

Boston BROADSIDE

July/August 2002

Vol. 59, No. 6

Newsletter of the Boston Chapter of the Society for Technical Communication

[Job Bank](#) | [Programs](#) | [Resume](#) | [SIGs](#) | [Get Involved](#) | [Workshops](#)

Contents

- ▶ [Cover Page](#)
- ▶ [Assembling the People You Need](#)
- ▶ [President's Message](#)
- ▶ [Reward Offered](#)
- ▶ [Benefits of Entering STC Competitions](#)
- ▶ ["True" Web Help](#)
- ▶ [Independent \(but not Alone\) with New Contracting SIG](#)
- ▶ [XML for Technical Communicators](#)
- ▶ [Building Relationships with Developers](#)
- ▶ [End of the Year Event](#)
- ▶ [Announcements and Activities](#)
- ▶ [Chapter Membership Reports](#)
- ▶ [Broadside Survey](#)
- ▶ [Broadside Staff](#)
- ▶ [Broadside Policy](#)

The [current issue](#) is also available in PDF.

Copyright © STC Boston 2002

Assembling the People You Need

By Steven Greffenius
Deciding whether to employ in-house staff, contractors, or a technical publishing firm.

President's Message

By Taryn Light
Looking ahead to new challenges.

Reward Offered

By Denise Dennett
Submit your best work and get a valuable reward.

Benefits of Entering STC Competitions

By Mary Vazzana
Peer review process builds confidence.

"True" Web Help

By Neil Perlin
An overview of "true" Web authoring tools.

Independent (but not Alone) with New Contracting SIG

By Karen Giventer
Check out the Boston Chapter's new Consulting and Independent Contracting SIG.

[Broadside in PDF](#) | [Print-friendly TOC](#)

XML for Technical Communicators

By Anne Louiselle
Neil Perlin compares HTML and XML.

Building Relationships with Developers

By Anne Louiselle
Building relationships among usability specialists and software developers.

End of the Year Event

View the photo gallery from the Chapter's Boston Harbor cruise.

Announcements and Activities

Chapter and professional activities.

Chapter Membership Reports

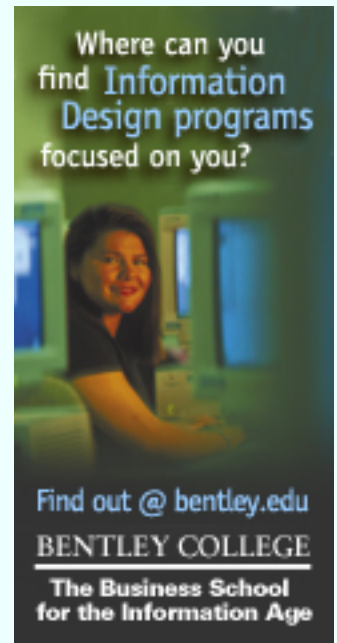
By Zohra Iqbal Mutabanna
Members who joined, were reinstated, or transferred in.

Broadside Online Survey

Let us know what you like and dislike about the Boston Broadside Online.

Boston Broadside Staff

The STC members who bring you the Boston Broadside.



Where can you find Information Design programs focused on you?

Find out @ bentley.edu

BENTLEY COLLEGE

The Business School for the Information Age

Resources

- ▶ [Index of past issues](#)
- ▶ [Boston Broadside Sponsors](#)
- ▶ [Society for Technical Communication, Inc.](#)
- ▶ [STC Boston Chapter Web Site](#)
- ▶ [STC Boston Chapter Contacts](#)
- ▶ [STC Boston Calendar](#)

Contents

- ▶ [Cover Page](#)
- ▶ [Assembling the People You Need](#)
- ▶ [President's Message](#)
- ▶ [Reward Offered](#)
- ▶ [Benefits of Entering STC Competitions](#)
- ▶ ["True" Web Help](#)
- ▶ [Independent \(but not Alone\) with New Contracting SIG](#)
- ▶ [XML for Technical Communicators](#)
- ▶ [Building Relationships with Developers](#)
- ▶ [End of the Year Event](#)
- ▶ [Announcements and Activities](#)
- ▶ [Chapter Membership Reports](#)
- ▶ [Broadside Survey](#)
- ▶ [Broadside Staff](#)
- ▶ [Broadside Policy](#)

The [current issue](#) is also available in PDF.

Copyright © STC Boston 2002

Project Management

How To Assemble the People You Need for Your Documentation Project

By Steven Greffenius

When you need to produce a technical document, you can rely on three types of resources. You can employ in-house staff, hire temporary staff through a contracting agency, or hire the services of a technical publishing firm. Let's compare cost, quality, and control of these three options.

Cost

From the standpoint of price, using in-house staff is an attractive option. They are already on the payroll, and they already have much of the training that they will need. Outsourcing the job requires adding a substantial chunk of money to your budget request. The budget item is visible and has to be justified, whereas assigning the job to people already on board is invisible to the manager who oversees the budget. If the people who take on the publication were hired for that kind of project or were idle anyway, then the company has made good use of its resources.

On the other side, a major writing project won't boost the morale of engineers or other staff who do not see documentation as part of what they were hired to do. If writing forces them to neglect other important work where they feel their talents are well used, then the hidden cost to the company can be rather high. In that case, outsourcing the project can make the final stages of product development more efficient and less aggravating.

Quality

When your company decides to produce a document, it is usually pretty late in the product development cycle. Customers want documentation with the shipped product, and they won't be happy if the instructions are missing. How can you produce a high-quality technical document—one that serves your customers well—on a tight deadline? This section examines the question of resources with the tradeoff between time and quality in mind.

Some managers look to agencies to help them assemble the resources that they need on short notice. Agencies can quickly send them candidates with the right skills. Later, they look at the quality of the talent they hired and wonder if they didn't pay too much.

