

Devil Mountain Views

Newsletter of the East Bay Chapter of STC

Supporting technical communication in the
San Francisco Bay Area since 1962

September / October 2009

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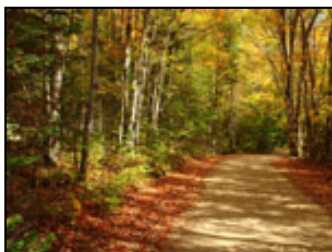
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- The 2009-2010 Touchstone Technical Publications Competition is under way. **Deadline for entries is Saturday, Sept. 26, 2009.** For more information, see [Ann's article](#) in her President's message.



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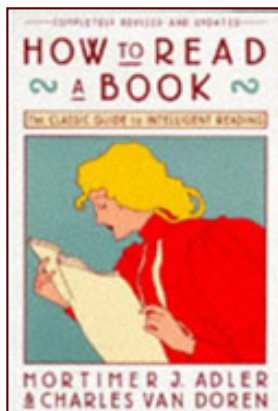
[Tom Johnson](#), a senior technical writer in Salt Lake City, wonders which are more productive: online meetings or in-person meetings, and how some people can do better in one or the other.

[Write on Time: Differentiating Your Company by Certifying Your Business](#)

[Adrienne Tange](#), EBSTC President-Elect and co-owner of Write on Time, describes how and why to certify your business to better attract new clients.

[EBSTC Technical Literacy Project Through the Eyes of History of Science](#)

[T.R. Girill](#), STC Fellow and main contributor to the EBSTC [Technical Literacy](#) website, writes about the ten year anniversary of the EBSTC Technical Literacy Project.



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Is This Meeting Really Necessary?

by [Tom Johnson](#)



Tom is a senior technical writer in Salt Lake City, Utah. He writes an active technical communications blog at [idratherbewriting.com](#). He founded [WriterRiver.com](#), a Twitter-like social news site where anyone can submit links to articles about technical communication. And he is a WordPress blog consultant, offering both training and design services.

After a recent conference call for an STC chapter meeting, we needed an online mechanism to keep the discussion going. We set up a Google Groups discussion site (which includes a threaded forum and wiki) to facilitate the online discussion, and started a few threads, but soon the discussion focused, unfortunately, only on scheduling dates for in-person meetings.

In a world of virtual tools — blogs, wikis, feeds, forums, listservs, e-mail, IM, chat, Twitter, social networks — one would think that traditional sit-down, face-to-face meetings had been relegated to a place in a historical museum among other old, discarded traditions like wearing cravats. But even in the twenty-first century, many people still believe that you need in-person meetings if you want to accomplish serious planning and discussion.

In-Person Meetings: Idea Building

One argument for in-person meetings is the benefit of idea building. One person begins an idea, another adds to it, and another sees another dimension, which triggers an unexpected thought from another, and soon a handful of people create a collective intelligence that yields more than the sum of what each individual could come up with alone.

Many feel that this dynamic idea building, which takes on a life of its own in a lively meeting, is rarely matched in isolated, typed-out online threads.

In reality, people feel that in-person meetings are productive because they don't set aside time to brainstorm a topic beforehand. The meeting itself is the time blocked out to think and discuss. Because meetings are the dedicated time for thinking, it's no wonder that so many people conclude that meetings are the only way to do any real planning.

Instead of going this route, however, try setting aside time in your own schedule to think out problems, brainstorm, and explore ideas, and then share those ideas with others online. You'll find that the same dynamic idea building can take place in virtual environments.

Virtual Environments: Double-Edges of Time Independence

People often neglect individual preparation and contribution in virtual environments because online discussions are not time dependent, so they are never finished. Being outside time and location is of course the advantage of online discussions, but it is also the downfall.

Without a hard-and-fast deadline for contributions, the online discussion is often put aside and ignored until the threads are so anemic that they dwindle away. One person responds one day, another responds the day after next. Little by little, contributions trickle in, but you never see the rushing river of thought that happens when a group exchanges ideas in real time.

This trend of increasing attrition is unfortunate, because online discussions don't have to be divorced from timelines and boundaries. You can set deadlines for discussions and schedule blocks for virtual chats. If you let people know the expectations of participation, procrastination is minimized. As more people contribute, the interactions increase, and you soon approach the dynamic idea building of in-person meetings. But this activity requires a meeting organizer and champion, someone to stoke the discussion, set expectations, prod the silent participants, and keep it all going.

Silence

With online discussions, lack of contributions is often interpreted as nonparticipation. Because people aren't chiming in, the assumption is that they're busy, offline, or not engaged by the ideas. Leaders often conclude that the online format isn't working and so they need to "get everybody together" for an in-person meeting.

