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

ISTC Office: PO Box 522, Peterborough, PE2 5WX.
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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

London Area Group meeting

Following a number of changes to the London Area Group, ISTC members are invited to a networking meeting from around 6.30pm to 9.30pm on **Wednesday 8 June 2005** (please note that this is the day of issue of the *Newsletter*).

The meeting will be an opportunity to socialise with fellow technical communicators and also to meet **Liz Joynes**, a new member of the London Area Group committee, if you haven't met her already. In a long and varied career in technical writing, permanent and freelance, working in France, Italy and Holland, there's not a lot she hasn't seen!

This will give those of you who said you'd like to be kept informed of London Area Group activities a chance to set the agenda for future meetings – let the committee know the subjects that interest you, and tell them where you'd like the meetings to be held. They are considering holding meetings in Central or North London as well as Putney.

Like several of the earlier meetings, this one will be hosted by **Stephen Helms** (see www.chelverton.com/html/contacts.html),

which is a couple of minutes from Putney mainline railway station (nearer than the Tube and only 16 minutes from Waterloo).

Please let Stephen know if you are going to the meeting so he will be better placed to organise food and wine (a contribution of £3 per head is requested). You can e-mail him at stephen.helms@chelverton.com.

Call for Conference speakers

The ISTC is currently inviting submissions from potential speakers for its Conference in Coventry on 23–25 September 2005. For more information, you can visit www.istc.org.uk/pages/conference.php.

If you would like to speak at this key event in UK technical communication, please send an abstract of your proposed topic and a brief summary of your professional experience and qualifications to conference@istc.org.uk.

ISTC Regional Conference

Please note that due to a lack of bookings the event in Norwich on 10 June has had to be cancelled. Council intend to run the event in other locations in the future.

General news

Linotype announces its first Arabic Type Design Competition

Linotype Library is inviting designers and calligraphers from around the world to take part in its first Arabic Type Design Competition. The competition is the first of its kind in recent years and is a response to the growing publishing demands in the Arab world. Recent developments in font technology have opened new doors for Arabic typography and have eased out the process of developing a complex script like Arabic. Now that technical limitations have been conquered, the remaining challenge is to seek out a new vision of Arabic typography that is free from past limitations, and is in direct contact with the everyday life and usage of the Arabic script. The competition aims to encourage and support the development of Arabic typography and to detect and publish new and original trends in Arabic type design.

More information is available from the website at www.linotype.com/contest.

Mekon eschews software licensing

After eight years as an Adobe software licensing centre, Mekon Ltd has formed a partnership with Trams, a provider of hardware,

software and networking solutions, to take over the management of Mekon's software customers. This allows Mekon to focus on its core business of systems integration and consultancy as well as devoting more resource to its creative IT training arm, Mekon Learning.

Julian Murfitt, the managing director of Mekon (and also an ISTC Council member), said, "Over the last year, we have been focussing our business on integrating workflow, collaboration and XML publishing solutions."

Alex Page, sales director of Trams (www.trams.co.uk) commented, "Trams welcomes the opportunity to work with Mekon. Our experience as an Adobe Authorised Licence Centre enables us to provide software asset management services for Mekon's existing software customers. We currently supply licensing services to many of Adobe's corporate customers; Mekon's customers can be assured that they will continue to receive the same high level of service."

Metaphorical problems

As technical authors, we are advised to avoid using metaphors because some readers, especially those from another country, may not be familiar with them. A further reason comes from **Dr. Vilayanur S. Ramachandran** of the University of California, San Diego in findings presented to the annual meeting of the Cognitive Neuroscience Society. He suggests that, if someone has received damage to a part

of their brain called the left angular gyrus, they interpret metaphors literally. For example, a patient understood "all that glitters is not gold" as advice on buying jewellery.

Source: *New Scientist* (<http://tinyurl.com/cgs8g>).

Dr. Ramachandran's site (<http://psy.ucsd.edu/chip/ramabio.html>) also includes a diverting page of optical illusions.

Technical illustration news

IsoDraw 6.1.02

ITEDO has released IsoDraw 6.1.02, which is a maintenance update. For details, see www.itedo.com/E/104_2290.php.

Technical illustration resource

ITEDO has also produced a useful set of pages about technical illustration starting at www.itedo.com/E/171.php.

Tecplot 10.4

Tecplot has released an upgrade aimed largely at increasing the execution speed of their visualisation software. For details, see www.adeptscience.co.uk/products/dataanal/tecplot/.

