

## This Issue:

What Came down at the FrameMaker Chautauqua	1
President's Message	2
Next Meeting	3
Editor's Desk	4
EduNotes	6
2008 Spotlight Award Winners!	7
Society Pages	10
OCSTC Employment Information	10
Orange Juice—Membership News	11
Lawyers as Technical Communicators	11
Orange Slice—Calendar of Events	11
Southern California Events	11
April Meeting Topic	12
May North Orange County Meeting Topic	12

## What Came down at the FrameMaker Chautauqua

By Mary Ann Howell, OCSTC Senior Member

So I was chatting with Mahesh about FrameMaker over breakfast the other day...

It's true, fellow FrameMaker fans, I was in Raleigh North Carolina for the FrameMaker Chautauqua last month, and Mahesh Kumar Gupta, the product manager for Adobe FrameMaker, and Suti Arora, a top FrameMaker software engineer, joined me for breakfast. They actually asked me what they and FrameMaker should do for me in the future. Wow, I don't often get to read my wish list to the Frame developers in person.

But that's just the sort of thing that happens at the FrameMaker Chautauqua. Many other familiar faces from the FrameMaker world were there, including R.J. Jacquez (Adobe Senior Product Evangelist), Scott Prentice (Leximation), Lynne Price (Text Structure Consulting), Bernard Aschwan- den and Kay Whatley (Bright Path Solutions, conference host), and Russ Ward (West Street Consulting).

Yet it was sort of like an anti-conference: relaxed, intimate, with something for everyone, as long as it's FrameMaker.

The conference was held at a small, cozy conference

center on the outskirts of Raleigh. Most of us attending stayed at the same hotel, which was conducive to the chats over breakfast. The presentations were a FrameHead's dream, covering all things Frame: best practices for writing and publishing, advantages and how-tos for structured Frame, with or without XML (DITA or Other). There was a pleasant absence of presentations from large companies trying to sell me multi-million dollar publishing packages and a plethora of real people with real stories from the trenches. They told me about such things as using FrameScript for importing and exporting XML, how to develop add-ons with the free Adobe FrameMaker Developer's Kit (FDK), and how to use XML (to move away from paper for parts catalogs and manuals), and using PDAs and laptops to view the information.



Orange County Chapter  
Society for Technical Communication



SOCIETY FOR  
TECHNICAL  
COMMUNICATION

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## President's Message

By Bruce Giddens, OCSTC Chapter President



Registration is open for the annual STC Summit coming up in June in Philadelphia.

The Opening Day Leadership classes on Sunday are all free: a whole day of well prepared classes and other sessions for chapter leaders. The next four days are filled with seminars, roundtable presentations, vendor expos,

round robin sessions, certified classes, and receptions. Eight times as many things as you can attend will be scheduled. It is one of the great opportunities we have as a society to attend a function at which a wide range of topics are explored in depth. Our biggest challenge is deciding which sessions to attend.

But, here is a tip: go for the ones with the word "reception" attached. That means there is free food supplied. The next tip is to go to the sessions with the most popular speakers, such as Jean-Claude du Monde, Saul Carliner, JoAnn Hackos, and others like them who are written and talked about. It takes us a long time to get all the famous and popular speakers to the monthly chapter meetings, but they will all be there, in Philadelphia. And it won't be hard to find an opportunity to corner your favorite expert and pick their brains at a reception (where there is free food).

Early bird registration for the four-day conference is a remarkably low \$695. Airfare from Orange County right now is \$204. The Summit hotel (the Marriott across the street from the Convention Center) is priced from \$1,040 to \$1,090 for 5 nights—based on \$208 to \$218 per night—which is a whole lot better than the normal room rate of \$389 to \$419.

On the other hand, there is a one-star Travelodge motel also right across the street from the convention center for \$125 per night (or \$625 for four nights for a subtotal of \$1,524.).

Or, you may find another hotel closer to the convention center that is cheaper.

So, I figure a total outlay for the Summit will be somewhere between \$1,989 if you stay at the Marriott or \$1,524 if you stay at the Travelodge—which is what I will probably do. (They have free food at their complimentary continental breakfast bar, too.)

Although, I remember when I last stayed at a Travelodge (the Travelodge at the Wharf) in San Francisco: "Travelodge at the Wharf," sounds quaint—especially for San Francisco, but it was made memorable for me at 6:00 A.M. the next morning, by the tugboat which

*Continued on Page 3 >*

## Next Meeting

Topic: Writing for the Healthcare Industry

Speaker: Mary McGreal

When: Tuesday, April 15, 6-9 P.M.

