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The ISTC is the United Kingdom's professional association for technical authors, technical illustrators, and information designers.

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This monthly *Newsletter* is e-mailed to about 1500 people. As well as ISTC news, the *Newsletter* aims to cover anything of interest to the profession. To subscribe, contact the Office.

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If you're reading a printed copy of this newsletter, go to www.istc.org.uk/pages/newsletters.php and open it online to explore the links mentioned.

For all e-mail addresses given in the *Newsletter*, don't forget to remove the **bonus amphibian** before e-mailing.

ISTC news

ISTC Documentation Awards 2006

Entry forms for the ISTC Documentation Awards 2006, as well as the competition rules, are now available online at www.istc.org.uk/pages/awards.php.

The ISTC Documentation Awards represent a chance to see how you measure up to your peers. If you win, you'll be presented with your award in front of an audience of technical communicators and publication managers at the ISTC Conference in October. Your name and your company's name will be published in the ISTC's journal, *Communicator*, as well as in press releases to the media at large.

Changes to the *Newsletter* team

Due to the volume of work involved in writing and publishing the *Newsletter* each month, more people are becoming involved in its creation. **Kathryn Valdal Fourie** has taken on the role of copy editor for the *Newsletter*; **Owen Flatau** has taken over as Events page editor; **Sophie Watson** will continue to do the typesetting and final layout; and **Amanda Bates** continues to look after the Letters page. You can contact all of them using the links in the box on the left.

ISTC President speaks out against low rates

ISTC President **Gavin Ireland** has pledged to complain to agencies and employers when the ISTC sees poor rates or unreasonable descriptions posing as Technical Author jobs.

He reports that so far the response has been less than positive with replies ranging from "the client sets the rate and we can't complain" to "thanks for your interest, but the position has now been filled".

On the positive side, Gavin says that he was sent a copy of an ad from Jobserve (from an IASIG member) which was looking for a Junior Technical Author in London to pay from £8 to £12 per hour. "I contacted the agency and suggested that such a position should justify closer to £18 per hour if they want a suitable candidate," reports Gavin.

The agency (Badenoch and Clark) replied saying "Many thanks for your e-mail and your advice was very useful. I have given your feedback to our client and we have now revised the rate to offer the candidate a minimum of £18 an hour."

Gavin continues, "If we can only influence one in every ten bad adverts, it's still worth the effort. Keep them coming in!"

Letters to the Editor

Style guides update

The November 2002 *Newsletter* reported on style guides that were available on the net. Things have changed since then so here's an update.

The *Microsoft Manual of Style for Technical Publications* is no longer available as a help file from the Microsoft site. The good news is that a PDF version can be found at the site of **Professor David K. Farkas** of the University of Washington. Go to <http://faculty.washington.edu/farkas/TC407/readings.htm>.

The *Apple Publications Style Guide* was updated in January 2006. You can find it at <http://developer.apple.com/documentation/UserExperience/index.html> (listed in the New & Updated box).

Regards,
David Cooper

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More ISTC news

Launch of ISTC Open Learning Course

The ISTC is pleased to announce that it has launched its Open Learning Course. The course is designed around the new ISTC syllabus that replaces the syllabus of the withdrawn course 5360 offered by The City and Guilds of London Institute (C&G).

The ISTC will provide students with a broad grounding in the principles and practice of technical communication, and an entry level qualification into the profession. It will also provide a qualification for all those in industry wanting to improve their general technical communication skills and for those who have lacked any formal training in technical writing in the past.

The course title is the ISTC Communication of Technical Information, and the course is in two parts:

- 01 Technical Communication Techniques
- 02 Technical Authorship

A certificate will be awarded for each part.

The course in Technical Communication Techniques will cost £300.00 and begins in June, while the course in Technical Authorship will cost £320.00 and starts in October.

As the course is an open learning course, it will include course notes, guided study, supplementary materials and a personal tutor. It will be similar to a traditional correspondence course but with much more emphasis placed on contact with a tutor and a negotiated study programme.

The first examinations will be in 2008 following on from the last examinations set by City & Guilds in December 2007.

