

High Tech Marketing Writing & Self-Promotion

Atlanta STC Sponsors Seminars By High Tech Marketing Communications Guru, Janice King

by Lisa Rubilar

Someone out there has fun writing those brochures and newsletter articles with catchy leads and headlines. Someone out there has abandoned that long commute and nine-to-five job in favor of independence. If you wish that someone were you, plan to attend two seminars sponsored by the Atlanta chapter of the Society for Technical Communication (STC) this June. Janice King, a highly successful, independent marketing writer who specializes in high technology, will present the seminar "Breaking into High-Tech Marketing Communication" on June 21 at Mercer University in Atlanta. On June 22, she will present a second seminar, "Marketing Mastery for Independent Communicators" at the same location.

Expanding Creativity

For writers who want freedom from the necessary strictures of writing user manuals, moving into

marketing communications may be the answer. "Marketing communications both requires and allows a higher level of creativity and diversity in writing skills and techniques," King says. "One of the pleasures and challenges of this kind of work is that you must gain a broader perspective than is usually required for documentation."

King's June 21 seminar will help you make the transition from writing technical documentation to writing marketing materials. She will share her insights on the skills a marketing writer needs, how to develop those skills, and where to find opportunities in this expanding field.

Taking the Fear Out of Self-Marketing

If you love the flexibility and independence of self-employment, but "hate the selling part," you have plenty of company. But Janice King insists that "selling doesn't need to be onerous." In her June 22 seminar she will explain how you can become comfortable promoting yourself, and how to reap the financial rewards of doing so effectively.

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Director's Chair

by Mary R. Wise

Before writing my report for the Board of Directors Meetings, I gather information from all of the chapters in Region 2. As I was reading this spring's information, I realized that this stuff was too good to keep to myself! Therefore, this month I want to let all of you know about some of the great things that happened in Region 2 this year.

- The Carolina Chapter hosted another successful summer conference last July and are busy planning this year's event. I hope to see you all there! Carolina is also spearheading the formation of the North Carolina President's Council, which will help the North Carolina chapters exchange ideas and information.
- The Central New Jersey Chapter held a great employment seminar in January. Even though right after the blizzard, they had 20 participants!
- The East Carolina University Student Chapter hosted their largest Information Exchange Day ever. Over 50 employers shared information on their companies, opportunities in technical communication, and hints for finding the perfect job.

- The Israel Chapter has a new newsletter; they're sponsoring a contest to name it. Israel is also planning to host one of STC President Saul Carliner's seminars.
- The James River Chapter also has a new newsletter. They held meetings to view both teleconferences this year.
- The Metro Baltimore Chapter planned and produced the best Region 2 conference ever! Over 100 STC members attended a very informative and entertaining day of presentations and workshops.
- The Metrolina Chapter is gearing up for their second industry-academe conference, currently planned for next fall or winter. See you in Charlotte!
- The Piedmont Chapter is sponsoring its first college-level technical writing competition. Good luck!
- The Philadelphia Metro and Pittsburgh Chapters both have very strong chapter-level PICs that meet regularly.
- The Washington, D.C., Chapter sponsored a community service meeting in April. Members

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Carolina Communiqué

A publication of the Society for Technical Communication (STC), Carolina Chapter

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The Carolina Chapter publishes the *Carolina Communiqué* monthly to provide reliable and timely information to Chapter and Society members. We encourage other STC chapters to reprint the material in this publication provided they credit us and send a copy of the reprint.

We also invite our readers to submit material for consideration in the *Carolina Communiqué*. E-mail articles and letters to the editors or send snailmail to:

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Vision Day Is Coming Soon!

by Larry Kunz, Manager, Chapter
Strategic Planning Committee

All Carolina Chapter members are invited to take part in the second annual Vision Day on Saturday afternoon, June 1, at Blue Jay Point County Park near Falls Lake.

Like our first Vision Day in 1995, this event will feature a relaxed setting where we can brainstorm and turn loose our creative energy. At last year's Vision Day we wrote the chapter mission statement and identified some foundational ideas for turning the mission statement into reality. This year, building on those ideas, we'll seek to lay out a road map for the Carolina Chapter.

