

Monthly meeting: Adopting Adobe Captivate

Captivate is a popular tool for creating several types of software simulations. These simulations (or "Show Me" demos) can be easily incorporated into PDFs and online Help, and used for eLearning programs.

Once you have decided to adopt Captivate and have learned how to use it, there are decisions that need to be made before you can create your demos and roll them out.

On January 11, 2007, Nicky Bleiel, immediate past president of Pittsburgh chapter, will demo Adobe Captivate and discuss:

- ◆ Determining scope
- ◆ Who should be on the team?
- ◆ Interactivity issues
- ◆ Audio issues
- ◆ File delivery options
- ◆ Template development
- ◆ Getting the word out

This meeting will be held at the Washington Group (<http://www.wgint.com>), located in the Tower City complex at 1500 West 3rd. Street.

This meeting cost does not include dinner. Members will be on their own. Note that there is a food court in Tower City Center, and we can meet informally there before the meeting. Plans are to gather near the fountain closest to the food court.

You will also have to pay for parking if you park at Tower City.

Nicoletta Bleiel is the Lead Information Developer with Matrix Solutions. Nicky has more than 10 years experience in technical communication; writing for products in the media, industrial automation, simulation, and pharmaceutical industries. Nicky can be reached at nbleiel@matrixplus.com.

Please note: The chapter is billed per registration. If you register but do not attend, you will still be expected to pay for the meeting. Register by sending an email to: programs@neostc.org

We look forward to seeing you!

Upcoming events

- ◆ 12/15: Networking lunch. Eddie's Creekside Restaurant, 8803 Brecksville Rd., Brecksville.
- ◆ 1/10: Networking lunch 356th Fighting Group, 4919 Mt. Pleasant St. NW, North Canton
- ◆ 1/11: Monthly Seminar: Adopting Adobe Captivate
- ◆ 1/17: The Xfactor — From HTML to XHTML.*
Presenter: Neil Perlin. Level: Beginner/Intermediate.
- ◆ 1/31: ANSI Z535.6 — A New Standard for Safety Information in Product-Accompanying Literature.*
Presenters: Steven Hall and Elaine Wisniewski.
Level: Intermediate/Advanced.
- ◆ 5/12 to 5/16/2007: Technical Communication Summit — STC's 54th Annual Conference — in Minneapolis, Minnesota.

*** Note that the chapter is not sponsoring these Webinars.** If you would like to host a seminar, please e-mail us.

Reminder: If you RSVP but do not show up for a meeting, it costs the chapter money — we have to pay upfront for meals. Please remember to let the Programs Committee (programs@neostc.org) know in advance if you have registered but cannot make it to a meeting.

Webinar hosts needed

The Education Committee is looking for volunteers to host upcoming STC Webinars.

January 17, 2007: The Xfactor — From HTML to XHTML

- ◆ Presenter: Neil Perlin
- ◆ Level: Beginner/Intermediate

January 31, 2007: ANSI Z535.6 — A New Standard for Safety Information in Product-Accompanying Literature

- ◆ Presenters: Steven Hall and Elaine Wisniewski
- ◆ Level: Intermediate/Advanced

If you are interested in hosting, please let Denise Kadilak (denise.kadilak@blackbaud.com) know.

For a list of all STC Webinars, visit <http://www.stc.org/edu/seminarsList01.asp>.

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Member profile: Angie Dianetti

By Jeanette Evans (jeanette.evans@sbcglobal.net)

Making a great contribution to NEO STC and STC, Angie Dianetti has been an STC member for ten years.

During that time she was co-chair of the the NEO STC programs committee, conducted a Region 4 salary survey, and was manager/co-manager for two Region 4 conferences and one local Technicom. She also presented at STC international and regional conferences and had an article published in Intercom. Currently, she and Jill McCauslin coordinate NEO STC networking lunches.