The problem is not that agency writers cannot produce high-quality material. Many talented writers have worked with agencies. The quality problem arises because the agencies themselves use a "meat-market" model to place their offerings. They, too, are concerned with time. As a result, they generally do not know whether they have sent ground beef to McDonald's and their best filet to the Ritz, or the other way around. How does this problem look from the perspective of the project manager? Even if an agency looks attractive in the short term, the decision to hire staff there can cost time and money over the course of a project. The agency solves the immediate hiring problem, but this source of talent returns unreliable quality for a relatively high price. Why? For at least three reasons:

- Contracting agencies must place many candidates every month to make a profit. They cannot take time to learn much about their customers' requirements or technologies. That is why they depend so heavily on clients' job descriptions and candidates' resumes to make a match.
- Resumes are a poor way for anyone to match job requirements to candidate skills. Because agencies treat job skills as a commodity (such as experience with RoboHelp or FrameMaker), they do not know whether the person that they have supplied will actually

Resources

- ▶ [Index of past issues](#)
- ▶ [Boston Broadside Sponsors](#)
- ▶ [Society for Technical Communication, Inc.](#)
- ▶ [STC Boston Chapter Web Site](#)
- ▶ [STC Boston Chapter Contacts](#)
- ▶ [STC Boston Calendar](#)

serve their customer well.

- Project managers urgently want someone who fills their need *now*. Agencies respond with the best person that they can find at the moment. They know that their customers do not have the time or the inclination to break off the relationship and look elsewhere for their talent. At worst, the agency can supply one ill-suited candidate after another until they get it right.

Of course, contracting agencies are here to stay. They serve some useful purposes for both writers and managers, and they have become well established in our trade. Most of all, they serve as a good backup when time is short. Yet both writers and project managers can easily let procrastination become a bad habit. If writers procrastinate in their marketing efforts and managers procrastinate in their hiring, then agencies become a routine fallback option. With foresight and plenty of direct contact, contract writers and project managers can develop solid business relations that result in high-quality work and less wasted time.

Control

Project managers may feel most comfortable if the work that they supervise is conducted in-house. That makes for smooth and generally uninterrupted communication. Guidance, feedback, trouble reports, plans, work schedules, and inter-departmental notices can all flow back and forth seamlessly when writers and editors work on the premises. In addition, on-site work gives writers and editors direct access to the company's network, and helps avoid the version control problems that can arise when work is conducted off-site.

In light of all these advantages, one might want to know why a project manager would ever want to supervise work conducted off-site. Here are several reasons:

- Off-site workers supply and maintain their own hardware, software, and office space. The hiring company does not need to expend its resources to support the publication effort.
- Off-site workers can be more productive, because they do not have to deal with long commutes and heavy traffic.
- Perhaps most important, responsibility for project management sits more squarely with the off-site worker. As off-site workers supervise themselves, they relieve project managers of the burden of daily oversight. Instead managers review results at key points in the project.

Many projects, of course, include a combination of on-site and off-site work. Often, a great deal of on-site time is required during the research phase at the beginning of a project, and during the publication phase at the end. The document development phase in the middle can be conducted on- or off-site. Writers and project managers can agree in advance on what arrangement will work best.

Summary

Here are some guidelines that we can derive from our analysis:

- When money is plentiful, time is short, and the publishing task is relatively simple, a contractor from an agency can be a safe and efficient choice.
- If your company has a staff of well-trained writers, editors, illustrators, and desktop publishers, use them. Many specialists in technical communications can develop skills in all four areas. Then, the only time to go outside for help is when the volume of work clearly exceeds the time that is available to accomplish it.
- You should hire a technical publishing firm to complete your project if the following conditions hold:
 - You want to pay a fixed fee for your project rather than an hourly rate for an unpredictable amount of time.
 - You lack specialists for complex and labor-intensive publishing tasks, and you want to keep your engineers focused on their design work.
 - You trust your vendor to deliver what you want, at the stated price, on time. If you have that kind of relationship with a publishing firm, then you can purchase good quality, and be confident that you have spent your resources well.

Steven Greffenus can be reached at sgreffenus@techniscribe.com.

Boston BROADSIDE

July/August 2002

Vol. 59, No. 6

Newsletter of the Boston Chapter of the Society for Technical Communication

[Job Bank](#) | [Programs](#) | [Resume](#) | [SIGs](#) | [Get Involved](#) | [Workshops](#)

Contents

- ▶ [Cover Page](#)
- ▶ [Assembling the People You Need](#)
- ▶ [President's Message](#)
- ▶ [Reward Offered](#)
- ▶ [Benefits of Entering STC Competitions](#)
- ▶ ["True" Web Help](#)
- ▶ [Independent \(but not Alone\) with New Contracting SIG](#)
- ▶ [XML for Technical Communicators](#)
- ▶ [Building Relationships with Developers](#)
- ▶ [End of the Year Event](#)
- ▶ [Announcements and Activities](#)
- ▶ [Chapter Membership Reports](#)
- ▶ [Broadside Survey](#)
- ▶ [Broadside Staff](#)
- ▶ [Broadside Policy](#)

The [current issue](#) is also available in PDF.

Copyright © STC Boston 2002

President's Message

Oh, Say Can You See?

Looking Ahead to New Challenges

By Taryn Light

First, a hearty "Thank you!"

This past year, Hans Fenstermacher, our immediate past president, hit a grand slam, drove in the winning runs, and brought us victory! Thank you, Hans, for leading us to the worldwide Chapter of Distinction award and raising the standards for the rest of us to follow. Thank you also to the many hard-working officers, council members, committee members, and volunteers who comprised the winning team. Without you, we would not be able to serve our members.

As your incoming chapter president, I feel like a Red Sox batter (and a rookie one at that) who just stepped up to the plate after Hans' grand slam! He's a tough act to follow. Thank goodness, Hans will continue on our Council in an advisory position as the Immediate Past President. The legacy of his leadership will continue.

Who's on First, What's on Second, and I Don't Know's on Third!

It's a good thing that we don't have players with confusing names like these on our team! However, you still need a game program to know "who's who." Please put your e-hands together and welcome our new STC Boston Chapter Officers and Council members.

- Jim Lidington, 2001-2002 Council member, is our first vice president
- Steve Jong, 2001-2002 Council member, is our second vice president
- Anna Pratt, 2001-2002 Council member, is continuing as our secretary
- John Minniti, former Boston Chapter Officer, is our treasurer
- Wendy Boston, 2001-2002 Online SIG Coordinator, is a new Council member
- Georgette Gagne, 2001-2002 Job Bank Coordinator, is a new Council member
- Ellen Lidington, 2001-2002 Competitions Coordinator, is a new Council member
- Anne Louiselle, 2001-2002 *Broadside* Journalist/Photographer, is a new Council member
- Angela McAlister is a new Council member
- Ilana Sztaimberg is a new Council member

You already know a bit about this talented team from reading their biographies on our recent ballot. In the next issue of the *Broadside*, I will share more about each officer and council member and, hopefully, show you their photographs.