That road map, known as our Strategic Plan, will become a living document that will guide us through the next several years and help us fulfill the goals expressed in our mission statement:

Promote the profession of technical communication and the professionalism of its members. Be the information source about technical communication for our members and our community. Set the direction for technical communication in the future.

This mission statement has provided the impetus for many of the new things we're doing this year, like volunteering at WUNC's fund-raiser and establishing a web page and telephone hotline. So, plan to join us for a Saturday afternoon of fun, creativity, and FREEFOOD!

I'd like to have an idea of who's coming, so please contact me at 919-254-6395 or ldkunz@vnet.ibm.com if you plan to

attend. Feel free to contact me if you have any questions or suggestions about our Chapter's future plans.

What: Carolina Chapter Vision Day
When: Saturday, June 1 1:00 - 5:00 p.m.
Lunch will be provided!

Where: Blue Jay Point County Park (directions below) Who: All chapter members are invited

Directions: Blue Jay Point County Park is off Six Forks Road north of Raleigh, about 1 mile north of the village of Bayleaf or 1 mile south of Highway 98. Signs will direct you from Six Forks Road to the park; once inside the park follow signs to the conference center. ☸

Membership News

by Bill Sullivan

A record breaking month for Carolina Chapter—we broke 400!!

Current Chapter Membership: 403
Current STC Membership: 20,860

Thirteen new members or renewals:

Robert R. Berry	Jacqueline K. Matthews
Jesse Chavis	Debbie A. Morrison
Jon Christopher Cole	Tony E. Morrison
Penelope R.	Helena H. Pearce
Booze Foss	Michael J. Pezzoni
Lilia C. Lee	Laura H. White
Michele C. Link	Sally C. Zimney

Four members transferred to the Carolina Chapter:

Rita B. Hewell
Roberta A. Madalena
Judith Menninger
Gerard M. Vignes ☸

Marketing, from 1

You'll learn how to develop a clear message about the benefits you offer potential clients; how to create and follow a promotional plan; and what kinds of promotional materials work.

About the Seminar Leader

Janice King, who is based in Bellevue, Washington, literally wrote the book on marketing writing for the high tech industry. *Writing High-Tech Copy that Sells* (Wiley 1995) was the first book to address the unique challenges that face writers of marketing and publicity materials for high technology products. An independent marketing writer since 1989, King serves leading telecommunications, networking, and software clients across

the U.S. She founded STC's Marketing Communication Professional Interest Committee, and has presented programs at the Public Relations Society of America (PRSA) National conference, the High Tech Direct Conference, and the Washington Software Association.

If you are an STC member and register before June 3, 1996, the cost for Session 1 is \$90 and the cost for Session 2 is \$60. Students receive a discount, while the cost is somewhat higher for nonmembers. King invites Session 2 registrants to send her copies of their promotional materials in advance for use as discussion pieces. For more information, call Steve Knapp (770) 434-2352, Gene Larson (770) 486-9897, or Lisa Rubilar (404) 523-6938. ☸

Funny Stuff

- posted to TECHWR-L on April 23 by Bill Sullivan (bsullivan@smtplink.deltecpower.com)

Someone, possibly a thief in the night, ran through here this morning. A floppy fell, whether from the person's person or what, I do not know. FWIW, here is the text, and I must warn you it's kind of floppy:

"A Freudian slip is when you say one thing but mean your mother."

"The hypothalamus is one of the most important parts of the brain, involved in many kinds of motivation, among other functions. The hypothalamus controls the "Four F's": 1. fighting; 2. fleeing; 3. feeding; and 4. mating." — *Psychology professor in neuropsychology intro course*

"What is a committee? A group of the unwilling, picked from the unfit, to do the unnecessary." — Richard Harkness, *The New York Times*, 1960

"Madness takes its toll. Please have exact change."

"The graduate with a Science degree asks, 'Why does it work?' The graduate with an Engineering degree asks, 'How does it work?' The graduate with an Accounting degree asks, 'How much will it cost?' The graduate with a Liberal Arts degree asks, 'Do you want fries with that?'"