BS ISO/IEC 18019:2004 templates

Two new templates have been posted in the members' area of the ISTC website. These templates are based on BS ISO/IEC 18019:2004, *Software and system engineering – Guidelines for the design and preparation of user documentation for application software*. (This is henceforth referred to as 18019.) You can see some details about 18019 at www.istc.org.uk/pages/ISO18019.php.

Document proposal outline

The document proposal outline is an electronic version of that printed on pages 21–23 (Figure 2) of 18019. This template outlines the sections you would need in a typical document proposal and relates many of these sections to the explanations in 18019 itself.

Audience-Task Mapping Matrix

The Audience-Task Mapping Matrix is an electronic version of that printed on page 35 (Table 1) of 18019. Audience and task analysis are described in sections 6.1 and 6.2 of 18019.

Although you could use each template on its own, you would get most benefit from using it in tandem with 18019. You can purchase 18019 through the ISTC; members get a 25% discount and non-members get a smaller one. See www.istc.org.uk/pages/standardstoc.php.

Publications news

Book review

by *Mike Unwalla* ISTC

Leinemann, Ralf and **Baikaltseva, Elena**.
Media relations measurement: determining the value of PR to your company's success.
Aldershot: Gower Publishing Ltd, 2004.

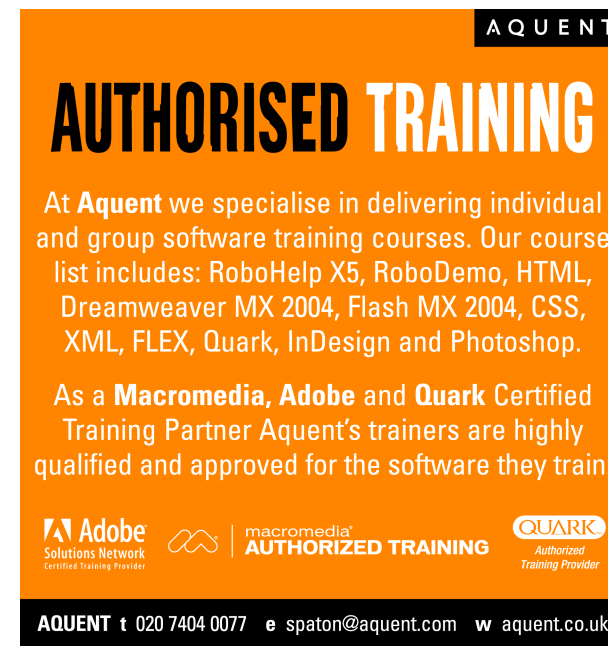
Promotion is the key to the success of every business. One aspect of promotion is public relations (PR). If you cannot measure it, you don't know how effective it is, and therefore you don't know whether to do more or whether not to bother. Before reading this book, I naïvely measured my PR by the number of articles about my company. Now I know better.

The book contains a collection of metrics for measuring the value of PR. Measurements in PR are different from measurements in the hard sciences. The book shows how we can measure some things accurately, for example, the number of articles in a journal over a period of time or whether or not an article contains a picture. On the other hand, there are things that we can't measure accurately, such as the effect of the location of a news item in a particular magazine, or the value of a product review.

Putting a financial value on many of these measurements is difficult. What we can do is to compare our PR coverage with that of our competitors. That gives us a relative metric.

One extremely useful appendix is the list of 66 factors that can be measured. For each factor, there is a brief summary of the pros and cons of measuring that factor and a reference to the pages on which to find more information.

The book is designed for PR professionals, and the metrics range from very simple to quite complex. Whilst these are no doubt suitable for full-time professionals, some of them are too time-consuming for most freelancers, who have to do everything in the business (that's not a criticism of the book in any way). However, the book will be useful to all freelancers who are looking to quantify their PR efforts.






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New collection of essays from tekomp

Hennig, Jörg and Tjarks-Sobhani, Marita (Eds.). *Technical Communication – international. Today and in the Future*. Lübeck (Germany): Schmidt-Römhild, 2005. ISBN 3-7950-720-1.

Technical communication exists in all the countries of the world that produce technical products. The documentation required for such products is created by technical writers. Under what legal and economic conditions do they do their jobs, what education have they had, and how well are they paid?

The situation of technical communication is described in detail for the EU and for 17 individual countries: Germany, Switzerland, France, Denmark, Sweden, Finland, Great Britain, Romania, Spain, Russia, Israel, India, China, the USA, Canada, Australia, and New Zealand.

