/robohelpframemaker/demos/livedemos.asp>

Sponsored By: eHelp Corporation - Makers of RoboHelp (800) 718-4406

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### More New Phone Seminars from STC

STC has greatly expanded its program of telephone seminars--ten will be offered from October 2003 to March 2004! Some of these will include a Web component--participants will not only hear the presenter via conference call, they will also follow along online via a series of Web pages.

Information for all upcoming Phone/Web seminars can be found at [www.stc.org/seminars.asp](http://www.stc.org/seminars.asp). Additional information on sponsor, location and price can be found on the NEOSTC Calendar

STC's telephone seminars have been a great success so far--please help us keep the momentum going!

### **STC 2003 Salary Survey**

STC's Web site now includes this year's salary survey for technical writers and editors in the U.S. and Canada.

This survey, one of STC's most popular publications, has been posted in PDF format on the members-only section of our Web site.

Please visit [www.stc.org/salary.asp](http://www.stc.org/salary.asp) to see salary and benefit statistics broken down by geography, experience level, and other factors.

If you haven't yet been to the members-only section of the Web site, please note that you'll need your STC member number and a password to enter.

If you do not have a password or have forgotten your password, go to [www.stc.org](http://www.stc.org) and select "Forgot your Password?" to get assistance.

### **Lines & Letters Editor**

◆ Nora Ebie ([nora.ebie@tri-c.edu](mailto:nora.ebie@tri-c.edu))