No Meeting in July

Well, e a c h August we host the first meeting of our speakers r e g i s t r y. E a c h e a r n i n g e a r n your points and meet our speakers.

Our new officers the Berkeley chapter are going to use the month of July to plan our activities r e g i s t r y. O u r p l a n n i n g s e s s i o n will include anything e a c h e a r n i n g e a r n your points, class sessions, educational workshops, u t e r a l activities, and other r e g i s t r y. O u r p l a n n i n g s e s s i o n will include activities that will include your plans for the coming year. Our planning session will include activities that will include your plans for the coming year. Our planning session will include activities that will include your plans for the coming year.

I y u have any ideas, comments, suggestions, or questions, please send your thoughts to president@stc-berkeley.org.

Job Hunting in a Post-DotCom Market

B Madeleine Adkins, Employment Manager

I know you’re feeling frustrated trying to find your next job. You aren’t alone. Many technical writers I’ve talked to have been feeling frustrated trying to find their next job.

I have some advice on how to make the most of your skills in landing a job. Some of this you may have thought of already; other ideas may be new to you. And perhaps you have some ideas for job-hunting in a bear market that you’d like to share with your fellow chapter members—if that is the case, write to employment@stc-berkeley.com.

Make the Usual Rounds

Sign up for the STC-Berkeley Job List. e.g., Don’t forget it’s coming up this month. Stay tuned.

Keep in touch with your favorite recruiters. I’ve seen many recruiters already. Can you call them tomorrow? Don’t forget to keep your resume regularly, as the sites dump their old postings at regular intervals.

Register at the big job websites, such as dice.com and monster.com. Check the websites of local STC chapter websites for job postings, links, advice. There are links to the other sites from our chapter’s homepage.

Check the job postings at the websites of local companies you’d like to work for. Companies tend to post at their own sites before they go to recruiters or post at the big job websites.

Check the websites of local newspapers. Many of them have databases of job listings, job fairs, and other job-hunting info.

Inside this issue

Recap of the June Program 3
Recruiting Good Recruiters: 3
Don’t Make Me Think 4
Compiling Reference Resource Books 4
Conducting Clinical Drug Trials 5
Meetings around the Bay Area 7
About the STC

Technical Communication is the bridge between those who create ideas and those who use them. Conveying scientific and technical information clearly, precisely, and accurately is an essential occupation in all sectors of business and government.

STC Berkeley Chapter

Meeting Details

Next meeting: Wednesday, August 8.

The Silver Dragon Restaurant serves Asian cuisine. RSVP for meal: 510-466-5464. 8:30 P.M. is the cut-off time for meal reservations. Please let us know if you have any dietary needs.

S C-Berkeley members only receive 10% off the dinner menu. 2000 Monta Vista Ave, Berkeley, CA 94704.

Resumé or Portfolio Review

Does your resume or portfolio need a little polishing? Sign up for a free 30 minute review. Experienced professionals will review your work. All communications are confidential.

Send email to membership@stc-berkeley.org to sign up for a review.


Contact Us

Chapter voicemail: 510-466-5464
Email: stc@stc-berkeley.org

President: Kathryn Munn
510-865-9045

VP Programs: Ruth Wright
510-206-3192

VP Membership: Paul Sinasohn
510-247-8800

Treasurer: Susan Marchionna
tms@stc.org

Secretary: David McCord
510-546-3800

Employment Manager: Madeline Adkins
510-891-3953

Web Manager: David Alt
tac@stc.org

Address, phone, or email changes:

STC Region 8 Director: Bonni Graham
marc@stc.org

STC Berkeley Chapter

901 N. Stuart Street #904
Arlington VA22203-1854
703-522-4114

Ragged Left

Editor: Jessica Livingston
dette@stc-berkeley.org

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Recap of the June Program

**Indexing with a Vengeance**

BY LAURIE LUDWIG

Bonni Graham, founder of Manual Labour, blended her technical documentation expertise and her skills as a standup comedienne to deliver a high energy, witty, and focused presentation.

"Indexing with a Vengeance..."

Her working definition is "Index—a set of access points to printed (or online) material."

This includes not only the index at the back of a document, but also the table of contents at the book- and chapter-level, tables of figures or illustrations, appendices, and sets of keywords or terms in online searching.