All the authors are proven experts in technical communication in their respective countries. They first briefly explain the history of this specialised area in their country. Based on this, they then present the legal background, the state of research and education or training, and the market situation.

At the same time they also touch upon topics such as the organisation of work and the cost of technical documentation in their country. The different needs for translation and localisation, which are strongly dependent on

each country's language situation, are also described in the articles, as are the software tools currently being used.

The career development opportunities for technical communication are rated differently by the individual authors but are on the whole thought to be positive.

The authors are in agreement that the demand for technical writers will continue to grow, and so further professionalisation of this occupation through permanent continuous training is a must.

Some will view the contributions in this book as a recognition of the value of their own work, while others will see them as a call for an increased effort to improve technical communication. For anyone concerned with technical communication, this book will provide an opportunity to compare their own situation with those of colleagues in other countries.

Last but not least, this easily-readable book is also a contribution towards raising the visibility, and improving the reputation, of the technical communication profession.

Temporary offer: for a limited time, ISTC members (and members of other sister societies of tekomp) can order this book at a reduced price by printing out and returning a special order form.

See www.tekom.de/artikel/artikel_1322.html.

Pursue your rights

by Iain Wright FISTC

I hate being conned. And that was exactly how my wife and I felt when we went on holiday a couple of years back. We had booked "5 star" self-catering accommodation in a "very tranquil" location in Wales and had been assured of "a warm welcome". We arrived and found that was far from the case, unless one believes being in the midst of a building site to be a tranquil location! On being awoken at 7am the next morning we had had enough. The owners were not there (all we could get was an answer-phone) so we left. Rather than bore you with all the details, the net result was the owners refused to let us have any of our money back and refused to correspond with us.

What could we do? The amount we were seeking was small. But they might have done this to others. Did we have a reasonable case?

We sought help. The Tourist Board were sympathetic, but because we did not book via them, they held little sway over the owners of the accommodation.

Trading Standards

Our local Trading Standards people were very helpful. For us it was in Norwich (<http://tradingstandards.norfolk.gov.uk>), but there are offices in most regions, providing various leaflets and material. They thought we had reasons to complain and suggested ways of tackling the issue. If it came to the worst, we could take the matter up with the Small Claims

Court. It was important to show that we were acting fairly and reasonably. We were to write a series of letters to the holiday vendors – the Trading Standards Office even provided us with a template we could use!

There were no replies to the first two, so it became increasingly likely we might have to go to court. This worried us greatly. What if we went to court and lost? They might be able to afford expensive legal defence and win. Our claim was small – would we then have to pay the legal expenses, which might be far higher than the amount of our actual claim?

Citizens Advice Bureau

We sought help from the Citizens Advice Bureau, another excellent resource (www.adviceguide.org.uk/). The Norwich branch offered 15 minutes' free consultation with a solicitor. There the solicitor agreed we had cause for complaint. He told us that, if the case went to the Small Claims Court, it was extremely unlikely that the opposition would be awarded expenses larger than the amount being claimed. It was, however, in his opinion, too small a sum to be bothered about.

For us it had now become a cause for justice. The amount was indeed small, but right was on our side. They might continue their shameful practices unless people stood up to them. Yes, we were angry.

Our third and final letter informed the vendors that, unless we had a satisfactory response from them, we would take the matter to court.

Small Claims Court

This is an excellent facility, although it is laborious and can be stressful, but it does dispense justice remarkably well.

The Small Claims Court can be used if the value of a case is £5,000 (£2,000 in Northern Ireland) or less. However, a personal injury claim will be allocated to the small claims track only if the value of the claim for the personal injuries themselves is not more than £1,000.

The Small Claims Court can be used for:

- compensation for faulty services provided, for example, by builders, dry cleaners, garages and so on
- compensation for faulty goods, for example, televisions or washing machines which go wrong
- disputes between landlords and tenants, for example, rent arrears or compensation for not doing repairs
- wages owed or money in lieu of notice.

The cost to start proceedings is £30 for a claim of £300 (see www.hmcourts-service.gov.uk/infoabout/fees/county.htm), rising to £120 for a claim of £5,000, but remember that if you win you can claim reasonable expenses.

There was much paperwork to complete prior to the case, but the Clerk to the Court was contactable by telephone and very helpful.

We went to court and won. Our case lasted some three hours. Our claim was met in full and we were awarded expenses, for travel, accommodation, court fees and postage (we claimed no others). It had been hard work but the feeling afterwards was wonderful!

