

Devil Mountain Views

Newsletter of the East Bay Chapter of STC
January/February 2003

[Printer Friendly Version](#) (442 KB PDF)

Note: The PDF file will be updated later today with a more legible version.

[Archives](#)

[About Devil Mountain Views](#)

[Send Us Your Comments](#)

[EBSTC](#)



[Editor's Message](#)

[President's Message](#)

[Meeting Information](#)

[Chapter Activities](#)

[Meeting Report](#)

[Member Spotlight](#)

[Networking](#)

[Director-Sponsor Report](#)

[Society News](#)

[Educational News](#)

[Employment News](#)

[Book Review](#)



Contracting: Is It for You?

Do you want to become an independent contractor? **Gwaltney Mountford** discusses some of the pros and cons of contracting and suggests certain things you should have before you decide to take the plunge.



Consulting: You Have a Contract—Now What?

Here is a detailed article by **Melody Brumis** on how to be a good contractor. She touches on all the points of being an independent worker, right from wearing your 2nd best suit on the first day of work to participating in goodbye lunches.



A Plan for Creating Internal Newsletters

The second article in **Don Huntington's** series on Emerging Technologies. Don discusses the merits of newsletters and how simple it is to create them.



Online Writing

New words are coined even as we speak. **Scott Wallace** takes a look at some of the popular stumbers of the online era.



Technical Literacy Project

EBSTC's Technical Literacy project helped launch a new media-themed school at Oakland's Fremont High School. Members with biology or medical writing background are encouraged to contact **T. R. Girill**.



SOCIETY FOR TECHNICAL COMMUNICATION



Award of Merit

2001–2002

STC International

Newsletter Competition

Contracting: Is It for You?



by [Gwaltney Mountford](#)
 STC Associate Fellow

Many writers ask me, "Should I become a contractor?" My answer? "That depends." Before you think about being a contractor, you need to consider many things—the first of which is: What is the difference between contracting and being on staff?

Contracting vs. Staff Positions

It used to be that staff positions meant longevity in a company, sometimes at the expense of variety and new learning, whereas contracting meant variety and learning new things, but for short periods. Now, differences are not so clear. Long-time employees are being laid off alongside contractors. In recent years, those still on staff enjoyed more variety and opportunities to learn new things. And many contracts lasted for two or three years.

So, is there still a difference? Well, sort of. Contractors often can control when they work, whereas staffers are tied to a specific schedule. Staffers get paid time off, but are expected to work overtime; contractors get paid for all (and only) the time they work. But in this market, even these differences are disappearing. One contractor I know is being pressured to work more than 8 hours a day for 8 hours' pay. Another contractor is adhering to a fixed schedule in fear of losing a contract.

So today, the short answer to whether to be a contractor or staffer is, "Take what you can get."

But, ever hopeful that things will change for the better, I'll give you the long answer. "It depends." On how long you have been in the business—if you are just starting out, it's best to get a staff job in a multi-writer department. On whether you are comfortable with uncertainty—your contract can end at any time, regardless of the stated end date. On whether you have a contractor's mindset—I've seen "contractors" reading newspapers at the client site for hours because it was a "slow" period. If you want to be paid even when you aren't working, get a staff job.

Before You Begin

So what do you need before you start?



Strong communication skills

This includes core skills, not just tools. If you are missing some, take courses and follow up with practice through volunteer work.

Monetary cushion

You should have enough money in the bank to live on for a year. It might be that long before you get your next contract.

Strong network

Especially in these times, where every job posting results in hundreds of resumes, your best bet is through contacts. Cast your net wide. Write personal notes (after the holidays) to everyone you know, announcing your new status. Give your "elevator speech" (a 3- or 4-sentence introduction of

yourself and your talents, for the purpose of wowing your listener in a very brief amount of time) to everyone you meet. (I still get referrals from an instructor I met at an orientation three years ago.) Cultivate the developers, not just the writers, in your company. (When one programmer went on to another company that needed a writer, I was the person she remembered.) Nurture your network. Keep in touch with past clients or colleagues (I still have lunch with that programmer). Send them cards. Reciprocate. This just happened this fall—I heard of a job that I couldn't do and suggested Sue; a month later, she heard of a job and told me about it. Now we're both working.

Strong, polished job-seeking tools

This includes a polished resume and portfolio, a strong “elevator speech,” and professional presence in the interview. If you are uncomfortable about interviews, get a friend to role-play with you. Have peers review your resume. Make your portfolio look as professional as you are, organize it to suit the potential job, and practice with it.

Not for Everyone Contracting is not for everyone. It is demanding and rife with uncertainty. But it is also stimulating and rewarding. I wouldn't have it any other way.

[DMV Home](#) | [EBSTC](#) | [STC](#) | [Contact Us](#)

[Contracting: Is It for You?](#) | [You Have a Contract—Now What?](#) | [A Plan for Creating Internal Newsletters](#) | [Online Writing](#)

Consulting: You Have a Contract—Now What?



by [Melody Brumis](#)
 EBSTC President

I am a technical communication consultant. What that means is that I do work for a client on a contract basis (a signed agreement to perform this work). My preference is to do work for multiple clients (two or more) at any given time. Since communications work is cyclical (you write, they review, you write again), there's plenty of downtime on one project to be working on another.

While books (and articles) abound on how to land a contract (job), this is not one of them. What I find, though, is that I often get calls about work when I am working. My goal as a consultant is to keep on working. To achieve this goal, I have to do the best job possible on each of my contracts.

This article shares some of the insight (lessons learned) I've gained from being a consultant. Since each contract is a cycle, I've set down what to do in the beginning, middle, and end. When a contract ends, your good work often leads to a new beginning (contract) and the cycle continues.

Beginning



Like the [Boy Scouts](#), a consultant must "be prepared" for Day One. Start by reviewing the notes you took at your meeting with the client. Be prepared to complete the following checklist.

Day One Checklist

- ✓ What is the company's name? Location? Who will greet you at the door? What time?
- ✓ Who's the boss? (Whom will you be reporting to? Who is authorized to pay you?)
- ✓ What is the name of the project? What product or effort does it support?
 - How long has the project been in effect? What is the state of the project?
 - Why do they need you? What particular hole will you fill in the project?
- ✓ What is the structure of the project team? How will you fit in?
 - Who is the project manager? Project lead? Project administrator?
 - What developers are in charge of each aspect of the project?
 - What are the names of the subject matter experts (SMEs)?
 - Will there be other technical communicators on the project team?
- ✓ What documents (if any) do you need to bring with you? (If you are working through an agency, the paperwork may be complete. If not, find out what you need to bring with you.)
- ✓ What will you wear? (I like to wear my 2nd best suit on Day One. My 1st best suit I wore at the meeting (interview) where I landed the

contract. I make sure it's dry-cleaned, and all accessories are ready to go. A nice touch is a new pair of shoes or new earrings.)

- ✔ What communication tools will you need on Day One? (I bring everything I need to do a full day's work. Whether I will be working onsite or not, I bring paper, pencils, pens, or a laptop to begin gathering information. I may bring a tape recorder, depending on the project.
- ✔ What personal amenities will you need on Day One? (I bring an apple, sandwich, and bottled water, in case we do not go out for lunch. I also bring my cell phone for calling home.)

