

# Devil Mountain Views

Newsletter of the East Bay Chapter of STC

Supporting technical communication in the  
San Francisco Bay Area since 1962

May / June 2009

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Congratulations to **Ken Evans**, our Distinguished Chapter Service Award winner for 2008.-2009



Ken has been an active volunteer almost from the start. He was our chapter's Membership Manager from 1994 to 1997. He worked as a Copy Editor of our chapter newsletter from September 2006 through March 2008. He has contributed articles to the newsletter. And, Ken has attended and contributed to almost every chapter council meeting for the last 15 years.

Currently, Ken is our Employment Manager, a position he has held since 2003. He goes to job websites, prints out the appropriate job listings, and brings them to our monthly meetings. He has also developed techniques for efficient job hunting, and he is happy to work with members to help them search for jobs.

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**Adrienne Tange**, EBSTC President-Elect and co-owner of Write on Time, describes how best to use your "meanwhile" time if you are between jobs.

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### **Comma Splices**

**Karen Reiser**, guest contributor, tells us how to use commas properly connect sentences.

### **Six-Word Memoirs**

**EBSTC members** reflected on their lives and wrote their life stories in only six words.



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# Important Questions about DITA

by [Prof. Sissi Closs](#)

*Ms. Closs is professor of Information and Media Technology at the Karlsruhe University of Applied Sciences. She is co-owner and managing director of the Munich-based companies [Comet Computer GmbH](#) and [Comet Communication GmbH](#). Sissi Closs is considered one of Germany's leading experts in XML, online documentation, and DITA.*

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Darwin Information Typing Architecture (DITA) doesn't reinvent the wheel. Rather, it sets standards for known structuring requirements. As with everything new, there are many questions about DITA.

## What is DITA?

DITA is an XML-based information architecture. One very attractive aspect of this architecture is its clear alignment with a structuring method that has proven itself for years in online documentation. The basis of this method is the division of the content into modules called *topics*.

Today, this structuring method is considered the ideal approach for the organization of comprehensive content. The topic-oriented approach and the flexible specialization options distinguish DITA from comparable architectures such as DocBook.

## How Did DITA Come About?

DITA was developed by IBM and is available today as open source architecture. In May 2005, DITA V1.0 was approved as the standard of the Organization for the Advancement of Structured Information Standards (OASIS).

DITA has attracted a large following. More and more manufacturers of documentation tools support DITA. Some companies, including Adobe, Boeing, IBM and Nokia, are already using DITA.

## What is a Topic?

Topics are self-contained content blocks that are context-independent. A simple example of a topic is a term definition. If it is organized as a separate topic, it can be reused in all places where the term occurs.

Dividing contents into topics has been used in the online-help world for many years. Topics should be small enough to be used flexibly, but not so small that the quality and author's efficiency suffer. DITA topics have a title (title) and contents (body) and usually consist of one special type of information.

## What are the Advantages of Topic-oriented Structuring?

Compared with a rigid chapter structure, the topic structure is better suited for reuse, provided that the topic classification is done correctly.

## What is Classification?

Classification means defining different categories according to particular criteria. For example, you can differentiate between explanations and tasks.

Finding suitable information types is not a simple task. One method, in use for over 15 years, is the *class concept* method that I developed, in which a class concept, including topic types, link types, and collection types, can be systematically and efficiently developed by analyzing documents for commonly used categories.

For the most common content categories in online help — descriptions, glossary entries, field help, and, step-by-step instructions — DITA provides the basic types *concept*, *reference*, and *task*, in addition to the generic topic.

## What are the Advantages of Classification?

Instead of planning each topic individually, you can work out a concept for each information type, and then implement it consistently for each topic of that type. In this way, your work is systematically organized, and users can find their way around more easily, thanks to the consistency.