Tips

Unscrupulous people rely on the mistreated not taking them to court. They will take it right up until the court appearance before backing down, or failing to appear (as happens, I'm told, in almost half of these claims), so continue to the end.

Another technique the defendant might use is location of the court case. As claimant you initially name the court the case is to be heard in, but the defendant can change this to somewhere that best suits them – needless to say this will be far more inconvenient for you.

It is even possible to pursue a money claim online (see www.moneyclaim.gov.uk/csmco2/index.jsp) but in the end the defendant might require a court appearance.

During the court appearance be absolutely honest and fair.

As professional communicators you are experts in gathering information and preparing it precisely and concisely. Your skills put you in an ideal position for defending your rights. So the next time you feel, "That's not fair" or "I've been conned", stand up for your rights and remember, there's a lot of help out there.

Academic collaboration as a business strategy

Structured publishing and technical authoring systems company Mekon Learning is currently undergoing a rebranding effort. During the planning of this rebranding, Mekon's marketing team identified an opportunity to enhance their brand's image, add value to their existing customers and play a socially responsible part in their local community via means of academic collaboration.

Mekon were aware that many graphic design agencies, customer publishers, web design agencies and in-house creative departments found recruiting young digital designers to be a problem. Such businesses often feel that graduates lack the necessary competencies with the core applications used in industry as well as any real experience of understanding the business issues clients need help in solving. As a result, such graduates require extensive mentoring before they can begin to add value to the business. Essentially young designers cannot "plug and play". Indeed, the creative press has been for many years bemoaning the hardships young designers face in breaking into the industry once they had graduated.

Mekon devised a strategy whereby it could help young designers gain practical, real-world design experience in solving marketing communications problems, advance their creative IT skills and ultimately boost their

employability. Mekon contacted a local college, Carshalton, who had an excellent reputation for the design skills of their HND and foundation degree multimedia design graduates. Mekon offered to contact its core creative customers and ask them to set live briefs for students to work on as "agencies". The clients would review the work done by the students in role-play based "pitches" and the winning "agencies" work would be used commercially by the client.

"This 'role-play'-based interaction helps to increase the students' understanding of the client-agency relationship and how their designs help to solve marketing and business problems. They can learn first hand about the nuances of pitching ideas, the business logic behind client decision making and crucially they will have a piece of work actually being used in the commercial world which can be added to their portfolio," says **Julian Murfitt**, Mekon's managing director.

However, Mekon Learning's customers do not benefit only if they agree to set a brief. Mekon's

intention is to establish an academy of "future design talent". Those students whose work Mekon Learning feels displays the very highest levels of creative IT skills will be promoted via Mekon's website and marketing communications material. Customers will be offered access to graduates in need of their first break and/or placements who have proven "real world" experience and the confidence of Mekon in their skills.

Mekon hopes to see a great deal of response from its customer base once this academic year is complete and final projects completed. It believes that once its clients see the quality of work done by the students, offers of placements and/or actual work will outstrip the supply of students.

"We believe this sets a precedent of how business strategy can benefit itself, its customers and the community. We are truly helping the next generation of designers and bridging that problematic gap between a graduates talents and their lack of commercial experience," states Julian Murfitt.

If your organisation thinks it could benefit from setting a brief or would like to offer a placement to one of Mekon Learning's academy talents, please contact Mekon Learning directly:

Reference: *graduate design talent*

Telephone: 0208 722 8400

E-mail: graduatedesign@mekon.com

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Communicator

by *Marian Newell FISTC*

ISTC publicity pack

ISTC members will receive an ISTC publicity pack with their Summer 2005 *Communicator*. As part of Council's drive to increase membership, this will provide you with a sample of the new marketing literature organised by **Paul Ballard** and also a second copy of *Communicator*.

Please pass on the pack to someone who may be interested:

- In ISTC membership – remember that, as well as the Member grade, we have a Student grade for those studying in our business and an Associate grade for those in related fields.
- In a journal subscription – this is especially good for overseas technical communicators who already belong to a national society.
- In affiliation – the ISTC's Business Affiliate scheme has become increasingly popular over the past two years, providing the Institute with a valuable pool of corporate supporters for its publications, events and activities.
- In advertising – this enables us to deliver a better journal without more funding, and gives advertisers a highly specialised forum for promoting documentation-related products and services.