Middle On a new contract, a consultant must quickly establish trust that they can get the job done. While productivity is important, the way a person conducts himself or herself is also key. A consultant must be polite, personable, and productive. These three attributes make up a true professional.



Be Polite

Mom was right. Being polite, saying please and thank you as a start, goes a long way. While corporate cultures may vary, a hello and a smile in the morning is always appropriate. For a good insight into the mores of politeness, read [Rude Awakenings: Overcoming the Civility Crisis in the Workplace](#). See also Barney and Friends, [Please and Thank you](#).

Be Personable

"People buy things from people they like," states [Harvey Mackay](#) in his business classic *Swim with the Sharks Without Being Eaten Alive*. While you may not think you are a salesperson, you are. You are selling your services to your clients and would-be clients every day. How you interact with them can make or break your business. If you are an introvert, now is the time to come out of your shell. You can start by reading *The Fine Art Of Small Talk* by [Debra Fine](#). If you are an extrovert, Fine also covers such useful topics as The Graceful Exit—how to end a conversation.

Be Productive

Get the job done! Easy, eh? Not so easy, my dear Watson. What is the job? Hmm, as [Sherlock Holmes](#) might say, let's start by looking for the clues. When you start a new contract, it's up to you to define what needs to be done. You may have lots of clues, such as a work in progress. But, you'll need to assess the project(s) and guide the clients to the appropriate solutions. For example, a client may hire you to complete a User Guide for a lighting control system. The draft is here and all you need to do is Sounds familiar? In this scenario, you would sit down with your client and begin to assess this project as well as any interrelated ones. You would also gather all the existing materials (drafts) and published documents, as well as any software that you can play with. Before you begin the assignment, you must define what it is and document your findings.

Your first deliverable will be the documentation plan (or proposal if you are writing this before a signed contract), which outlines the work to be done, the SMEs, and a schedule for completing it. This deliverable is not complete until it has been reviewed and signed off by your clients. You can create a list of works to be completed in the future without dates if it's hard to estimate them.

You can now begin to do the job (as defined by your documentation plan). Whenever the job changes (priorities switch, say, and you need to do something different), revise the plan. You can use this plan to make sure that you are on target (deliverable will complete on or ahead of time). I like to

create estimates that are aggressive, but that I can beat. I can then show the client how documentation came in ahead of time and (since time is money) under budget. Never worry about running out of work. What I find is that the more work I do the more work there is to do.



E n d

Contracts are often extended (or renewed), but the day will come when your contract ends. You will probably be aware that a contract may be ending early on. A couple of reasons for the end of a contract are that the project has been completed or there's no more money. While you may be let go at any time (depending on the arrangements in your contract), it pays to be ready to go gracefully.

When your contract is coming to an end, your client (who by now has become a friend) has to let you know. While this is strictly a business decision, he or she may be uncomfortable telling you. Your first job is to reassure your client that you are OK with it. If you do have personal concerns (financial or otherwise), do not voice them. You can now help them determine what work you can complete before you leave (your end date). You can also begin to turn over your work to them.

Continue to be polite, personable, and productive during the ending of a contract

Use this time to assess what other projects may be coming up in the near future. Show an interest in the ongoing work even though you will be leaving. If there's a possibility to do "on call" work, pursue it. One consultant I know left a door open for "on call" work and still has her name on an office door. Whenever her clients need a writer, they think of her and know she is ready for any project.

Participate in all the goodbye lunches and dinners

If possible, take the lead in creating a contact list of all the team members. Schedule a get-together for the near future after the project is over. You'll not only continue your friendships, but hear about new projects (and possible contracts).

While the team may be disbanding, your clients and SMEs are staying put. Take this opportunity to thank them and say goodbye to each one individually. You may want to take some of them to lunch or give them a small gift (check their gift-giving policy first). If you've worked with an agency, thank them too.

And, finally, make it easy for them to find you when they need you. Pass out business cards to everyone, and send a final email note with your contact information. When they need a technical communicator, your card or email will pop up and the cycle will begin again. ▲

[DMV Home](#) | [EBSTC](#) | [STC](#) | [Contact Us](#)

[Contracting: Is It for You?](#) | [You Have a Contract—Now What?](#) | [A Plan for Creating Internal Newsletters](#)
[Online Writing](#) | [Technical Literacy Project](#)

Emerging Technologies: A Plan for Creating Internal Newsletters



by [Don Huntington](#)
EBSTC Member

Last quarter's article covered the changing face of the technical writer's role. This article will discuss internal newsletters as a tool for implementing communication in a company or division of a company at any level. It will provide some hints to becoming part of a solution for getting the word out in any kind of organization.

The Power of Internal Newsletters

Abbie Hoffman made his famous comment that freedom of the press only applied to those who could afford a printing press because he lived and wrote before the coming of the Internet. Companies, non-profit organizations, and even individuals can now publish as much information they wish over the Internet or on company intranets. Best of all, from their point of view, such publishing entails virtually no expense beyond meeting the salaries of whatever writers, web designers, and artists participate in providing content for the newsletter and creating the pages.



We all work in industries that are searching for ways of increasing productivity at the same time that they are reducing resources. Clear communication, of course, provides a key to the efficient operation of any industry. Internal, online newsletters can provide an effective channel of communication that we can now create, format, and deliver with little or no production expense.

Last year, for example, the newsletter you are reading, the *Devil Mountain Views*, moved to an online format. In one issue we reduced our production costs for the newsletter from hundreds of dollars essentially to zero. We also replaced a complicated delivery and distribution system that required several weeks with the pressing of a button.

Simplifying Newsletter Creation

Experienced technical writers can leverage the universal need to expand capabilities with diminishing resources even further in the area of online, internal newsletters as we develop our faculties in order to carry out the functions of writer, web designer, and artist.



Any senior technical writer who has acquired skills in HTML editing, graphics editing, and use of a digital camera can, when required to do so, create an online newsletter as an essentially one-person activity. Tasks associated with producing an online newsletter include:

- Design layout and format
- Create the departments and article titles
- Interview writers for all content
- Ghostwrite the articles
- Write original articles

- Lay out all pages
- Generate HTML code
- Take all pictures for the newsletter
- Manage and in some cases create all the graphics
- Maintain the Web sites
- Write the ezines announcing the issues

Hassle-free Newsletters

I'm a person of no remarkable native abilities, but I have learned effective tools and techniques for undertaking all of these activities. I've created and am creating newsletters for a half-dozen clients in which I conduct all of these activities myself.

I tell my clients that I create "hassle-free" newsletters—requiring nothing from them except allowing me access to the sources of the articles for brief sessions out of which will come the pictures and the raw content for the articles that I then ghostwrite on the interviewee's behalf.