What's Next?

Looking ahead, we must create a vision that leads to action — one that brings about positive change. With this in mind, I set the following goals for the STC Boston Chapter:

- Provide more services to help unemployed STC members secure employment.
- Establish STC student chapters to enlighten them about our profession.
- Promote STC Special Interest Groups (SIGs) to provide specialized focus groups.
- Stimulate growth in the STC Art Competition to raise the visibility of artists and designers.
- Encourage more STC public relations to enhance the status of technical communications.
- Increase STC corporate sponsorships to offer more services to you.

Resources

- ▶ [Index of past issues](#)
- ▶ [Boston Broadside Sponsors](#)
- ▶ [Society for Technical Communication, Inc.](#)
- ▶ [STC Boston Chapter Web Site](#)
- ▶ [STC Boston Chapter Contacts](#)
- ▶ [STC Boston Calendar](#)

If you have talents that will help us meet these goals, please let me know.

When I attended the STC Annual Conference in Nashville, TN, in May, I heard the following quote that sums up my goals for this year.

*Vision without action is merely a dream
Action without vision just passes the time.
Vision with action can change the world.*
—Joel Barker

Together, we can meet the goals of our vision, because the STC Boston Chapter is a chapter of action and together we can make our vision a reality!

Taryn Light is the president of the STC Boston Chapter. She can be reached at taryn.light@verizon.net.

[Broadside in PDF](#) | [Print-friendly Article](#)

Boston BROADSIDE

July/August 2002

Vol. 59, No. 6

Newsletter of the Boston Chapter of the Society for Technical Communication

[Job Bank](#) | [Programs](#) | [Resume](#) | [SIGs](#) | [Get Involved](#) | [Workshops](#)

Contents

- ▶ [Cover Page](#)
- ▶ [Assembling the People You Need](#)
- ▶ [President's Message](#)
- ▶ [Reward Offered](#)
- ▶ [Benefits of Entering STC Competitions](#)
- ▶ ["True" Web Help](#)
- ▶ [Independent \(but not Alone\) with New Contracting SIG](#)
- ▶ [XML for Technical Communicators](#)
- ▶ [Building Relationships with Developers](#)
- ▶ [End of the Year Event](#)
- ▶ [Announcements and Activities](#)
- ▶ [Chapter Membership Reports](#)
- ▶ [Broadside Survey](#)
- ▶ [Broadside Staff](#)
- ▶ [Broadside Policy](#)

The [current issue](#) is also available in PDF.

Copyright © STC Boston 2002

Competitions

Reward Offered

Submit Your Best Work and Get a Valuable Reward

By Denise Dennett

When you submit a technical document, technical art, or online communication project to an STC Competition, you always get something out of it. You might win an award. But even if you do not, you will get valuable feedback about the submission. The STC Competitions let you see how your work stacks up against your peers in the industry. Check out the Competitions Web page (<http://www.stc-boston.org/competitions>) to see the entries that won awards in the 2001 competitions. Wouldn't it be great to see your name on next year's winners list? Wouldn't your company enjoy the publicity of having their documentation known as award-winning?

The recognition and benefits of winning an STC award can last for years. First, you get the immediate benefit of proving to your management that you do great work. But imagine listing an STC award on your resume. Employers find it difficult to determine who can write and who cannot; an award from your peers (who are always your toughest critics) can really grab a hiring manager's attention.

Each year, the Boston and Northern New England chapters present awards at the Distinguished, Excellence, and Merit levels. One Best of Show winner per competition (publications, online communication, and art) will be selected. Winners of the Distinguished award qualify for entry in the STC International Competitions. Check the Competitions Web site to see a list of local entries that won international awards.

Call for Entries

For the first time, we will be accepting submissions over the Web only. Fill out the submission form, and then follow the instructions on the form to submit your entries to the specific competition(s). Judging is completed in mid-November, so you should get feedback by early December.

You can find the entry requirements for each of the competition categories (online communications, technical art, and technical publications) on the Competitions page (<http://www.stc-boston.org/competitions>). The online submission forms and judges' registration forms should be available by August 1.

Call for Judges

People who enter the STC Competitions submit their best efforts for that year, seeking recognition and feedback. By volunteering as a judge, you can review the best work in our areas. Judging is a great way to see what others are doing and to network with your peers.

You can enter the competitions, and you can judge the competitions. We ensure that your entry is assigned to another judging panel, so you do not have to worry about any conflict of interest. Plus, you will get the maximum benefit of having your work judged, and judging the best work of others.

The Online Communication judging will take place on November 2 at Hewlett-Packard (formerly Compaq) in Nashua, NH. We will send you the complete details when you register as a judge.

Resources

- ▶ [Index of past issues](#)
- ▶ [Boston Broadside Sponsors](#)
- ▶ [Society for Technical Communication, Inc.](#)
- ▶ [STC Boston Chapter Web Site](#)
- ▶ [STC Boston Chapter Contacts](#)
- ▶ [STC Boston Calendar](#)

The Technical Art orientation and consensus judging will take place at Sun Microsystems in Burlington, MA. We are still working out the details, and will send you the necessary information when you register.

The Technical Publications orientation will take place on October 5 (location TBD), and consensus judging will take place on November 9 at Middlesex Community College in Bedford, MA. Complete details will be sent to you when you register.

Help Test our New Database

To support competitions this year (and for many years to come), the Boston and Northern New England Chapters are developing a new Web-accessible database. We anticipate that entrants and judges use the Boston Chapter Web site to complete the entry forms and judging registration forms. This centralized database will make it easier for volunteers to coordinate all the entries and to assign them efficiently to the judges.

We expect the database online to start accepting entry and judging registration forms online by August 1. In July, we will extensively test the database, and we'll need your help. If you want to volunteer to test the database (which involves completing entry and registration forms online), send a message to stc_comp@yahoo.com. Because we want the database implementation to be as smooth as possible, we would like to have as many people test it with as many different Web browsers as possible.