## How do you Create Coherent Content from Topics?

DITA offers several ways to assemble content from topics:

- In a DITA map, topics are organized like a table of content (TOC). But, whereas the traditional TOC is usually generated from the document titles after the document is created, the DITA map is used for generating the document.
- Topics can be nested to form larger interconnected content blocks. In order not to impair reuse of the topic content, you do the nesting outside the body area. The nesting defines the order and hierarchy of participating topics.
- An element can be replaced by the content of another element either in the same topic or in a separate topic. You can reuse every element with an ID by means of the conref mechanism. However, only an equivalent content can be inserted. If the element types do not match, the substitution is not made.

## What is Specialization?

DITA provides the option of defining new domains and types on the basis of predefined basic types. These adaptations and extensions are known as *specialization*.

Using the inheritance principle, you can pass on definitions made for the initial types to the derived new types and adapt or extend them as necessary. DITA prescribes the rules for specialization. A new topic type must be based on an existing type and further restrict its content. You should implement specialization carefully and in several steps.

## What Tools Exist for DITA?

To use the DITA architecture effectively, you need suitable tools. Fortunately there is a fast-growing tool landscape, thanks to standardization and the wide acceptance of DITA.

## DITA Open Toolkit

DITA Open Toolkit is a freely available open source package for DITA. It contains a series of XSL transformations and scripts that generate different output from DITA-tagged content. HTML, XHTML, PDF, HTMLHelp, JavaHelp, and EclipseHelp all have predefined transformations.

The toolkit also includes tags specimen data for trying out the accompanying transformations. For a first impression of the DITA world, it is best — and cheapest — to start with the DITA Open Toolkit.

## Authoring Tools

Many manufacturers support the new standard. From authoring tools such as AuthorIT (ASC), Epic (PTC), FrameMaker (Adobe), Serna (Syntext), XMetal (JustSystems), and XMLSpy (Altova), to comprehensive documentation systems such as Docato (EMC) and Worldserver (SDL), there is a suitable tool for every requirement.

Manufacturers of content management systems also offer complete DITA components. These include DITA Exchange from Content Technologies, the DITA starter kit from Docato, Open Topic from SDL, ST4 from Schema, and Sibersafe from Siberlogic.

## What are the Benefits of DITA?

The obvious benefits resulting from standardization are cost savings and investment security. DITA provides a framework within which you can start your work directly-without tedious and costly structure-finding processes. You can then invest your time more profitably in the content.

## Where Do I Find Out More About DITA?

Check out the following sources:

- IBM: <http://www.ibm.com/developerworks/xml/library/x-dita1>
- OASIS: <http://oasis-open.org/specs/index.php#ditav1.0>
- DITA on the cover pages: <http://xml.coverpages.org/dita.html>
- DITA Open Toolkit: <http://dita-ot.sourceforge.net>
- DITA user group: [dita-users@yahoogroups.com](mailto:dita-users@yahoogroups.com)



# Write on Time: Strategies for Today's Uncertain Economy

by [Adrienne Tange](#)

EBSTC President-Elect

*Adrienne Tange is the co-founder of [Write on Time Solutions, LLC](#), a technical writing company that creates clear, concise and accurate technical documentation or Web content — always on time and on budget.*

*In her free time, she enjoys riding and showing her Arab horse.*

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Lately many writers are in an "in-between state," or what Shelley DeLuca of [Freelancing: Bizzia](#) calls the state of "meanwhile."

For some, this waiting period is caused by circumstances. You may be waiting for something specific, like a new client or job because of a layoff or a downturn in a certain business sector. Or you may be waiting to make a decision because your profession is changing. For example, some technical communicators must decide if they want to learn new skills to stay in the profession or to do something else.

If you are a freelancer, it may be a time to rethink your business strategy. In an article written by Michelle Rafter, [Grant Plowman](#), owner of Interactive Media Publishing, a Medford, Oregon, e-learning tools company, suggests that freelancers review their strengths and weaknesses using an assessment technique called SWOT: Strengths, Weaknesses, Opportunities and Threats.

If you are in the state of meanwhile, what should you do? Sit around and worry or do something useful? I vote for being proactive. Here are my five recommendations:

## **1. Spend more time networking.**

Plan a lunch with someone you haven't seen in a while or attend meetings for a professional or business club. The time you spend networking will make you feel productive and boost your mood. Moreover, keeping in contact with others is a powerful marketing tool.