My clients have all loved the results. It is a great business to be in! ▲

[DMV Home](#) | [EBSTC](#) | [STC](#) | [Contact Us](#)

[Contracting: Is It for You?](#) | [You Have a Contract—Now What?](#) | [A Plan for Creating Internal Newsletters](#) | [Online Writing](#)

Online Writing: Taming the Tech-Neologism

by [Scott Wallace](#)
 EBSTC Member

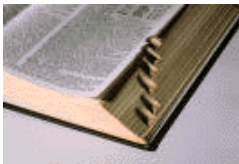
Rarely are “new” words in the argot of technology actually new words. Almost without exception, they’re familiar terms that have been reconfigured, “repurposed,” or combined for use in a technological context.

Most of these words are dropped into the language by techies, a group not known for its high regard for editorial convention. The use, spelling, punctuation, and sometimes even definition of a word may vary at first from one instance to the next, leaving technical writers who must use it correctly and consistently in an editorial lurch.

Many of the questions from visitors to my [WebStyle Guide](#) have involved the treatment of words forged from pairs of existing words. Is it *web master* or *webmaster*? Both versions are commonly used. Is it *dial up*, *dial-up*, or *dialup*? In other words, should these pairs of words be collapsed into single words, hyphenated, or simply left alone?

There is no one-form-fits-all guideline, and it often depends on the part of speech a word occupies.

One Word or Two?



While I was doing background research for my online style guide over a period of two years, it became obvious to me that most compound nouns and adjectives in technology began life as separate words used in tandem. Many passed through an intermediate stage in which they were connected by hyphens. Consider as examples:

bandwidth, chatroom, desktop, downtime, dropdown, filename, homepage, keystroke, keyword, laptop, online/offline, onscreen/offscreen, realtime, screensaver, screenshot, toolbar, Website, workstation

Much of the confusion surrounding the use of technological neologisms occurs when a word is used as a verb as well as a noun or adjective.

- You *back up* your files, thus creating *backup* files. (You don’t *backup* your files.)
- You *log on* (or *in*) to a computer, a network, or a Website using your *logon* (or *login*) name. (You don’t *logon* or *login*, regardless of what the label on the button says.)
- *Popup* advertisements *pop up* on your screen.
- But you *spellcheck* (verb) a document or “run” or “do” a *spellcheck* (noun) on it.

Printing Out, Dialing Up

Printout/print out and *dialup/dial up* are a different matter. When used as an adjective or noun, either form of either word is correct. But neither is correct in either form when used as a verb.

Dialup is an adjective. To plug into your ISP via your *dialup* connection, your modem *dials* a phone number. It doesn’t *dial* it “up.”

Similarly, *printout* is a noun. We don’t *print* a document “out,” we *print* it.

Although printing documents “out” and dialing phone numbers “up” have wormed their way into spoken language, they’re techno-slang and have no place in proper written language, except in a quotation. In that case, you *print out* (not *printout*) a document and *dial up* (not *dialup*) a connection.

No “Right” or “Wrong”

This is not to suggest that *downtime* and *workstation* are right and *down time* and *work station* are wrong. Both forms are used by enough reputable sources—that’s the basic litmus test—that either is acceptable. But over time words coupled this way almost invariably morph into one. So if there’s a rule

of thumb, it's this: All else being equal, feel free to combine into a single compound word two words commonly used together as a noun or an adjective (losing the hyphen, if there is one). But do so consistently. And be careful when using those same terms as verbs. ▲

[DMV Home](#) | [EBSTC](#) | [STC](#) | [Contact Us](#)

[Contracting: Is It for You?](#) | [You Have a Contract—Now What?](#) | [A Plan for Creating Internal Newsletters](#) | [Online Writing](#)

Chapter Activities: EBSTC Outreach Helps Launch a New School

by [T. R. Girill](#)
 STC Fellow

T. R. Girill currently manages the East Bay STC's Technical Literacy program. For more details about this initiative, check the [EBSTC](#) web site.



For six consecutive Wednesdays from October 23 through November 27, I continued the ongoing EBSTC technical literacy outreach project by conducting instruction-writing workshops in the grade 10 English class of teacher Michael Jackson at Oakland's Fremont High School (FHS).

Because of its persistently poor scores on California's standardized tests, FHS began this year the state-mandated process of decomposing from a 2000-student comprehensive high school into at least five "new small autonomous interconnected schools," each with a specific career theme. Thus the 32 students that I worked with are really the very first class of a new media-themed school called the [Robert C.] Maynard Communication High School. As always at FHS, this was an ethnically diverse group of boys and girls struggling to bring both their social and cognitive skills up to grade level after years of neglect.

The new school (housed in the same overcrowded, windowless, portable classrooms as the old school, of course) aims to give its students the focused, consistent setting they need to regain their lost ground. I felt encouraged to see more:

- cooperation among teachers (such as English and science),
- coordination among subjects (even language arts and biology), and
- lessons based on nonfiction prose related to work life (see [Fact Checking on the Internet](#) on this page).

I tried to support these positive trends throughout my 6-week instruction-writing workshops. Most sessions involved previously tested exercises with kitchen recipes (all posted with commentary on the Technical Literacy Project's [Instruction-Writing Exercises page](#)). This fall I rearranged the material, however, to make room for a new, two-part exercise that I developed especially for these Maynard School students.

Fact Checking on the Internet

The added exercise, called "Fact Checking on the Internet," benefits the students in five related ways at once:

1. It integrates smoothly with and reinforces the big nonfiction reading project that spanned their English and science class for the first time this year (Eric Schlosser's *Fast Food Nation*, a journalistic critique of chain restaurants and meat packing). Here, students refine draft instructions for checking four claims in Schlosser's book.
2. It offers students practice applying their instruction-writing guidelines and troubleshooting techniques to a personal yet scaled-up, real-world situation, without the scaffolding that helped train them in the other exercises.
3. It introduces a pair of authoritative, well-engineered Internet sites that provide the students with online information useful far beyond this specific project, for school and for life ([Librarians' Index to the Internet](#) and [The Infopeople Project](#), both maintained by the California State Library).

4. It exposes students to material that resembles (in size, content, style, complexity, and even presentation) the series of one-page nonfiction essays that make up almost all of the newly required California High School Exit Exam (which they must now take every year until they pass).
5. It promotes their much-needed sense of personal responsibility for and critical analysis of everything that they read.

Suggestions Needed

This outreach project continues during the spring of 2003, when the same students focus on writing descriptions (as in past years). Since biology is the science for grade 10, I encourage any interested STC members, especially those with a background in biology or medical writing, to [contact me](#) with suggestions for other exercises that we can tailor to the special interdisciplinary needs of these “new school” students. ▲

[DMV Home](#) | [EBSTC](#) | [STC](#) | [Contact Us](#)

[Contracting: Is It for You?](#) | [You Have a Contract—Now What?](#) | [A Plan for Creating Internal Newsletters](#) | [Online Writing](#)

Editor's Message



by [Ashwini Tharval](#)
 Managing Editor

Happy New Year!

2003 is here and at least [commercial space travel](#) is a reality. The rest is all a myth. Here are some choice quotes from people brave enough to make predictions:

2003 Predictions



"Employees will become increasingly disgruntled because the sluggish economy reduces their employment options. Managers will have more power and will become more overtly evil."