Existing students with all training providers who embarked on courses after the last registration dates for City & Guilds examinations will be able to sit the new ISTC examinations.

The ISTC course syllabuses will be delivered to existing training providers in March. Copies for non-training organisations and individuals will be obtainable from mid-March from **Carol Hewitt** (istc@istc.org.uk) for £5 inclusive of postage.

In preparation for the start of its new course, the ISTC is calling for volunteers who have experience in setting up an examination board or who have experience working within an Edexcel/City & Guilds environment including marking and moderating assignments.

If you would like to propose your services to the ISTC's Open Learning Course or would like to enrol in the course, please contact **John Young** at education@istc.org.uk.

ISTC joins the Professional Associations Research Network (PARN)

by *Marian Newell FISTC*

What is PARN?

PARN is a membership organisation set up to undertake research and provide networking opportunities for professional associations and their regulatory bodies. It has over 121 members in Great Britain and Ireland.

It carries out research projects on facets of members' activities and publishes books on related themes. You can find out more at www.parn.org.uk, although the meat of the website is restricted to staff and officers of member organisations.

How did the ISTC come to join?

As long-standing members will know, the ISTC came close to bankruptcy in 2001. Thanks to careful management first by **Iain Wright** and then by **Gavin Ireland**, it slowly regained a firm footing and rebuilt its reserves.

Council is now in a position to consider how to take the Institute forward in a way that will deliver real benefits to members and attract new members from the large pool of people carrying out technical communication in some form. However, determining the best way forward is a challenge.

Long-standing members may also remember that the Institute has been in this position before. In 1992, the ISTC appointed **Allen Brobyn** as executive director but, after predicted numbers of new members did not materialise, funding ran out. In 2000, when funds were again healthy, the ISTC set up its own office with a full-time administrator, supported by a part-time assistant. Again, this drained resources without achieving tangible benefits and led to the crisis of 2001.

Knowing this history, Council is well aware that things need to be done differently this time. That is the reason that the decision was taken to join PARN from 1 January 2006.

What does the ISTC hope to gain?

In the five years since the crisis point, Council has focused on three areas:

- Restoring and enhancing as many benefits as possible, including the journal, newsletter, conference and online groups
- Introducing new benefits, including Oxford Reference Online, sales of British Standards and access to other materials
- Developing a sustainable plan for the future that will deliver real progress, rather than a cycle of boom and bust

The third area is the one with which help is needed. PARN refers to the management of associations as Governance and this embraces many operational aspects that have consumed large amounts of Council time in recent years.

One is the revision of the ISTC's Memorandum and Articles of Association. Hardly exciting, this is nonetheless the legal basis of the organisation and has great influence over the decision-making process and the legal accountability of Council members.

Another is the planned revision of the Code of Conduct, which needs to provide a sound basis for bringing action against members who bring the Institute or profession into disrepute.

Most important is the resourcing of activities. The ISTC has found sustained volunteer effort to be rare. Many organisations report similar problems with persuading individuals and organisations to give of their time. The alternative is to pay, but using what model? Employed staff? Cost is a major issue, at least until the Institute has grown. Freelancers for specific work packets? The ISTC does this in several areas but delegating, managing and monitoring core activities is hard. Share part-time specialist staff with societies in other sectors? This seems promising and PARN membership may lead to useful contacts.

What is happening now?

The ISTC is participating in PARN's "growing pains of small professional bodies" project. This will research the problems that small associations face and use a combination of online forums and case studies to find out how larger organisations overcame them. Council can then identify the ISTC's best way forward.

FrameMaker vs Word

February saw a flurry of discussion about FrameMaker, Word and InDesign on the ISTC discussion group.

FrameMaker won hands down as a better tool for managing large, complex documents, with Word more suitable for smaller booklets. FrameMaker is still the firm favourite for technical documentation and online help.