"I am not a vegetarian because I love animals; I am a vegetarian because I hate plants." — A. Whitney Brown

"A great many people think they are thinking when they are merely rearranging their prejudices." — William James

"We should be careful to get out of an experience only the wisdom that is in it - and stop there; lest we be like the cat that sits down on a hot stove-lid. She will never sit down on a hot stove-lid again, and that is well; but also she will never sit down on a cold one anymore." — Mark Twain

"There's so much comedy on television. Does that cause comedy in the streets?" — Dick Cavett, *mocking the TV-violence debate*

"If a woman has to choose between catching a fly ball and saving an infant's life, she will choose to save the infant's life without even considering if there are men on base." — Dave Barry

"When cryptography is outlawed, bayl bhgynjf jvyy unir cevinpl."

"Lazlo's Chinese Relativity Axiom: No matter how great your triumphs or how tragic your defeats, approximately one billion Chinese couldn't care less."

"668: The Neighbor of the Beast"

"Some mornings, it's just not worth chewing through the leather straps." — Emo Phillips

"Writing about music is like dancing about architecture."

"Experience is that marvelous thing that enables you to recognize a mistake when you make it again." — F. P. Jones

"Human beings, who are almost unique in having the ability to learn from the experience of others, are also remarkable for their apparent disinclination to do so." — Douglas Adams, *Last Chance to See*

"As your attorney, it is my duty to inform you that it is not important that you understand what I'm doing or why you're paying me so much money. What's important is that you continue to do so." — Hunter S. Thompson's *Samoan Attorney*

"When I told the people of Northern Ireland that I was an atheist, a woman in the audience stood up and said, 'Yes, but is it the God of the Catholics or the God of the Protestants in whom you don't believe?'" — Quentin Crisp

"I think that all right-thinking people in this country are sick and tired of being told that ordinary, decent people are fed up in this country with being sick and tired. I'm certainly not! But I'm sick and tired of being told that I am!" — Monty Python

"May the forces of evil become confused on the way to your house." — George Carlin

"Sorry, but my karma just ran over your dogma." — popular bumper sticker

"Drawing on my fine command of language, I said nothing."

"Always try to do things in chronological order; it's less confusing that way."

"Once at a social gathering, Gladstone said to Disraeli, 'I predict, Sir, that you will die either by hanging or of some vile disease.' Disraeli replied, 'That all depends, sir, upon whether I embrace your principles or your mistress.'"

"The most important thing in the programming language is the name. A language will not succeed without a good name. I have recently invented a very good name and now I am looking for a suitable language." — D. E. Knuth, 1967

"A slipping gear could let your M203 grenade launcher fire when you least expect it. That would make you quite unpopular in what's left of your unit." — In the August 1993 issue, page 9, of *PS magazine*, the Army's magazine of preventive maintenance

G: "If we do happen to step on a mine, Sir, what do we do?" EB: "Normal procedure, Lieutenant, is to jump 200 feet in the air and scatter oneself over a wide area." — *Somewhere in No Man's Land*, BA4

"The only difference between me and a madman is that I am not mad." — Salvador Dali

"I hate to advocate drugs, alcohol, violence, or insanity to anyone, but they've always worked for me." — Hunter S. Thompson

"Sacred cows make the best hamburger." — Mark Twain

"Sometimes I lie awake at night, and I ask, 'Where have I gone wrong?' Then a voice says to me, 'This is going to take more than one night.'" — Charlie Brown, "*Peanuts*" [Charles Schulz]

Job Bank

Company Position (Title/Description)

AAI Technical reviewer (detail oriented) is needed to review and write reports from method validation studies and research projects. Organizational skills a must with some knowledge in WordPerfect and Excel. Experience/education: BS in chemistry with two years experience. Prefer background in pharmaceutical industry.

Tom Ash Looking for someone to do some Web pages. Short-term contract, about ten days of work. Start immediately.

Belcan (1) Technical writers with BookMaster or FrameMaker tool experience to create online documentation. (2) Technical writers with system administration experience and Windows for Workgroups. Flexible benefits package offered.

Butler & Curless Technical writers with two years' experience writing online help or software application documentation. Knowledge of desktop publishing, IBM AS/400 or UIM knowledge a plus.

Howard Systems Technical writers with experience in UNIX/FrameMaker.

Imonics Two technical writing positions: C++ object documentors. Good job for programmers-turned writers or very technically oriented writers who have documented software libraries.