Here are some highlights:

**Benefits:**

- A good index can improve the structure of the text by identifying structural problems in a document such as key terms being scattered throughout the text rather than being discussed in one section for easy reference.
- It can also save a company money by reducing calls to tech support. If users can find what they need in the documentation, they won’t need to call.

**Tips:**

- Interview the users in advance to develop synonyms of terms. Don’t assume that what the programmer calls it is what a user would call it.
- Think about the questions users will have. Point to the answer in the index entry.
- Consider using IXgen, a FrameMaker add-on, to edit the document as a whole, creating index markers.
- Don’t have more than three levels of sub-entries.
- Make index entries short—just one or two words.
- Use bold for all glossary entries in the index.
- Use italic for pages with code samples.
- If you index as you go, the material is fresh and indexing is not hurried, but you must edit the index carefully before release, going back to fix entries.
- If you index at the end, you get a better picture of the whole manual, but the indexing can be rushed.

**Metrics:**

- As a rule, they have no pressure to complete an index, especially with secondary entries.
- I had 76-150 pages in a document, but I managed to complete an index in 4-7 hours. All it took was with

**Recruiting Good Recruiters:**

**A Resource for Technical Writers**

**By Tom Lenzo**

They go by many names including recruiter, head-hunter, and body snatcher. But good recruiters can make your search of finding work easier or harder. They can help you find a job, tell you inside information about the hiring company, prepare you for interviews, help you negotiate a salary, and put pressure on the company to decide while you are available. During my professional career and as Employment Coordinator, I’ve worked with many recruiters. Here are some tips:

**About Recruiters**

- There are no credentials for recruiters, nor is there an association setting standards for them. Good recruiters can work through agencies or from their homes. But, since it is a low overhead business, some people work as recruiters part-time on the side.
- Recruiters usually specialize in industries or job functions, and know those contents. Recruiters develop relationships with their clients. But when those clients call the agency, the rep might not be familiar with your resume, which means you’re going to have to do their work.
- Recruiters get candidates from their databases of qualified candidates. They create those databases by knowing who’s who in the industry or profession they specialize in, by being active in that industry, and by cold calling.

**What You Can Do**

- While networking is the best search strategy, get visible so you can get in the recruiters’ databases. Be active in your professional organizations, speak at conferences, and provide professional publications.
- Keep your resume up to date and in a format that can be scanned into the recruiters’ databases.
- When a recruiter calls you, ask if they have a specific job or if they are just collecting resumes.

For a bibliography and a copy of the slides from Bonni’s presentation, see www.manuallabour.com.
Don’t Make Me Think

BY DAVID ALT

Don’t Make Me Think: A Common Sense Approach to Web Usability
by Steve Krug
$35.00, 195 pages, New Riders Publishing

The store was a guerilla affair, with a lean selection of books stacked on folding tables and two no-nonsense credit card machines hooked up to unforgiving phone lines. I was repeatedly struck with impulsive desires to buy this book, that book, and the other three. I admit that part of its appeal was its readable layout, colors, and lack of heft. As Krug states under the design, "Don’t Make Me Think is well written, easy reading, and buy this book, if you can. The first such book was a hot seller, now ("Managing Your Documentation Projects" has been on my must-have list for some time). Krug’s style is a wonderful addition to any aspiring writer’s reference book库. His writing is concise, clear, and to the point. This book might not be on your local booksellers shelf, but a call to Cody and buy this book, they could order it with a 2 to 4 week delivery time.

Compiling Reference

Resource Books

Stet Again! More Tricks of the Trade for Publications People
by Linda Jorgensen, Ed. 1996
EEI Press, Alexandria, VA

Stet Again! More Tricks of the Trade for Publications People, which works as a companion to the first edition, concentrated on traditional editorial work -- desk and desk work. It's a second and a great test compilation from The Editorial Eye, a subscrip-

Bonni Graham, our June speaker, intones Bonni Graham, our June speaker, and says "Don’t Make Me Think is well worth the price of admission, and reading it t
**Conducting Clinical Drug Trials**

By Ruth Wright

Clinical trials are a very well defined process that drug companies follow in order to bring a drug to the FDA. Drugs have undergone safety trials, long-term toxicity, and select eects on carcinogens. Drugs require a Phase III trial to be approved by the FDA. The first step toward approval is the Phase I trial. This is where drug developers get information about the drug. This phase is necessary to protect the public health. At minimum, failure to follow this protocol will ensure denial of FDA approval, leaving the company unable to market and sell the drug.

