



Newsbrief

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London's FORUM 2000: Professional Communicators Leading the Way

by Dr. Mary Battle



FORUM 2000 met in London to bring together technical communicators from four major organizations and from more than twenty-three countries. The theme was "Professional Communicators Leading the Way" and was carried out in dozens of ways. The first involved relationships among the participants. There was a family-like collegiality—no superiors, no inferiors: we were all *chez soi* (at home) in the central floors of a seemingly ball-shaped building.

The FORUM leads in a special way by developing ideas for the future through dialogues. The FORUM facilitates the lively conversations that usually occur in conferences outside the sessions of formal presentations of papers. Thus, the Idea Markets held in a large room for ten activators at a time are "paperless" and "chairless." Professor Ulf Anderson, of Sweden, tells of an activator who stood before a room divider in the first Idea Market orally reading his paper to no one. Ulf greeted the man, who was so stunned that he dropped the pages of his script and could not gather them



up in order. A real dialogue began, and they entered into meaningfully exchanges at that FORUM and in future ones.

FORUM members lead by anticipating the future. Graham Whitehead helped us see that we should expect:

- Not to "do it better, but to do it differently";
- "the death of the telephone" and the rise of visible, mobile data;
- the technology to select from 5,000 television channels the program that we want delivered to us at the time we want it; and
- "disintermediation" of many kinds

Professional communicators now include specialists: terminologists, information managers, customer information engineers, and—most important—implementation coordinators, those who guide a product from start through sale.

We were introduced to new skills:

- Not just globalization, but also localization
- Wordless, "paperless" instructions, especially in the airline industry
- Techniques for single sourcing, and
- Computational linguistics as a requirement for the master's and the doctorate

We were led by Henrick Wigestrang, of Norway, to cherish a sense of humour about our minor errors. Henrick helped me notice a telephone exchange here at The University of Memphis: "We did not

receive your message either because you were not speaking or another problem. To have the message repeated, press 4. To cancel the message, press 7. To archive the message, press 9."



I learned or was reminded of a horde of information:

- The importance of ISO Standards for communication in and with Europe
- Professor Ken Rainey's World Wide Web's listing of theses and dissertations
- The need for advisory councils or boards at Universities to help practitioners and academicians remain in productive contact.
- Methods of certification in various countries
- Success of teaching technical communication in high schools (Lisa Moretto found students were so eager to learn practical skills that

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they studied technical writing during most of the day and were tutored to pass tests in other subjects).

- A way to bring a fine technical communicator to a small place for minimum expense
- Pros and cons of mentoring interns (Prof. Heath found that they left for other positions).
- The powers of distance learning (Prof. George Hayhoe teaches in three different, distant institutions).

I will bring copies of the *PreSeedings*, the *PostHarvest* (if published), and the CD-ROM of the FORUM for anyone to examine for areas of special interest. If I am asked and time permits, I will tell about my Idea Market and the overhead presentation, about London (what “beamers” are, what a “full English breakfast” is, who Sister Wendy is, and the displays at Kensington Palace), and about some of our former members and others from “the colonies.” 🐘

subordinates are tasked with “making it happen, faster and cheaper.” The result is often longer work hours, and fewer hours spent with family and friends. Though you may be maintaining the desired level of productivity at work, are you accomplishing what is most important to you overall in life?



Sharon Sirrell, October speaker

Covey's *Seven Habits of Highly Effective People* presents a holistic, integrated, principle-centered approach for solving personal and professional problems. The focus of the workshop is to empower people and organizations to significantly increase their performance capability as they work to achieve a worthwhile purpose in their professional and personal lives. As part of an ongoing process of growth and development, the workshop acknowledges that the best way to improve and empower the organization is to improve and empower yourself.

As people apply the principles from this program consistently over time, they develop habits of effectiveness. These habits empower them to become more self-directed and less victimized by external circumstances. When widely shared

across an organization, the organization becomes better equipped to move towards its mission.

Program Objectives

- Assess your present level of effectiveness with key professional relationships.
- Schedule priorities versus simply scheduling time.
- Differentiate between principles and values.
- Enhance leadership, communication, coaching, negotiating and time management skills.
- Utilize tools and processes to develop a personal mission statement to increase effectiveness.
- Learn how to create a win-win situation, and use it to create synergy
- Sustain the growth process over time.

Foundation Principles

- Production & Production Capability
- Emotional Bank Account
- Three Person Teaching
- Maturity Continuum
- Paradigms

Habit 1—Be Proactive

- Proactivity and Reactivity
- Stimulus vs. Response
- Three Types of Determinism
- Circle of Influence and the Circle of Concern

Habit 2—Begin With the End in Mind



- Values and Rescripting
- Personal Leadership and Personal Management
- Develop Personal Mission Statement

Are You More Effective?

by Amy Hollister

If you missed the October 2nd meeting, chances are, you probably aren't—more effective, that is. The eleven of us who were present were lucky enough to gather some helpful tidbits and hopefully apply them in our everyday lives. Sharon Sirrell spoke of Stephen Covey's *Seven Habits of Highly Effective People*.

