

Online Communication Competition Committee Line Forms to the Left Margin

by Lisa Pappas

This past fall, the Carolina Chapter of STC held its first Online Communication Competition. With the volume of online help, reference, and web-based development going on, we wanted to showcase our members' contributions to the genre. The response was respectable: sixteen entries from two states on four platforms.

Given the increasing development of online information and the exposure of the competition, we expect (even hope) to double the number of entries in this fall's competition. To conduct a high-quality competition, though, we need your help. If you are interested in the design and development of online information, please consider joining our Online Communication Competition Committee.

Volunteers are needed in these positions:

Brochure Manager - Manages the production and distribution of the Call for Entries, which contains the entry form, lists and rules or restrictions on entries, and lists submission deadlines. In addition to publicizing the competition locally, we would like to invite our neighboring chapters to submit online entries.

Entries Manager - Manages the collection and verification of all entries, including informing entrants when their entry was received, verifying that all software is virus-free and installs correctly, and developing and identification system for tracking entries. After the judging event, the Entries Manager also forwards qualified entries to the international competition.

see **3**

Summer Conference and HTML Workshop Start the New STC Year

The Carolina Chapter starts the new program year on July 27 with its annual summer conference. This year's conference will be held at the Marriot Hotel in Research Triangle Park, NC, as it was last year.

The conference offers professional communicators an opportunity to learn about communication technologies and techniques used at other local companies and an opportunity to interact with colleagues in a relaxed environment.

The RTP Marriot Hotel is located just off the Miami Blvd. exit of Interstate 40. Registration begins at 8:00 a.m.

Pricing Information:

	Member	Non-Member	Student
All Day	\$49	\$59	\$35
Sessions Only	\$35	\$45	\$25
Lunch & Keynote Only	\$25	\$35	\$20

Refer to these chapter Web pages for reviews of last year's summer conference:

<http://stc.org/region2/ncc/pubs/Oct95.html#SumConf>

<http://stc.org/region2/ncc/pubs/Nov95.html#conference>

Contact Patricia Tierney, the conference manager, at (919) 954-9248 (h) for more information.

HTML Workshop

In an effort to provide members with educational and professional development opportunities, the chapter is planning a series of quarterly workshops for the 1996-1997 year. The first of these workshops focuses on HTML and creating a personal Web resume. The workshop leaders, lead by Michael Uhl, are still working out many of the details for the program but have a basic framework in place.

see **2**

Inside

Editor **2**

Director's Chair **3**

Jobs **4**

New leaders **4**

President **5**

Carolina Communiqué

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

Our Staff This Issue

Editor-in-Chief

Michael Andrew Uhl
uhl@vislab.epa.gov
(919) 541-4283

Managing Editor

John R. Stuart
stuart-jr@glaxo.com
(919) 990-4686

Layout & Design

Kim Spangler
(919) 544-0891

Staff Writers:

Laura Johnston, Michelle Corbin Nichols

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:

John R. Stuart
205 Esquire Lane
Cary, NC 27513

Points of Contact

Carolina Chapter, STC
Voice Mail: (919) 406-6600

WWW page:
http://stc.org/region2/ncc/www/carolina_homepage.html

Society for Technical Communication
ftp site: [clark.net /pub/stc](ftp://clark.net/pub/stc)

WWW page: <http://stc.org/>
or
<http://heron.tc.clarkson.edu/>

BBS: (703) 522-3299

Intercom: stc@clark.net

USPS:
901 North Stuart Street
Arlington, VA 22203
Phone: (703) 522-4114
Fax: (703) 522-2075


From the Editor

by Michael Andrew Uhl

This is my final issue as editor of the *Communique*. I will serve the chapter as vice president for the 1996-1997 year.

When I started as newsletter editor a year ago, I set out to publish 12 issues in 12 months. My primary goal was to re-establish the connection between the chapter leadership and its members. I think we've done that. Now, Michelle Nichols is going to move things up a couple of notches by improving the look and content of the *Communique*. She, Kim Spangler, and John Stuart are excited about the momentum we've built this year that positions us to move the quality of our chapter's newsletter into the elite of


STC. As chapter vice president, I will work with the newsletter team to publish a newsletter that chapter members will not only look forward to receiving, but will be apt to brag about to non-members. We want the *Communique* to be a showcase of our skills as the best the technical communication profession has to offer.