Kelton Group (1) Desktop publisher with experience in tools such as FrameMaker, CorelDraw, MS Word, and PaintShop to lay out manuals, draw illustrations, and other on-demand production. (2) Technical writer with two to five years' experience documenting technical information. (3) Contract technical writer needed for three-months, with long-term possibilities. Requirements: experience writing reference and user manuals; B.S. in EE or related technical field; demonstrated experience in telephony, data communications, or networking.

Manpower Technical writer with Ethernet, PLC knowledge, and Internet knowledge. Strong networking and manufacturing automation considered.

Metz Technical writer/licensing technician to prepare and maintain technical documentation for researching and preparing FCC licensing and documentation. Will receive complete training for licensing. B.A. in English, journalism, or related field is required. Experience with PageMaker or QuarkXpress necessary. General knowledge of electronics a real plus. Permanent position with excellent benefits. Requires up to twenty-five percent travel. Submit resume with salary history.

Systems (1) Technical writer with experience documenting networking technology and network communications software. Some UNIX helpful. BookMaster experience necessary. (2) Technical editor with experience editing IBM technical publications. Must be able to edit copy for content and for style/format adherence. Must have strong BookMaster competency and experience with IBM publications requirements.

Tech Specialists (1) Technical writer for a Macintosh/Windows environment. (2) Documentation specialist with heavy validation experience. (3) Technical writer in telecommunications environment. Experience working in a networking group and must understand bridges, routers, and how they work. Token ring, Novell networking, and Internet experience helpful.

Underwood Group Technical writer (local, contract) to create developer-level programming guides and customer-level user guides. Experience: technical writing, UNIX, and FrameMaker.

Ventana (1) Product manager to propose new title ideas, acquire authors, manage all phases of book projects, including CD-ROM development. Must have computer-related and publishing experience. (2) Editor to manage book projects from manuscript stage to final page proof stage: edit manuscripts, communicate with and create schedules for authors, and proofread all page proofs, covers, back matter, and blueines. Requirements: two years of experience as a book editor; working knowledge of Word/Win 6.0; good organizational skills; ability to work under tight deadlines; ability to juggle many tasks and book projects at once. Excellent communications and organizational skills a must.

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From the Editor

by Michael Andrew Uhl

This is the eleventh of twelve issues of the *Communique* I planned to help produce. I've been elected to chapter vice president and from there I will focus on programs and assisting Michelle Nichols in making improvements to this newsletter. I will also assist other chapter leaders in their endeavors and prepare to lead the chapter in the 1997-1998 year.

We're lucky to get Michelle as our newsletter editor. I doubt that there is anyone in the chapter who is more capable than her. She is an excellent writer; she is creative, intelligent, and ambitious; and above all, she brings enthusiasm and energy to the job.

Michelle will have the wonderful benefit of inheriting the best newsletter staff this chapter has ever had. Kim Spangler has improved the design immensely, especially considering how far she's taken it from the boxy, boring look I gave it when I started. ;-) John Stuart has reliably been there every month gathering the articles, looking them over, and assisting me in getting the copies in the mail every month. Laura Johnson and Michelle Nichols provided a bounty of quality articles. And, John and I also owe our wives a debt of gratitude. Sharon and Sam had a lot to do with these newsletters arriving at your door on time these past many months. ;-)

Please welcome Michelle and the rest of the newsletter team in the new STC year: read the *Communique* and give feedback.



Director's Chair from **1**

helped solicit books for a book donation drive.

- The West Virginia Chapter is small, but feisty! Despite the toll taken by the blizzards, they still held successful meetings on HTML that attracted many non-STC members.

Wow! You can see that Region 2 is a hotbed of quality technical communication. As it says in the Region 2 anthem:

Home of where communication
Suits us to a "T",
Region 2,
Region 2,
Best in STC!!



President's Message

by Bill Albing, President

The Society for Technical Communication includes writers, editors, managers, educators, graphic illustrators, consultants, and others. Our chapter has nearly 400 members and is still growing. As the chapter grows, I wonder if I am keeping in touch with enough of you. If you feel there is a better way for the officers of the Carolina Chapter, and me in particular to communicate with you, let me know. If you are not finding value in your membership, then you need to let us know how to better serve you. Did you know that you can get involved and determine how your dues are spent?