However, what happens at these in-person meetings is similar to what happens online: Several people dominate the discussion, and a handful of people quietly observe. People can be as nonparticipatory during in-person meetings as they are online. And when you ask them for their opinion, it usually turns out that they're apathetic or in agreement with what's already being said.

Although some people are quiet because they agree or have

little to add, other people are quiet because they are shy. Here virtual environments have the upper hand, because they can give shy participants a new voice. Shy participants no longer have to fight to get a word in, or stand up against a meeting tyrant to reject a prevailing idea, or bumble their ideas with an inarticulate tongue. Expression comes easier with your hands on a keyboard in a comfortable chair. Quiet mice are suddenly roaring lions.

Recapping

With all the virtual tools at our disposal, we shouldn't be hampered with long, burdensome meetings attended by unprepared participants. In-person meetings are not the only vehicle for thought and discussion among groups. The same productive output is possible through the myriad of online tools available, but it requires participants to take responsibility for engaging and exploring topics on their own.

Editor's Note: How do you feel about on-line versus in-person meetings? You can add your comments to several others already posted at idratherbewriting.com.



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Write on Time: Differentiating Your Company by Certifying Your Business

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.

To lure prospective customers to your business and away from competitors you must offer a unique selling proposition. This proposition must differentiate your company from others and offer a marketable benefit for your customer. Melody and I have chosen to set our business apart from others by becoming a certified women-owned business.

What does this mean? A certified woman-owned business is one that has gone through a certification process that proves they are truly at least 51 percent owned and controlled by a woman or group of women. The certifier uses the applicant's legal and financial documentation to determine if the applying company is 51 percent owned and controlled by a woman or group of women.

Why Certify?

Obtaining certification is an important business development strategy for two reasons. First, most city, state, and national government purchasing agencies track and/or have programs for doing business with women business owners. Second, many publicly-held corporations, as well as larger private corporations, also track and have programs for doing business with women-owned vendor companies. To prove to these potential clients that we truly are a women-owned business, we must go through the certification process.

Note: The reason for the certification process is because some companies to win bids will lie about their status. This process ensures the contracting businesses are legitimately women-owned.

The Certification Process

There are two private national women's business organizations that certify qualified women-owned businesses: The National Women's Business Owners Corporation (NWBOC) and the Women's Business Enterprise National Council (WBENC). Melody and I have chosen the WBENC, the largest third-party certifier of businesses owned and operated by women in the United States, to certify us.

To begin the process, we are gathering all required supporting documentation. This supporting documentation includes resumes, tax returns, financial statements, and legal structure documents. We then will submit all this information to WBENC as well as fill out an online application and pay a processing fee. This application asks for all records on your business and proof of your 51 percent or greater ownership and control. Once WBENC receives the application and all required documents, a trained Certification Committee reviews this information and also performs an onsite visit.

Conclusion

We know certification is no guarantee for success but we are hoping that it will allow us to break into new markets. If you are interested in becoming a WBE, go to the [WBENC](#) website.



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EBSTC Technical Literacy Project Through the Eyes of History of Science



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

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

The year 2009 marks the tenth anniversary of the EBSTC Technical Literacy Project. Appropriately enough, two historians of science (Greg Macklem and Erik Peterson), concerned about "making history of science integral to the teaching of K-12 science," have as a side effect provided us with a revealing perspective on the unfolding of our own literacy project as well ("Beyond Gray Boxes," History of Science Society Newsletter, April 2009, online at http://hssonline.org/publications/Newsletter2009/April_education.html).

To effectively influence science students, Macklem and Peterson argue, history (and, by analogy, technical writing) must do the following:

1. Address the needs of current and future science teachers
2. Utilize history of science in a way that supports science teaching while still being responsible to the history itself
3. Provide concrete tools for teachers to take into the classroom

A look at the last decade shows how well our [literacy outreach project](#) has addressed these three needs in terms of promoting non-fiction writing skills in high school.

Address Current and Future Teachers

To meet the professional development needs of current and future K-12 teachers, the Project partnered with the Edward Teller Education Center (ETEC, <http://etec.llnl.gov>), which hosts training programs for science teachers every summer at Lawrence Livermore National Laboratory. Our technical-writing workshops at ETEC ranged from two hours to two days. Some who attended these sessions were in-service teachers who were looking for fairly immediate ways to improve the science literacy of their students. Others were pre-service teachers who were blending technical writing into their preparation for credentials and later careers.