I hope you get to meet Michelle Nichols this year; she is, indeed, among the best. We're lucky to have her as our editor and I hope we show her how much we appreciate her work. Please support the newsletter team by submitting good material for publication. 

from **1** (*HTML workshop cont'd*)

Experienced World Wide Web authors from our chapter will lead a four hour workshop in using HTML 3.0 to build attractive, functional documents, with a focus on resume design. HTML topics covered include detailed discussions on creating tables and frames, and the use of graphics, including such intermediate-level topics as animated GIFs. If there is sufficient demand, the workshop may be repeated two weeks later. Participants will use workbooks and take supplementary notes in order to leave the workshop confident in their ability to create a resume and other basic Web documents using HTML 3.0.

At this time, we have been unable to get a room with multiple computers but we are continuing to try. If we cannot, we will formulate HTML documents on paper and use the August 31 date as a follow up to see how participants did with their work.

This workshop is limited to 15 people. The cost is \$25 for members and \$40 for non-members. Contact Michael Uhl at (919) 541-4283 or mikeuhl@nando.net by July 26, 1996 to reserve your place. Payment must be received by August 2, 1996 or your position will not be reserved. 



- brochures
- newsletters
- pamphlets
- direct mail flyers
- fact sheets

Do you need something done that's too small to hire another person and too big to do yourself? I can produce effective material—quickly—at competitive, reasonable rates.

Contact:
Janet Mobley
851-1865
jmobley@nando.net

Providing creative solutions for your marketing and business communication needs.

Judging Manager - Plans and manages the judging event, including enrolling judges, scheduling evaluations, developing forms for judges to record evaluations, providing judges with instructions, and ensuring that the judging event is in compliance with national standards.

Site Manager - Arranges the site and equipment for the judging event(s), including installing entries and arranging for snacks.

Awards Manager - Arranges for printed award certificates for winners, and plans and publicizes the awards event.

Caveat: Just because your title says, "Manager," please don't feel intimidated. If last year serves as a model, the committee worked together to get things done, so that no one was over-committed. If you are interested in managing or in helping out in one of these areas, please contact Lisa Pappas, the Online Competition Manager, at 549-0444 x330 or 102615,2001@compuserve.com.

Top Five Reasons You Should Join the Online Communication Committee

(Note: This list was right-sized by management)

5. If you design or develop online information, you can aide your comrades by providing peer evaluations.
4. If you plan to develop online information in the near future, you can scan some great samples for design and implementation ideas (creative plagiarism).
3. If you develop only on a single platform, such as Windows, Mac, UNIX, or Web-only, you can see what "the other platform" is doing.
2. You get to network with folks who speak HTML, RTF, and various other acronyms fluently.

And the number 1 reason to join the Online Communication Competition Committee: It's a painless way to get more involved in the Chapter while getting lots of professional benefit.

Lisa Pappas develops online help and marketing demonstrations for Mobius Group, Inc.'s investment management and financial planning software. ☸

Director's Chair

by Mary R. Wise

Results & Actions from the Spring Meeting of the Board of Directors

The Spring Meeting of the STC Board of Directors was held Saturday, May 4, 1996 in Seattle, Washington. The Board approved several significant items at this meeting.

Chapter Loans and Grants

Two chapter loans and one chapter grant were approved:

- A \$2,000 loan to the Israel chapter to cover upfront costs to host a seminar
- A \$3,000 loan to the Intermountain chapter to cover upfront costs for the Region 7 conference
- A \$3,000 seed money grant to the Tennessee Tech student chapter to complete the endowment of a technical communication scholarship.

Academic and Research Programs

- The Board approved these items in the academic and research programs area:
- The Academic Programs Directory, which lists both undergraduate and graduate degree programs in technical communication, will be updated and posted on the World Wide Web.
- A faculty internship program has been approved.
- An initial research agenda has been approved.