Where: DoubleTree Club Hotel  
7 Hutton Centre Drive  
Santa Ana, CA 92702  
714.751.2400

Cost: Members with reservations . . . . . \$24  
Students with reservations . . . . . \$18  
Nonmembers with reservations . . . . . \$29  
Walk-ins, or those registering after  
the deadline . . . . . \$33  
No-shows billed . . . . . \$24

Reservations:

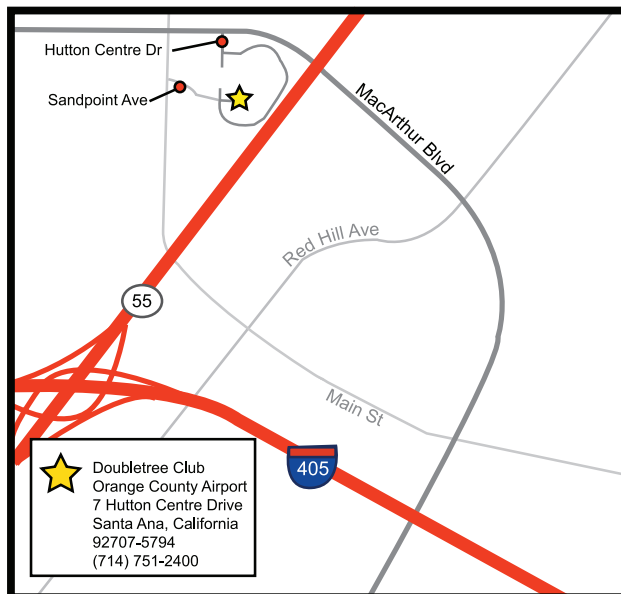
Due by midnight, Friday, April 11

Registration:

Online at <http://www.ocstc.org/dinres.asp>

## Directions to the DoubleTree Club Hotel

Map of the I-405 and SR-55 area. The star below indicates the hotel location. Parking is FREE.



## Not Getting Your TechniScribe?

Are you an OCSTC member, but not receiving your copy of *TechniScribe* by mail? We may have an incorrect address for you. You can update your information online at <http://www.ocstc.org/changeform.asp>.

If you would like to receive e-mail notifications about upcoming OCSTC meetings, visit [http://www.ocstc.org/list\\_redirect.asp](http://www.ocstc.org/list_redirect.asp).

Click Join. This list broadcasts only meeting notices and STC announcements.

## President's Message

< Continued from Page 2

was parked just outside my room, getting underway—with the required long blast of its considerable air horn. My ears are still ringing! So, I did look at the map of Philadelphia, and I can tell you that this Travelodge is at least two blocks away from the nearest wharf. I mean they had to put the Delaware River somewhere!

Whatever arrangements you make, you'll be glad you did. The Summit, in Minneapolis last year, was very beneficial to me and well worth the trip. So, go to <http://www.stc.org>, and look at the program to see if there isn't something there that simply demands your attention and attendance.

My e-mail address is [pres@ocstc.org](mailto:pres@ocstc.org), and I would like to know what you think. ♦TJ♦

## FrameMaker Chautauqua

< Continued from Page 1

I also learned many must-dos and don'ts about preparing Frame files for translation. One of the most exciting demos was of a robotic editor that uses artificial intelligence algorithms to copyedit documents, that does everything for you, including beating on the writers if they don't comply (for more on that see <http://www.www.acrolinx.com>).

In short, the conference was exciting, and I learned a lot. You can catch Bright Path Solutions' next TechComm conference November 3-6, in Raleigh. For more information, watch this page: <http://www.brightpathsolutions.com/pages/events/conferences.html>. The first two days of this conference will be devoted to DITA, and the second two days will cover the new Adobe Technical Communication Suite. Bring your laundry list. ♦TJ♦

## Publication Policies

*TechniScribe* is published 12 times a year as a benefit to the members of the Orange County Chapter of the Society for Technical Communication. The goal of the publication is to reflect the interests, needs, and objectives of OCSTC members. *TechniScribe* strives to be an advocate for, and an inspiration to, technical communicators by keeping them connected to each other and to opportunities for professional growth.

