Beginning with our February 13, 2002 meeting, the Berkeley STC Chapter is moving to a new location. Vo’s Restaurant in downtown Oakland, serving Vietnamese cuisine, is located within easy walking distance to BART, is wheelchair accessible, and has both street and nearby garage parking. We have negotiated a dinner price that will allow us to lower the cost of the meeting to members from $20 to $18, non-members from $23 to $21, and student members from $17 to $15. Meeting only prices will remain the same at $12 for non-members and $10 for members. Vo’s is located at 59 Grand Avenue, 1 block south of Broadway in Oakland. See you there in February.

New Meeting Location Next Month—Meeting Fees Lowered!

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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 has more than 20,000 members and 155 chapters worldwide. Its members include writers, editors, artists, illustrators, photographers, audiovisual specialists, managers, supervisors, educators, students, employees, and consultants. STC strives to:

• Advance the theory and practice of technical communication.
• Promote awareness of trends and technology in technical communication.
• Aid the educational and professional development of its members.

Membership

Membership is open to everyone. Regular membership is $110/year, with an additional $15 enrollment fee the first year. Student membership is $45/year.

To receive additional information and an application form, via mail or email:

Send email to bkymbri@stc.org.
Send mail to STC-Berkeley, PO Box 1007, Berkeley CA 94701-1007.

Advertising Rates

Page $70, 2/3 page $50, 1/2 page $40, 1/3 page $30, 1/6 page $20, business card $10.

STC members receive 20% off. Ad deadline is the fifteenth of the month prior to publication.

Submissions

Ragged Left publishes original articles and illustrations. We edit them to meet our needs. You retain copyright but grant every STC publication royalty-free permission to reproduce the article or illustration in print or any other medium. Please contact the editor for details of how to submit articles and illustrations.

Deadline for unsolicited submissions is the 20th of the month preceding publication. Other STC publications are hereby granted permission to reprint articles from Ragged Left, provided such reprints credit the author and the specific Ragged Left issue, and a copy of any publication containing such a reprint is sent to the Ragged Left editor.

STC-Berkeley Chapter Meeting Details

Next meeting: Wednesday, January 9, at the Encinal Yacht Club. Send checks to Berkeley STC, P.O. Box 1007, Berkeley, 94701.

RSVP online: Use your credit card to order meeting reservations via the chapter Web site, www.stc-berkeley.org. The January meeting fee is $25.

Recession Hurts Media Non-Profit

Media Alliance, the San Francisco-based non-profit that supports accountability in media has been so severely affected by the recession that they are facing immediate financial peril. Executive Director Jeff Perlstein reports that, “our situation is so serious that we may not be able to pay our rent and payroll this month.” Media Alliance has repeatedly come through for the Bay Area with ongoing services. Media Alliance’s job bank has been a source of freelance employment for many new and experienced Bay Area writers.

There are a number of ways that you can help Media Alliance weather this crisis. Brush up your skills with a class, buy some publications, pay you membership dues, or just sign up for the job bank. Many of their services can be purchased online at http://www.media-alliance.org.

Distinguished Chapter Service Award

The Society for Technical Communication is the largest, most effective, and most prestigious organization of technical communicators in the world. The achievement and success of the Society is realized only through the energy and enthusiasm of the members of its chapters. In 1988 the Distinguished Chapter Service Award program was inaugurated by the Society to recognize the hard work and dedication of those members who repeatedly provide exemplary service to the Society through their chapter activities. In consideration for the nomination for Distinguished Chapter Service Award, the chapter executive committee considers length of chapter membership, consistency of service over the time of chapter membership, and variety of service.

For the year of 2002, the Executive Committee is pleased to nominate a member of the Berkeley Chapter long deserving of the Distinguished Chapter Service Award. Join us in extending our thanks and appreciation to the surprise nominee at our meeting on Wednesday, January 9, 2002.
President’s Message
KATHRYN MUNN, CHAPTER PRESIDENT

Happy Holidays to you and your family from the STC Berkeley Chapter Executive Committee. To celebrate the season the Chapter is taking a meeting break in December. We hope you have a joyful and peaceful holiday with your family and friends.