With a BSPE degree (the PE stands for Petroleum Engineer) from Marietta College, Angie says about her background: "I've worked in a number of different fields, from the oil industry to banking. When the oldest three kids were little, I ran a home-based day care. In 1994, I took a job for TMW Systems documenting logistics software for the trucking industry. We started Radcom in 1996, but I didn't start working in the business until 1997."

As a partner in Radcom, Inc., a technical documentation and training development consulting company in Hudson, Angie manages project managers and also is the network administrator, CFO, and facilities manager. She is also a member of ASTD, NAFE, and NAWBO.

Recently, Radcom walked in the Light the Night Walk to raise funds for the Leukemia and Lymphoma Society. They walked in honor of Angie's son Mikey, who was diagnosed with leukemia several years ago. Radcom raised over \$5700 for this worthy cause.

Angie lives in Stow with her husband (STC Director Bob Dianetti) and their four children. She is a Cub Scout den leader and volunteers as a Confirmation Group Leader and Pre-Cana Sponsor at her church. She also volunteers at each of the kids' schools — Holy Family, Archbishop Hoban, St. Vincent-St.Mary's, and Walsh Jesuit. Currently, she is spending time taking her oldest son to visit colleges.

Welcome our new members

- ◆ Stacey Clemence
- ◆ Keiran J. Dunne
- ◆ Virginia A. Haas
- ◆ Claudia A. Thompson

- ◆ Beth M. Troy
- ◆ Paulette Washko

Bob Young running in STC national elections

Best of luck to our own Robert Young, who is running for the position of Director in the Society office!

NEO STC baby boom!

Sarah Burke had Moira Clare Burke on November 8, 2006 at 3:40 a.m. She weighed in at 9 lbs. 2.6 oz. and 20.75 inches long.

Stephanie Webster had Brandt Cooper Webster on October 21, 2006 at 4:17 p.m. He was 7 lbs. 11 oz. and 19½ inches long.

Congratulations to technical publication award winners!

by Heidi Emhoff (hemhoff@gedusa.com)

The Competitions Committee would like to extend congratulations to the award winners for this year's NEO STC technical publications competition. We had some great entries this year and it is refreshing to see so many awards given. All of the entries that received a "Distinguished" rating will be entered in the international competition.

A special congratulations goes to Heather Cuilei of Rockwell Automation. Her entry of the CompactLogix System Quick Start Guide has been awarded NEO STC Best of Show!

The other entries receiving awards are:

- ◆ National City Bank: Stephanie Mohar. Distinguished.
 - Entry: National City Home Equity Loan Processing Toolkit
- ◆ Radcom: Jennifer Beaujon. Distinguished.
 - Entry: Brizo Pascal Culinary Faucet with Smart Technology Training Guide
- ◆ Rockwell Automation: Jill K. Goodland. Excellence.
 - Entry: ControlLogix DH485 Communication Module
- ◆ Rockwell Automation: Lori Neumann. Merit.
 - Entry: NetLinX Selection Guide

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- ◆ Invacare: Pratima Ungarla. Merit.
 - Entry: Homefill 2 Compressor Service Manual
- ◆ PPI Technical Communications: Amy Vogt. Merit.
 - Entry: Adobe Framemaker Templates for Live TV
- ◆ Parker Hannifin: Kim Lindsey. Merit.
 - Entry: PH Connect Customer Resources Quick References

Great job, everyone! We hope to see your entry — as well as many more entries — next year!

NEO STC Scholarship in Technical Communication

By Jeanette Evans (jeanette.evans@sbcglobal.net)

We are still in the planning stage for developing this \$500 scholarship. Please let me know if you have any input. Here are some proposals and food for thought.

In terms of background, as STC is a professional organization for people developing technical information through such occupations as technical writing, editing, graphical design, interface design, and Web design, this scholarship is for students who are studying for a degree in one of these areas.

The purpose of the scholarship is to assist students who are pursuing established degree programs in some aspect of technical communication. Applicants must have completed at least one year of post-secondary education. Applicants must be full-time or part-time students. They may be either graduate students working toward a Master's or Doctor's degree, or undergraduate students working toward a Bachelor's degree.