In general, the discussion group saw FrameMaker as an industry standard with good features and functionality that help you work efficiently and save time. **Steve Rickaby** cited the following as benefits to using FrameMaker:

- More stability for long documents
- Super-powerful page/paragraph numbering
- Better table handling
- Easier indexing and cross-references
- Graphics stay where you put them
- Conditional and variable text
- Easier conversion to PDF with less fiddling at the end of the process
- Better control over styles and templates
- XML capabilities should you wish to go down the single-sourcing route
- Better for localisation if that's an issue

Another factor in the case for FrameMaker was the fact that “Word is very unstable when used for large documents,” with the number of Word-related cases posted to the discussion group as testament to this.

Sophie Watson listed some of the problems that she has encountered in Word:

- Tables reformatting themselves or losing formatting for no apparent reason, thus wasting a lot of time
- Unstable cross-referencing and indexing
- Use of numbered lists frequently messing up auto-numbered headings
- Much less control over the positioning and anchoring of graphics
- Practically impossible to set up side-by-side text except by using tables, which then gives much less flexibility in other areas

Another product that was mentioned in the discussion was Adobe InDesign, which is an attractive tool for newspaper, magazine or brochure-type publications, but is not seen as a competitor to FrameMaker.

InDesign is faultless in the printing and output department, but it's not really suitable for authoring structured documents. It doesn't support cross-references, paragraph numbering, can't run paragraphs or tables across columns, and doesn't automatically add a new page as your typing fills the current page.

To see a comprehensive comparison of FrameMaker 7.0, Word 2004 and Adobe InDesign go to www.infopage.net/fmforosx/fmcompared.html.

Affiliate news

3di gains Alchemy Authorised Consultancy status



In response to demand from software development customers in the UK and mainland Europe, 3di Information Solutions has formalised a long-standing relationship with Alchemy Software Development Ltd. – one of the leading providers of visual localisation tools based in Ireland, the US and Germany.

3di provides internationalisation and developer support to all its software localisation customers and is delighted to include Alchemy's Catalyst toolset as a key component in its own localisation workflow solutions.

“2005 saw a dramatic upturn in the adoption of .NET technology across all sectors of our client base. After trying out two other .NET localisation solutions, Alchemy Catalyst 6.0 emerged as the most productive and better supported solution. Support for secure localisation of XML content and web services is now second to none in the industry,” says **Rob Sexstone**, Head of Localisation and Language Technology at 3di.

“This partnership is significant for Alchemy”, says **Robert Martin**, International Sales Manager of Alchemy Software Development.

“3di has long been using Alchemy CATALYST to provide top-class support to its leading software clients in the UK and Europe. 3di has provided us with constant feedback which has enabled us to further refine our award-winning products. We are delighted to formalise our relationship with 3di, and look forward to jointly providing the independent software vendor (ISV) community with the innovation and service it requires.”

Cherryleaf launches DITA course

Cherryleaf is now taking bookings for its new on-site DITA XML training courses. Since this is the launch of a new course, Cherryleaf is offering special prices for advanced bookings made before 14 and 24 March.

Darwin Information Typing Architecture (DITA) is an increasingly popular open source XML-based framework for designing and delivering well-structured technical documentation efficiently and consistently in a single-sourcing environment. Cherryleaf’s courses can help you understand when, why, where and how to use DITA.

The two-day on-site courses are for organisations that need to:

- Publish content and documents more quickly
- Reduce the cost of producing content and documents
- Deliver content to an increasing range of media
- React more quickly and flexibly to the changing demands of stakeholders
- Make the information “just better”

Industry news

Technical Communication freelancers get sterling mention in business book

The Growing Business Handbook published in January this year reports that the freelance community harbours some of the brightest and best talent in the UK.

The book’s editor made this remark in the light of **Dr Mike Unwalla’s** appointment as Principal UK Expert for software documentation by the British Standards Institution (BSI) in late 2004.

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The book also mentions Dr Unwalla’s business, TechSchribe, which helps software companies to provide clear user documentation for their products.

Announcing the appointment, ISTC President **Gavin Ireland** said, “Good user documentation can save industry millions of pounds. We nominated Mike for the important role because of his proven commitment to the Technical Communication profession.”

The 8th edition of *Growing Business* was published in January 2006, but was first published in 1997 as *CBI Growing Business Handbook*.