We have done a lot this past year. With your help, we have advanced our profession and provided these benefits to members:

- timely monthly newsletter keeping you up to date on local events and trends
- discount on the International Conference, our local Summer Conference, and other events
- latest job listings and tips on how to improve your search for a (better) job
- information line with time and place of the next program and a job openings list (406-6600)
- directory to include names of members and local educational resources
- World Wide Web posting of chapter information and the latest job openings http://stc.org/region2/ncc/www/carolina_homepage.html
- opportunity to network with other communications professionals
- opportunity to get involved and determine the future of technical communication

And we have plans for the coming year as well. We will be offering:

- seminars on HTML and Web page creation (August 17)
- programs on conflict management and on improving your writing skills
- improved connections with local universities and colleges
- arrangement with NC State University to offer members workshops using FrameMaker (1997)
- forum with corporate management about defining our profession

- listserv for communicating with students and educators about the profession (1997)
- more teleconference opportunities and more community and social events

We have a lot to do this year and it will be fun. If you have ideas that you would like to share, come to our Vision Meeting, June 1, at Blue Jay Point Park in north Raleigh. I am very proud of what we have accomplished this year.

Electronic Psychology

by Gene Laskey (v\$elaskey@qtiworld.com)

There is a need for a new kind of specialist today. In the electronic world, push-buttons become depressed and other devices become low, disabled, or defeated. Some devices are low at times and high at others (manic depressive?). And some get "lit" quite regularly. Male and female connections are a common problem sometimes solved by the use of Gender Changers (faster and cheaper than sex-change operations!). Connection problems are further compounded by polarization.

Slaves and masters dominate servo (now there's a word for you!) systems. There are also network devices that are servers, though not by choice. And don't forget computers, which must contend with parts known as "floppies" (how embarrassing!). And Motherboards and Sister boards are just asking for long-term analysis (can a complex motherboard spawn an Oedipus complex?). Computers can suffer loss of memory and have emulation problems. Virtual Reality and Artificial Intelligence could keep analysts busy for years. "Touch" screens generate other problems.

This all point to the need for a new discipline. Until a better term is coined, I suggest that there is a need for an "Electronics Psychologist."

Chapter Leadership

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Meeting Announcements

This Month's Chapter Meeting

The next NC SGML User's Group meeting is combined with the STC Carolina Chapter's monthly meeting to offer practical advice to all information professionals on using SGML.

"Using SGML in the Real World" Thursday, May 9, 6 p.m. (social), 6:30 p.m. (program)
IBM Recreation Center, Room 120

Presenters:

Len Olszewski, Project Manager, SGML Technology Group, SAS Institute, will discuss the relative strengths of SGML and HTML.

Nacia Avera, Technical Writer/Analyst, Semiconductor Research Corp. (SRC), will explain why SRC uses PDF on its Web site and why they failed to collect SGML-able documents.

Mike Iantosca, Information Development Tools Project Lead, IBM Corp., will talk about IBM's efforts in converting its worldwide repositories of information to SGML, and will demo IBM's SGML authoring workbench.

Directions: Take I-40 to the Davis Drive exit in RTP. Turn north on Davis Drive. Go straight through the light at intersection of Davis and Cornwallis Dr. Entrance to the IBM Rec center is on right, immediately past intersection. Parking surrounds the Rec center to your left.

Atlanta Chapter Hosts Marketing Seminars

On June 21 and 22, 1996 the Atlanta Chapter of the Society for Technical Communication will host two seminars given by Janice M. King.

Breaking into High-Tech Marketing Communication. Learn about job opportunities in high-tech marketing communication and public relations; where to gain necessary skills; and how to create effective marketing and positioning messages.

Marketing Mastery for Independent Communicators. Issues for communicators who have given up salary security for self-employment. Discusses how to: create an identity & marketing plan; develop promotional materials; build and maintain client relationships.

When & Where: June 21, 9 a.m. to 5 p.m., and June 22, 9 a.m. to 1 p.m., Mercer University, Atlanta, Georgia. STC members registering before June 3, 1996 pay \$90 for Session 1 and \$60 for Session 2. Students get a discount; the cost is higher for nonmembers. Call Steve Knapp at (770) 434-2352 or Lisa Rubilar at (404) 523-6938. *See feature story on p. 1.*



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