Scott Adams, Creator of Dilbert

"Sites that focus on industries transformed by an online presence will continue to be most successful in taking away offline share of sales—most salient examples include Travel, Photo Processing, and Flowers & Gifts."

Lisa Ann Strand, Director and Chief Analyst, eCommerce, NetRatings Inc.

"The technology sector will hold steady in 2003, without any significant increase. The consumer confidence index needs to remain relatively constant for this prediction to hold true. If the consumer confidence index drops during this holiday season, the technology sector could be negatively impacted and the impact would have a longer duration."

Richard M. Brenner, CEO, The Brenner Group, Inc.

"Many e-commerce entrepreneurs in Silicon Valley continue walking around like members of a cargo cult after World War II, just hoping the planes come back. But VCs will not increase investment in the e-commerce sector."

Mark Resch, CEO, Onomy Labs, Inc.

"In the face of consumer backlash against conventional Web advertising, companies are turning to permission-based, interactive branding such as contextual cross-selling, newsletters, and polling."

Cia Romano, CEO and Founder, Interface Guru (tm)

"The future for e-business is not the mega-corporation but the small business, often home-based business. This area is already exploding...these businesses are small, they are flexible, they have no inventory and they can turn on a dime."

Robert Middleton, Owner, Action Plan Marketing

"Ethics will become a required course in most MBA programs."

Mark X. Addison, President, Rocket Science

"Businesses will hire greater numbers of experts who have single, narrow niches—very specialized areas of expertise—as problem solvers. Generalists with multiple unrelated niches (jack-of-all-trades) and coaches will be less desirable."

Andrea Reynolds, Founder/Agent, ExpertsWhoSpeak.org

"Microsoft will become a leading player in the CRM space faster than anyone expected... One of the leading companies will fail..."

William Grosso, Member, Board of Directors, Software Development Forum

"Web services, despite the hype, will become integrated into enterprise IT architectures. IT strategy will be based in services-based architectures."

Don Tapscott, President, New Paradigm Learning Corporation

"Increased focus on designing business and processes from the outside in, i.e., the way your customers want it, not the way you have executed traditionally."

Hank Barnes, SVP of Software Marketing and Strategy, divine, Inc.

"Wireless. Nothing more needs to be said. We're burdened by connectivity issues. Lots of work is performed away from the office context. It needs to be supported."

Gloria Gery, Principal, Gery Associates

"Spammers will get sued right out of business."

Andy Sernovitz, CEO, GasPedal

Share Your Predictions and Resolutions



Interesting? To read the rest of the predictions, go to Ecnow.com.

So, what do YOU think? [Email](#) your predictions/thoughts/hopes/resolutions for 2003 and we will print them in our next issue. If you can't think of any resolutions, take a peek at our [president's message](#) and you will get an idea!

Happy reading,
Ashwini ▲

[DMV Home](#) | [EBSTC](#) | [STC](#) | [Contact Us](#)

[Contracting: Is It for You?](#) | [You Have a Contract—Now What?](#) | [A Plan for Creating Internal Newsletters](#) | [Online Writing](#)

President's Message



by [Melody Brumis](#)
 EBSTC President



Happy New Year! Can you believe it's 2003? The Chinese calendar calls 2003 the year of the [Ram](#), which is celebrated in Chinatown on February 21st both in [San Francisco](#) and [Oakland](#). You may want to check out your sign in the Chinese horoscope. Being a Delicate Rabbit (I won't tell which year), I plan to have a great year.

My first resolution (a [New Year's tradition](#) started over 4,000 years ago) is to begin anew, refresh myself for the new year. While my resolutions for 2002 are still good (many have not been touched for most of the year), I'm creating a simple template for—yes, creating resolutions. Feel free to use this template to help create your resolutions. And, [send me](#) any resolutions that I forgot.



New Year's Resolutions for 200_ (redesign after 2009) For Technical Communicators

1. **Clear out the clutter in** _____
 - a. my office
 - b. my car
 - c. my life
2. **Update my** _____
 - a. portfolio
 - b. resume
 - c. a and b
 - d. hairdo
3. **Learn** _____
 - a. Dreamweaver
 - b. PhotoShop
 - c. Flash
 - d. InfoMapping
 - e. Everything
4. **Read my** _____
 - a. *Intercom*
 - b. *Technical Communication Journal*
 - c. *Devil Mountain Views*
 - d. a-c
 - e. *People* magazine
5. **Attend** _____
 - a. an EBSTC meeting
 - b. a Giant's game
 - c. [Sail San Francisco](#)

6. **Take my _____ to lunch**
- a. CEO
 - b. SME
 - c. Mom
 - d. Dad
 - e. EBSTC President

7. **Have ____**
- a. fun
 - b. fun
 - c. fun
 - d. fun
 - e. even more fun!



Check It Off The chapter's next meeting will be in the year 2003, Thursday, January 9th. While learning about [indexing](#), you can also check off Resolution No. 5. Happy New Year! ▲

[DMV Home](#) | [EBSTC](#) | [STC](#) | [Contact Us](#)

[Contracting: Is It for You?](#) | [You Have a Contract—Now What?](#) | [A Plan for Creating Internal Newsletters](#) | [Online Writing](#)

Chapter Meeting Information

Survey Results

Check out the meeting survey results for recent meetings. Click the date to see the survey results.

Date	Speaker	Topic
November 2002	Chris England Scott Hamlow	Single-Sourcing with FrameMaker 7

Upcoming Meetings

Attending meetings is a great way to learn new things and connect with technical writers around the East Bay. And coming this March, there's another great reason to attend—**free copy of Dreamweaver!** Try your luck at the EBSTC raffle on March 6 and among other great prizes, you might win Macromedia Dreamweaver!! More information will soon be posted on the chapter web site.

East Bay programs are usually held at Crow Canyon Country Club in San Ramon. For details on meeting location and reservations, see the [meetings page](#) on the chapter web site.

Date	Speaker	Topic
January 9	Nancy Mulvany	<i>Why You Need to Know What Professional Indexers Do (And Why There May Be a Career Change in Your Future)</i> Nancy Mulvany, Past President of the American Society of Indexers, is the owner of Bayside Indexing Service, a business specializing in the indexing of books, catalogs, manuals, and periodicals, as well as consulting services. Nancy has written numerous books on indexing, and has made presentations on the topic internationally.
February 6	Robert Fish	<i>Reducing Stress and Business Improvement</i> Robert is a communications expert who earned a Ph.D. in Speech Communications. Robert has been in business since 1993, leading workshops in presentation skills and stress management, and giving talks for corporations and associations.
March 6	Kristine Hahn	<i>Add Life to Web Sites with Dynamic Features</i>

		<p>Learn how to jazz up your sites with dynamic features using nothing more than Dreamweaver and public domain software. Kristine is a senior technical writer who has written many manuals about programming, administering enterprise applications, web mapping, and web-based digital design.</p>
April 3	Holly Gallup	<p><i>Writing for Small Spaces</i></p> <p>Learn how to pack as much information into online help as possible, from the Palm Pilot to the Pocket PC. Holly is a documentation consultant with over 20 years of experience in technical writing, editing, user-interface design, and project management. ▲</p>

[DMV Home](#) | [EBSTC](#) | [STC](#) | [Contact Us](#)

[Contracting: Is It for You?](#) | [You Have a Contract—Now What?](#) | [A Plan for Creating Internal Newsletters](#) | [Online Writing](#)

Meeting Survey Results: November 2002

Ever wonder what happens to those surveys you fill out? On this page we present the results of the surveys you completed for the meeting. The surveys are used to help the chapter determine future meeting topics, and to provide constructive feedback to our presenters.