TCeurope seeks participants for Colloquium on 20 March

The European technical communications body, TCeurope, and the European Telecommunication Standards Institute (ETSI) are looking for participants for the 6th European Colloquium for user-friendly product information. The Colloquium will be held at Sophia Antipolis, near Nice, in France, on 20 March.

Telecommunication and, in particular, “user guides and setup procedures for mobile terminals and e-services” will be on the agenda. The Colloquium, which will be held as a workshop guided by ETSI experts, will address ongoing standardisation issues for user education and setup procedures, enabling and improving the startup and use of mobile e-services.

The Technical Committee Human Factors, Specialist Task Force 285 of the European Telecommunication Standards Institute (ETSI) is currently developing two guides. The intended users of these guides are user experience and interaction design professionals, developers of mobile terminals, services and applications, mobile network and system providers, terminal approvers and standard writers and developers.

The workshop will collect expert input and feedback, as well as industry's guidance to further develop recommendations. The recommendations are intended to establish best practice and standards in the production of user education media, such as user guides and other instructions provided for user groups with special needs. Furthermore, guidance on the design, implementation and provision of set-up procedures for devices and services that will be accessible to a broad range of users will be discussed in detail.

If you feel you would be qualified to act as a participant or you know someone else who is, TCeurope might be interested in paying your travel expenses so that you can participate. For more information, contact **Ursula Wirtz** at u.wirtz@tekom.de.

Attendance is free of charge, but previous registration is required and places are limited.

For more information, visit www.tceurope.org/colloquium/aboutthe_colloquium.htm.

World's best newspapers from UK and Poland

The Society for News Design in New York has named the UK's *Guardian* and the *Rzeczpospolita* from Poland as the World's Best Designed Newspapers.

The five judges looked at 389 entries from 22 countries before agreeing on the winners. Each judge had his or her own idea of what qualities should come together to define the world's best newspaper, but the judges unanimously agreed that the two papers selected are as close to perfect as they could be.

The Society for News Design (www.snd.org) described the *Guardian* as "a newspaper designed for the 21st century. It sparkles all the way through, while the Berliner size makes it very comfortable to read. The photography is strong, the headlines are well written, smart and tie in perfectly with the images. The typography is bold, crisp, elegant and consistent even though a full range of weights is used – from extra light to extra bold. The graphics and illustrations are clever and sophisticated. Inside pages are strongly designed, even around ad stacks."

"There is masterly control of contrast throughout. The colour palette is vibrant, fun and au courant. The navigation is clear and simple in content – not decoration – driving the look of this newspaper. Brilliant. Simply brilliant."

The Society said the *Rzeczpospolit* shows "the ability to adapt to the news while keeping a clean, fresh look." The judges also said that each section's design reflects the tone of its subject. "While respectful of tradition, the paper displays a mix of serif and sans serif, black and red, even within single headlines. There is an admirable continuity with Eastern European illustrative tradition strongly present on numerous full-page opinion and essay pages. *Rzeczpospolit* is truly beautiful and timeless."

Nominate a winning index

Nominations for the Society of Indexers' 2006 Wheatley Medal for an outstanding index are now open. The closing date for nominations is 31 March.

The shortlist will be announced in June and the winner will receive the medal, certificate and cash prize at the Society's Annual Conference at Durham University on 9 July. Certificates are also awarded to indexers whose work is highly commended or commended.

Nominations are no longer restricted to UK publications. All indexes (in the English language) published throughout the European Union between 1 January 2005 and 31 March 2006 are eligible for consideration.

To download a nomination form, visit www.indexers.org.uk/awards/Wheatley.htm.

Software news

MadCap Flare available for purchase

MadCap Software has released a sneak preview of its new XML-based authoring tool, MadCap Flare, which became available for purchase at the end of February. The preview release allows you to explore the Flare interface and capabilities and evaluate how Flare will meet your needs.

To receive a free fully-functional pre-release version of the software, go to www.madcapsoftware.com.

The MadCap Software team consists of former Macromedia RoboHelp product developers and says the new product is the obvious progression for current RoboHelp users, as they make the transition from HTML-based authoring to XML-based authoring.