Historians of science felt that, to help such classroom teachers perform differently, they would need "to create [a] new accessible pedagogical framework" for them. Fortunately, technical writing has

found such a framework in [cognitive apprenticeship](#), which regards development of nonfiction writing skills as quite like development of other complex professional skills. Our workshops shared this approach in person, while the project website now links every published exercise to cognitive apprenticeship as its underlying pedagogical context.

Support Science Teaching While Promoting Literacy

Historians Macklem and Peterson note that, in science textbooks, historical background is too often "separated in gray boxes, easily ignored by teachers and students alike." To avoid this fate for technical writing, we have always tried to link literacy skill building with science (and other) activities that happen in school classes anyway. We always try point out the role of effective communication in the lives of successful scientists and engineers. For example, in classroom visits to middle schools and high schools (as well as in the corresponding exercises shared on the website), the literacy project has:

- Applied audience analysis tips to constructing good abstracts and planning effective technical [talks](#) to classmates (both are common student activities),
- Applied description design techniques to safety problems or lab notebooks, and
- Applied content organization to crafting useful science-fair [posters](#).

Provide Concrete Classroom Tools

This third goal has always been at the heart of the project, from which all our other activities have developed. By adapting these tools from real life situations, we offer an easy bridge from school practice to life after graduation (whether at college or in the trades). All were refined by working with underperforming students in some of California's most challenged schools.

We share two chief kinds of literacy tools:

- Guidelines — Some of these overt usability checklists are very general (for designing and revising [instructions](#) and [descriptions](#) in any context). Others are specialized, to help students handle specific communication challenges, such as planning [slides](#) to support a technical talk.
- Exercises — The project's gradually accumulated set of skill-building [activities](#) addresses the different needs of technical-writing students and their teachers. Students receive scaffolding (extra prompts or cues) to promote skill growth by using authentic examples. Teachers (in a paired version of each piece) receive time-saving annotations that summarize relevant empirical research and offer classroom-tested usage tips.

A Thank You and An Invitation

This tenth anniversary would not be complete without giving public thanks to three people who were crucial to this project's success.

- STC member **Lenore Weiss** imagined the possibilities and made our first contacts with the Oakland Unified School District

Associate Editor's Note: Read about Lenore's first efforts in the [Nov./Dec. 1999 newsletter](#)

- **Virginia (Jean) Shuler**, a deputy division leader at Lawrence Livermore National Laboratory, generously supported the project's school-day classroom visits
- **Michael Jackson**, academic director of the Media Academy (formerly part of Oakland's Fremont High School), bravely invited us into his grade-10 classes year after year.

We hope that our ongoing literacy outreach work will repay our great debt to them all.

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).



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President's Message



by [Ann Adams](#)

EBSTC president

Hello, fellow East Bay members. I hope you are surviving the recent economic unpleasantness. Nationally, we appear to have averted a complete financial disaster. However, things are still a bit dice-y in the Bay Area.

Chapter Stats

- We now have 76 members, up from 71 at the end of the membership drive in March. A warm welcome to our new and relocated members.
- Our cash position has taken a slight dip to \$11,000. In accordance with the necessity to contribute to covering the national society's shortfall, we are returning \$5000 to headquarters.
- The remaining \$6000 will be used to fund programs for our members through the end of 2010. This is the zero-based budget that the staff has approved as the minimum amount we need to keep the chapter going through the end of next year.
- Regrettably, we are no longer able to offer free meetings for program-only attendees. We have re-instituted the \$10 charge.
- How can you help? The most important contribution you can make is to attend meetings. Currently, we lose money on most meetings. If you value the opportunity to network with your peers, hear great speakers and perhaps pick up a lead on that next job, please show your support by joining us at our monthly get-togethers.

Looking For Officers

- We will hold elections for our 2010 Chapter Officers in November. They will take office in January. The current slate is as follows:
 - President: [Adrienne Tange](#)
 - Treasurer: [Joe Humbert](#)
 - V.P. Programs: [Gwaltney Mountford](#)
 - V. P. Arrangements: [Jeanie Egbert](#)
 - Secretary: [Open](#)
- We are also looking for a volunteer for the role of Hospitality Chair.
- I will continue on staff as Past President. In addition, I plan to take on a new role addressing the issue of communications for all of the STC Chapters in the Bay Area.