Topic Single Sourcing with FrameMaker 7
Facilitator Scott Hamlow
 Chris English
Date November 7, 2002

In one word, describe this presentation.

Answer	# Respondents
Informative	5
Great	2

Single answers:

Fact-filled, excellent, useful, XML, very good, good, important, very interesting, stretching, very informative

On a scale of 1 (low) to 5 (high), please evaluate the following:

	1	2	3	4	5	Average
Your knowledge of the subject <i>before</i> this presentation.	3	5	6	2	0	2.44
Your knowledge of the subject <i>after</i> this presentation.	0	1	2	10	3	3.94
Applicability of this presentation to your job.	3	2	3	2	5	3.27
How likely are you to use this information on the job.	4	0	2	6	4	3.38
Overall value of this presentation.	0	0	5	3	8	4.19
Convenience of the meeting facilities.	0	1	0	3	13	4.65
Conduciveness of the facilities to a meeting.	0	0	1	3	13	4.71
Food	0	1	2	7	7	4.18

How did you hear about this meeting?

Answer	# Respondents
Email	10
Website	4
Member	2
Colleague	1

Are you an STC member?

Yes	14
No	3

How many years have you been working in the field?

Median: 15 years

[DMV Home](#) | [EBSTC](#) | [STC](#) | [Contact Us](#)

[Contracting: Is It for You?](#) | [You Have a Contract—Now What?](#) | [A Plan for Creating Internal Newsletters](#) | [Online Writing](#)

Chapter Activities: Congrats to Senior Members



Let's welcome our new and transferring members! The chapter has 208 members as of December 31, 2002.

- Peter Basmajian
- Danielle Hernandez
- Kent McCutcheon
- Vivian Aldridge from the San Francisco chapter
- Smita Govindarao from the Los Angeles chapter
- Kristen Jensen from the Brigham Young University chapter
- Carol John from the Arkansas chapter

Congratulations to our new Senior Members!

- Carole H. Hall
- Teresa M.R. Washburn
- Marinela G. Miclea
- Rebecca S. Rude

According to the STC Bylaws, the grade of senior member is conferred upon those who have held the grade of member in STC for five years.

[DMV Home](#) | [EBSTC](#) | [STC](#) | [Contact Us](#)

[Contracting: Is It for You?](#) | [You Have a Contract—Now What?](#) | [A Plan for Creating Internal Newsletters](#)
[Online Writing](#) | [Technical Literacy Project](#)

Meeting Report: November 2002

See the meeting [survey results](#).

by Dara Golden
 Silicon Valley Chapter

This article is reprinted from the September issue of [Connection](#), the Silicon Valley Chapter newsletter. The same presentation was given at both the East Bay and Silicon Valley chapters.

What's New with FrameMaker 7?

Chris English and Scott Hamlow, both from Adobe, gave a presentation on Single Sourcing with FrameMaker at November's EBSTC meeting. In their 90-minute presentation, they covered much information about the new features of FrameMaker, including its XML capabilities.

Hamlow, a former technical writer, stated that Adobe had one goal with this version of FrameMaker: to increase extensible markup language (XML) authoring and offerings. He added that, in addition to full XML support, FrameMaker 7 has a number of other new features, including improved Adobe product integration and "ease of use" enhancements.

XML Overview

Hamlow presented an overview of the new FrameMaker features. Here is a summary of some new FrameMaker XML features:



Adobe was generous with door prizes!
Ele Croze won *FrameMaker Classroom in a Book*

Diane Blakely won an Adobe backpack.

Marsha Howard won PhotoShop Elements.

- A "structured authoring environment" allows for creating and editing valid XML.
- Read-write rules allow for mapping with continuous validation.
- Visual clues show correct or improper XML validation in the structure window. A broken line means "broken structure," while a checkmark means "okay to place item here."
- Element tags appear either inside the FrameMaker document or in the separate Structure View window.
- Starter templates and a basic mapping table are included.
- While FrameMaker and XML are fully integrated, FrameMaker does not force users to create structured documents.

Hamlow then demonstrated the new version of FrameMaker. He explained how the Structure View window worked, including showing the "visual clues" FrameMaker includes for structure validation. He also showed the audience how to apply structure to non-structured documents and how to save FrameMaker documents in different formats.

Product Integration

Is there better integration with other Adobe products? According to Hamlow, users will be surprised at the integration improvements. With the WebWorks Publisher integration, <ALT> tags have been added. Adobe Illustrator 9 and 10 files can now be imported natively.

Acrobat Integration

Many users had problems saving FrameMaker documents to Adobe Acrobat. Hamlow explained that Adobe has better integrated the two products. Highlights include:

- Bookmark expansion can be specified.
- Pages can be saved larger than 8 ½ x 11 inches.
- Information reflows to fit the window size as the page is resized.
- Text can be saved as two columns.

"Ease of Use" Enhancements

According to Hamlow, FrameMaker has improved exporting capabilities. Files can now be saved in many formats, including print, PDF, SGML, HTML, PalmReader, XML, Wireless Markup Language, and Voice XML. Hamlow showed the audience how Scalable Vector Graphics (SVG) can be used to enhance web pages. SVG are flat file line drawings that, when

compiled with Flash, appear as animations on web pages.

Questions During Hamlow's presentation, the audience had many questions regarding the capabilities of FrameMaker. Some of the questions and their answers follow.

XML

Can book files be converted to XML?
Yes.

Does FrameMaker come with a mapping table?
Yes. Hamlow added that the mapping table, similar to a cascading style sheet in HTML, can be modified. It is also possible to have different mapping tables.

When a FrameMaker document is saved as XML, can I edit it outside of FrameMaker and then reimport the file?
Yes. You can import an XML file that has been worked on in a non-FrameMaker program.

Can I export the DTD (data type definition)? Is the DTD standard?
Yes.

Is saving Frame to XML and then back to Frame reliable? Should I use MIF instead?
If the XML is valid, then saving is reliable.

How are Adobe Illustrator digital photos listed in the conversion table?
A graphic, no matter what type, is wrapped in a graphic element in the table.

Is it possible to create nested tables?
Yes. Hamlow stated that "rules can be made, based upon structure hierarchy" to create nested tables.

Can conditional text be used in XML?
Conditional text will work. However, Hamlow cautioned that users must ensure that the XML is still valid. If the conditional text turns off a required element, then the structure is invalid.

Can I create my own element definition documents (EDD)?
Yes. An EDD gives specifics about final output. Hamlow added that users can have multiple EDDs, such as one for printed documentation, another for HTML, and another for PDF.