We hope to include a review of Madcap Flare in the Summer 2006 *Communicator*.

Quadralay Launches AutoMap 9.0

Quadralay Corporation, a provider of complete electronic publishing solutions, has unveiled WebWorks AutoMap 9.0, a powerful new software solution that automates the deployment of customised content for the web, help systems, portable devices, PDFs and XML.

Fully re-engineered, AutoMap 9.0 harnesses the power of XML to deliver both critical

information-management capabilities and fully automated online e-publishing for large documentation groups, as well as small, one-person operations. It reduces wasteful, repetitious production efforts, and increases time for writing and reviewing.

The new software is the first major release following an agreement announced in November 2005 to combine XyEnterprise's Content@ software with Quadralay's WebWorks AutoMap.

AutoMap 9.0 provides online publishing in more than 12 online formats and help systems, directly from Adobe FrameMaker and Microsoft Word-authored content. In addition, the software is fully compatible with WebWorks ePublisher Pro. AutoMap 9.0 also features complete XML-based processing, integrated PDF support, JavaHelp 2, WebWorks Help 5, and more.

Training news

Instant messaging as a training tool?

Technical communication company Cherryleaf has been looking at some of the ways in which instant messaging and audio support can be built into e-learning, so that delegates can contact an instructor when needed. Cherryleaf believes that this will help improve the effectiveness of online courses.

What do you think of this approach? You can comment using the Cherryleaf blog at www.cherryleaf.com/blog.htm.

Courses

Listings are restricted to scheduled courses that are low cost or are in some way unusual. Listings are a service to members. A listing does not imply ISTC endorsement.

If you hear of any training courses that you think might be of interest to Newsletter readers, please contact the *Newsletter* Copy Editor (newsletter.editor@istc.org.uk).

March

- 28 *Visual Studio 2005 free seminar.* The course will include in-depth technical presentations by Microsoft on Visual Studio 2005 and a guest presentation by Macrovision on how InstallShield 11.5 adds value to MS Visual Studio Team System. Microsoft in Reading. www.qbsssoftware.com/events
- 8 *Introduction to proofreading.* London. Society for Editors and Proofreaders. www.sfep.org.uk/pages/current_schedule.asp
- 23 *Brush up your grammar.* Edinburgh. Society for Editors and Proofreaders. www.sfep.org.uk/pages/current_schedule.asp

Events

These pages introduce new listings and include reminders of the most relevant events in the next two months.

For a more extensive list, see the ISTC website at www.istc.org.uk/pages/conferencetoc.php. To include an event in the listings, please e-mail events@istc.org.uk.

March

- 8 *8th Science and Technology Congress 2006: "Ethics in Science and Technology"*. Organised and hosted by De La Salle University. Selected papers on current ethical issues in research and development will be the highlights of the congress. Manila, Philippines. www.dlsu.edu.ph/conferences/stcongress2006.asp
- 9 *UK technical illustration round-table*. Organised by Granthams Graphic Technology in co-operation with ITEDO software. Stratford-upon-Avon. www.technical-illustration.co.uk/events.html
- 15 *FrameMaker@Adobe.Day*. Adobe and Mekon present a day dedicated to FrameMaker and XML publishing technologies, including DITA (Darwin Information Typing Architecture). Learn how to simplify your publishing with XML & FrameMaker 7.2. Uxbridge. www.mekon.com/adobe/
- 19–20 *TCeurope AGM and 6th European Colloquium for user-friendly product information*. The TCeurope AGM will be held in conjunction with the European Telecommunication Standards Institute (ETSI) workshop on "user education guidelines: user guides and setup procedures for mobile terminals and e-services". See article on page 5. Sophia Antipolis, France. www.tceurope.org/colloquium/aboutthecolloquium.htm

23–27 *IA Summit 2006: Learning, Doing Selling*. The 2006 Information Architecture (IA) Summit is the premier gathering place for information architects. Vancouver, Canada. www.iasummit.org/2006/

29 *Communicaid Advanced Business Writing programme*. This programme is aimed at enabling advanced speakers of English as a second language to professionalise their writing skills. London. www.communicaid.com/