Want More Info?

For more information about the STC competitions, visit the Competitions page at <http://stc-boston.org/competitions> or contact one of these people:

Technical Publications

Denise Dennett
denise_dennett@supplyworks.com
781-301-7068

Technical Art

Kathy Guarente
kathy.guarente@apcc.com
781-718-4497

Corinne Tetrault
corinne.tetrault@sun.com
781-442-0034

Online Communication

Joan Wotkowicz
joan@sebringdesign.com
781-359-4843

Carol Marsh Hobday
Polycom, Inc.
carol.hobday@polycom.com
978-292-5359

Competitions General Manager

Ellen Lidington
stc_comp@yahoo.com
781-444-1084

Denise Dennett is the technical publications coordinator for the Boston/Northern New England STC Competitions 2002. She is a senior technical writer at SupplyWorks, Inc. in Bedford, MA.. Denise can be reached at denise_dennett@supplyworks.com.

Boston BROADSIDE

July/August 2002

Vol. 59, No. 6

Newsletter of the Boston Chapter of the Society for Technical Communication

[Job Bank](#) | [Programs](#) | [Resume](#) | [SIGs](#) | [Get Involved](#) | [Workshops](#)

Contents

- ▶ [Cover Page](#)
- ▶ [Assembling the People You Need](#)
- ▶ [President's Message](#)
- ▶ [Reward Offered](#)
- ▶ [Benefits of Entering STC Competitions](#)
- ▶ ["True" Web Help](#)
- ▶ [Independent \(but not Alone\) with New Contracting SIG](#)
- ▶ [XML for Technical Communicators](#)
- ▶ [Building Relationships with Developers](#)
- ▶ [End of the Year Event](#)
- ▶ [Announcements and Activities](#)
- ▶ [Chapter Membership Reports](#)
- ▶ [Broadside Survey](#)
- ▶ [Broadside Staff](#)
- ▶ [Broadside Policy](#)

The [current issue](#) is also available in PDF.

Copyright © STC Boston 2002

Competitions

STC Competition's Peer Review Process Builds Confidence

*By Mary Ellen Vazzana
Associate Editor: Mary Oliver Flebotte*

If anyone asked me to state the most confusing and frustrating part of being a technical writer, then I would say that it is the subjective nature of presenting technical information. Structure of material, writing style, even font selection—what is right and what is wrong? If you're like me, you probably find yourself digging through style guides and information that was written in the past and praying that what you've selected makes both your editor and the software development team happy.

I have read several books on technical writing, most of which taught me how to be a more efficient writer. However, because our reading audiences are so diverse, accommodating their needs constantly challenges me to find new and inventive ways to present information. Therein lies the subjectivity. And this is what initially attracted me to the STC Competition.

The judges in the STC Competition are our industry peers, many of whom have numerous years of experience in technical communication. When we enter work in the competition, the judges are actually acting as peer reviewers of our efforts. It's a great way to get positive reinforcement, constructive criticism, and even new ideas.

Material entered in the competition is judged on its own merit, against a set of well-honed evaluation criteria. The STC judges are all trained in advance of the competition to be sure they thoroughly understand the judging process, how to use the criteria and forms, and how to provide comments that are most useful to the entrant. In the publication's competition, the judges first evaluate their sets of entries independently and later meet with fellow judges to come to a consensus on the entries. This process adds the extra benefit of providing entrants with several points of view. Not only do they receive individual comments, but the entrants also receive the collective thoughts of the consensus team.

Whether or not a particular piece officially *wins* an award, every competition entrant still comes out a winner. I found the local and international STC judges' feedback to be extremely valuable. I make it a point to evaluate their feedback closely and share the information with my co-workers. The feedback enables me to improve my work, grow as a technical writer, and best of all, provide better technical documentation to my readers.

In the end, everybody wins.

Mary Ellen Vazzana is a technical writer at AutoDesk, Inc. Mary Oliver Flebotte is the NNE Chapter Vice President and a member of the joint Boston/NNE STC Competition Committee. Mary is a software technical writer at BAE SYSTEMS.

[Broadside in PDF](#) | [Print-friendly Article](#)

Resources

- ▶ [Index of past issues](#)
- ▶ [Boston Broadside Sponsors](#)
- ▶ [Society for Technical Communication, Inc.](#)
- ▶ [STC Boston Chapter Web Site](#)
- ▶ [STC Boston Chapter Contacts](#)
- ▶ [STC Boston Calendar](#)

Boston BROADSIDE

July/August 2002

Vol. 59, No. 6

Newsletter of the Boston Chapter of the Society for Technical Communication

[Job Bank](#) | [Programs](#) | [Resume](#) | [SIGs](#) | [Get Involved](#) | [Workshops](#)

Contents

- ▶ [Cover Page](#)
- ▶ [Assembling the People You Need](#)
- ▶ [President's Message](#)
- ▶ [Reward Offered](#)
- ▶ [Benefits of Entering STC Competitions](#)
- ▶ ["True" Web Help](#)
- ▶ [Independent \(but not Alone\) with New Contracting SIG](#)
- ▶ [XML for Technical Communicators](#)
- ▶ [Building Relationships with Developers](#)
- ▶ [End of the Year Event](#)
- ▶ [Announcements and Activities](#)
- ▶ [Chapter Membership Reports](#)
- ▶ [Broadside Survey](#)
- ▶ [Broadside Staff](#)
- ▶ [Broadside Policy](#)

The [current issue](#) is also available in PDF.

Copyright © STC Boston 2002

Tools and Techniques

"True" Web Help

By Neil Perlin

Editor's Note: Part 1 of this article, "Online Help Today", appeared in the May/June issue of the Broadside.

As help becomes increasingly Web-like, a group has emerged in the help development community to argue for replacing help-authoring tools (HATs) with true Web-authoring tools, primarily Dreamweaver. This movement has grown for over a year and signifies another major break from the WinHelp/HAT standard. Some of the arguments:

Why move to Dreamweaver?