We are starting out 2002 with a New Year Celebration of Service Party at our regular meeting date and time on January 9, 2002. The networking, dinner, and dancing event will be held at the Encinal Yacht Club in Alameda. The highlight of the evening is recognizing the Chapter’s 2002 Distinguished Chapter Service Award nominee. Don’t miss the fun of the surprise announcement. Be sure to make your reservation no later than Wednesday, January 2, 2002.

Looking into the first quarter of the year, we are pleased to announce two exciting upcoming programs. At the February 13, 2002 meeting we have a special presentation from Kate O’Neill on how to use your technical communication skills to make the world a better place. Then on March 13, 2002, join us for a Meryl Natchez’s seminar on recognizing and managing problem projects.

On two Saturdays in January and one in February the chapter will be offering the latest addition to the Education Program’s Skills Enhancement Series. The class, Documenting APIs, is a great opportunity to learn about this fun and lucrative specialty in technical communication. Register early, space is limited.

The Executive Committee is also exploring the possibility of starting a new chapter special interest group, possibly in collaboration with other Northern California STC chapters. The proposed Developer Documentation SIG would meet independently of our regular chapter meetings and offer presentations and networking opportunities in this specific area of technical communication.

Finally, the Executive Committee is proceeding with our discussions and planning to move the Ragged Left to an electronic version only on our Web site. If you have any questions, comments, or concerns about any matters in this column or other items concerning the chapter, please contact me by email at president@stc-berkeley.org or by phone at (510) 865-9045. We welcome your input and comment. See you at the meeting on January 9, 2002!

STC-Berkeley Education Program Offers New API Class in 2002
KAREN HILL, EDUCATION PROGRAMS MANAGER

The STC-Berkeley Chapter is offering Documenting Application Program Interfaces (APIs) this winter quarter, as the latest class in its Education Program’s Skills Enhancement Series. The class will be held on three Saturdays at the Rockridge Branch Library in Oakland, from 9 AM until 4 PM. Class includes lunch for all three days. This is a sought after class, so you’ll want to register early. We’re accepting applications on a first come, first served basis.

Course Fee: $75 (supporting materials fee)
Days: Saturdays, January 19, January 26, & February 2
Hours: 9 AM to 4 PM
Location: Rockridge Library, 5366 College Avenue, Oakland
Instructor: David Alt
Registration: This class will be filled on a first come, first served basis. We will accept checks and applications until the class is full. To register, fill out an application, located on our STC-Berkeley Web site at: http://www.stc-berkeley.org/EducationInitiative/EducForm.pdf
http://www.stc-berkeley.org/EducationInitiative/EducForm.htm

Mail in the application, along with a check for $75, made out to STC-Berkeley to:
STC-Berkeley; P.O. Box 1007; Berkeley, CA 94701

We are asking that you send a check because we are not presently set up to process credit card payments. For any questions regarding registration, please e-mail our Registrar, Jessica at jess@igc.org.

Cancellation Policy
All cancellations made up to two weeks (January 5, 2002) before the first class in the session are refundable, minus a $45 processing fee. There will be no refunds for cancellations made later than two weeks (January 5, 2002) before the first class.

Description
You will learn why APIs exist and will participate in developing a white-board example of a simple API. You will also have an opportunity to produce documentation for these home-brewed examples. Voluntary homework may be selected to be used as part of the group discussion the following class day. You will also see demonstrations for running javadoc and other automated tools for producing documentation or parsing source code, and discuss issues related to large-scale API documentation projects. Anyone with solid technical communications experience should feel comfortable participating in an API documentation project after taking this class.

Prerequisites
The class is available to STC-Berkeley Members, STC Members and the general public. Technical Communicators are the intended audience for the Documenting APIs class.

You should have experience authoring documentation, particularly writing procedures for end-users, and

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Recap of the November Meeting

Contracting 101: What You Should Know Before You Quit Your Day Job

By Linda Hearne

As promised, the Contracting 101 panel at the November 14th STC meeting provided a lively and fun introduction to the ins and outs of working as a contractor in the technical communications field. The panelists, Gwaltney Mountford, Susan Becker, Melody Brumis, and Dana Chisnell represented a depth of experience as well as a variety of specialties. Highlights of their generously shared insights and advice, in answer to an array of questions from the audience include:

Pros and Cons: Contracting versus Working on Staff

- Most successful contractors seem to be optimistic, self-motivated people. They can manage their time well. They like new challenges and may get bored by long-term repetitive tasks. They can work alone or with people. They usually have a wide variety of technical communication skills.