Articles published in this newsletter may be reprinted in other STC publications if permission is obtained from the author, credit is properly given, and one copy of the reprint is sent to the *TechniScribe* managing editor.

### Submission Information

The editorial team retains and exercises the right to edit submitted and requested material for clarity, length, and appropriateness.

When submitting material, please remember to:

- Include a 25-word biography about yourself.
- Send articles in Word (doc, docx), Rich-Text Format (RTF), ASCII (txt), or in the body of an e-mail message.
- Send material to the managing editor ([techniscribe@ocstc.org](mailto:techniscribe@ocstc.org)) five weeks before the date it will be published.

### Editorial Staff

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Web Version ..... Jeff Randolph

### Monthly Advertising Rates

1/4 page ..... \$40  
1/3 page ..... \$45  
1/2 page ..... \$60  
Full page ..... \$80

### Subscriptions

\$10 a year to members of other STC chapters.

### Printer

PrintWorks, Irvine, CA

# TechniScribe

## Editor's Desk

By Michael Opsteegh, *TechniScribe* Managing Editor



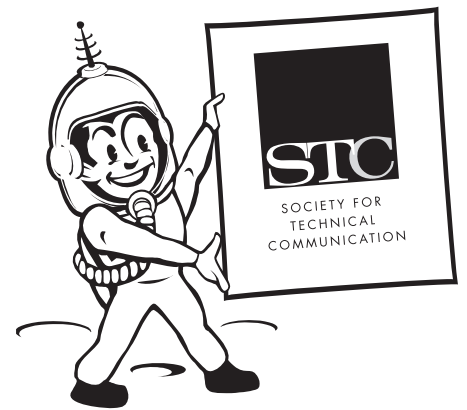
This is an important announcement: STC is no longer just an international organization! STC is now among a handful of organizations that can classify themselves as an interplanetary professional society!

This is such exciting news that I replaced the article I originally wrote for this issue

just before going to the printer so *TechniScribe* could be one of the first publications to make this exciting announcement.

NASA sent John Mitchell, a technical writer from Orlando, Florida, as one of a crew of seven aboard space shuttle Endeavor. According to the National Aeronautics and Space Administration web site ([http://www.nasa.gov/mission\\_pages/shuttle/main/index.html](http://www.nasa.gov/mission_pages/shuttle/main/index.html)), Endeavor docked on the International Space Station on March 13 to engage in a 16-day mission to install additional pieces of equipment and make routine adjustments.

Mr. Mitchell's job on the mission is to ensure NASA's documented policies and procedures and training manuals reflect the actual happenings aboard the International Space Station. As an astronaut, John Mitchell had to endure rigorous training and fitness testing rarely experienced by other technical communicators.



In a press release, STC announced the formation of the Lunar chapter, of which John Mitchell is the sole member. According to the press release, "STC sees great opportunities opening for technical communicators as private enterprise explores offering space travel vacation packages to the public and as NASA explores the possibility of colonizing on the moon. These are exciting times for technical communicators!" More information can be found on STC's web site at <http://www.stc.org/about/press04.asp>.

Every member of STC can now take pride in being part of an interplanetary organization.

Oh, dare I say, "April fools?" ♦TS♦



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## Article Writing 101—Part I

### Introduction

Do you dream of seeing your nonfiction article published in a national magazine? The Magazine Publishers of America (MPA) has good news for you. There are over 20,000 commercial magazine titles in the United States. Of this number, nearly 15,000 are non-consumer titles (trade magazines). There is a huge industrial publishing mouth to feed. Editors are hungry for articles that provide industry-specific information.

The bad news is there are nearly 20,000 commercial magazine titles in the United States. There are 20,000 sets of publishing guidelines. Be prepared to spend more time getting your first few articles published than you do in writing them. The problem is not that your articles are not good. The problem is to identify which trade magazines need your articles.

### Research

You must identify candidate trade magazines. Begin by scanning magazines in your company library or at a public library. In addition, you can visit a bookstore and find books that list hundreds of publications. Eventually, you can go online and download the selected publisher's guidelines. Once you have decided which publications to approach, you are ready for the next step.

Always review the last few issues to see what others are writing for the publications of interest. You should understand that most trade magazines are in business to earn income from advertising. Each trade magazine caters to a particular clientele. Your article must speak to the readers of that industry. In addition, be aware that your article must conform to the standards, not to mention the whims, of that magazine's editor.