- HATs create messy code and custom files that other authoring tools may have trouble handling. The code created by Dreamweaver tends to be open and more programmatically "clean." This may be an important consideration if you plan to do large-scale single-sourcing in the future using XSLT, because this technology will have trouble with messy or nonstandard code.
- HATs sometimes rewrite Javascripts, corrupting them in the process. This only seems to happen at an advanced coding level, but it is still a concern. The obvious problem is that your functions may not do what you expect and, if a HAT is altering them automatically, you may not be able to do anything about it.
- HATs were not designed for multideveloper projects. Developers have used homebrew methodologies for years to get around this, but it is a case of getting around the tools rather than being aided by them. The HATs are starting to recognize and deal with this issue, most recently with eHelp's introduction of WebHelp Enterprise in RoboHelp 2002. Enterprise programmatically allows multiple developers to create separate modules of a larger project and merge those modules on the server at publication time.

Why stay with a HAT?

Tools like Dreamweaver are complex. Many Dreamweaver-based development groups suggest having an in-house techie, something that smaller companies may not find feasible. The HATs are limited but simpler, and offer a largely all-in-one development environment for people whose focus is content creation rather than coding.

The Dreamweaver approach seems to lead developers to abandon a table of contents and index in favor of full-text search. This approach puts a Webbish slant on the presentation of online information. However, the standard table of contents and index are often appropriate and should not be abandoned just because of a move to a new format. HATs are *designed* to help developers create standard navigational features such as tables of contents and indexes. Developers can then include those features and leave their use up to the users.

All modern Web development tools claim to be WYSIWYG, but the best that you can realistically hope for is WYSIAWYG (What You See Is Almost What You Get—thanks to John Garison). This is most likely a draw between the HATs on the one hand and Dreamweaver on the other.

The Development Tools

Resources

- ▶ [Index of past issues](#)
- ▶ [Boston Broadside Sponsors](#)
- ▶ [Society for Technical Communication, Inc.](#)
- ▶ [STC Boston Chapter Web Site](#)
- ▶ [STC Boston Chapter Contacts](#)
- ▶ [STC Boston Calendar](#)

The last few years have seen major changes in the HAT market. Various tools have come and gone, but the status of the major tools is as follows:

eHelp's RoboHelp (<http://www.ehelp.com>), now up to version 2002, has solidified its position as the market leader. (eHelp changed its name from Blue Sky Software.) One of the biggest changes in RoboHelp is the emergence of the Enterprise module, which offers natural language recognition, usage logging and report generation, and multimodule project merging. This latter feature appears to be a move by eHelp to meet competition from Dreamweaver in the help authoring market.

The HAT market pioneer, Wextech (<http://www.wextech.com>), sold Doc-To-Help to ComponentOne (<http://www.componentone.com>), which has rewritten and rereleased it. Wextech itself has left the HAT market to focus on speech recognition via its AnswerWorks product.

Forefront, formerly number two in the market after eHelp, sold ForeHelp to ComponentOne and closed in January. Some of the ForeHelp technology, including its cross-platform, cross-browser InterHelp format that competed with eHelp's WebHelp, will supposedly be integrated into a later version of Doc-To-Help. The rest of ForeHelp will disappear.

The Dreamweaver approach is supported by help templates from Deva (<http://www.devahelp.com>), which let developers add the interface and some of the navigational features that are associated with traditional help.

Trends

Where is the industry going? The drift away from the WinHelp "model" continues. Different vendors, even different Microsoft groups, use different help styles, and you'll find still more styles used in Web-based applications. Many companies still use the WinHelp model because of its simplicity and predictability, but that is no longer a given.

Three interrelated trends have appeared:

- The proliferation of new devices, especially handhelds such as PDAs and Web-enabled cell phones. If you have to support these devices in addition to traditional help formats, then single-sourcing is in your future.
- The type and degree of single-sourcing that you will do depends in part on how you define single-sourcing in the first place. For example, if you create hard copy using Framemaker and convert to HTML using WebWorks Publisher, you are single-sourcing now. You're just not doing it according to the currently hot definition via XML.
- The era of proprietary formats and development systems is ending. Companies will continue to create and use them for years, but as HTML spreads and XML grows more common, proprietary formats are increasingly becoming technical dead ends with declining support resources. In other words, it will be easy to find a writer who knows HTML, but almost impossible to find one who knows a proprietary format and system.

One issue remains undefined at this time: In early 2001, Microsoft announced that Help 2.0, the next release of HTML Help, would appear in 2002. In February 2002, Microsoft announced a limited release via Visual Studio .NET but warned that the general release had been delayed until 2003 *at the earliest*, apparently to align it with .NET. There will be a temptation to make jokes about Microsoft's release schedule, but that schedule now appears to be driven by larger strategic issues.

Summary

The good old single-standard days are gone. We now have a variety of options for presenting online help, and the problem is to avoid picking the coolest option in favor of the most effective one. For 45 percent of the market, WinHelp is that choice. Yet, in the long run, WinHelp is a dead end. In order to move beyond it and react to continuing technical changes, help developers are going to have to do two things:

- Keep up with changing technologies on an ongoing basis.
- Create and work to standards. Too often, nonstandard development has been seen as an expression of individual creativity. But, as help systems get larger, as tools become increasingly automated, and as cross-format conversion starts to become more common, breaking the rules will simply cause trouble.

In short, we're continuing to turn into quasi-programmers.

Neil Perlin has 23 years experience in technical communication, with 17 in training, consulting, and development for various types of online documentation and tools including WinHelp, HTML Help, CE Help, JavaHelp, RoboHelp, and some now known only in legend.

Neil writes about online documentation and speaks frequently before the STC and other professional groups. He is a senior member of the Boston chapter of the STC. Neil also started and runs the Beyond the Bleeding Edge substem at the STC's annual conferences. He provides training, consulting, and development for various forms of online material, XML, and the mobile wireless Web through Hyper/Word Services of Tewksbury, MA. He can be reached at nperlin@concentric.net or <http://www.hyperword.com>.