Are schemas supported?
These are not supported, as they were too new when FrameMaker 7 was finalized. Hamlow added that schemas are great for data and databases, but that most people were using DTDs instead. He did not mention if a future version would support schemas.

HTML

Can I take my FrameMaker file and export it to multiple HTML files?
Yes. Using the WebWorks standard edition, which comes with FrameMaker 7, you can create a new HTML page for every Level 1 heading.

UNIX

Has the UNIX functionality been upgraded to that of Windows?
According to Hamlow, font integration has been improved in the UNIX version of FrameMaker. It now supports Open, TrueType, and Type 1

Member Spotlight: Intergenerational Stories from New Zealand

In our member spotlight this time, we take a look at another chapter from Region 8: [New Zealand](#). STCNZ represents about 50 professional and technical communicators from around New Zealand.

A Family Tradition



Jessica Parsons, Vice President and Newsletter Editor of *Chatterbox*, the STCNZ newsletter, has technical writing in her genes! Her grandfather, **Ralph Immel**, and her mother, **Pam Parsons**, are both technical writers.

Ralph Immel started as a reporter and moved on to write manuals for the C-47 at Douglas Aircraft Company in Long Beach, California. He writes, “At that time technical writing was not precisely defined, but as technical writers we had to read engineering drawings or blueprints, consult with engineers, and obtain useful information from factory personnel to obtain accurate information for the operation and maintenance handbooks whose format was precisely defined by the Army Air Corps.” A problem they often faced occurred on weekends when “the engineering project manager left on Friday afternoon telling the technical writer that the report ‘is now your problem and has to be printed by Monday morning.’ Fortunately, a lot of small printers in the Los Angeles area were willing to work outlandish hours and charge outlandish prices to achieve those Monday morning deadlines. This situation also enabled research into finding restaurants that served excellent breakfast at 3AM on weekends.”

For **Pam Parsons**, technical writing turned out to be “my passport to domestic travel in a modestly adventurous way. Till then the West Coast had been my only geographical experience, but from 1979 to 1987, working first as technical writer and later as technical editor, my geographical horizons expanded. Michigan! Long Island! Jones Beach! New York! Philadelphia! Gainesville, Florida! Huntsville, Alabama! New Orleans! Conferences! Customer applications! Newsletter stories! Fond memories as I sat in my office weeks later, transcribing 60 or so hours of taped interviews...”

Great Explainers

At the tail end, **Jessica Parsons** says, “Coming from what surely must rank a unique position of a third-generation technical writer, I admit in a small voice that I paid no attention to my heritage when choosing my profession. None. Neither my mother nor grandfather applied any pressure to join these ranks of ‘great explainers.’ No, all they did was pass on the genes, the obsession to read and analyze everything, and the certain knowledge that communication is the best game in town.”

The Complete Story

To read the rest of their stories in their own words, go to the New Zealand chapter [web site](#), click News – Newsletter – November 2002 issue and go to page 2. These stories are written as part of the STC@50 celebration and appear in *Chatterbox* in their original uncut versions. ▲

[DMV Home](#) | [EBSTC](#) | [STC](#) | [Contact Us](#)

[Contracting: Is It for You?](#) | [You Have a Contract—Now What?](#) | [A Plan for Creating Internal Newsletters](#) | [Online Writing](#)

NorCal STC Chapter Leadership Day: A Saturday to Remember



by [Becky Rude](#)
 EBSTC Senior Member



Back: Becky Rude, Janet Bran, Orlando Turrietta, Susan Harlan, Peggy Shepherd
 Front: Gwaltney Mountford, Jacquelyn Lee, Melody Brumis, Bill Ardis

Would you willingly devote a beautiful, sunny, winter Saturday to your STC chapter? That's what nine of your chapter colleagues did on December 7, 2002 at Mills College in Oakland.

At a history-making event, all six Northern California chapters met for the *first* time to exchange ideas on achieving success and meeting challenges. It was a community-building event that generated ideas and gave us motivation to implement them. The chapter presidents shared challenges as well as success stories, of which we hear too little in this economic downturn. Here are notes on the event and some things that may be coming to EBSTC soon. You can view more photos on the chapter [web site](#).

The NorCal Chapters

Who are the six Northern California chapters?

Berkeley: Founded in 1987 as an offshoot of the East Bay Chapter to serve the membership west of the hills. Approximately 200 members.

East Bay: Founded in 1962. More than 200 members. Serves Pleasanton, San Ramon, Walnut Creek, Stockton, and other towns in the corridor of Highways 580 and 680.

NorthBay: Founded in 1994. Approximately 100 members. Serves Sonoma, Marin, Napa, and other counties in Northern California.

Sacramento: Founded in 1985. Approximately 230 members in the Sacramento area. May be starting a satellite chapter in Nevada.

San Francisco: Founded in 1980. Approximately 260 members in San Francisco. The most interesting meeting place—the London Wine Bar!

Silicon Valley: Over 1000 members. Serves the Silicon Valley and is the largest chapter in the Society! Will be starting a satellite chapter in Santa Cruz.

Aces High



Lance Gelein (Sacramento Chapter), STC Past President, and a very dynamic speaker, opened the day with a facilitated discussion of "what we do" as technical communicators. On a humorous note, one person offered a definition that we "seek the truth and write about it." Lance commented that the speaker obviously does not work in the software industry. This discussion, as well as an interactive group exercise, prepped us for the intense discussions that followed throughout the day.

In the photo at left, **Melody Brumis**, EBSTC President, and **Susan Harlan**, EBSTC President Elect, were both in "power positions" as

aces (neither one knew they were an ace until later).

Roundtable Topics

There were six table topics from which participants chose four topics to join. The topics and the facilitators were:

- How to reduce volunteer burnout, **Chris Muntzer**, North Bay
- Making STC value-added: recruiting and motivating members, **Jeff Simon**, Sacramento
- Technical writer skills and alternative jobs, **Susan Harlan**, East Bay
- The business of newsletters, **Marc Smircich**, San Francisco
- Mentoring, **Viki Maki**, Berkeley
- Collaborating on programs in Northern California, **Beau Cain**, Silicon Valley

Personally, I was thrilled to meet other newsletter editors and designers. One of the most interesting discussions was the issue of paper versus online format. East Bay was the first Northern California chapter to go completely online with its newsletter in November 2001. Everyone was interested in this change and what members think about it. To this end, I hope that we can complete a chapter survey in the near future to share the results with other chapters.

Other discussions for EBSTC Chapter projects included:

- Recruiting more members for volunteer activities
- Getting new members involved
- Creating job tickets that describe volunteer jobs
- Documenting chapter procedures and job descriptions
- Sharing our success stories when members get jobs—especially through the new Networking SIG
- Developing a mentor program
- Creating a chapter project manager position
- Offering door prizes at chapter meetings (for example, printing our new logo on T-shirts)

Great Things in Store

There are great things coming for the Northern California chapters with this new sense of community. People are interested in collaborating on projects to better serve our members, to increase visibility for our profession, and to secure our professional future. Watch for these new ideas and projects in the future! And, when the opportunity presents itself, volunteer to serve your chapter.

All conference members are pictured below. For a surprise, move your mouse over the photo.