### Query Letter

Plan to approach several publishers. However, do not pitch your first articles to different editors. Referencing the guidelines, prepare a brief query letter. Address each of your query letters to a named editor. It may be necessary to call a publisher to get an editor's name. Explain why you think your idea for an article, or preferably a series of articles, matches that publication's needs. To add validity to your query, refer to several recent articles in the selected publication. Be sure to emphasize that you are open to suggestions for different types of articles.

### Follow Instructions

If an editor is interested in your query, you will eventually receive a written assignment, including a submission deadline. You must follow the instructions to the letter. Use the publishing guidelines to help you

with styles and formats. Look at previous articles to see how other authors followed the guidelines. The guidelines will specify a submission file format. You may be asked to provide 600 words in double-spaced Times with wide margins and the illustrations in a separate file. Just do it. Provide the exact number of words in the specified file format. Do not embed illustrations in the text. Provide illustrations in a separate file in the specified format.

### Submit

Follow all of the instructions for submission. Submit your article before the deadline. Send the article by registered mail and request a return receipt. Do whatever is necessary to make sure the editor received your file. You may or may not have the opportunity for a first draft. Your article should be perfect. Be sure to use correct grammar, punctuation, and spelling.

### Your Reward

If you are an occasional author, do not expect to receive much income, if any, from your published articles. Consider them as professional publicity. A recently published article will be a valuable asset when you are job hunting. Published articles prove you are a professional writer. Published articles show you have the ability to meet tight schedules. Published articles demonstrate you have the flexibility and tenacity to work with demanding editors. ♦T♦

## Who Says Documentation Doesn't Matter?

“I am surprised that a big company like Sony supplies such poor operating and assembly instructions for their product. I have yet to figure out how [to] assemble the AM antenna. I wonder if Sony ever test[s] their products with first-time, average customers to see if they can get the Sony product working.”

—An Amazon.com user reviewing the Sony XDR-S3HD HD Radio

# 2008 Spotlight Award Winners!

By Carrie Damschroder, Public Relations Manager



## Southern California Technical Communication Competition

Members from eight Southern California STC chapters were invited to enter this year's Southern California Technical Communication Competition—and the winners are (drum roll please)....

### Best of Show/Distinguished Award

Technical Communicators	Entry Title	Entry Category
Mary Ann Howell, Mike Brumbaugh, Richard Elliott	<i>Quick Reference Setup Instructions for 3000/7000 Series Small Wire Bondheads</i>	Technical Publications
ACS Learning Services Department, Ann Seeley, Diane Fidyke	<i>Sage MAS 500 Purchase Order Course</i>	Online Publications
ITP Staff	<i>TIS Techstream Campaign</i>	Technical Art

### Distinguished Award

Technical Communicators	Entry Title	Entry Category
ACS Learning Services Department, Ann Seeley, Diane Fidyke	<i>Sage MAS 500 Purchase Order Course</i>	Online Publications
Bonni Graham, Lina Celella	<i>Scanning Achievement Series Scantron Genuine Forms</i>	Technical Publications
Mary Ann Howell, Mike Brumbaugh, Richard Elliott	<i>Quick Reference Setup Instructions for 3000/7000 Series Small-Wire Bondheads</i>	Technical Publications
ITP Staff	<i>Lexus Air Conditioning and Climate Control - Course L752 - Instructor's Guide</i>	Technical Publications
Alison Butler	<i>IE's Structured FrameMaker 7 User Guide</i>	Technical Publications
ITP Staff	<i>TIS Techstream Campaign</i>	Technical Art
Jack Molisani, Ron Pereira	<i>LavaCon 2007 promo piece</i>	Technical Art

### Excellence Awards

Technical Communicators	Entry Title	Entry Category
Pamela Coca	<i>Escoe Bliss Professional Staffing Web Site</i>	Online Publications
Bonni Graham, Mark Happel	<i>Scantron Scanners Programmer's Reference Guide</i>	Online Publications
Warren Ernest, Nancy Thompson, Burt Courtier	<i>Epson Information Center (for Epson Stylus Photo RX595 Series)</i>	Online Publications
Glenn Voyles, Lee Miller, Susan Lane	<i>eClaim Manager Assistant</i>	Online Publications
John Hedtke, Jan Neersoe, Sharon Burton, Michael Boor	<i>Wonderware Information Server Administration Guide</i>	Online Publications
Tobias Wright, Jan Neersoe, Kristen Cogburn, Sharon Burton	<i>InTouch HMI Application Management and Extension Guide</i>	Online Publications
Tobias Wright, Jan Neersoe, Kristen Cogburn, Sharon Burton	<i>InTouch HMI Concepts and Capabilities Guide</i>	Online Publications
Tobias Wright, Kristen Cogburn, Sharon Burton	<i>Creating and Managing Arcestra Graphics User's Guide</i>	Online Publications