## **2. Update your skill sets.**

Take a local class, such as a writing, Web, or business course.

Not only will you be learning something that you can add to your resume, but you will also be networking.

### **3. Pump up your sales and marketing.**

In this economy, you must work harder to attract new business. The clients are out there, but you must search for them. I like to think of it as a *Where's Waldo* game. The client is Waldo hidden in a sea of people and distractions.

### **4. Think creatively.**

Your old way of finding clients may not work anymore. You may have to look in new industries or use new marketing tactics.

### **5. Start an exercise plan.**

Exercise helps you both physically and psychologically. You can join a gym or take Pilates or yoga classes. If you don't want to spend money, start a walking routine. I try to walk every day for about 40 minutes. My 40-minute jaunt helps clear my head, gets me out of the office, and keeps me fit.

What are you doing if you are in the state of meanwhile? Please tell us at [info@writeontimesolutions.com](mailto:info@writeontimesolutions.com) what has or has not worked for you.

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*Melody Brumis and Adrienne Tange started their busilp you achieve small business success. If you have any questions for us, please email us at [info@writeontimesolutions.com](mailto:info@writeontimesolutions.com) and we will address them in future columns.*



## Promoting Science Literacy through a Regional Science Fair

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

*T. R. currently manages the East Bay STC's [Technical Literacy Project](#).*

Some public events have a dual character that greatly increases their ethical reach and value to society. A charity foot race, for example, can be more than just an athletic competition if it also encourages healthy exercise.

A regional science fair offers this same potential: it can be just a project contest, or it can share inclusive, supportive educational opportunities with diverse students. This year the director of the Tri-Valley Science and Engineering Fair (TVSEF) chose the second fork, with interesting benefits for technical literacy.

[Nadine Horner](#), in her role as external relations officer for Lawrence Livermore National Laboratory, managed the 2008-2009 TVSEF, which spans the Livermore, Pleasanton, Dublin, San Ramon, and Sunol school districts. Horner imagined the science fair as a chance to offer local students, even those whose classroom projects were not official science fair entries, some life lessons about effective science communication. Through her leadership, East Bay STC literacy project resources merged with science fair preparation in several new ways this year.



## Student Outreach



Many students ignore poster planning or view it as a decorative afterthought. For the first time this January, however, 80 seventh-grade science students in Regina Brinker's classes at Livermore's Christensen Middle School explored posters from the *usability* perspective. Six weeks later, 17 seniors in Frankie Tate's AP Biology class at Granada High School joined in a similar discussion. A 45-minute tour of "the science of science posters" left these students with nine analyzed, comparative examples of effective and inept previous science fair posters, along with a [checklist](#) of personal actions for improving their own poster drafts. As always, the goal here was to connect a school project with real-world information-sharing skills.

## Teacher Support

The official Web site of the TVSEF ([tvsef.llnl.gov](http://tvsef.llnl.gov)) not only provides necessary forms and rules, but also suggests helpful resources for students and their sponsoring teachers. This year, that Web site gained a three-page [primer](#) for teachers and parents about "what students can learn about science communication from science fair posters." This again introduces poster design as usability engineering. It notes the unusual learning constraints that poster audiences face. And it links teachers to the student checklist and to other relevant parts of the larger [EBSTC technical literacy collection](#).

## Project Feedback

Proposed TVSEF projects are always reviewed for parental and teacher supervision (and, if needed, human-subject consent). This year, Nadine Horner also encouraged the science review panel to promote inclusive participation. Application reviewers offered safety suggestions, project clarifications, and alerts about explanatory pitfalls to help underprepared students (and their teachers).

The contest aspect of the 2008-2009 Tri-Valley Science and Engineering Fair ended with formal project judging and awards on March 25, 2009. However, the techniques for effective nonfiction communication that it passed along to local science students and their teachers will last a lifetime.

To learn more about the literacy outreach project, to suggest a teacher who might want to host future technical-writing workshops for their classes, or to participate yourself, please contact T.R.Girill ([trgirill@acm.org](mailto:trgirill@acm.org)).