Director-Sponsor Report

December 2002

Bonni Graham, Director-Sponsor of Region 8, underwent knee surgery earlier this month. She is taking a break and will resume her columns next month.

Get well soon, Bonni! ▲



[DMV Home](#) | [EBSTC](#) | [STC](#) | [Contact Us](#)

[Contracting: Is It for You?](#) | [You Have a Contract—Now What?](#) | [A Plan for Creating Internal Newsletters](#) | [Online Writing](#)

STC's Mission "Designing the Future of Technical Communication"

Independent Contractor Survey

In 2001, STC conducted a survey of technical communicators working as independent contractors or temp agency employees in the United States and Canada. This article gives a brief overview of the results.

According to the survey, a whopping 89% of respondents from the United States work in the computer industry, either hardware or software. Most of them work on technical reports and software manuals. Among respondents from Canada, 71% work in computer software and the majority of their documentation involves software manuals, training materials, and online information systems.

86% of U.S. respondents work on editing documents with only 50% doing copywriting. Results were similar among Canadian respondents: 92% work on editing and 56% on copywriting. In both countries, the primary source of new clients is through referrals. The average wages among U.S. respondents are \$65,400/year and \$54/hour. Among respondents from Canada it is Can\$61,360/year and Can\$57/hour.

The detailed survey is available on the STC [web site](#). ▲

[DMV Home](#) | [EBSTC](#) | [STC](#) | [Contact Us](#)

[Contracting: Is It for You?](#) | [You Have a Contract—Now What?](#) | [A Plan for Creating Internal Newsletters](#) | [Online Writing](#)

Educational News

[Indexing Conference](#) [Region 8 Conference](#)

Indexing Conference in San Francisco

The American Society of Indexers—Golden Gate Chapter invites you to attend a conference on **January 25, 2003** from 9:00 a.m. to 3:30 p.m. at the **Best Western Grosvenor Hotel at San Francisco Airport**. This year's conference will include a variety of presentations and subjects, all of which have a direct bearing on the work of indexers.

The morning will be devoted to information—the identification, classification, storage, retrieval, and conceptual processes related to the development of effective information systems. The first speaker is Craig Nevill-Manning, Ph.D., Senior Research Scientist at Google, Inc.

Next, R. J. Pittman, Chief Executive Officer of Groxis, will talk about their revolutionary new content navigation tool—Grokker. The Grokker quickly converts data, documents, records, and search results into a contextually relevant, intuitive graphical knowledge map. This technology allows the user to quickly understand what information is available, how it relates to the topic in question, and streamline information consumption and management.

After a buffet lunch, Gale Rhoades of Macrex will discuss the trend toward embedded indexes for textbooks, and the impact of this development on professional indexers.

Finally, there will be an Editors' Panel, moderated by Sylvia Coates. Bay Area publishers represented on the panel are: Autodesk, The Gale Group, Jossey Bass, McGraw-Hill, Nolo Press, and UC Press. Following the panel discussion will be Q&A with audience participation, so bring all those questions you've always wanted to ask your editor!

To register for this conference, go to [ASI Golden Gate Chapter](#) or for more information contact [Janet Russell](#) (925-689-1998).

STC Region 8 Conference Postponed

The Region 8 conference has been postponed to a date in **July**. It will be held in **Las Vegas, Nevada**.

STC Region 8 conferences represent 21 chapters with nearly 4,000 members in California, Nevada, Hawaii, New Zealand, and Australia. Conference attendees are encouraged to network with fellow attendees, sharing knowledge and experiences with other technical communicators. The theme of the 2002–2003 conference reflects the international nature of technical communication. Communication is the key to world commerce and cultural advancement. Those attending this conference are technical communicators who play a role in national and international communications, or want to have a front seat in its development.

Registering for the Region 8 Conference gives you access to all the sessions and workshops presented throughout the three days of the conference. The cost for the three days is \$205 for members, and \$225 for non-members. Registration fees are discounted for students, speakers, and conference staff. Registration after January 10, 2003 will be \$225 for members, and \$250 for non-members.

For more information, go to the [conference web site](#). ▲

Employment News: Marketing Tips for Your Job Search

by Katherine Porray
Employment Manager, Rochester chapter

This article is reprinted from the September 2002 issue of Proof Sheet, STC Rochester Chapter newsletter.

How do you make yourself stand out from the crowd?

Think of yourself as a product and start developing a “sales and marketing plan” that identifies your target audience and lets that audience know how your product (you) fulfills his or her needs.

Today’s upside down employment market finds more and more technical communicators on the outside looking in. To put yourself on the right side of the job search, you’ll need a strategy that sets you apart from the crowd.

Did you know that 99% of all job seekers follow the same predictable pattern? They send out a resume and cover letter ...and then hope for a reply. Most often, they’ve responded to a blind lead on the Internet or an ad in the newspaper so there’s no way of following up with the “to whom it may concern.”

Don’t leave your success to chance.

Regardless of whether you want to freelance from your home office, contract for an agency or work as a direct employee, these tips will help move you toward your objective—getting paid for what you do.

1. **Research and analyze the market.** Before you even begin looking for a job, identify everyplace that you think might be able to use your services. Use your networking contacts to help you out on this one.
2. **Assess the competition.** Find out who your competition is and determine your strengths and weaknesses in comparison. If you need to retool yourself, do it. Check out the local colleges and training centers and then take whatever courses you need to update your skills.
3. **Define your USP.** Your unique selling proposition is the compelling reason why an employer would benefit by choosing you over the competition. This may take a bit of self-analysis, but it will be time well spent.
4. **Define your target market(s).** Here’s where you’ll focus on those industries, companies or individuals who might benefit most from what you have to offer as well as the needs you will be solving for each.
5. **Set your price.** This is a tough one, but you’ll need to find out what people are currently paying for services similar to the ones you’re offering. You don’t want to price yourself out of the market, but remember your USP. Use it during negotiations to justify your price.
6. **Plan your promotion campaign.** A good marketing plan documents your objectives and how you plan to achieve them. It also identifies ways in which you plan to reach your target market. As part of your promotion package, you’ll need to create proper cover letters,

resumes, professional profiles, and portfolios of your work. Use job fairs and networking events to advertise your availability. Leverage contacts, old and new, and don't forget to thank those who've helped along the way when you've landed that new position.

7. **Project a positive image.** Look and act the part of the professional you are. Remember, image affects sales.
8. **Sell the benefits.** The end result of your marketing plan is to sell your product. To do this, first learn to listen so that you'll know what the employer's needs are, then respond to those needs. Use your USP to close the deal.

[DMV Home](#) | [EBSTC](#) | [STC](#) | [Contact Us](#)

[Contracting: Is It for You?](#) | [You Have a Contract—Now What?](#) | [A Plan for Creating Internal Newsletters](#) | [Online Writing](#)

Book Review: e-Resumes

by Jeff Staples
 Houston Chapter

e-Resumes: Everything You Need to Know About Using Electronic Resumes to Tap into Today's Hot Job Market, Susan Britton Whitcomb and Pat Kendall, New York: McGraw-Hill, 2002

This article is reprinted from the December 2002 issue of [Dateline Houston](#), newsletter of the STC Houston Chapter.