Sector-specific articles

If you can write on a documentation-related topic specific to your sector, do contact me. It must have some relevance to scientific or technical communicators but can otherwise be as broad as you like. If it interests you and has some relevance to your job, the chances are that it will interest someone else in the ISTC. As we often point out, we don't just type up other people's information tidily, so we do need to keep informed.

Examples in the pipeline include European CE marking and the history and selection of programming languages. Such topics will never represent the main thrust of the journal but they can form very valuable threads for members working in the sector covered.

One man's poems

Honorary Fellow, **Cyril Windust**, is assisting with materials for our *Communicator* scanning project. Many members will know him from his active participation in the ISTC over many, many years and his occasional letters.

Cyril very kindly sent me this book of his poems and asked that I mention it: he still has some copies and any proceeds from sales go to a local charity. Where else would you find an "Ode to a Technical Manual"?

If you would like a copy, send £6 to:
Cyril Windust
50 Kings Way
Harrow HA1 1XU

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Choosing and testing colour schemes

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New Business Affiliate

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XML Technology

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Each of DDS's services is available individually or in a variety of combinations.

For further details contact **Gail Brown**, UK Manager, at brown@dds-europe.com.

Members' news

Election success for Arjuna

ISTC member **Arjuna Krishna-Das** stood as Green Party Parliamentary candidate for Bristol East. Although he had no chance of capturing the safe Labour seat, he raised the Green vote from 1,110 (2.8%) in 2001 to 1,586 (3.8%).

You can still see his candidate profile page at www.bristolgreenparty.org.uk/profiles/arjuna.htm.

Full results for Bristol East are available at <http://tinyurl.com/97nva>.

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The advertisement features a blue background with a photograph of a man in a suit holding a rolled-up document. The text is white and yellow.

Training 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 Editor](#).

Course providers

Regular course providers include:

Society for Editors and Proofreaders. Contact details vary from course to course. See the programme on their website at www.sfep.org.uk/pages/training.asp.

Society of Indexers. For more information or to book an in-house workshop, telephone 0114 292 2350 or e-mail admin@indexers.org.uk, or visit the website at www.socind.demon.co.uk/trquals/workshop.htm.

General courses

June

16 *Periodicals Workshop.* Interactive workshop for trainees and those wishing to take up or expand their knowledge of periodicals indexing. Half day. £70. Manchester.

Events

This page introduces new listings and includes reminders of the most relevant events in the next two months. ISTC events, where listed, are in bold. 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.

June

- 1–30 *Visions of Science touring exhibition*. Newcastle and Cardiff. www.visions-of-science.co.uk/f-events.htm
- 8 **London Area Group meeting**. See page 1 for details.
- 11–17 *DesignInquiry*. Symposium. Maine, USA. www.designinquiry.meca.edu
- 13–16 *5th LRC International Localisation Summer School*. University of Limerick, Ireland. www.localisation.ie/learning/courses/summerschools/2005/index.htm
- 27–1 July *Usability Professionals' Association (UPA) conference: "Bridging Cultures"*. Montreal, Quebec, Canada. UPA 2005 will begin with a Plenary address from **Farès Chmait** entitled "Building Bridges and Reducing Misconceptions" and will end with a Plenary address from **Aaron Marcus** entitled "Cross-Cultural User-Experience Design". Between these two addresses, UPA 2005 will offer 32 tutorials and workshops, 48 presentations, eight invited speakers, idea markets, a French track and much more. www.usabilityprofessionals.org/
- 29–30 *The Exhibiting Show 2005*. ExCeL, London. Includes a seminar programme which explores all aspects of how to exhibit and how to measure effectively, an international conference and numerous interactive features and satellite events. www.exhibitingshow.co.uk

July

- 1–3 *The 6th ICIETE International Conference on Institutional Evaluation Techniques in Education*. The conference will seek to address the new perspectives of education and training systems imposed by their ever-changing role in an evolving multicultural social environment. Samos Island, Greece. www.ineag.gr/iciete/
- 5 *ABSW (Association of British Science Writers) briefing: How to Freelance*. With advice on basic dilemmas like chasing work, negotiating money, and coping with accounts and tax. Science Media Centre at the Royal Institution in London. www.absw.org.uk/abswbriefings.htm
- 8–10 *Society of Indexers Conference 2005. Connections: Working in the Present – Learning from the Past*. Exeter. www.socind.demon.co.uk/confern/conf2005.htm
- 10–13 *International Professional Communication Conference: Making Connections*. Limerick, Ireland. Organised by the IEEE Professional Communication Society. "Communication is the tie that binds people around the world, crossing boundaries of knowledge, cultures, languages, and values. Technical communication connects engineers, educators, managers, and communicators in a global community. Come to IPCC 2005 in Limerick, Ireland, to explore these connections and share knowledge." <http://ieeepcs.org/limerick>
- 27–29 *Open Publish 2005*. The fifth annual conference for people who create, manage and publish information across traditional and electronic media. Sydney, Australia. www.openpublish.com.au/