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# Comma Splices

by [Karen Reiser](#) , guest contributor

*Karen Reiser is a freelance writer and editor living in Northeast Ohio. Her experience editing varies over the past six years from trade magazines and physics journals to more literary works including novels and short stories.*

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The English language has many rules for punctuation. Since the comma is one of the language's most commonly used punctuation marks, it also tends to be the most misused. While writers can misuse the comma in a number of ways, their use of comma splices is one of the most typical errors. This article describes comma splices, suggests ways to correct it, and presents times when it might actually be acceptable.

## What Is a Comma Splice?

As you probably know, an independent clause is a group of words with a subject and a predicate that can stand alone as a simple sentence. A comma splice occurs when two independent clauses are joined by a comma without a coordinating conjunction. Consider the following sentence:

*Kristy forgot to set her alarm, she woke up forty minutes late.*

## How to Correct a Comma Splice

One way to remedy this error is to write the sentence as separate sentences:

*Kristy forgot to set her alarm. She woke up forty minutes late.*

Another acceptable remedy is to add a conjunction after the comma. A conjunction, in its simplest definition, is a word that connects sentences, clauses, or words within a clause. In this case, when joining two independent clauses of equal rank, the sentence requires a coordinating conjunction, the most common being *and*, *but*, *or*, *nor*, and *so*:

*Kristy forgot to set her alarm, and she woke up forty minutes late.*

*Kristy forgot to set her alarm, so she woke up forty minutes late.*

Finally, you can use a semicolon, which is stronger than a comma but weaker than a period. Its most common use is separating two independent clauses that are not joined with a

conjunction:

*Kristy forgot to set her alarm; she woke up forty minutes late.*

## When a Comma Splice Is Not an Error

Like many rules, the comma rule has a few exceptions. Some sentences may actually require a comma splice as the most effective punctuation.

For instance, when the independent clauses are very short, especially when they have the same subject, the comma splice might be correct. The following sentence is the most famous example. A semicolon would be too strong in such a sentence:

*I came, I saw, I conquered.*

When two short, independent clauses express contrast, the comma splice may be the best solution:

*It is not a dolphin, it's a porpoise.*

While there are exceptions to the rule, it's best to use the comma splice sparingly or not at all. You can usually find better ways to punctuate your sentences.



## Six-Word Memoirs from East Bay STC Members



Once asked to write a full story in six words, legend has it that novelist Ernest Hemingway responded: "For Sale: baby shoes, never worn."

In our last newsletter, we put out a call for East Bay members to reflect and write their own six-word memoirs. Here are the responses. We thank them for taking the time to contribute.

- Lower middle class Irish Catholic girl. ***Ann Adams***
- Writer's success measured in column inches. ***Gina Gotsill***
- Wrote scripts. Had hopes. Sold none. ***Joe Humbert***
- So many books; so little time. ***Patrick Lufkin***
- I am heart, soul, a writer. ***Viki Maki***
- Walked many paths. Still going strong. ***Richard Mateosian***
- Two kids, five grandsons, next generation. ***Joy Montgomery***
- Matured early, married late, now content. ***Alliene Turner***

## President's Message

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by [Ann Adams](#)

*EBSTC president*

Happy spring, fellow East Bay members. As the rest of the world joins us for Daylight Saving Time, maybe the extra sunshine can make us feel a bit more hopeful that we can overcome the struggling economy. So, the latest news:

### Chapter Stats

- At the close of the current membership drive, our official count for the year is 71 members. This is down from 93 last year. We attribute the drop to the effects of the economy on our members. I believe that we will be able to build those numbers by continuing to offer opportunities for people to network their way to their next employment opportunity.
- Writing that check can be a tough decision, especially when you are worried about what the next few months will bring. STC is trying to help by offering a new option to split your annual dues payment into four installments. Details are on the Web site at <http://www.stc.org/2009/03/19/STC-Offers-Split-payment-Option-for-Members-Dues.asp>
- Why be a member? In the word of **Jeanie Egbert**, our VP of Arrangements, "my current job is the fourth or fifth I've gotten through our chapter, along with all kinds of information about what kinds of work other writers do, classes, etc."
- We remain solid financially. Our overall cash on hand and savings have held steady over the last 3 years at around \$12,000. We will make investments in our members and in training opportunities, while remaining conservative in our spending. This philosophy provides us a cushion to ride out what may turn out to be a difficult future.