Broadside in PDF | [Print-friendly Article](#)

Boston BROADSIDE

July/August 2002

Vol. 59, No. 6

Newsletter of the Boston Chapter of the Society for Technical Communication

[Job Bank](#) | [Programs](#) | [Resume](#) | [SIGs](#) | [Get Involved](#) | [Workshops](#)

Contents

- ▶ [Cover Page](#)
- ▶ [Assembling the People You Need](#)
- ▶ [President's Message](#)
- ▶ [Reward Offered](#)
- ▶ [Benefits of Entering STC Competitions](#)
- ▶ ["True" Web Help](#)
- ▶ [Independent \(but not Alone\) with New Contracting SIG](#)
- ▶ [XML for Technical Communicators](#)
- ▶ [Building Relationships with Developers](#)
- ▶ [End of the Year Event](#)
- ▶ [Announcements and Activities](#)
- ▶ [Chapter Membership Reports](#)
- ▶ [Broadside Survey](#)
- ▶ [Broadside Staff](#)
- ▶ [Broadside Policy](#)

The [current issue](#) is also available in PDF.

Copyright © STC Boston 2002

Career Development

Independent (but not Alone) with New Contracting SIG

By Karen Giventer

Question: What's the most popular SIG in STC?

Answer: The Consulting and Independent Contracting (CIC) SIG.

This fact should come as no surprise, considering the many technical writers who are either contracting now or eyeing contracting as an attractive career choice. Layoffs during recent months have also caused skyrocketing growth in the ranks of contractors.

Now the Boston Chapter of STC has its own local CIC SIG. The fledgling group is already going strong, and at the first meeting the group outlined its goals, including:

- Networking, networking, networking
- Mentoring
- Learning about business aspects of consulting
- Exchanging information about software and tools
- Offering opportunities for open forum question and answer sessions

Everyone who has an interest in contracting is welcome: experienced contractors, aspiring contractors, agents, students, full-timers, and in-betweeners. Your active participation will make this a strong SIG.

To keep current on events and meetings, see the Consulting and Independent Contracting SIG page in the Special Interest Groups section of the Boston Chapter Web site (<http://www.stc-boston.org/sigs/contractors.shtml>). To receive notices of future meetings, join the CIC SIG Yahoo group, CICTalk, by sending an e-mail to CICTalk-subscribe@yahoogroups.com. No subject or message is necessary.

Karen Giventer is a contract technical writer and enthusiastic member of the Consulting and Independent Contracting (CIC) SIG. She can be reached at kkgg123@hotmail.com.

[Broadside in PDF](#) | [Print-friendly Article](#)

Resources

- ▶ [Index of past issues](#)
- ▶ [Boston Broadside Sponsors](#)
- ▶ [Society for Technical Communication, Inc.](#)
- ▶ [STC Boston Chapter Web Site](#)
- ▶ [STC Boston Chapter Contacts](#)
- ▶ [STC Boston Calendar](#)

Boston BROADSIDE

July/August 2002

Vol. 59, No. 6

Newsletter of the Boston Chapter of the Society for Technical Communication

[Job Bank](#) | [Programs](#) | [Resume](#) | [SIGs](#) | [Get Involved](#) | [Workshops](#)

Contents

- ▶ [Cover Page](#)
- ▶ [Assembling the People You Need](#)
- ▶ [President's Message](#)
- ▶ [Reward Offered](#)
- ▶ [Benefits of Entering STC Competitions](#)
- ▶ ["True" Web Help](#)
- ▶ [Independent \(but not Alone\) with New Contracting SIG](#)
- ▶ [XML for Technical Communicators](#)
- ▶ [Building Relationships with Developers](#)
- ▶ [End of the Year Event](#)
- ▶ [Announcements and Activities](#)
- ▶ [Chapter Membership Reports](#)
- ▶ [Broadside Survey](#)
- ▶ [Broadside Staff](#)
- ▶ [Broadside Policy](#)

The [current issue](#) is also available in PDF.

Copyright © STC Boston 2002

Program Report

XML for Technical Communicators

By *Anne Louiselle*

Is HTML dead? That depends, says Neil Perlin. Perlin presented the "XML for Technical Communicators Workshop" on Saturday, March 30, 2002, at the Sheraton Lexington Inn. "Officially, yes. HTML is now XHTML, an XML application," he said. "Realistically, no. Few current sites need or will need XML's power and features. HTML will be around and used for years to come."

Perlin explained that browsers will display XHTML with no apparent differences on the surface, but that XML appears to be the wave of the future. Why?

XML is important because it avoids the weaknesses of HTML. XML separates form from content, allowing custom tags, enforcement of syntax, and code that can be reused, much as a cascading style sheet is now used with HTML. This is crucial for single-sourcing.

What is single-sourcing? Perlin defines single-sourcing as creating content once and using it for help, hard copy, and a Web site. "If you are using RoboHelp or ForeHelp to create online and hard-copy communications or FrameMaker and WebWorks to create hard-copy and online communications, you are already single-sourcing now, just not according to the hot definition that involves XML. Reuse is the common thread."



Neil Perlin explains XML concepts.

Photo by Anne Louiselle



Attendees Helen Shaw and Heather Lane

Photo by Anne Louiselle

To determine whether you need to adopt single-sourcing, Perlin suggests that you consider the following:

- What output formats do you support now?
- What output formats will you need to support in the future?
- How much material are you dealing with?
- Are there cross-format control problems?

Resources

- ▶ [Index of past issues](#)
- ▶ [Boston Broadside Sponsors](#)
- ▶ [Society for Technical Communication, Inc.](#)
- ▶ [STC Boston Chapter Web Site](#)
- ▶ [STC Boston Chapter Contacts](#)
- ▶ [STC Boston Calendar](#)

- Do you want to automate development?



Attendees David Kaye, Alex Cherniak, and Kathy Pappas

Photo by Anne Louiselle

"The more your answers tend toward high-volume, high-complexity, the more appropriate XML begins to look. Avoid designing solely for today," Perlin said.

For more information on XML, Perlin recommended the following resources:

- <http://www.xml.com>
- <http://www.xmlresources.com>
- <http://www.xmlpitstop.com>



Attendees Jeffrey Dyke and Allison Snow

Photo by Anne Louiselle

About the Speaker

Neil Perlin provides training, consulting, and development for various forms of online material, XML, and the mobile wireless Web through Hyper/Word Services of Tewksbury, MA. He has 23 years of experience in technical communication. For more information on upcoming workshops, visit <http://www.hyperword.com>.

Editor's Note: For more information about Neil's work, see "Online Help Today" in the May/June 2002 issue of the Boston Broadside (http://www.stc-boston.org/broadside/05_2002/v59_no5_perlin.shtml) and "True Web Help" in the current issue (http://www.stc-boston.org/broadside/07_2002/v59_no6_perlin.shtml).