In Phase II trials, the company conducts large-scale trials with hundreds of subjects. This is where the drug is tested for safety and efficacy. A Phase II trial should provide a dose range for the Phase III trial. This trial should provide a dose range for the Phase III trial.

In Phase III trials, the company conducts large-scale trials with thousands of subjects. This is where the drug is tested for safety and efficacy, and information on how the drug is absorbed, how it is metabolized, and how it gets where it needs to go. This phase is necessary to provide a dose range for the Phase III trial. This trial should provide a dose range for the Phase III trial.

In Phase IV trials, the company conducts small-scale trials with a small number of subjects. This is where the drug is tested for safety and efficacy over a longer time period. This phase is necessary to provide a dose range for the Phase III trial. This trial should provide a dose range for the Phase III trial.

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Think outside the box

Check other websites that cater to writers and editors of various ilk.

- www.craigslist.org
- www.lifeprint.org
- www.jvs.org
- www.libs.org
- www.nwu.org
- www.media-alliance.org
- www.editcetera.com
- www.naem.org
- www.quillanddisk.com

Check local career center websites

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- www.lifeprint.org
- www.naem.org
- www.editcetera.com
- www.nwul.org
- www.jvs.org
- www.libs.org
- www.craigslist.org

Look through the classifieds (including craigslist.org) to those who are job-hunting, and additional services (computer usage, resource libraries and job listings) to those on unemployment or welfare.

Broaden your job search.

- Network! Mention your availability to everyone you know.
- Be as flexible as you can in other ways. For example, maybe you are a technical writer, but you are willing to "try out" something new, just to see if you like it.
- Be pragmatic.

You may not get the salary/pay rate that you're accustomed to. A job that pays less than your last gig is just waiting for you!

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Check other websites that cater to writers and editors of various ilk. Be creative! Take advantage of the many resources available to you.

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- www.naem.org
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- www.nwul.org
- www.jvs.org
- www.libs.org
- www.craigslist.org

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STC Sacramento Chapter

FIRST WEDNESDAY OF EACH MONTH
DETAILS: WWW.STC.SACRAMENTO.ORG

Meetings
JULY 2001

STC East Bay Chapter

SECOND THURSDAY OF EACH MONTH
TONY ROMA’S IN DANVILLE
5:30 P.M. - NETWORKING
6:30 P.M. - DINNER
7:30 P.M. - CHAPTER BUSINESS/PROGRAM
RSVP IN WRITING, TWO DAYS IN ADVANCE
DETAILS: HTTP://WWW.EBSTC.ORG/

Thursday, July 12th, 2001

STC San Francisco Chapter

THIRD WEDNESDAY OF EACH MONTH
LONDON WINE BAR, SAN FRANCISCO
6:00 P.M.: NETWORKING AND SELF-SERVE HORS D’OEUVRES
7:00 P.M.: PROGRAM
NO ADVANCE RESERVATION REQUIRED
DETAILS: HTTP://WWW.STC-SF.ORG

Wednesday, July 18th, 2001

RoboHelp Enterprise, a new product from eHelp Corporation, extends the power of RoboHelp Office with exclusive server-based technologies that provide direct insight into your end-users’ needs and allow you to pinpoint problem areas in your Help systems. Silke Fleischer will provide a detailed exploration of the extended features that will demonstrate how to:

• Identify which questions users ask and which questions go unanswered
• Include the industry’s best natural language search to your Help systems
• Instantly update the help content based on user experience
• Merge Help projects quickly and seamlessly

All attendees will also receive tip sheets on style sheets and cross-platform deployment and their own RoboHelp Office 9 starter kit.