## New VP of Programs

- Although she is certainly not "new" to the Chapter by any means, **Gwaltney Mountford** has volunteered to serve in a new capacity. She will be our VP of Programs for the remainder of the year. This is great news, as this will allow us to continue to offer a monthly roster of speakers and programs.
- Many thanks to our members who assisted by identifying and bringing speakers to the meetings. Although they were not officially Programs VP, **Gina Gotsill**, **Jeanie Egbert** and **Joe Humbert** all stepped in to fill the gap. Thanks to them, we had a full roster of programs while the office was empty. And, even before she became official, Gwaltney has been hard at work organizing a panel of speakers for our annual Trends in Technical Communication program in June.

## Volunteering

- We now hope to replace Gwaltney as Manager of Hospitality. We also are looking for someone to help publicize the meetings and programs. If you are interested in filling one of these positions, please contact me and we can discuss how you might help.
- Many thanks to **Joe Humbert** for updating our Chapter's brochure. It has been refreshed with the new STC logo, some new faces and updated information. It is available on the EBSTC Web site at [http://www.ebstc.org/ChapterResources/ebstc\\_brochure\\_2009.pdf](http://www.ebstc.org/ChapterResources/ebstc_brochure_2009.pdf)

## Upcoming Programs

- On June 4, we will have our annual "Trends in Technical Communication" panel. **Gwaltney Mountford** will moderate a panel featuring Dana Chisnell, DJ Cline, Jeff Gardiner, Joan Lasselle, and Linda Urban. Plan to be there.
- After our summer break, our September meeting will be delayed one week. On Sept. 10, **Scott Abel**, the Content Wrangler, will be our featured speaker. If you have not heard Scott speak, you are in for a mind-bending experience. Scott is redefining the roles that technical communicators can assume. Among his titles are conference blogger, FLOSS manuals editor, top tweeter with over 2400 followers, tilt-er at AT&T windmills, and probably another 4 or 5 by the time we see him in September. Don't miss this opportunity to hear what is capturing Scott's attention these days.

## Food for Thought

- **Susan Granzella**, Senior Business Leader of Technical Communications Services at Visa, was our speaker at the April meeting. She gave a terrific talk filled with insights into working across cultures. She has led her department's embrace of globalization and made a success of working with a staff separated by distance and by cultural expectations. She shared stories and examples of how to lead a techcomm group through a huge transition to support a global organization. She also guaranteed that I will never again take my credit card transactions for granted.

## Final Words

Our next newsletter will include my impressions of the Rochester Chapter's *spectrum2009* conference. This is the 50th year for spectrum and I am looking forward to attending the two day event and reporting back to you.

- If you have any articles that you would like to contribute to our next newsletter, contact our managing editor, Alliene Turner ([hairston.turner@gmail.com](mailto:hairston.turner@gmail.com)). Deadline is Aug.2, 2009.
- The Yahoo! Groups discussion board is available to our members. This is a forum for you to share your ideas and concerns. To sign up, click the [East Bay STC Network](#) link in the upper right website.
- We are always looking for volunteers. Check out the openings by clicking on the [Volunteers](#) link in the left sidebar of the website's home page.

Hope to see you at the meetings,

Ann

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## Editor's Message

by [Alliene Turner](#)



*Alliene is an EBSTC Senior Member and long-time East Bay resident.*

I hope everyone is enjoying the unpredictability of the Spring weather. This issue of the Devil Mountain Views shares the six-word memoirs submitted by your EBSTC colleagues, and offers a mix of articles on technology, grammar, and technical writing that I hope you find helpful. Kudos to [Susan Moxley](#) for editing the articles, and to [Joe Humbert](#) who published them in our award-winning newsletter format.

