

# Communicator

The quarterly journal of the ISTC  
ISSN 0953-3699

## Production team

### Commissioning Editor

Katherine Judge, [commissioning.editor@istc.org.uk](mailto:commissioning.editor@istc.org.uk)

### Copyeditors

Tony Eyre and Nick Robson

### Proofreaders

Su O'Brien, Linda Robins and Jean Rollinson

### Layout

SetFast, [www.setfast.org](http://www.setfast.org)

### Advertising

Felicity Davie, [felicity@tou-can.co.uk](mailto:felicity@tou-can.co.uk)  
+44 (0) 1344 466600

### Subscriptions

ISTC Office, [istc@istc.org.uk](mailto:istc@istc.org.uk)  
+44 (0) 20 8253 4506  
[www.istc.org.uk/our-publications/communicator/subscribe-to-communicator](http://www.istc.org.uk/our-publications/communicator/subscribe-to-communicator)

## Submissions

### Guidelines

[www.istc.org.uk/our-publications/communicator](http://www.istc.org.uk/our-publications/communicator)

### Deadlines

Spring	copy by	31 January
	published	21 March
Summer	copy by	30 April
	published	21 June
Autumn	copy by	31 July
	published	21 September
Winter	copy by	31 October
	published	21 December

### Back issues

[www.istc.org.uk/our-publications/communicator/archive-of-back-issues](http://www.istc.org.uk/our-publications/communicator/archive-of-back-issues)  
(ISTC members only)

The Editor welcomes articles and letters for publication. Opinions expressed by contributors are not necessarily those of the ISTC. All articles are copyright and are the property of the authors, who have asserted their moral rights. For permission to reproduce an article, contact the author directly or through the Editor. All trademarks are the property of their registered owners. Advertisements are accepted on the understanding that they conform to the British Code of Advertising Practice. Acceptance of an advertisement for publication does not imply that a product or service has the ISTC's endorsement.

## The Institute of Scientific and Technical Communicators (ISTC)

Airport House, Purley Way, Croydon, CR0 0XZ  
T: +44 (0) 20 8253 4506 E: [istc@istc.org.uk](mailto:istc@istc.org.uk)  
F: +44 (0) 20 8253 4510 W: [www.istc.org.uk](http://www.istc.org.uk)

Printed on recycled paper using vegetable inks and low volatile organic compound (VOC) chemistry.

## ISTC news

- 4 From the editor
- 5 Letters
- 6 President's view
- 7 Mentor scheme
- 8 Online groups
- 10 Professional development and recognition
- 11 Events

## Articles

- 14 **Results of the ISTC 2012 survey**  
Emma Bayne  
Comparing the results with 2011
- 17 **Communicating value**  
Rachel Potts  
Defining the value of your technical communication work
- 20 **Getting started with mobile learning**  
Imogen Casebourne  
Giving hints and tips for creating learning material on mobile devices
- 23 **ANSI Z535.6: new and improved**  
Mathew Kundering  
Discussing the latest changes to this standard
- 26 **Low-maintenance documentation techniques**  
Steve Thompson  
Keeping down the costs
- 28 **Flex your new accessibility muscles**  
Karen Mardahl  
Applying and practising whilst you're learning
- 31 **Getting your stories straight**  
John Burns and Rachel Houghton  
Specifying requirements through user stories
- 34 **Camtasia for Mac 2**  
Phil Stokes  
Reviewing the latest version
- 38 **Global linking for flexible pattern reuse**  
Owen Flatau  
Describing how a distributed authoring team works together
- 42 **Indexing: an overview**  
Greg Turnbull  
Summarising the main points of indexing through hints and tips
- 45 **HelpServer 4.6 review**  
James Vanslette  
Implementing a content management system
- 48 **Global diversity and localisation issues**  
Lorcan Ryan  
Researching needs and requirements

## Regular columns

- 52 **Adobe tips** – Colum McAndrew
- 53 **Editing** – Jean Rollinson
- 54 **Ethical dilemmas** – Warren Singer
- 55 **Book review** – Jean Rollinson
- 56 **MadCap tips** – Matthew Ellison
- 57 **Book review** – Kai Weber
- 58 **A day in the life** – Richard Hodgkinson

**cover** Braille Font, Cité des sciences & de l'industrie, Paris  
© Slava Kozlov aka centralasian