Continued on Page 7 >

## 2008 Spotlight Award Winners

< Continued from Page 7

Technical Communicators	Entry Title	Entry Category
Michael Boor, Jim Uebbing, Kristen Cogburn, Sharon Burton	<i>Wonderware DAServer 1.0 for Omron E5 Controllers User's Guide</i>	Online Publications
H.O. Townsend, Jane Routt, Kristen Cogburn, Sharon Burton	<i>MXAccess Toolkit User's Guide</i>	Online Publications
Tobias Wright, Jan Neersoe, Jim Uebbing, Kristen Cogburn, Sharon Burton	<i>InTouch HMI Scripting and Logic Guide</i>	Online Publications
Bonni Graham	<i>Clarity Scanner Quick Start Guide</i>	Technical Publications
Christopher Botelho, Mary Tavetian, Bruce Levert	<i>Stylus Pro 3800 User Guide Kit</i>	Technical Publications
Peter Dallman, Gary Schwind, Bob Brower	<i>Handler and Transport Setup Manual</i>	Technical Publications
ITP Staff	<i>Lexus Structural Body Repair Techniques - Course L460 - Instructor's Guide</i>	Technical Publications
Millar Farewell, Steve Khauo	<i>Honda Electrical Service Resource Guide</i>	Technical Publications
Diane Fidyke, Ann Seeley	<i>Sage BusinessWorks Crystal Reports</i>	Technical Publications
Jack Molisani, Ron Pereira	<i>LavaCon 2007 promo piece</i>	Technical Publications
Carrie M. Damschroder	<i>Installing and Activating the OfficeMate Suite</i>	Technical Publications
David Oliver, Susan Heiman, Chris Hammond	<i>OASIS FloorLogix v1.0 Communication Flow Diagram</i> <i>OASIS FloorLogix v1.0 Product Overview</i> <i>OASIS FloorLogix v1.0 Technical Overview</i> <i>OASIS FloorLogix v1.0 Installation Instructions</i> <i>OASIS FloorLogix Manager v1.0 Guidebook</i>	Technical Publications
John Vinatieri, Susan Heiman, Chris Hammond	<i>OASIS SpeedMedia Director v1.0 Product Overview</i>	Technical Publications
Doug Adams, Susan Heiman, Chris Hammond	<i>OASIS BlackBart PRIME v1.0 Product Overview</i>	Technical Publications
Scott Davis	<i>Help Desk R11.2 Analyst Reference Guide.doc</i>	Technical Publications
Ron Nordyke, Steve Khauo	<i>The Wrench: Honda Technician Newsletter</i>	Technical Publications
Laurel Preston, Wastewater Treatment Division Biosolids Communication Group, Mountains to Sound Greenway	<i>Biosolids Kids Poster</i>	Technical Art
Alex Monge, David Walters	<i>American Honda Motorcycle Division (Intranet)</i>	Online Publications
Jane Routt, Sharon Burton	<i>Inline Quality QuickStart User's Guide</i>	Online Publications
Elana Churchill	<i>System Mechanic 7 Reviewer's Guide</i>	Technical Publications
Ron Nordyke, Alex Monge	<i>2007 Honda Dealer Advertising Support Guide</i>	Technical Publications
Global User Documentation at Sony Ericsson	<i>K850i User Guide</i>	Technical Publications
Deborah Gill-Hesselgrave, Virginia Wallace, Art Armandariz, Lee Hood, Alan Antzak	<i>User-Centered Design brochure</i>	Technical Publications
Frank Simonelli, Brian Fitzgerald, Brad Agens	<i>A Bigger Footprint for Engagement: The Value of the Mid-Tail</i>	Technical Publications