STC North Bay Chapter

THIRD THURSDAY OF EACH MONTH
PARKER COMPUMETER, ROHNERT PARK
5:30 P.M. - NETWORKING
6:30 P.M. - INTRODUCTIONS & ANNOUNCEMENTS
6:45 P.M. - PROGRAM
8:00 P.M. - CONVERSATION, IDEA SWAPPING
NO RSVP NEEDED
DETAILS: HTTP://WWW.STC-NORTHBAY.ORG/

Thursday, July 19th, 2001

RoboHelp Enterprise, a new product from eHelp Corporation, extends the power of RoboHelp Office with exclusive server-based technologies that provide direct insight into your end-users’ needs and allow you to pinpoint problem areas in your Help systems. Silke Fleischer will provide a detailed exploration of the extended features that will demonstrate how to:

• Identify which questions users ask and which questions go unanswered
• Include the industry’s best natural language search to your Help systems
• Instantly update the help content based on user experience
• Merge Help projects quickly and seamlessly

All attendees will also receive tip sheets on style sheets and cross-platform deployment and their own RoboHelp Office 9 starter kit.

STC Silicon Valley Chapter

FOURTH THURSDAY OF EACH MONTH
FOUR POINTS SHERATON, SUNNYVALE
6:00 P.M. - NETWORKING, JOBS CORNER, AND DINNER
7:00 P.M. - ANNOUNCEMENTS
7:15 P.M. - PROGRAM
RSVP BY MAIL, ONE WEEK IN ADVANCE
DETAILS: HTTP://WWW.STC-SILICONVALLEY.ORG/

Thursday, July 26th, 2001

East Bay Editors Guild

FOURTH MONDAY OF EACH MONTH
ROCKRIDGE LIBRARY
5366 COLLEGE AVENUE (AT MANILA), OAKLAND
7:00 P.M. - PROGRAM
Monday, July 23rd, 2001

The meetings are held in the Rockridge Library’s community room. Enter through the front door and come up the stairs. The front door may appear closed, but should not be locked; slide it open by hand.

Optionally, some members meet in front of the library at 5:40 for a no-host dinner at a nearby restaurant before the meeting. Check the door for a note naming the location.

Editors Guild welcomes everyone interested; there are no dues, fees, or membership required. To be added to the Editors Guild listserv, email jyl@dolby.com.
Next Meeting: 
Wednesday 
August 8 
Meal reservations required by Monday, August 6. 
See page 2 for costs and meeting details.

RSVP online: Credit cards accepted at 
www.stc-berkeley.org.

Silver Dragon Chinese Restaurant:
835 Webster Street (at 8th) in Oakland
Dinner 6:30 - 7:30
Announcements and Program 7:30 - 9:00

Please do not call the restaurant!

STC-Berkeley Meeting Directions

From north of Oakland: Take the I-880 North. Merge onto the I-580 East ramp towards downtown Oakland. Merge onto I-980 W. Take the 18th street exit towards 14th street. Merge onto Brush St. Turn left onto 17th St. Turn right onto San Pablo Ave. Turn slight right onto City Hall Plaza. Turn left onto 14th St/International Dr. Turn right onto Webster St. and proceed to 8th & Webster.

From south of Oakland: Take I-880 north from San Jose through Oakland. Take the Oak Street exit towards Lakeside Dr. Turn right onto Oak St. Turn left onto 8th St. Turn right onto Harrison St. Turn left onto 10th St. Turn left onto Webster St.

From San Francisco: Take the Bay Bridge towards Oakland (I-80 East). At the end of the bridge, take the I-580 East ramp towards downtown Oakland (CA-24)/Hayward-Stockton. Merge onto I-580 E. Take I-980 West ramp towards downtown Oakland. Merge onto I-980 W. Take the 18th street exit towards 14th street. Merge onto Brush St. Turn left onto 17th St. Turn right onto San Pablo Ave. Turn slight right onto City Hall Plaza. Turn left onto 14th St/International Dr. Turn right onto Webster St.

From far East Bay: Take Highway 24 west through Caldecott Tunnel. Highway 24 west becomes I-980 west. Take the 18th street exit towards 14th street. Merge onto Brush St. Turn left onto 17th St. Turn right onto San Pablo Ave. Turn slight right onto City Hall Plaza. Turn left onto 14th St/International Dr. Turn right onto Webster St. and proceed to 8th & Webster.

Join us in our New Meeting Location in Oakland

By BART: Exit the 12th Street Oakland station. Walk south for two blocks, to Webster St. Turn right and walk west to 835 Webster St.