Should I use PDF, RTF, or maybe ASCII for creating my e-resume? Do I want to provide specific contact information or do I want my e-resume to convey little contact-related information? These decisions and many others—such as the right keywords to use—are addressed in *eResumes*. The descriptive subtitle says it all: “Everything you need to know about using electronic resumes.”

The authors have included a host of resources for the e-resume developer, including effective writing strategies, visual aids, and design templates.

Keywords for Your e-Resume

Chapter 1 provides interesting information on various types of electronic resumes. Chapter 2 focuses on keywords and the value that they add to an e-resume, which will probably be searched rather than read. You learn that today a computer will probably be scanning your resume searching for keywords to decide whether you are a match for the position available.

The authors coin a new definition for ROI and consider it “the secret to writing a winning eResume” (page 33). It’s important to be familiar with keywords in your particular industry, and the chapter offers a list of keywords that recruiters say they typically look for and a number of resources for finding applicable keywords.

Going ASCII

Chapter 3 covers ASCII e-resumes. You learn coding for ASCII characters and see examples of what can go wrong when characters are used incorrectly. There is a great discussion on formatting resumes to be inserted in email messages and in e-forms on job-search web sites.

If you have covered Chapter 3, then you have created an ASCII resume. Chapters 4 and 5 take you through the process of submitting your ASCII resume into an e-form and attaching it to an email message. An important point of the chapter is to use the universal language—plain text—when submitting your e-resume via email and the Internet. And don’t forget the cover letter, or you run the risk of being regarded as “a bit clueless.”

Effectiveness of Your e-Resume

In Chapter 8, the focus is on the effectiveness of your e-resume. Many items that you focus on in your printed resume, such as typography and capturing an employer’s attention, hold true for electronic resumes as well. In addition, with an online resume, you can consider features such as graphics and color. Good examples of resumes demonstrate before-and-after effects on e-resumes that use the techniques the authors recommend.

Chapter 9 is for the do-it-yourself individual. The focus is on creating your own e-resume by working directly with the HTML code.

Posting Your e-Resume Online

Chapter 10 is a must-read, even for the seasoned e-resume developer. Here, you find a discussion of privacy issues associated with posting and distributing e-resumes. In addition, several examples convey how much or

how little you want your resume to reveal. But the information does not stop there. Now that you have created your electronic resume, where do you send it? This chapter provides several suggestions on where to post your resume, including career, recreation, and resume-distribution web sites.

The authors have assembled information that covers a multitude of items related to the creation and distribution of e-resumes. This book should serve both as a great starting point to compile or enhance your electronic resume and as a great reference in your technical communication library. ▲

[DMV Home](#) | [EBSTC](#) | [STC](#) | [Contact Us](#)

[Contracting: Is It for You?](#) | [You Have a Contract—Now What?](#) | [A Plan for Creating Internal Newsletters](#) | [Online Writing](#)

About Devil Mountain Views

DMV Basics

The East Bay Chapter newsletter is named after a local landmark, Mount Diablo, in Northern California. With a few exceptions, all distances in California are measured from that point, called the Mount Diablo Meridian. The East Bay Chapter serves the cities along the 680 corridor and the east/west part of 580. City-wise it's Vallejo to Pleasanton, Tracy to Oakland and Fremont. We have members from each of those places.

PUBLICATION POLICY

We are always interested in sharing technical communication trends and information with our readers. For details, contact the Managing Editor, [Ashwini Tharval](#).

PUBLICATION SCHEDULE

Devil Mountain Views is published bimonthly (September, November, January, March, May).

ARTICLE SUBMISSION DEADLINES

Sept/Oct 2002–August 2, 2002
 Nov/Dec 2002–October 2, 2002
 Jan/Feb 2003–December 2, 2002
 Mar/Apr 2003–February 2, 2003
 May/June 2003–April 2, 2003

REPRINT POLICY

Articles may be reprinted provided credit is given to Devil Mountain Views and the author, and two copies of the publication are mailed to [Ashwini Tharval](#) or the mailing address listed below.

MAILING ADDRESS

Ashwini Tharval, Managing Editor, 316 Countrybrook Loop A, San Ramon, CA 94583-4483.

Copyright Statement

This newsletter invites writers to submit articles that they wish to be considered for publication. Note: By submitting an article, you implicitly grant a license to this newsletter to run the article and for other STC publications to reprint it without permission. Copyright is held by the writer. When you submit an article, please let the editor know if this article has run elsewhere, and if it has been submitted for consideration to other publications.

Devil Mountain Views also reserves the right to edit articles to fit its stylistic standards and space constraints. Articles are edited, copyedited, and proof-read before publication. The newsletter also reserves the right to not print articles deemed unfit for publication.

Unless otherwise noted, copyrights for all newsletter articles belong to the authors. The design and layout of this newsletter are copyright STC, 2002.

DMV Staff **MANAGING EDITOR**

[Ashwini Tharval](#)
 925-901-0589, 316 Countrybrook Loop A, San Ramon, CA 94583-4483

ASSOCIATE EDITORS

[Angelina Nachimuthu](#)
[Hasmig Vasgersian](#)

COPYEDITOR

[Elaine Parrish](#)

CONTRIBUTING EDITORS[Don Huntington](#)[Scott Wallace](#)[Adrienne Tange](#)**WEB DESIGNER**[Becky Rude](#)

Chapter Officers For a complete list of officers, see the EBSTC web site's [Leadership](#) page.

PRESIDENT[Melody Brumis](#), 707-644-6926**PRESIDENT ELECT**[Susan Harlan](#), 510-797-4298**TREASURER**[Janet Bran](#), 415-776-0104**SECRETARY**[Brodie Hilp](#)

DMV History **Note:** We will update this section as our chapter archives are updated. If you were a Managing Editor during a timeframe that is missing from the history, please [let us know](#).

Year	Notes
2002–2003	Managing Editor: Ashwini Tharval
2001–2002	Managing Editors: Ashwini Tharval and Becky Rude. The newsletter is launched online in Web format.
1999–2001	Managing Editor: Teresa Washburn
1997–1999	Managing Editor: Kelly Walker
1996–1997	Managing Editor: Melody Brumis. Name changed to <i>Devil Mountain Views</i> . Susan Moxley won the contest held to rename the newsletter. In July 1996, a spoof issue called <i>East Bay Flame</i> is published.
1995–1996	Managing Editor: Bruce Robinson. The <i>Twig</i> is published by President Gwaltney Mountford to supplement the <i>East Bay Log</i> .
1994	Newsletter name changed to <i>East Bay Log</i> .
1962	The <i>Pacifica News</i> was published in the fall in the year the <i>Pacifica</i> chapter was founded. (The chapter was renamed to <i>East Bay</i> in 1982 under President T.R. Girill.)

DMV Awards

Year	Award
2001–2002	Award of Merit in the STC International Newsletter Competition. Managing Editors: Ashwini Tharval and Becky Rude.
1998–1999	Award of Excellence in the STC International Newsletter Competition. Managing Editor: Kelly Walker. ▲