Students should have at least one full year of academic work remaining to complete their degree programs, although under exceptional circumstances an award may be granted to a student for the final half-year. They should be studying communication of information about technical subjects. Other majors, such as general journalism, electronic communication engineering, computer programming, creative writing, or entertainment, are not eligible.

An award of \$500 will be granted toward school tuition and expenses. The award is granted to graduate students or undergraduates. Awards are for the academic year (Sept.-June). Applications must be received by February 15 of the year for which the scholarship is needed. Graduate students must have

notified the committee of acceptance in a graduate program by March 20. (Students enrolling in a graduate program may not know their status by February 15. They will be evaluated like accepted students, but their eligibility is contingent upon acceptance and notification by March 20.)

Applicants will be notified by mail of committee decisions by April 15. Completed application forms must reach the designated address by February 15 of the year in which the scholarship is to be given. When completing the application, applicants should keep in mind that questions regarding the next academic year refer to the scholastic year for the grant. All deadline dates are within that year. For example, the deadline for the 2006-2007 scholarship is February 15, 2006.

The scholarship selection committee will evaluate applicants on their academic records, their experience with technical communication, and their potential for contributing to the profession of technical communication. However, when applicants are judged comparable in these respects, the committee will also consider a student's financial need.

Applicants should take particular care in stating their career goals and interests. Essays of goals and achievements must be single-spaced, and no more than three pages long. Resumes are counted into the three pages.

Essays are judged on writing quality and content. Applicants may send samples of work, but are not required.

The completed application must be accompanied by:

- ◆ The essay on interests and achievements.
- ◆ A certified copy of the latest transcript from the school currently or last attended.
- ◆ Two letters of recommendation (no more, no fewer) from individuals who are in the field of technical communication – practitioners or faculty members.

Book review: *The Elements of Style Illustrated*

*Reviewed by Jeanette Evans
(jeanette.evans@sbcglobal.net)*

If you last read *The Elements of Style* years ago and would most likely not read it from cover to cover again, this reissue of the book with illustrations can draw you back to the text — a good thing, since rereading the

material is most useful. The advice on writing still applies. The illustrations are zany and welcome, making the reader stop and think more about the material. For example, the book states, "enclose parenthetical expressions between commas."

The accompanying example sentence is, "the best way to see a country, unless you are pressed for time, is by foot."

An accompanying illustration shows people on a rock at the top of a mountain. It would take many words to explain the illustration. The idea is that these people could arrive at this mountain top in one way — by foot.

From the <http://us.penguinroup.com/> Web site, here is some information about the illustrator:

Maira Kalman is acknowledged by the E. B. White estate as the single artist trusted to illustrate the revered *The Elements of Style*. She is the offbeat and wildly talented illustrator of twelve children's books, numerous covers for *The New Yorker* magazine, fabrics for the fashion designers Isaac Mizrahi and Kate Spade, watches and accessories for the Museum of Modern Art, and a mural at the elegant Wavehill estate in Riverdale, among other projects. Her sophisticated and witty images that are yet bright and fanciful have won her a devoted following, especially among young urbanites.

Here is some of the pitch from <http://us.penguinroup.com/>:

William Strunk and E. B. White's classic writing manual, *The Elements of Style*, has been enriched to include vibrant, witty, and instantly recognizable images by Maira Kalman in a beautiful illustrated edition. Every English-language writer knows Strunk and White's famous little writing manual, *The Elements of Style*. Many people between the ages of seventeen and seventy can recite the book's mantra — make every word tell — and still refer to their tattered grade school copy when in need of a hint on how to make a turn of phrase clearer, or a reminder on how to enliven prose with the active voice. Considering that millions of copies have been sold to millions of devotees, you might not think to ask what could enhance this (almost) perfect classic. In fact, the addition of illustrations allows readers to experience the book's contents in a completely new way, making the whole learning experience more

colorful and clear, as well as adding a whimsical element that complements the subtly humorous tone of the prose.