[Prof. Sissi Closs](#), guest contributor from Germany's Karlsruhe University of Applied Sciences answers questions about the Darwin Information Typing Architecture (DITA).

[Adrienne Tange](#), EBSTC President-Elect and co-owner of Write on Time along with Melody Brumis, offers as a regular DMV feature tips that she and Melody have picked up as new business owners. This edition they share strategies for weathering today's uncertain economy.

[T.R.Girill](#), STC Fellow, shares how the science of science posters promoted technical literacy for students entering local science fairs.

[Karen Reiser](#), guest contributor, explains comma splices and provides examples for fixing them.

Six-Word Memoirs, submitted by members of East Bay STC.

Next DMV deadline for the Sept./Oct. issue is **August 2, 2009**. Send your articles or ideas for articles to me at

[hairston.turner@gmail.com](mailto:hairston.turner@gmail.com). ▲

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## Chapter Meeting Information

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### Upcoming Meetings

Attending meetings is a great way to learn new things and connect with technical writers around the East Bay.

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 website.

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**May 14, 2009**

**"The Next Best Thing to Being There: Report from the STC Summit" by Melody Brumis, Patrick Lufkin, Judith Herr, and Gwaltney Mountford**

Our presenters will enlighten us with their thoughts and notes from the sessions they attended and the people they met the 56th STC Annual Conference in Atlanta, being held May 3 through 6.

The Summit is packed with more than 110 sessions over the three full workdays with topics covering many aspects of technical writing, editing, project management, usability, content management, intelligent design, and publication production.

Come to this meeting to hear about what's on the minds of STC members from around the world.

Speakers **Melody Brumis, Patrick Lufkin, Judith Herr, and Gwaltney Mountford** are all EBSTC members who will attend the conference.

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**June 4 , 2009**

**"Trends in Technical Communication" by Dana Chisnell, DJ Cline, Jeff Gardiner, Joan Lasselle, and Linda Urban, moderated by Gwaltney Mountford**

What is the "next big thing?" What skills do we, as technical communicators, need to incorporate it into our work? What about the traditional tools and skills — will they still help us survive our current challenges? Our distinguished panelist are leading the industry in the use of new technologies and bringing technical communication into new fields. Join us on June 4th when they will share their experiences and insights.

Our panelists and moderator:

- **Dana Chisnell** is an STC Fellow and a long-time member of the Usability Professional's Association and ACM's SIGCHI.
- **DJ Cline** is an STC Associate Fellow and President of Silicon Valley STC.
- **Jeff Gardiner** manages the editorial and production team in the Sun Learning Services department at Sun Microsystems, Inc.
- **Joan Lasselle** is the founder and President of Lasselle-Ramsay, Inc.
- **Linda Urban** works with writers and teams to improve the quality of their content, focusing on both usefulness and usability. She is also an Instructor at the UC Berkeley Extension and UC Santa Cruz Extension.
- **Gwaltney Mountford** is an STC Associate Fellow. She and her husband own Mountford Group Inc., a consulting company specializing in developing custom Web-based business and data warehouse applications for major corporations and government entities in northern California.



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## Networking

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- [East Bay STC Network \(Yahoo! Groups\)](#)
- [Professional Development SIG](#)

### Northern California STC Chapters



There are five active Northern California STC chapters. Each chapter meets on a different Wednesday or Thursday so you can attend all the meetings. Contact the respective presidents for more information or visit the chapter website.

Wednesdays	Chapter	President
Week 2	<a href="#">Berkeley</a>	<a href="#">Richard Mateosian</a>
Week 3	<a href="#">San Francisco</a>	<a href="#">Gilbert Gonzalez</a>
Thursdays	Chapter	President
Week 1	<a href="#">East Bay</a>	<a href="#">Ann Adams</a>
Week 3	<a href="#">North Bay</a>	<a href="#">Chris Muntzer / Michael Meyer</a>
Week 4	<a href="#">Silicon Valley</a>	<a href="#">DJ Cline</a>

### East Bay STC Network



Connect with your fellow East Bay members by joining this Yahoo! Groups network.