Anne Louiselle has been a member of STC since 1997. She can be reached at alouiselle@attbi.com.

Boston BROADSIDE

July/August 2002

Vol. 59, No. 6

Newsletter of the Boston Chapter of the Society for Technical Communication

[Job Bank](#) | [Programs](#) | [Resume](#) | [SIGs](#) | [Get Involved](#) | [Workshops](#)

Contents

- ▶ [Cover Page](#)
- ▶ [Assembling the People You Need](#)
- ▶ [President's Message](#)
- ▶ [Reward Offered](#)
- ▶ [Benefits of Entering STC Competitions](#)
- ▶ ["True" Web Help](#)
- ▶ [Independent \(but not Alone\) with New Contracting SIG](#)
- ▶ [XML for Technical Communicators](#)
- ▶ [Building Relationships with Developers](#)
- ▶ [End of the Year Event](#)
- ▶ [Announcements and Activities](#)
- ▶ [Chapter Membership Reports](#)
- ▶ [Broadside Survey](#)
- ▶ [Broadside Staff](#)
- ▶ [Broadside Policy](#)

The [current issue](#) is also available in PDF.

Copyright © STC Boston 2002

Program Report

Building Relationships with Developers

Opportunities for Usability Specialists

By Anne Louiselle

The relationship that usability specialists have with developers matters. "Without a good relationship, it is less likely that changes will be made, less likely that developers will come back, and less likely that managers will plan time and resources for the usability specialists," said Joe Dumas.

At the joint meeting with the Usability Professionals Association (UPA) and the Boston Chapter of the Society for Technical Communication on Wednesday, April 17, 2002, Dumas explained how relationships could be developed and enhanced.

"Methods of evaluation differ, but they provide opportunities to work together with developers. Making the relationship work is critical," said Dumas. "Trust, mutual respect, and bonding through work can help build a good relationship. Trust means providing consistent support so that there are no surprises. Mutual respect means sharing objectives and working as team players. Bonding through work occurs when people work through adversity and share in the hard work." Dumas provided three methods of usability evaluation and explained the opportunities that they provide to develop the relationship.



Joe Dumas

Photo by Anne Louiselle

Usability Testing Opportunities

For example, in usability testing, activities include conducting a pilot session and negotiating changes to tasks and scenarios. "Be sure to set expectations. There will be some chaos. Explain that you cannot get it right the first time. Explain that not all problems are the same. Make these opportunities to foster trust and mutual respect," said Dumas.

Resources

- ▶ [Index of past issues](#)
- ▶ [Boston Broadside Sponsors](#)
- ▶ [Society for Technical Communication, Inc.](#)
- ▶ [STC Boston Chapter Web Site](#)
- ▶ [STC Boston Chapter Contacts](#)
- ▶ [STC Boston Calendar](#)



Attendees Daniela Gran, Michael Flynn, Pamela Schmitt

Photo by Anne Louiselle

Expert Review Opportunities

In expert review, the usability specialists work with developers to set objectives, a user profile, and a common set of tasks. The usability specialists independently inspect the user interface, perform all tasks, work through all screens, and complete problem identification sheets. The usability specialists convene, form a consensus, prepare a presentation or report that lists the problems by severity, and sometimes propose solutions.

"Foster trust by deciding what is most important and consider leaving the rest out. Foster mutual respect by reviewing all comments for emphasis and tone and consider separate packaging of guideline violations. Don't ignore the guideline violations, but let the developers know that they are there and the five most important things that they need to do," suggested Dumas.



Attendees Cynthia Whitty, Phyllis Beal, Nicole Cerimeli

Photo by Anne Louiselle

Usability Walk-through Opportunities

In a usability walk-through, usability specialists and developers walk through tasks step-by-step. They consider what the user will most likely do, and they locate problem areas. "This provides an opportunity for the developers to see how the usability specialists uncover issues and set priorities. They identify problems together and discuss the scope and severity of problems. This method has great potential to build trust in the relationship," said Dumas.

"Your relationship with developers counts. Ask yourself, are we good colleagues? Do we provide support when we bring bad news? The methods of usability evaluation uncover problems. Often, that's bad news. Ask yourself, did we set expectations with developers? The way you deal with developers is critical to the success of usability," said Dumas.



Attendees Michael Ledoux, Cynthia Toryu, Julie Rodriguez

Photo by Anne Louiselle

About the Speaker

Joe Dumas has a PhD in Cognitive Psychology and over 20 years of experience as a usability professional. He is a principal usability engineer at Oracle Corp. and has been a consultant on usability issues to many of the high-tech industry leaders, including Microsoft, Digital-Compaq, Lotus, Apple, Hewlett-Packard, Motorola, Kodak and the New York Stock Exchange. He is the author of *Designing User Interfaces for Software*. Dumas is an adjunct professor at Bentley College and teaches in the graduate program in Human Factors in Information Design.

Rating this STC Program

Attendees described the program as an excellent presentation. One commented that "Joe's wisdom and maturity are particularly impressive." Another commented that there was "good emphasis on the importance of relationship building" and "good grounding on the different usability methods." For more information on the programs of the Boston Chapter of STC, visit the chapter's Programs page (<http://www.stc-boston.org/programs/programs.shtml>).

Anne Louiselle has been a member of STC since 1997. She can be reached at alouiselle@attbi.com.

[Broadside in PDF](#) | [Print-friendly Article](#)

Boston BROADSIDE

July/August 2002

Vol. 59, No. 6

Newsletter of the Boston Chapter of the Society for Technical Communication

[Job Bank](#) | [Programs](#) | [Resume](#) | [SIGs](#) | [Get Involved](#) | [Workshops](#)

Contents

- ▶ [Cover Page](#)
- ▶ [Assembling the People You Need](#)
- ▶ [President's Message](#)
- ▶ [Reward Offered](#)
- ▶ [Benefits of Entering STC Competitions](#)
- ▶ ["True" Web Help](#)
- ▶ [Independent \(but not Alone\) with New Contracting SIG](#)
- ▶ [XML for Technical Communicators](#)
- ▶ [Building Relationships with Developers](#)
- ▶ [End of the Year Event](#)
- ▶ [Announcements and Activities](#)
- ▶ [Chapter Membership Reports](#)
- ▶ [Broadside Survey](#)
- ▶ [Broadside Staff](#)
- ▶ [Broadside Policy](#)

The [current issue](#) is also available in PDF.