August

- 2–7 *XVII World Congress of the International Federation of Translators*. Tampere, Finland. www.fit2005.org/

Finnish Technical Communications Society call for papers

The STD (Suomen Tekniset Dokumentoijat, the Finnish Technical Communications Society) has opened their call for papers for the autumn seminar of 2005. Their topic this year is Documentation Design and they are keeping a European focus in terms of speakers. The seminar will be held in Helsinki on 7 and 8 October.

Documentation design is a topic that affects many aspects of the field of technical communications, such as planning the structure and formatting of the documentation, determining the contents of the documentation based on the target users' needs, writing for localisation and translation, and selecting authoring tools and output media.

They invite submissions on (but not necessarily limited to) the following topics:

- Document design for localisation and translation
- Principles of good documentation design
- Documentation design and common technical communications tools
- Documentation design and audiences
- Documentation design and different output media
- Documentation design and usability

Suggested session formats:

- Short lecture (20 min + 10 min discussion)
- Lecture (45 min + 15 min discussion)
- Demonstration (25 min + 10 min discussion)
- Description of work, processes etc. (15 min + 10 min)
- Panel discussion (suggest appropriate length)

If you feel your presentation requires a special format, submit a suggestion for this as well.

Submission procedure

Submit your presentation abstract by 7 August 2005. In your abstract, indicate the preferred session format, and include a short profile of yourself. If your proposal is accepted (notification by 22 August), STD expects to receive material for the seminar binder by 7 September 2005. Authors should submit full papers, including references and figures.

Abstracts and final papers should be submitted electronically in PDF (preferred), PS, RTF or plain text format to info@dokumentoijat.net.

Suomen tekniset dokumentoijat reserves the right to publish submitted papers on the seminar website, unless otherwise agreed in advance.

The seminar is free of charge for speakers.

Seminar home page (English):
www.dokumentoijat.net/english/semma2005/

Additional information: info@dokumentoijat.net

2005 ISTC Conference - 23-25 September 2005

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*Book before 30 June 2005

The back page

Why we're needed

Part 16 of an infinite series...

More from **Sophie Watson's** collection of unintentionally humorous or just plain bad writing.

Care must be taken at all times to avoid damage to the tool, which must be kept in the leather pouch when not in use. A damaged tool must be replaced.

Talk mode, this is entered when the handset user presses the talk/standby button, it is left when either the user presses the talk/standby button again or the continuous user ID hand shaking fails and the base times out.

The software for all of the image-based system should present to the user a friendly, intuitive front end, with no esoteric terminology or jargon.

A growing opportunity has attained critical mass as a result of a twofold serendipity...

The software program not only has a spell checker (you can also check text written in a foreign language) but it also has a grammer checker.

This product is equipped with all technical facilities for achieving the convenience features described in these operating instructions.

Babelfish

by **Janet Fraser MISTC**, Senior Lecturer in Translation, University of Westminster

As *Communicator's* translation editor, I was amused to see a reference to the Babelfish automatic translation software as being "surprisingly effective" (May 2005 *Newsletter*). While it can be useful for gist translation, we have warned about the shortcomings of machine translation for anything more sophisticated. Here – just for fun, no prizes – is a list of book titles that have been translated into a foreign language and then translated back into English, using Babelfish both times. How many can you guess? Answers next month!

1. *Atrophy and autumn.*
2. *The energy and the fame.*
3. *Take the prudence.*
4. *Fool.*
5. *Camp on the toothpick.*
6. *Hold aspidistra for flies.*
7. *It is like this for a long time and all fishes hazard thanks.*
8. *Direction and sensitivity.*
9. *Road of illusion.*
10. *If.*

Proofreading to the last

An occupational hazard of the technical communicator is never being able to pick up a newspaper or a book without also proofreading it. Those so cursed will empathise with **Thomas de Mahay**, Marquis de Favras. Arrested and tried in 1790 for helping Louis XVI to escape, he was handed his official death sentence by the court clerk as he was led to the scaffold. His famous last words were, "I see that you have made three spelling mistakes".