Voice your opinions and your ideas for making this Chapter more responsive to your needs. The more members who sign up the greater our network will be, the better our Chapter will be.

For more information and to join, click [here](#).

## Professional Development SIG

The EBSTC Professional Development SIG supports and encourages our personal evolutions as we transform ourselves to remain marketable.

### Monthly Meetings

It's easy to remember when we meet because it's exactly a week after our chapter meeting.

<b>What</b>	EBSTC Professional Development SIG meeting
<b>When</b>	Second Thursday of the month at 11:45 A.M.
<b>Where</b>	Willow Tree Restaurant, 6513 Regional Street, Dublin, 925-838-9111



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## Congratulations to Our New and Senior Members



Welcome to our new, transfer, and reinstated members! We hope you can come meet us at a Chapter meeting.

**[Norman Tooley, Jr.](#)**

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## **STC Information**

*Creating and supporting a forum for communities of practice in the profession of technical communication.*

For information about STC, go to the [Society's web page](#).

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## **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](#).

### **PUBLICATION SCHEDULE**

*Devil Mountain Views* is published bimonthly, five times a year (January, March, May, September, November) with occasional e-news.

### **ARTICLE SUBMISSION DEADLINES**

Jan/Feb 2009 issue – December 2, 2008  
Mar/Apr 2009 issue – February 2, 2009  
May/Jun 2009 issue – April 2, 2009  
Sept/Oct 2009 issue – August 2, 2009  
Nov/Dec 2009 issue – October 2, 2009

### **WRITER'S TEMPLATE**

If you are submitting an article, please download our [template](#) to use as a guideline for writing your article.

### **REPRINT POLICY**

Articles may be reprinted provided credit is given to *Devil Mountain Views* and the author, and a link to the article is sent to the [Managing Editor](#). If the newsletter is printed, please send two copies to the mailing address listed below.

### **MAILING ADDRESS**

Joe Humbert, 7001 Sunkist Drive, Oakland CA 94605

### **[ADVERTISING POLICY](#)**

## 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 proofread before publication. The newsletter also reserves the right to not print articles deemed unfit for publication.

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## DMV Staff **MANAGING EDITOR**

[Alliene Turner](#)

## **ASSOCIATE EDITOR**

Joseph Humbert

## **CONTRIBUTING EDITOR**

Susan Moxley

## Chapter Officers

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

## **PRESIDENT**

[Ann Adams](#)

## **PRESIDENT-ELECT**

[Adrienne Tange](#)

## **TREASURER**

[Joseph Humbert](#)

## **V.P. PROGRAMS**

[Gwaltney Mountford](#)

## **V.P. ARRANGEMENTS**

[Jeanie Egbert](#)

## **SECRETARY**

[Gina Gotsill](#)

## DMV History **Note:** We will update this section as our chapter archives are updated.

- Awards given in one year reflect the work of the editors from the previous year.
- In 2009, the chapter changed their fiscal year to coincide with the calendar year.
- If you were a managing editor during a time frame that is missing from the history, please [let us know](#).

Year	Notes
2009	Managing editor: Alliene Turner
2007–2008	Managing editors: David Eicher (Sept 2008), Joseph Humbert (January 2008), Alliene Turner (May 2008) <b>Award of Excellence</b> in the STC International Newsletter Competition.
2006–2007	Managing editor: David Eicher <b>Award of Merit</b> in the STC International Newsletter Competition.
2004–2005	Managing editor: Becky Rude <b>Award of Excellence</b> in the STC International Newsletter Competition.
2003–2004	Managing editor: Becky Rude Guest managing editor: Gwaltney Mountford <b>Award of Excellence</b> in the STC International Newsletter Competition.
2002–2003	Managing editor: Ashwini Tharval <b>Best of Show, Most Improved, Distinguished Technical Communication</b> awards in the STC International Newsletter Competition.
2001–2002	Managing editors: Ashwini Tharval and Becky Rude. The newsletter is launched online in Web format. <b>Award of Merit</b> in the STC International Newsletter Competition.
1999–2001	Managing editor: Teresa Washburn <b>Award of Excellence</b> in the STC International Newsletter Competition.
1997–1999	Managing editor: Kelly Walker <b>Award of Excellence</b> in the STC International Newsletter Competition.