- Unlike company employees, contractors are normally not paid to learn new tools. In some cases, however, you can negotiate payment while learning a company-specific tool.

- Contractors are usually asked to come in and get something done right away. Often contractors must balance their high quality standards with meeting or beating a tight deadline.

- Contractors are usually responsible for their own benefits and their own professional development.

- Since contractors are often in a consulting position, they may get more respect for their opinions and expertise than full-time employees.

- Contractors need to be able to handle inconsistent workloads. They may spend two hours at a client site one day and 14 the next, or take off one month and then work seven days a week for the next.

Agency, Direct, or a Corporation?

- Working through an agency (W2) can be a good way to start, but choose a good agency. Preferably do face-to-face interviews with agency recruiters to ensure they know about technical writing and your expertise.

- The panelists prefer contracting directly as an individual (1099) or as a corporation or partnership. You can maintain your autonomy, get the rate you need and still be competitive. But check out your clients carefully to be sure they can pay.

- Peter Kent’s book Making Money in Technical Writing includes a three-stage process that moves you from agency contracts to true independence.

- Some companies follow a “contract to hire” policy, while others insist that you go through an agency.

- Understand your tax situation as a contractor and determine how you are going to pay them before you start your first contract.

The Ethics of Contracting

- Determine guidelines for what you consider appropriate billable time and negotiate with your clients up front to avoid conflicts. Decide, for example, if work-related activities include travel time, lunch, waiting for SMEs, or cleaning a home-office.

- When handling proprietary information, honor non-disclosure agreements and be careful in disposing proprietary information that may be in your possession.

- Promote truth in advertising—taking a course in RoboHelp does not make you a Help developer. Instead, emphasize that familiarity with one tool will make it quicker to get up to speed on a similar tool. Tell a story about a similar situation and how you quickly learned a new tool rather than exaggerating your knowledge.

Marketing and Selling Yourself

- There are three main elements of building a successful business: good reputation, networking and adding value.

- Contractors need to be able to deal with uncertainty. They are constantly looking for new work, at least until they establish an excellent reputation and network.

- Contractors need to be comfortable marketing themselves and technical communication or at least pretend that they are.

- Understanding corporate culture is an important aspect in becoming a successful consultant. Find out about the culture before you go to the interview so you dress and behave appropriately. If you don’t like the culture, don’t take a contract.

What’s the Going Rate?

- $75/hour is an average rate. Currently, when the market is slow, a few technical writers in the audience said they’d been offered jobs at rates as low as $20/hour. One of the panelists charges $125/hour.

- STC conducts a yearly salary survey and the Win-Writers Web site also contains yearly salary survey information.

- The formula for converting salary to hourly rate is: salary divided by # of hours (2000, if you take two weeks vacation) x 2. For example, if you want to earn the equivalent of $80,000/year: $80,000 divided by 2000 x 2 = $80/hour.

Contracts

- Always get a contract, read it carefully, and keep a copy on file.

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STC Sacramento Chapter
FIRST WEDNESDAY OF EACH MONTH
LANCE GELEIN’S HOUSE, SEE WEBSITE FOR DETAILS
6:30 P.M. - 8:00-ISH
DETAILS: WWW.STC-SACRAMENTO.ORG
Wednesday, January 9, 2002
Program: Are you an expert at how to scope and bid your jobs? Chapter Party.

STC East Bay Chapter
SECOND THURSDAY OF EACH MONTH
CROW CANYON COUNTRY CLUB 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/
Check Website for latest information.

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, January 16, 2002
Program: Branding 101: How to Sell Your Brand (You) in Today’s Marketplace, with Michele C. Molitor

STC North Bay Chapter
THIRD THURSDAY OF EACH MONTH
GOLDEN GATE UNIVERSITY
150 “E” PROFESSIONAL CENTER DR.
ROHNERT PARK CA
5:30-6:15 NETWORKING, SHOW AND TELL
6:15-8:00 INTRODUCTIONS AND PROGRAM
NO RSVP NEEDED
DETAILS: HTTP://WWW.STC-NORTHBAY.ORG/
Thursday, January 17, 2002
Check Website for latest program information

STC Silicon Valley Chapter
FOURTH THURSDAY OF EACH MONTH
FOUR POINTS SHERATON, SUNNYVALE
6:00 P.M. - NETWORKING AND BOOK SWAP
7:00 P.M. - ANNOUNCEMENTS
7:00, 7:45, AND 8:30 P.M. PRESENTATIONS
NO DINNER
DETAILS: HTTP://WWW.STC-SILICONVALLEY.ORG/
Thursday, January 24, 2002
Program: Career and networking fair, addressing the needs of job hunters in Silicon Valley’s new job market, and a technical book swap.