The Elements of Style Illustrated will come to be known as the definitive, must-have edition. *The Elements of Style Illustrated* brings a fresh immediacy to the well-loved, much-valued, and still on-point work that has become an institution. While giving the classic work a jolt of new energy to appeal to contemporary readers, Kalman's illustrations are themselves timeless, designed to sit alongside the ever-enduring manual for another fifty years and more.

Book information: *The Elements of Style Illustrated*. Authors: William Strunk Jr. and E.B. White. Illustrator: Maira Kalman. 2005. [ISBN 9781594200694. 224 pages. The Penguin Press. \$24.95 USD hardcover.]

Book review: *Pocket Guide to Technical Communication*

Reviewed by Denise Kadilak
(Denise.Kadilak@Blackbaud.com)

Previously published in *Technical Communication* 53(4):473–474.

In the fourth edition of William Sanborn Pfeiffer's *Pocket Guide to Technical Communication*, the goal he established in the first three editions remains the same: solving common documentation issues faced in a generalized work environment. To this end, Pfeiffer's book is successful. Arranged around four subject-specific chapters, the *Pocket Guide to Technical Communication* addresses the writing process, document structure and formats, graphics, and oral presentations. It also includes a miniature writing handbook in the appendix. However, incorporating so much information in a small book means topics are addressed broadly, and anyone interested in the minutiae of technical communication, such as usability, industry trends, or authoring tools, may find the book less satisfying.

The first chapter addresses the writing process. In it, Pfeiffer offers short explanations for each of his nine steps and includes examples for each. He also includes instructions for citing borrowed information and editing. A small section at the end of the chapter briefly addresses writing in groups, a common issue for user-guide authors. Although Pfeiffer includes a number of suggestions — set clear goals, set clear ground rules, agree on a revision process — he covers the group

writing subject in broad strokes and does little beyond restate the obvious.

In Chapter 2, Pfeiffer covers the basics of document organization, format, and design. The chapter succinctly addresses the various challenges of documentation architecture — understanding your readers, designating headings, structuring the document — and on a general level he succeeds; however, referencing other guides which address this issue on a more specific level would be a helpful addition.

Chapter 3 boasts nearly seventy pages of sample documents, ranging from e-mail messages to feasibility studies, office memos to job letters and résumés. Each sample also includes a document outline and helpful hints. In previous editions, Pfeiffer included this information in an appendix. In the fourth edition, the information moves into a chapter proper “to emphasize the importance of models for writing” (v). The samples, however, disrupt the book’s flow when placed in the middle of the text and worked better as an appendix. In addition, the information is obviously designed as a reference tool and easier to access from the back of the book.

The fourth and final chapter addresses the use of graphics in documentation and the preparation of oral presentations, an odd marriage of topics and not an entirely successful one. Pfeiffer adequately addresses the graphics topic, explaining the types of graphics normally incorporated in documentation, the reasons to use graphics, and basic guidelines to consider before applying graphics. Not as successful, the second half of the chapter includes some general guidelines for preparing and delivering speeches. The advice is tired, including nothing more insightful than “practice before a mirror” (132).

The last section of the book is perhaps the most helpful: An alphabetized miniature writing handbook, addressing some of the most common writing issues, such as rules governing comma usage, paragraph guidelines, quotation-mark usage, and general sentence structure. Although not as comprehensive as Sheridan Baker’s *The Practical Stylist* or William Strunk Jr. and E.B. White’s *The Elements of Style*, Pfeiffer has compiled a user-friendly list of the most common style/grammar issues encountered by writers and located it conveniently in the back of his book.

Those happy with Pfeiffer’s previous incarnations of *Pocket Guide to Technical Communication* will be just as happy with the fourth edition. Unfortunately, not much

distinguishes it from the previous versions. Beyond rearranging the existing information and changing the book’s title, the only new features Pfeiffer includes are not part of the book. Fourth-edition customers gain access to a downloadable Instructor’s Manual and companion Web site, either of which may make the upgrade worthwhile, but access to the new material was not provided for this review.

