

Horace Hockley Award 2012

John Haynes OBE wins this year's annual ISTC award. An award for his considerable contribution to the technical communications industry over many years.



John Haynes accepting his award in a video

John H Haynes OBE, (of the eponymous manuals), has been selected by the ISTC Council as the 2012 winner of the Horace Hockley Award.

The Horace Hockley Award recognises an outstanding contribution as technical communicator over many years, particularly in terms of raising standards, professional education, or spreading the value of technical communication to a wider audience. In both the first and third of these criteria John Haynes has excelled.

Over a fifty-year period, hundreds of millions of people will have read

a Haynes Manual. The innovations introduced by John when he started the company, and that he has continued to introduce and influence over the years, have become benchmark approaches for successfully communicating complex products to a wide public audience. John's son, 'J', who is now Chairman of the Haynes Publishing Group, presented the story of Haynes Manuals as the closing keynote presentation of the TCUK conference in 2010. See the web address in the References section of this article.

Although John was not able to travel to Newcastle to receive his award, he kindly sent a video of his acceptance speech, a transcript of which is:

"I am delighted to have the honour of being selected to win this year's ISTC Horace Hockley Award.

I have always aimed to keep technical writing as simple, clear and straightforward as possible and what has helped enormously in this is the use of step-by-step photographs, a means of communication in themselves.

When, for example, explaining how to re-assemble a motor car engine, numbering and alphabetically lettering

component parts, nuts, bolts, etc., helps considerably to keep the accompanying text short, clear and to the point and much briefer than if instructions without photographs had to be made. This is probably why to date we have sold well over 150 million car and motorcycle manuals all over the world.

I am most appreciative of being given the Horace Hockley Award and thank the ISTC Council very much." **C**

References

Haynes, J, TCUK 2010 Presentation, *Who are you communicating with?*
http://tiny.cc/TCUK2010_Haynes

Haynes – Practical Manuals
www.haynes.co.uk

Horace Hockley Award
www.istc.org.uk/istc-awards/horace-hockley-award/

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