East Bay Editors Guild
ROCKRIDGE LIBRARY
5366 COLLEGE AVENUE (AT MANILA), OAKLAND
7:00 P.M. - PROGRAM
UPCOMING MEETING DATES:
Tuesday, January 29
Wednesday, February 27
Monday, March 18th
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.

STC Berkeley Chapter
JANUARY 9, 2002 CHAPTER PARTY IN ALAMEDA
Bring your friends & family for live music, food, Chapter Awards, and fun!
FEBRUARY 13, 2002
Give Back: How to Use Your Technical Communication Skills to Make the World a Better Place, with Kate O’Neill, president of Lexicom Inc.
MARCH 13, 2002
When Good Projects Go Bad, a Seminar on How to Recognize and Manage Problem Projects, with Meryl Natchez, CEO and founder of TechProse Consulting
Edible Code: An Analogy for Computer Languages

BY DAVID ALT, STC-BERKELEY INTERNET MANAGER

Where Shall We Eat?

If you’re trying to digest some code, that is, if you’re learning to program or learning how to use or document an API, an analogy might be useful. Specifically, you might want an analogy that addresses the overall context of computer programs. As a basis for this analogy, I propose food.

So, where to start? Hmm, computers, computer programming...let’s first consider computer programs themselves. It is useful to remember that computer programs begin as language. They describe a set of instructions. Applied to food, what is a set of instructions? A recipe.

Even when accompanied by pictures that induce salivation, you will notice that a recipe itself is not nourishment. In order to eat, you need the ingredients, someone to cook, and the desire to make it happen. Well then, let’s go to the restaurant.

Ordering From the Menu

Once seated, we have a few minutes to take in the ambiance, and to figure out where our recipe fits into this analogy. Your program, the recipe, first of all has a name. And that recipe name is listed somewhere. Oh! There it is: on the menu. Actually, the listing on the menu is not itself a recipe, but rather an advertisement for a recipe. In fact, what is closer to a recipe, or program, is your complete order.

When you recite your order to the waiter, the language you use is that of the menu. The menu defines the language you use to convey your desires to the chef and his kitchen among the myriad possibilities. Your order is comprised of several courses (instructions), each of which may have several options (arguments). When you think about it, your recitation to the waiter is a is very brief and poetic execution:

Example 1. Order in Customer’s Own Words

I'll have the salmon,
with rice;
Blue cheese on the side,
please.

Through your order (invocation), taken by the waiter (UI), the chef in his kitchen (OS) launches into execution of your dish (program), whose results are delivered by the waiter. Never thought of a waiter as a user interface? Just be glad you don’t have to tip drop-down menus twenty percent.

A Peek Into the Kitchen

Between bites, consider this; did the chef actually consult the recipes which describe your order? In reality, your chef probably manages splendidly without either print or online delivery of this (seemingly necessary) information. You might say the chef has memorized (compiled) the recipe.

In fact, even if you had the chance to observe both the recipe and this poofy-hat wearing SME in action, you would probably observe that the recipe itself does not describe the minute tasks the chef or his assistants undertake. Instructions on how to hold a knife, for example, are not contained in a recipe. Knowledge of how to determine when oil in a frying pan is the correct temperature is not described. Instead, the recipe assumes knowledge of dicing or sautéing, and uses these terms as part of its vocabulary.

In both restaurant and computer, languages span a continuum from low-level, which are very detailed and contain lots of minute instructions, to high-level, which are brief and accessible. The recipe sits somewhere happily in the middle, between the mundane minutia of discrete tasks and the culturally learned and idiomatic incantations of a restaurant order.

Chatting Up the Waiter

To be picky, and what technical writer doesn’t like to be, ordering dinner is actually executing an implicit procedure, or program. Fortunately, many of us are familiar with writing such procedures. You might say that it’s our bread and butter.