Book information: *Pocket Guide to Technical Communication*, Fourth Edition. Author: William Sanborn Pfeiffer. 2007. Upper Saddle River, NJ: Pearson Prentice Hall. [ISBN 0-13-172105-4. 238 pages, including index. \$26.60 USD (soft cover).]

Handy hint: Hanging Punctuation in Adobe InDesign CS

By Lisa Mileusnich (lmileusnich@parker.com)

If you have a block quote enclosed in quotation marks, you may want to “hang” the punctuation; that is, place the opening quotation mark outside the margin so that the text will line up. In Adobe InDesign CS, you can hang punctuation by turning on the Optical Margin Alignment feature. The feature is also useful when you have a paragraph beginning with W or another character that doesn’t align with the text underneath it.

1. Select the text you want to change the alignment for.
2. Click **Type>Story**. The Story palette appears.
3. Check the **Optical Margin Alignment** box.
4. (Optional) Adjust the point size to change the amount of overhang applied.

Hot jobs

[NOTE: As of 2014, employment resources have shifted to the chapter’s LinkedIn presence. Please refer to the [current chapter website](#) for details.]

Check out just a few of the hot jobs from our Web site at <http://www.neostc.org/jobs/openings.php>!

Technical and scientific communication

- ♦ Integrity Technical Services, Inc. is looking for a Technical Writer / Illustrator with experience in development of operating and training manuals.
- ♦ Thermo Fisher Scientific is seeking a Technical Writer to write a variety of technical articles, reports, brochures, and/or manuals for documentations to

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support engineers and new product development activities.

Web design and development

- ◆ Insivia is looking for a highly creative Web Design/Developer who will produce highly professional, aesthetically pleasing, successful solutions for their clients.
- ◆ A company in Medina is looking for two Web Designer/Developers who can play vital roles in the design and layout for both their new and exciting customer opportunities, and the redevelopment of their internal business system.

Training and instructional design

- ◆ Westfield Group is looking for an Instructional Designer who designs, develops, and delivers selected training courses, works with subject matter experts (SME) from multiple departments, and creates programs demonstrating Westfield Group's award winning training and development procedures.
- ◆ Healthcare Innovative Solutions is seeking a Healthcare Training Specialist who designs, develops, implements, and evaluates training plans, curricula and methodology.

Graphic design and technical illustration

- ◆ Rock & Roll Hall of Fame is looking for a Graphic Design and Production Manager who designs brochures, booklets, flyers, ads, billboards, and event programs.
- ◆ American Greetings is looking for a Graphic Designer - Packaging.

Editing

- ◆ Jo-Ann Stores, Inc is seeking a Copy Specialist who will be responsible for coordination, production and communication of clear promotional, directional, positional, and thematic sign copy to support all initiatives to enhance the guest experience.

Marketing communications

- ◆ Federal Reserve Bank of Cleveland is looking for an Internal Communications Specialist to assist in writing and editing internal publications and communication materials.
- ◆ Huntington National Bank is seeking a Marketing Specialist Sr. to coordinate and manage marketing projects in areas such as direct marketing, sales

promotions, merchandising, seminars, special events, advertising, and customer communications.

Internship

- ◆ Visiting Nurse Association of Cleveland is looking for a Public Relation Intern to assist the Marketing & Public Relations Department in public relations initiatives.
- ◆ Pepperl+Fuchs, Inc is looking for a Graphic Designer Co-Op/Internship.

If your company has a job opening, please contact Namrata (Nams) Malik at Nams Malik (nmalik@ra.rockwell.com)

Job listings on the NEO STC Web site are free and reach a targeted audience!

Lines & Letters information

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Love it? Hate it? Let us know! Contact us: newsletter@neostc.org