<b>1996–1997</b>	Managing editor: Melody Brumis Newsletter 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.
<b>1995–1996</b>	Managing editor: Bruce Robinson An offshoot, the <i>Twig</i> , is published by President Gwaltney Mountford to supplement the <i>East Bay Log</i> .
<b>1994</b>	Newsletter name changed to <i>East Bay Log</i> .
<b>1962</b>	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.) ▲

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336 X 280 = \$150

468 X 60 = \$120

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120 X 60 = \$50

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The second table lists the issue date, the author(s) for the featured article(s), and the article name.

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Date	Author	Article Name
Current Issue: <a href="#">May / June 2009</a>	Prof. Sissi Closs Adrienne Tange  T.R. Girill  Karen Reiser East Bay STC members	<i>Important Questions about DITA</i> <i>Write on Time: Strategies for Today's Uncertain Economy</i> <i>Promoting Science Literacy through a Regional Science Fair</i> <i>Comma Splices</i> <i>Six-Word Memoirs</i>
<a href="#">March / April 2009</a>	Rebecca Metschke Melody Brumis Andrea Wenger	<i>Eight Job Search Myths — Busted</i> <i>Write on Time: Keep Those Kudos Coming</i> <i>Obsessed With Possessives</i>
<a href="#">January / February 2009</a>	Paul Mueller  Adrienne Tange  Liz Miller Sri Kumari	<i>The Yellow Brick Road to Technical Communication</i> <i>Write on Time: Tips to Get Over Sales Rejection Fast</i> <i>Why Did You Spam Me?</i> <i>Book Review: Indlish — The Book for Every English Speaking Indian</i>
<a href="#">November/December 2008</a>	Karen Reiser  Louellen S. Coker Melody Brumis Bruce A. Walat	<i>That or Who? Knowing When 'Who' is More Appropriate</i> <i>Creating a Professional Portfolio</i> <i>Write on Time: Marketing Your Business</i> <i>Now, More Than Ever, STC is Important to Your Career</i>

<p><a href="#">September/October 2008</a></p>	<p>Karen Reiser                  Steven Oppenheimer                  Adrienne Tange                  T.R. Girill                  Gwaltney Mountford                  Patrick Lufkin                  Patrick Lufkin</p>	<p><i>That or Which? Don't Misuse These Relative Pronouns</i>  <i>Patent Careers for Technical Writers, Engineers, Scientists, and Medical Professionals - Part 2</i>  <i>Write on Time: Tips for Small Business Success</i>  <i>Introducing Science Teacher-Interns to Technical Writing</i>  <i>Get in the Running 2008</i>  <i>Call for Entries: 2008-09 Northern California Technical Communication Competition</i>  <i>Call for Judges: 2008-09 Northern California Technical Communication Competition</i></p>
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<p><a href="#">March/April 2008</a></p>	<p>Laura Dahlinger and Josette Schaber                  Linda Cunningham  <b>Jane Olivera</b>                  Andrew Davis</p>	<p><i>Transitioning from Technical Communicator to Project Manager</i>  <i>Gems from the Writing Boot Camp</i>  <i>Windows on a Macintosh Computer</i>  <i>Technical Communications Internships - What, Why, Where, and How?</i></p>
<p><a href="#">January/February 2008</a></p>	<p>Joseph M. Humbert                  Patrick Lufkin                  T.R. Girill                  Andrew Davis                  Joseph M. Humbert                  (with Gwaltney Mountford &amp; Helen Cheung)</p>	<p><i>Podcasting Speaker Programs for STC Communities</i>  <i>How Suite It Is: Adobe Showcases Its New Technical Communication Suite</i>  <i>Literacy Project Resource Sharing</i>  <i>Popular Misperceptions About Contracting</i>  <i>2007 Holiday Party</i></p>
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