Professional Development

The Board approved, in principle, a Request for Proposal to study the feasibility of developing a certification program.

Videoconference Dates

The dates for the 1996-1997 videoconferences have been established: November 20, 1996 and February 26, 1997.

Publications

The Board authorized a project to redesign the Society journal, *Technical Communication*.

Chapter Achievement Awards

The Board gave Chapter Achievement Awards to these chapters:

- *Chapters with up to 75 members:*
Oklahoma
- *Chapters with 76 to 150 members:*
Suncoast
- *Chapters with 151 to 300 members:*
Phoenix
- *Chapters with over 300 members:*
Lone Star
- *Student chapters:* **Tennessee Tech** and **Bowling Green State University**

Chapter Pacesetter Awards

The Board gave Chapter Pacesetter Awards to these chapters:

- *Region 1:* **Southwestern Ontario**
- *Region 2:* **Metro Baltimore and East Carolina University**
- *Region 3:* **Space Tech and Mercer University**
- *Region 4:* **Hoosier**
- *Region 5:* **Austin**
- *Region 6:* **Eastern Iowa and Mankato State University**
- *Region 7:* **Vancouver Island**
- *Region 8:* **Orange County**

Congratulations to all Chapter Achievement and Pacesetter Award winners!

In addition, I announced the winners of two Region 2 Director- Sponsor awards: Bernice Keiffer of the Central New Jersey chapter and **Bill Albing** of the Carolina chapter. Bernice won for her dedication to the growth of the Central New Jersey chapter. Bill won for his leadership in organizing the North Carolina President's Council. Congratulations!

Have a wonderful summer! ☸

Job Bank

Technical Writer, 2-3 yrs. tech writing experience, thorough knowledge of MS Word 6.0, experience authoring Windows Help systems, strong background in developing printed and online documentation; must be team player and able to work effectively in high energy environment. Must be able to compose and edit user documentation for Staff Scheduling systems. Excellent pay and benefits. Mail or fax resume.

Atwork Corporation
Attn: Karen Novak
100 Europa Drive, Suite 250
Chapel Hill, NC 27514
Fax: 919-967-1654

Senior Editor for *Business North Carolina*, award-winning magazine. Seeking experienced business writer, knowledge of NC business community preferred. Send resume, clips, and salary requirements.

Managing Editor,
BNC543577
Center Drive, Suite 50
Charlotte, NC 28217

Entry-level Graphic Designer for retail accounts at mid-size downtown advertising agency. Must have experience with QuarkXpress; familiarity with Freehand and Adobe Photoshop a plus. Must be imaginative and detail-oriented and able to work under deadlines. Salary: 18K plus medical and dental plans. Recent college grads encouraged to apply. Send resume and 1-page letter. No phone calls.

Sperry & Associates
Attn: Creative Director
324 S. Harrington Street
Raleigh, NC 27603

Technical Writer, 2-5 yrs. experience writing technical documentation and working with authoring tools. Experience in high-tech industries preferred.

The Kelton Group
5540 Centerview Drive, Suite 412
Raleigh, NC 27606
winwithkgi@aol.com
FAX 919-859-3561

Coordinator—External Communications (Job #E1073, Req. #252), will edit and copyedit all external publications; provide input into creation, development, and execution of external communications programs; perform research and analysis to support communications projects; coordinate script-writing for video program as required. Req. Requires 4-yr. degree in PR, Communications, Business or related field; 3 yrs. exp. in corporation or institution; proficiency in all corporate writing styles; solid generalist experience; writing and communication strategy skills. MA/MS, video production, and healthcare exp. preferred. Excellent communication interpersonal and organizational skills essential. Send resume incl. job number, req. number, and salary req. on plain white bond paper using standard type (no bold or italics) for scanning into BCBS's system.

Human Resources
Department MP-03
Blue Cross Blue Shield of North Carolina
PO Box 2291
Durham, NC 27702

Editor/Writer (Technical) for construction-related group. Will write and edit tech. magazine and other publications, manage technical library. Send resume, clips and salary requirements.