Publicity

- Many thanks to **Judy Herr** for setting up an STC table at the recent LISA Globalization conference in Berkeley.
- If you have a similar opportunity to publicize the Society and the chapter, please contact any staff member. We can supply you with materials, including professionally printed copies of our updated chapter brochure which is online at

http://www.ebstc.org/ChapterResources/ebstc_brochure_2009.pdf

Upcoming Programs

- At our October meeting, **Scott Prentice** will show us what is new in Adobe AIR Help. Scott has been the driving force behind developing this cross-platform user assistance. He has demonstrated his progress at the last two national conventions. His presentations have been highly praised. Don't miss the chance to catch up on the latest developments in this exciting new technology.
- At our November meeting, **Lu Rehling**, will talk about some of the more unusual career paths taken by the graduates of the San Francisco State technical writing program.
- In January, we are tentatively scheduling a DITA information architecture seminar with **Linda Urban**.

This is planned as a follow-up to our very successful August DITA workshop. Twenty-eight intrepid students installed the Open Toolkit and created DITA content under the guidance of **Anna vanRaaphorst** and **Dick Johnson**. Anna and Dick, creators of the *OT User Guide*, graciously donated their expertise. **Gina Gotsill**, Chapter Secretary, handled the site arrangements.

Touchstone Competition

- The 2009-10 Touchstone competition is now accepting entries in the following categories: technical publications, technical art, and online technical communication.

Touchstone, the Northern California Technical Communication Competition, is co-sponsored by the Bay Area chapters. Proceeds help support chapter activities and are the sole support of the STC Kenneth Gordon Scholarship. The Gordon Scholarship provides grants to students enrolled in technical communication programs in Northern California.

Touchstone seeks to advance the profession of technical communication by recognizing outstanding work and by providing useful feedback to entrants. Entries that win the highest level awards in Touchstone go on to the STC international technical communication competition.

Winning an award in an STC competition can bring recognition from professional peers and increased visibility with employers and clients.

Whether your entry wins an award or not, Touchstone's experienced judges will provide feedback to help you improve your work. Many

entrants regard this feedback as the most valuable return on their entry fee investment.

The deadline for entries is Saturday, September 26, 2009.

Winners will be announced at a ceremony on January 16, 2010 at the Highlands Country Club in the Berkeley/Oakland hills.

To enter, go to <http://www.stc-touchstone.org>.

Stay Connected

We have several ways that we communicate with our members. Are you connected?

- 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 corner of the ebstc.org website.
- President-Elect Adrienne Tange has started a linkedin group for the East Bay STC. News and announcements can be posted and shared here. Find the group at <http://www.linkedin.com/groups?gid=1996708>
- Late-breaking news and reminders are delivered to your e-mail inbox through our announcements list. If you are not receiving regular notices, contact Jeanie Egbert at jeaniee@flamingocomm.com so that she can add you to the list.

Hope to hear from you soon,

Ann



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Editor's Message

by [Alliene Turner](#)



Alliene is an EBSTC Senior Member and long-time East Bay resident. She also runs an online bookstore, <http://turnerbookstore.com>.

Welcome back. Hope everyone enjoyed at least some time off during the summer months. This issue of the Devil Mountain Views contains my basic mix of fun and (hopefully) helpful articles. It took several editors to get the articles ready to publish. Thanks to [Susan Moxley](#), [Elaine Pendergrast](#), and [Ken Evans](#) for editing the articles and to [Joe Humbert](#) who published them in our award-winning newsletter format.

[Tom Johnson](#), a guest contributor from Salt Lake City, Utah, considers the pros and cons of in-person versus virtual meetings.

[Adrienne Tange](#), EBSTC President-Elect and co-owner of Write on Time with Melody Brumis, offers as a regular DMV feature tips that she and Melody have picked up as new business owners. In this edition, Adrienne explains the importance of certifying women-owned businesses.

[T.R.Girill](#), STC Fellow, shares that the EBSTC Technical Literacy Project is celebrating ten years and looks at how well the project has addressed issues including technical writing in science course work for grades K through 12.

Do you really know how to read a book? In this issue, I review one of my favorite reference books titled *How to Read a Book: The Classic Guide to Intelligent Reading*, which seems to be enjoying a renewed interest. Check it out. I believe the book can help you both read and write better.

Next DMV deadline for the Nov./Dec. issue is **October 2, 2009**. Send your articles or ideas for articles to me at

hairston.turner@gmail.com. ▲

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Networking

- [Northern California STC Chapters](#)
- [East Bay STC Network \(Yahoo! Groups\)](#)
- [East Bay STC LinkedIn Group](#)
- [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	Berkeley	Richard Mateosian
Week 3	San Francisco	Gilbert Gonzalez
Thursdays	Chapter	President
Week 1	East Bay	Ann Adams
Week 3	North Bay	Chris Muntzer / Michael Meyer
Week 4	Silicon Valley	DJ Cline

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](#).

East Bay STC LinkedIn

Connect with your fellow East Bay members by joining this LinkedIn group. News and announcements can be posted and shared here. Find the group at

<http://www.linkedin.com/groups?gid=1996708>

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.