Who am I and what do I want to be?



The dynamic changes that are taking place across ITD can seem overwhelming. Managers are challenged to do more with less, and

Habit 3—Put First Things First

- Time Management Matrix
- Daily Activity Log
- Organization through Scheduling
- Effective Personal Management

Habit 4—Think Win-Win

- Win-Lose Scripting
- Rescripting Sources and Choices
- Four Dimensions of Win-Win
- Win-Win Character
- Win-Win Agreement

Habit 5—Seek First to Understand, Then to Be Understood

- The Challenges of Communication
- Levels of Listening
- Autobiographical Responses
- Empathic Listening Practice
- Receive Profile

Habit 6—Synergize

- What is Synergy
- Valuing the Differences
- Creating a Third Alternative
- Perspective of Humility

Habit 7—Sharpen the Saw

- The Four Dimensions of Renewal
- Physical, Mental, and Spiritual Renewal
- Social/Emotional Renewal
- Personal Production and Production Capability Balance

Sharon Sirrell is an experienced and certified facilitator of *The Seven Habits of Highly Effective People*, *The 4 Roles of Leadership*, and *Building Trust*.[🙏]

In Good Company

by
Becky Brown Derych



Physicians Postgraduate Press, Inc., is a total information resource for physicians who treat psychiatric disorders. PPP works with pharmaceutical companies to provide meeting management as well as editing, writing, graphics, and distribution assistance on a wide range of promotional and educational materials. Publisher Emeritus Irving Shelton and Publisher John Shelton, Ph.D., as well as Assistant Publisher Judy Beach, have long-standing relationships with the pharmaceutical companies who come to PPP with their publishing needs. The audience for these publications is primarily psychiatrists but also includes primary care physicians, obstetrician-gynecologists, and other specialists interested in the treatment of mental disorders. PPP publishes *The Journal of Clinical Psychiatry*, *The Primary Care Companion to The Journal of Clinical Psychiatry*, and supplements to both these peer-reviewed journals. *The Journal of Clinical Psychiatry* is over 60 years old and is consistently ranked as a leading source of information for clinical psychiatrists. The journals have an Editorial Board comprised of internationally recognized experts in the field of psychiatry. *The Primary Care Companion* was recently launched to meet the specific needs of primary care

physicians and is on the lookout for new articles; if your physician writes or knows a colleague who does, tell him or her to contact the telephone number or Web site below about sending a manuscript.

Our Editorial Staff have all been, at some point, either STC members or visitors:

- **Meg Waters** is the Managing Editor and has spoken to STC members about editing
- **Kathryn Hedges**, a U of M professional writing master's program graduate, is Senior Editor

The Assistant Editors are:

- **David Twombly**, also a U of M professional writing master's program graduate
- **Jennifer Gentry**, a native Memphian who graduated from William and Mary
- **Sarah Brownd**, who only lacks her thesis at the U of M graduate program



We have 2 long-time proofreaders:

- **Kathy Shassere**
- **David Spicer**

Our staff of almost 30 also includes 5 graphic designers, who are responsible for creating figures and tables, finalizing the layout of our publications, creating slides for live meetings, and developing our Web site, which is offering more and more research capabilities and interactive educational activities. Our staff is rounded out by those in circulation, production, office management, and accounting.

In addition to the journals and their supplements, PPP also produces newsletters and audiotapes, administers live meetings, and offers a variety of website activities (at www.psychiatrist.com), most of which are certified for continuing medical education (CME) credit for physicians. Physicians must



complete a certain number of hours of education per year to keep their licenses

to practice. Our CME projects are reviewed by an External Advisory Board to be sure that we are meeting the needs of our readers and are presenting fair, educational information. The CME/Projects department is an entity separate from the Editorial Department.

- **Jane Eckstein**, a Boston native who came to Memphis from Miami, directs these departments.
- Project Associate **Patty Duckworth**, M.D., who is familiar to some STC members, draws from her knowledge as a physician to write supplement articles that report data from conference meetings and to help other doctors flesh out their own manuscripts.
- **Becky Brown Derych**, a U of M professional writing master's program graduate, is Project Manager, putting together newsletters, audiotapes, website material, call-in lectures, and the journal advertisements or brochures that promote these projects.
- **Elizabeth Boone** is our new Publications Assistant and is currently learning both the Editorial and Projects practices.

The major difference between the Editorial and the Projects departments at PPP is that those in Editorial edit manuscripts that authors have sent, while those in Projects work from taped

proceedings of teleconferences or live meetings.



The company has doubled in size in the last 4 years and moved to a new building at Lenox Office Park this year to accommodate growth. Currently, PPP is seeking a detail-oriented person to work full-time as an entry level swing employee between the Editorial and CME departments, grading the quizzes that physicians send in for CME credit, printing their certificates of credit if they pass the quiz, and doing clean-up of newly received manuscripts, among other tasks. Our work hours are fairly flexible, and the people are friendly!