April

- 9 *Fourteenth Annual WritersUA Conference*. This year's Conference features seven interest areas with information on emerging skills, technology updates, design strategies, tool techniques, content development, open standards, special interest and hands-on computer tutorials. The conference topics cover a broad range of key tools and techniques including RoboHelp and WebWorks Publisher, structured authoring, Windows Help, single source, case studies, XML/XSLT and usability. Palm Springs, California, USA. www.writersua.com/ohco6/index.html
- 26–28 *Client Side News (CSN) Expo 2006: "The Business of Localisation"*. Presentations, panel discussions and classes delivered by vendors and clients cover strategic and tactical elements of the globalisation, internationalisation and localisation business. Noteworthy keynote speakers include Lionbridge CEO Rory Cowan. Miami, Florida, USA. www.csnevents.com/

May

18–20 *Encompassing the Instructive Text*. Speakers include **Dr. Markus Nickl**, co-founder and CEO of DOCTIMA GmbH, and **Dr. William Hart-Davidson**, co-director of the WIDE Research Center (Writing in Digital Environments) at Michigan State University. Aarhus, Denmark. <http://tinyurl.com/m2do3>
(this link takes you to the Danish site – click Union flag for English text)

Members' news

BBC Radio Guernsey broadcasts a Ron Blicq play

BBC Radio Guernsey is broadcasting a radio adaptation of ISTC Fellow **Ron Blicq**'s play *Choosing Home* in five episodes.

Choosing Home is about a girl from Guernsey who is evacuated in 1940 and placed with a family in England. In November 1945, she is returned to her own family in Guernsey, but she has become more attached to the foster-family who has cared for her for those five years.

Although you can't hear the broadcast unless you live in Guernsey or nearby, you can see details of the production and listen to the five episodes at

www.bbc.co.uk/guernsey/content/articles/2006/01/27/choosing_home_part1_feature.shtml.

Have you done anything interesting recently? Are you about to have a book published or climb a mountain?

The *Newsletter* team is always on the look-out for members' news as well as industry news. Send your stories to the *Newsletter* Copy Editor at newsletter.editor@istc.org.uk.

The back bit

Your vote counts

Be sure to vote in this year's most crucial contest – *The Bookseller*'s annual Diagram Prize for Oddest Title of the Year.

This year's shortlist is:

- *Nessus, Snort and Ethereal Powertools*
- *Soil Nailing: Best Practice Guidance*
- *Ancient Starch Research*
- *How People Who Don't Know They're Dead Attach Themselves to Unsuspecting Bystanders and What to Do About It*
- *Bullying and Sexual Harassment: A Practical Handbook*
- *Rhino Horn Stockpile Management: Minimum Standards and Best Practices*

To vote, go to

www.thebookseller.com/?pid=8&did=18592.

Be quick: voting finishes on 3 March. At the time of writing, *Ancient Starch Research* was in the lead.

Banished words 2006

Lake Superior State University (LSSU) has released its 31st annual List of Words and Phrases Banished from the Queen's English for Misuse, Overuse and General Uselessness.

The university's website explains, "It was during a New Year's party 30 years ago when LSSU Public Relations Director **Bill Rabe** and some colleagues cooked up a whimsical idea to banish overused words and phrases. On 1 January 1976, with 'tongue firmly in cheek', Rabe took his first crack at it.

"Much to the delight (or chagrin) of word enthusiasts everywhere, the list endures into a fourth decade."

This year's list includes many media clichés such as "breaking news", "an accident that didn't have to happen" and "first-time caller" though strangely "humanitarian disaster" hasn't made the list yet. See them all, complete with nominators' commentaries, at www.lssu.edu/banished/current.php.

You can submit a word as a candidate for the 2007 list at www.lssu.edu/banished/submit_word.php.

From the Microsoft Word online help for Word 2003

Who else but Microsoft would set up a deletion procedure that begins by selecting Insert?

Delete a bookmark

On the **Insert** menu, click **Bookmark**.

Click the name of the bookmark you want to delete, and then click **Delete**.