Continued on Page 9 >



## 2008 Spotlight Award Winners

< Continued from Page 8

Technical Communicators	Entry Title	Entry Category
Glenn Voyles, James Thompson, Susan Lane	eClaim Manager Installation Instructions	Technical Publications
Rosemary Coblentz	LightTools Optimization Module Quick Start Guide	Technical Publications
Rosemary Coblentz	LightTools Optimization Module User's Guide	Technical Publications
InTouch Writing Team, Sharon Burton	InTouch HMI Getting Started Guide	Technical Publications
Mary McDaniel	Belly Glass Installation	Technical Publications
Karen Campbell, Susan Heiman, Chris Hammond	OASIS v11.6 System Overview Diagram	Technical Publications
John Vinatieri, Susan Heiman, Chris Hammond	OASIS Sentinel III and SpeedMedia Director Diagram	Technical Publications
Karen Campbell, Susan Heiman, Chris Hammond	Getting Started with OASIS v11.6	Technical Publications
John Vinatieri, Susan Heiman, Chris Hammond	OASIS Sentinel III Parts Manual	Technical Publications
Cassandra Graybeal, Susan Heiman, Chris Hammond	OASIS v11.6 Overview	Technical Publications
Doug Adams, Susan Heiman, Kristine Perry	OASIS BlackBart PRIME v1.0 Guidebook	Technical Publications
Oscar Peña	Transplant Database Functional Specification	Technical Publications
Alex Monge	Honda Service Communications Convention Poster	Technical Art
Global User Documentation at Sony Ericsson	Z320 User Guide	Technical Art
HRD Team	ADP Financial and Compliance Services Client User Conference Materials	Technical Art
Alex Monge, Ron Nordyke	Motorcycle Battery Poster	Technical Art
Randall Bassin, Susan Heiman, Chris Hammond	DL Technology Download Communication Flow Diagram	Technical Art
	The Wrench Honda Technician Newsletter	Technical Art

The awards were presented on Saturday, March 1, 2008, at the Spotlight Awards Banquet in San Juan Capistrano, CA. The evening featured multiple guest speakers and a presentation of all of the award-winning entries.

Congratulations to the winners—we hope you're enjoying the spotlight!

### Photos

Lance-Robert took photos of many of the winners and presenters at the banquet. They are available here (no registration necessary): <http://www.flickr.com/photos/23942573@N06/sets/72157604031635347>. ♦T5♦



## STC Mission Statement

STC advances the theory and practice of technical communication across all user abilities and all media.

## Positioning Statement

STC helps you design effective communication for a technical world through information sharing and industry leadership.

The Society for Technical Communication (STC) is the world's largest organization for technical communicators.

Its more than 14,000 members include writers, editors, illustrators, printers, publishers, photographers, educators, and students.

Dues are \$60–175 per year. Membership is open to anyone engaged in some phase of technical communication, interested in the arts and sciences of technical communication, and in allied arts and sciences.

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## Colophon

*TechniScribe* is written using Microsoft Word, and laid out using Adobe InDesign CS3 for Macintosh. Gill Sans and Palatino Linotype are used for heading and text fonts. PDFs are produced using Adobe Acrobat Professional 8.

*TechniScribe* relies on the following editorial references for style: *American Heritage Dictionary*, *Chicago Manual of Style*, and *Words into Type*.

## OCSTC Employment Information

Our job listing is entirely online at the OCSTC Web site. Pages are updated as jobs are submitted.

### Staff Jobs

<http://www.ocstc.org/employe.asp>

### Contract Jobs

<http://www.ocstc.org/contractme.asp>

### Free Job Posting

<http://www.ocstc.org/jobsubmit.asp>

### Inquiries

If you have an inquiry, e-mail our employment manager, Betsy Malone, at [betsybythebeach@adelphia.net](mailto:betsybythebeach@adelphia.net). A limited number of printed copies of the OCSTC Web site listings are available at monthly chapter meetings.

### Society-Level Job Listings

STC maintains job listings on the Internet. You can download the listings from the STC web site at <http://www.stc.org/jobsdatabase.asp>. ♦TS♦

## Orange Juice: Membership News

By Jane Baker, OCSTC 2nd Vice President, Membership



### Lawyers as Technical Communicators

Last month I fulfilled my obligation to serve on a jury for the first time in many years. The last time I think was before I had children. It was a lifetime or two ago. And it was well before my career as a technical communicator.