If you, or anyone you know, are interested in this position or want to send a resume for any other potential positions in the future, please contact:

Becky Brown Derych
bbrown@psychiatrist.com
 (901) 273-2715. 📧

STC Fellowship Helps Practicing Technical Communicators Get a Taste of Teaching

by Maurice Martin
 Communication Director
 STC National Office

Practicing technical communicators can try their hand at teaching-with a little help from STC's teaching fellowship program.

Under the program, STC will award stipends to technical communicators so that they can take on short-term teaching assignments. The goals of this program are to promote positive academe and industry connections,

and to enable practitioners to help in the education and training of future technical communicators.

Fellowships last a minimum of one academic quarter or semester. Two teaching fellowships of \$2,000 each are available for award. The stipend is paid directly to the practitioner in installments-one at the midpoint of the fellowship, and one after the fellowship has been completed and a final report submitted by the practitioner.

Deadlines for applying for the fellowship are November 1 (for the spring semester) and April 1 (for the fall semester).



To see more information about the fellowship program-including contact information and deadlines for applying-please visit the STC office Web site at: www.stc-va.org. From the main page, select "Guides/Brochures," then scroll to "Guidelines for the Teaching Fellowship for Practicing Professionals." 📧

What's New in Your World?

by Jackie Walters



Special recognition: To the supporters of the STC book sale this year and a special thanks to **Mary Sue MacNealy** for offering her home in Countrywood for the book sale. The Chapter raised \$400 toward the Scholarship Fund. 📧

What exactly is Newsbrief, you ask?

by Amy Hollister

The publication of the Mid-South Chapter of the Society for Technical Communication is referred to as Newsbrief. Its goals are to:

- Help create a sense of community among existing members and visitors
- Involve members and visitors more fully in professional development and service
- Attract potential members by making them aware of the benefits of chapter membership
- Provide a link between the University, Professors, students, and work-place professionals

Publication Guidelines:

Submissions are encouraged, either as faxes or e-mails to the editor.

Newsletter Contact:

Amy Hollister
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(901) 434-8421

Contributors This Month:

- Dr. Mary Battle
- Becky Brown Derych
- Ferris Hooshmand
- Jackie Walters

Society for Technical Communication Scholarships Applications Available

by Amy Hollister

Each year, STC offers scholarships to full-time graduate and

undergraduate students pursuing careers in technical communication.

Fourteen awards of \$2,500 each will be granted for academic year 2001-2002. **Application deadline is February 15, 2001.**

Application forms and instructions are available by request.

If you would like more information or an application, please contact:

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Writer's Block

from Edmond H. Weiss,
*Writing Remedies:
Practical Exercises
for Technical Writing*
(Oyrx Press, 1990)



Troublesome Plurals

Certain plurals, because they are Latin or Greek, tend to confuse modern writers. Be careful of these:

Singular	Plural
phenomenon	phenomena
criterion	criteria
thesis	theses
medium	media

Media is hotly contested. Many educated people use *media* as a singular, meaning “the press”. My own view is that, since TV is a medium, and radio is a medium, there is still a reason to preserve the singular/plural distinction. Outside of data processing and biology, the

expression *a media* or *different medias* is so bizarre as to call attention to itself and embarrass the speaker or writer.

Although the style guides for most scientific journals consider *data* plural, most corporations—including the largest computer firms—prefer the singular. You may use it as either a singular or plural—provided you use it one way or the other all the time, and use it in a manner consistent with your industry’s or profession’s standards. (*Datum*, although it is used in modern science and technology, is no longer the singular of *data*.) I recommend that each company or agency have a policy on the word, so that everyone uses it consistently.

Treasurer's Report

by Ferris Hooshmand

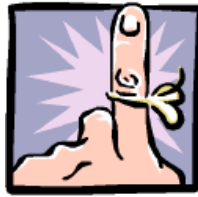
This chapter monthly financial report reflects the end of September, 2000.

Cash balance	\$870.46
Income:	
Grants	\$3,000.00
Yard Sale	\$ 400.51
Total Income	\$3,400.51
Expenses:	
Scholarship Award (University of Memphis)	\$3,400.51
Total Expenses	\$3,400.51
Cash balance	\$870.46



Meeting Reminder

Amy Hollister, Editor



What: November (Lunch) Meeting
When: **Monday, November 6th**
Topic: London's FORUM 2000:
Professional Communicators Leading the Way
Speaker: Dr. Mary Battle
Where: Napa Cafe
5101 Sanderlin
(901) 683-0441



The planned menu items and prices (including tea, tax, and gratuity) are:

Walnut Dijon Chicken Salad \$11.50
Tender grilled chicken breast tossed with walnuts in Dijon mayonnaise dressing. Served on a bed of lettuce with fresh Roma tomatoes.

Ham and Apple Sandwich \$10.50
Thinly sliced ham, sauteed Granny Smith apples, caramelized red onion confit, and melted mozzarella cheese on a warm foccacia with honey mustard dressing. Served with homemade sweet potato chips.

STC society for technical communication

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STC society for technical communication

Newsbrief

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*The mission of the Society for Technical Communication
is to improve the quality and effectiveness of technical
communication for audiences worldwide. 🍷*