HR-Writer
PO Box 4268
Cary, NC 27519

Technical Writer (Job #5485), Interleaf, HTML, UNIX, 5 yrs. experience, in software user documentation.

Technical Editor (Job #5484), Interleaf 5.0/6.0, 3-5 yrs. experience. Will edit artwork in Interleaf, MacDraw, Powerpoint.

Technical Publications Assistant (Job #5483), Interleaf, MS Office, personal writing, editing, graphics. Welcome recent college grads.

Fax resume and reference job number.

Manpower Technical
FAX: 919-755-5828

Technical Writer (entry level) for rapidly

growing management services company. 2+ yrs. pany. 2+ yrs. exp. with BookMaster, extensive knowledge of PS2, WordPerfect, AmiPro, Freelance, Windows, OS/2, and DOS. Knowledge of HTML and SGML a plus. Must have excellent written communication skills. Will write, proofread, and edit technical documentation and marketing materials. Will plan, prepare, and monitor technical documentation projects. Send resume with salary requirements.

TASCOR
4815 Emperor Boulevard, Suite 110
Durham, NC 27703
FAX: 919-941-0260

Nationally recognized computer book publisher has immediate **openings in editorial department** (no details). Send resume and salary history.

Director of Human
Resources
Ventana Communications Group, Inc.
PO Box 13964
Research Triangle Park, NC 27709
FAX: 919-544-9472
jobs@vmedia.com

New Chapter Leadership for 1996-1997

President: Bill Albing (kgibill@aol.com); 919.365.2448 (work); 919.772.6158 (home); 919.365.2315 (fax)

Vice President: Michael Andrew Uhl (mikeuhl@nando.net [home]); (uhl@vislab.epa.gov [work]); 919.541.4283 (work); 919.361.9464 (fax: home)

Treasurer: Jeanne Ferneyhough (jeanne@unx.sas.com); 919.677.8000 x6480 (work)

Secretary: Pat Moell (saspgm@unx.sas.com); 919.677.8000 (work)

Newsletter Editor: Michelle Corbin Nichols (tigger@vnet.net [home]); (michelle_nichols@vmedia.com [work]); 919.544.9404 x1249 (work); 919.481.2287 (home)

Membership Manager: Kathy McKenzie; 919.572.1137 (work)

Director-Sponsor: Mary Wise (Mary_Wise@manu.com); 301.984.5436

Programs Manager: Open, Michael Uhl is the acting chair.

Publications Competition: Helen Weeks (sashxw@unx.sas.com); 919.677.8000

Job Bank Manager: Lee Bumgarner; 919.715.0200 (home)

Hospitality Manager: Gary Spizizen; 919.544.5000 (home)

Public Relations: Christopher Benz (cjbenez@aol.com); 919.572.1104 (work)

Nominating Committee: Open

Education/Training Committee: Doug Ryan (kebruhn@email.unc.edu); 919.490.6927

N.C. State Liaison: Cindy Haller (cindyh@unity.ncsu.edu)

Summer Conference Chairperson, 1997: Elizabeth Brownrigg (sasegb@toklas.unx.sas.com); 919.677.8000 (work)

Summer Conference Manager, 1996 & 1997: (Reports to Summer Conf. Chairperson): Patricia Tierney (tierney.patricia@epamail.epa.gov); 919.954.9248 (home)

Online Publications Competition: Lisa Pappas (102615.2001@CompuServe.com); 919.549.0444 (work)

Strategic Planning: Larry Kunz, STC Associate Fellow (ldkunz@vnet.ibm.com); 919.254.6395 (work); 919.782.4642 (home); 919.543.2851 (fax)

SGML User's Group Professional Interest Committee (SGML PIC): Nacia Avera (nacia@src.org); 919.941.9470 (work)

Online Professional Interest Committee (Online PIC): Diane Feldman (feldmand@smtp.wg.com); 919.941.5730 ext. 4245

A Crossover Profession

by Bill Albing

I began my career as a design engineer for a company that made microwave frequency communications components. My liberal arts education had prepared me for exploring a much wider world than the narrow world understood by my colleagues inventing widgets. After completing a project that was to go on a future space shuttle mission, I began looking for other job possibilities. It was years later that I discovered a profession that allowed me to use my skill at communicating while keeping an eye on developments in the changing realm of technology. That profession, technical communication, made it possible for me to crossover from engineering to writing. Just as Stevie Wonder is often called a crossover song writer moving from gospel to popular secular tunes, so many of us bring abilities developed in other professions to technical communication. In fact, we crossover everyday from design to documentation, from narrow jargon to wording of a wider audience, from thought to word. To some extent, I had always been a technical communicator, though my

job title did not reveal it.