As I sat in that courtroom, I began to see how the legal profession is akin to ours. Like us, lawyers want to lay things out in a clear and concise manner and provide things in the appropriate order; choose descriptions carefully so that the reader/user/juror is able to follow along. They also want to create a user-friendly experience. We want someone to be able to do something with our product(s); members of the legal profession want their audience to reach a specific decision based on their presentation. And, as with any error about a device, a policy, a procedure, or a product, the cost of a mistake can be very high.

Last month's trial was not one of those high profile cases with a media circus as part of the proceedings. Rather, it was what we think of as a more traditional criminal case. I was particularly interested in watching the care with which each side questioned potential jurors, the vocabulary each carefully chose to present the facts of the case, and the subtle spin that word choice played. And there were exhibits, each carefully labeled to support a particular side of the case (the trial's graphics, if you will). And we had an 80-page transcript to read as we listened to a taped interrogation. Again, there was a visual component to an accompanying audio to ensure we heard and understood every word in the correct sequence.

Being older, and hopefully wiser, since my first experience with jury duty, I was better able to focus on the importance of clear, concise, and precise information. We know entirely too well that our own 8-to-5 communications must be accurate as well as relevant to our employer's bottom line. And that is true of the legal profession as well. ♦T♦

## Orange Slice: Calendar of Events

April 1	OCSTC Council Meeting. Airport Executive Suites, Irvine, 6 P.M.
April 8	North OCSTC Chapter Meeting. Michael Opsteegh, "Creating Newsletters with Adobe InDesign." Embassy Suites Hotel, 3100 E. Frontera, Anaheim, CA, 92806. 714.632.1221. 6 P.M.-9 P.M.
April 15	OCSTC Chapter Meeting. Mary McGreal, "Writing for the Healthcare Industry." DoubleTree Club Hotel, 7 Hutton Centre Dr., Santa Ana, CA, 92707. 714.751.2400. 6 P.M.-9 P.M.
May 6	OCSTC Council Meeting. Airport Executive Suites, Irvine, 6 P.M.
May 13	North OCSTC Chapter Meeting. Sharon Burton, "MadCap Software's Blaze." Embassy Suites Hotel, 3100 E. Frontera, Anaheim, CA, 92806. 714.632.1221. 6 P.M.-9 P.M.
May 20	OCSTC Chapter Meeting. Sue Fisher, "Creating a Flexibility Matrix." DoubleTree Club Hotel, 7 Hutton Centre Dr., Santa Ana, CA, 92707. 714.751.2400. 6 P.M.-9 P.M.

## Southern California Events

April 9	San Diego STC Chapter Meeting. Dr. Adrienne Escoc, "Effective Project Communication." Spectrum room at the Marriott Courtyard, 8651 Spectrum Center Blvd., San Diego, CA, 92123. 5:30 P.M.-8 P.M.
April 12	San Diego STC Chapter hosts an Adobe Captivate Workshop presented by Jeff Freeman. 1540 Caminito Baywood, San Diego, CA, 92126. 9:30 A.M.-4 P.M.
May 14	San Diego STC Chapter Meeting. Michael Stelzner, "Writing White Papers: How to Capture Readers and Keep Them." Spectrum room at the Marriott Courtyard, 8651 Spectrum Center Blvd., San Diego, CA, 92123. 5:30 P.M.-8 P.M.

## April Meeting Topic

### Writing for the Healthcare industry

Ignite Health is a full-service healthcare marketing agency that uses innovative thinking and a technology-centric approach to educate, inspire, and empower chronically-ill patients and their caregivers.

Mary will talk about the current trend in documentation that is specific to the healthcare marketing industry, tools available, prototyping, managing, and delivering.

### About the Presenter

Mary McGreal is Managing Technical Writer and Business Analyst at Ignite Health. At Ignite Health, Mary developed from ground up, and currently manages, the Information Design division. Mary developed project management material and technical specifications for the engineers to develop their client marketing web sites. Mary also developed Ignite standards for developing XHTML and .NET. ♦TJ♦



## May North Orange County Meeting Topic

### MadCap Software's Blaze

MadCap Blaze is native XML software for producing such large documents as books, manuals, and illustrated guides.

### About the Presenter

Sharon Burton, a former president of the STC Inland Empire chapter, has nearly 20 years' experience in technical communication and is a nationally recognized expert in the field. She is an adjunct professor at UC Irvine and she teaches extension classes at UC San Diego and UC Riverside. ♦TJ♦



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