More importantly, you should consider documenting procedures to be a form of programming. Let’s look at two forms of the description of an order. First, a set of procedures.

Procedure one. To Order Dinner
1. If you are thirsty, order a beverage.
2. If you are very hungry, order an appetizer.
3. Order an entree.
4. If you are an uncompromising hedonist, order dessert.

Procedure two. To Order an Entree
1. Specify a dish.
2. Specify a starch.
3. Specify a salad dressing preference.

The salmon incantation earlier is certainly an example of following Procedure two. It could even be an example of following Procedure one, assuming we’re hydrated, modest and modestly sated.

But then what happens when you execute this dinner-ordering procedure? The result is some notation your waiter makes on a bill. The result of executing the ordering procedure is a translation from the language of the menu to yet another language. This lan-

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The key to understanding programming languages is that they are languages that allow you to assemble recipes, or programs.

The utility of a program, generally speaking, is that it describes a higher-level procedure by organizing a sequence of lower-level procedures.

When you document a program, it is useful to inform your audience where the program sits in this language level hierarchy, as well as the high-level tasks it performs.

**Contracting 101: What You Should Know**

- Do not sign a bad contract. By the time you are at the contract-signing stage, the client wants you. It is highly unlikely that you will not get a job simply because you are asking for rewording.

- Contractors must learn to say “No” to some contracts so they can balance their professional and personal time.

**Resources**

PACE (Professional Association of Contract Employees) at (925) 680-0200 or www.pacepros.com if you’d rather not work through an agency but want to work on a W2.

**API Class in 2002**

working within structured documents. You also need to be able to manipulate directories and files, author text documents, and know how to invoke a command line.

**Course Texts and Materials:**

No class materials or notes are offered as part of the class, nor is there a recommended text. However, supporting materials will be available through the STC-Berkeley Web site, and students will emerge with samples done in class. The class focuses on the concepts and principles, rather than tools and techniques. You do not need a laptop, although you may bring one.

**WinWriters Conference**

The 10th Annual WinWriters Online Help Conference will be held February 10-13, in Seattle. With over 60 sessions dedicated to software user assistance, you’ll get the latest on Help for Web Sites and Web Applications, Cross-platform Help, Management, Windows Help, Information Design, Content Development, Usability, Single-sourcing, Dynamic Server-based Help, and Authoring tools. You’ll learn and benefit from exciting keynote speakers, in-depth seminars and a comprehensive exhibition for products and services. Visit www.winwriters.com for more details.
Next Meeting:
Wednesday
January 9
New Year Celebration & Party
Meal reservations deadline: Wednesday, January 2.
See page 1 for costs and meeting details.
RSVP online: Credit cards accepted at www.stc-berkeley.org.
The Encinal Yacht Club
Alameda
6:00-10:00 p.m.

STC-BERKELEY MEETING DIRECTIONS

Driving Instructions
From the North (San Francisco, Sacramento or Walnut Creek), take the Jackson Street off-ramp off Freeway 880. Turn right at the base of the off-ramp to 5th Street (one block) and turn right onto 5th Street. Go North to Broadway. Turn right on Broadway and stay right for one block. Take a 45-degree right turn into the Webster Street tube.

From the South (Santa Barbara, San Jose or Castro Valley), take the Broadway off-ramp off Freeway 880. At the base of the off-ramp, turn left onto Broadway and stay in the left lane. Turn hard left under the freeway into the Webster Street tube.

Enter Alameda from Oakland through the Webster St. tube (Highway 61), stay in the left lane, which becomes Constitution Way, turn left at the first light onto Marina Village Parkway, then right on Independence Dr. (second cross street), left onto Triumph and follow past the Marina View Tower Apartments. Turn right at the end of Triumph, go past Oakland Yacht Club and the Marina Village Inn, and straight to Encinal YC. There is parking on two levels for cars and boat trailers.

Entering Alameda from Oakland over the Park St. bridge, go right on Buena Vista (2nd traffic light off the Park Street Bridge) then right onto Sherman (3rd traffic light on Buena Vista) to Triumph.

Special Note: Due to retrofitting, the Webster Street tube closes each weekday evening at 9:00 PM. Plan to leave the Yacht Club via the Park Street Bridge after