Larry Kunz is right when he corrects our professional code of ethics by pointing out that we are not simply a bridge of someone else's idea but a profession in our own right. But we should not forget that our profession is in many ways a bridge between what others consider separate disciplines. Each of us has a special talent that spans traditional roles, whether we are a technical writer, or an instructional designer, or graphic illustrator, or translator, or online help developer, or interface designer. Many of us often find ourselves between departments in a company. To produce technical marketing literature, we bridge marketing and engineering. To produce user manuals, we bridge customer service and engineering and marketing. To produce internal documentation, we bridge the information services (IS) department and other departments. In fact, the bridge metaphor proves inadequate for the number of functions we span or connect. The upcoming SIGDOC96 conference in October will focus on the many connec-

tions between business and research and universities. Here is another example of where those in our profession crossover. If you have not yet experienced the diversity within our profession, then I encourage you to attend this conference as well as our local Carolina Chapter Summer Conference in July.

For those who attended the STC International Conference, we look forward to hearing from you at our next meeting, June 13th. At that meeting you will also be able to meet the new leaders of the chapter who now take charge of administering the chapter for the next year.

We are a solid and growing chapter with a wide range of interests and capabilities. Articulating the value we offer to corporations and communities, in terms of knowledge management, will be one of our responsibilities. I am sending the Governor of North Carolina a request for a proclamation that the second week in October be designated Technical Communication week. While mostly symbolic, this will allow us to tell others about what we do and the important role we play as crossover professionals. ☺

ACM SIGDOC Conference 96

The Association for Computer Machinery's (ACM) Special Interest Group, Documentation (SIGDOC) is holding their annual conference, *Conference 96*, in Research Triangle Park October 19-22 this year.

Dr. Brad Mehlenbacher of NC State University is this year's conference chairperson. Other local technical communicators are playing key roles in hosting the conference.

SIGDOC 96 focuses on how developing new technologies (such as object-oriented software, SGML, HTML, and VRML, and other systems that integrate text, sound, video, and animation) challenge the way designers of computer documentation produce usable texts and systems. These new technologies cause us, as documentation experts, to re-conceptualize our roles and our training. These new technologies also cause us to rethink how diverse audiences interact with information.

Much more information about the conference is available at <http://www.acm.org/sigdoc/brad.html> on the World Wide Web.



c/o Michael Andrew Uhl
5 Huckleberry Court
Durham, NC 27713

Next Chapter Meeting

Our June chapter meeting will be held on Thursday the 13th in the Dreyfuss Auditorium at Research Triangle Institute (RTI) in Research Triangle Park. Speakers will describe events at the recent STC Annual Conference in Seattle.

RTI is located on Cornwallis Road at Davis Drive. Enter the RTI campus from Cornwallis Road. The Dreyfuss Auditorium is on the Davis Drive side of the campus. The social part of the meeting begins at 6:00 p.m. and the program begins at 6:30 p.m. or soon thereafter.

Call Chris Tilley, the chapter's 1995-1996 program chairman, for more information: 859-7706.

Membership News

Fourteen people joined or rejoined our chapter in April/May:

Robyn Binder
Steve Blackerby
Tiffany Draughn
Allison Ferguson
Robert D. Maltais
William Matteson
Richard Nelson
Lea Davis Paul
Ceil Shuman
Donald Spencer
Patricia Stephens
Jean Watkins
David White
Charles Wooruff
Peggy Zaebst

Two members transferred to the Carolina Chapter:

John Gilson
Kim Vick

FIRST CLASS MAIL