What	EBSTC Professional Development SIG meeting
When	Second Thursday of the month at 11:45 A.M.
Where	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.

[Michael Fitzhugh](#)
[Marsha Howard](#)
[Dr. Jennifer D. Mariani](#)

We honor those members who have become Senior Members this year. Senior Members have been STC members for five years.

[Ajay T. Mathew, since February 2009](#)
[Steven David Schaefer, since July 2009](#)
[Anna M. Schaller, since July 2009](#)

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Book Review: *How to Read a Book: The Classic Guide to Intelligent Reading*

by [Alliene Turner](#)



Alliene is an EBSTC Senior Member and long-time East Bay resident. She is the managing editor of this newsletter and runs an online bookstore, <http://turnerbookstore.com>.



How to Read a Book: The Classic Guide to Intelligent Reading

by Mortimer J. Adler and Charles Van Doren

Available through [Amazon](#) or [Barnes and Noble](#).

I was browsing through a magazine recently and saw a review about one of my favorite books, *How to Read a Book: The Classic Guide to Intelligent Reading*, by Mortimer J. Adler and Charles Van Doren. This is a revised edition. The original edition was written in 1940, updated in 1967, and then again in 1972. I wasn't surprised to see this classic being reviewed. It provides a wealth of information about how to approach reading and understanding books.

X-Ray a Book

You can dip into *How to Read a Book* and learn skills like how to pigeon-hole and X-ray a book; that is, analyze the type and quality of a book by reviewing its title, table of contents, and index for its organization.

Adler uses a house as an analogy to judge the quality of a book: "There is a difference between a heap of bricks...and the single house they can constitute....A good book, like a good house, is an orderly arrangement of parts." These parts may have a certain amount of independence, but in the end, the parts must be connected or related and "contribute to the intelligibility of the whole."

Read Analytically

As a technical writer, I used the lessons learned from this book to help me structure my documents. I always kept Adler's house analogy in mind when evaluating my foundation (outline and research), and then reviewed how well the rooms (parts and chapters) interconnected as I went along. I tried to objectively pigeon-hole and X-ray the book when it was complete, to see if it stood up to Adler's test of quality.

Now as a bookseller, I am using the books' lessons to choose quality books to sell.

Buy This Book

Adler lived a long and very productive life, and wrote many, many books, mostly about philosophy. I did a quick check online. New and used copies of *How to Read a Book*, as well as other very readable classics from this author, are still available. I highly recommend his work to the serious reader and writer.



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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

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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 EDITORS

Susan Moxley, Elaine Pendergrast, Ken Evans

Chapter Officers

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

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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) Award of Excellence in the STC International Newsletter Competition.
2006–2007	Managing editor: David Eicher Award of Merit in the STC International Newsletter Competition.
2004–2005	Managing editor: Becky Rude Award of Excellence in the STC International Newsletter Competition.
2003–2004	Managing editor: Becky Rude Guest managing editor: Gwaltney Mountford Award of Excellence in the STC International Newsletter Competition.
2002–2003	Managing editor: Ashwini Tharval Best of Show, Most Improved, Distinguished Technical Communication awards in the STC International Newsletter Competition.
2001–2002	Managing editors: Ashwini Tharval and Becky Rude. The newsletter is launched online in Web format. Award of Merit in the STC International Newsletter Competition.
1999–2001	Managing editor: Teresa Washburn Award of Excellence in the STC International Newsletter Competition.
1997–1999	Managing editor: Kelly Walker Award of Excellence in the STC International Newsletter Competition.

1996–1997	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.
1995–1996	Managing editor: Bruce Robinson An offshoot, 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.) ▲

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Advertising Policy

These companies have generously sponsored this newsletter.

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DMV is seeking advertisers for this issue or future issues!

Product Types: Only advertisements for products or services related to technical communication can be placed on the EBSTC website and *Devil Mountain Views*.

Format: Ads must be in either GIF or JPG format.

Dimensions & Rates: The following rates are valid for one month on the EBSTC website or one issue of the newsletter.

336 X 280 = \$150

468 X 60 = \$120

160 X 155 = \$80

120 X 60 = \$50

Ad Location: The EBSTC webmaster and the managing editor determine the appropriate ad placement. Ads may be placed on any page in the website or newsletter or on a sponsors page. Ads will be included in the "Printer Friendly" version of the newsletter.

Payment: Payment must be received by the [East Bay Chapter treasurer](#) before the ad is run. Payment can be made by check.

Inquiries: If you have questions or want to start your ad, please contact the [Managing Editor](#).



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