Copyright © STC Boston 2002



Photo by Marguerite Krupp

Program Photos

STC End of the Year Event

STC members cruised the Boston Harbor at the end of the year event on June 11. A list of award winners and more photos will appear in the September/October issue of the Boston Broadside.

[View the End of the Year Event photo gallery.](#)

[Broadside in PDF](#) | [Print-friendly Article](#)

Resources

- ▶ [Index of past issues](#)
- ▶ [Boston Broadside Sponsors](#)
- ▶ [Society for Technical Communication, Inc.](#)
- ▶ [STC Boston Chapter Web Site](#)
- ▶ [STC Boston Chapter Contacts](#)
- ▶ [STC Boston Calendar](#)

Boston BROADSIDE

July/August 2002

Vol. 59, No. 6

Newsletter of the Boston Chapter of the Society for Technical Communication

[Job Bank](#) | [Programs](#) | [Resume](#) | [SIGs](#) | [Get Involved](#) | [Workshops](#)

Contents

- ▶ [Cover Page](#)
- ▶ [Assembling the People You Need](#)
- ▶ [President's Message](#)
- ▶ [Reward Offered](#)
- ▶ [Benefits of Entering STC Competitions](#)
- ▶ ["True" Web Help](#)
- ▶ [Independent \(but not Alone\) with New Contracting SIG](#)
- ▶ [XML for Technical Communicators](#)
- ▶ [Building Relationships with Developers](#)
- ▶ [End of the Year Event](#)
- ▶ [Announcements and Activities](#)
- ▶ [Chapter Membership Reports](#)
- ▶ [Broadside Survey](#)
- ▶ [Broadside Staff](#)
- ▶ [Broadside Policy](#)

The [current issue](#) is also available in PDF.

Copyright © STC Boston 2002

Announcements and Activities

ACM Special Interest Group for Documentation 2002 Conference

Want to network with others in the field? Looking for answers about how other practitioners and educators have solved technical communications problems? Interested in specialized tutorials?

Come to the Association of Computing Machinery (ACM) SIGDOC conference October 20-23 in Toronto, Ontario, Canada, at the Toronto Downtown Hilton. For details, see our Web site at <http://www.acm.org/sigdoc> and click on the conference link.

A Message from the Outgoing Director/Sponsor

STC's 49th Annual Conference was a great success! Attendees were delighted at the choice of technical and informative sessions, and they showed great enthusiasm for the technical communication profession.

The Conference marks the end of my three-year term as Director-Sponsor of Region 1. I met with most all chapters in the region at least once. I shared your successes and awards. I often sat and talked with you about chapter difficulties, and we worked out strategies to deal with them. You were all great and very dedicated to STC.

Please welcome your new Director-Sponsor, Jonathan Baker. I'm sure that he will do a wonderful job. You can reach him at baker_jonathan@emc.com.

Thank you for being a part of the best job I have ever had!

Cheers,
Kitty

[Broadside in PDF](#) | [Print-friendly Article](#)

Resources

- ▶ [Index of past issues](#)
- ▶ [Boston Broadside Sponsors](#)
- ▶ [Society for Technical Communication, Inc.](#)
- ▶ [STC Boston Chapter Web Site](#)
- ▶ [STC Boston Chapter Contacts](#)
- ▶ [STC Boston Calendar](#)

Boston BROADSIDE

July/August 2002

Vol. 59, No. 6

Newsletter of the Boston Chapter of the Society for Technical Communication

[Job Bank](#) | [Programs](#) | [Resume](#) | [SIGs](#) | [Get Involved](#) | [Workshops](#)

Contents

- ▶ [Cover Page](#)
- ▶ [Assembling the People You Need](#)
- ▶ [President's Message](#)
- ▶ [Reward Offered](#)
- ▶ [Benefits of Entering STC Competitions](#)
- ▶ ["True" Web Help](#)
- ▶ [Independent \(but not Alone\) with New Contracting SIG](#)
- ▶ [XML for Technical Communicators](#)
- ▶ [Building Relationships with Developers](#)
- ▶ [End of the Year Event](#)
- ▶ [Announcements and Activities](#)
- ▶ [Chapter Membership Reports](#)
- ▶ [Broadside Survey](#)
- ▶ [Broadside Staff](#)
- ▶ [Broadside Policy](#)

The [current issue](#) is also available in PDF.

Copyright © STC Boston 2002

Chapter Membership Reports

Compiled by Zohra Iqbal Mutabanna

April Membership Report

Current membership: Boston: 967; STC: 19,052

New Members: 14	Reinstated Members: 14	Members transferring in: 1
Richard A. Benedict	Nancy Allison	Zev Frutkoff
Linda S. Cameron	Mabray C. Andrews	
Mary Jane DeAngellis	John P. Burger	
Michael A. DiBattista	Gwyneth C. Catlin	
Lisa A. Goodrich	James P. McDermott	
Amy Kerr	Christine F. Monteiro	
Stuart Kiang	Kenneth C. Ogle	
Martin J. King	Patricia A. Robertson	
Beth Paddock	David N. Skolnick	
Maryellen S. Rousseau	John S. Southworth	
Joseph N. Srednicki	Joan M. Stantial	
Kristen M. Sutton	Anita E. Tsiagras	
Candace L. Van Auken	Jane E. Varkonyi	
Kate E. Walker	Wangeci Wamunyu	

[Broadside in PDF](#) | [Print-friendly Article](#)

Resources

- ▶ [Index of past issues](#)
- ▶ [Boston Broadside Sponsors](#)
- ▶ [Society for Technical Communication, Inc.](#)
- ▶ [STC Boston Chapter Web Site](#)
- ▶ [STC Boston Chapter Contacts](#)
- ▶ [STC Boston Calendar](#)

Boston BROADSIDE

July/August 2002

Vol. 59, No. 6

Newsletter of the Boston Chapter of the Society for Technical Communication

[Job Bank](#) | [Programs](#) | [Resume](#) | [SIGs](#) | [Get Involved](#) | [Workshops](#)

Contents

- ▶ [Cover Page](#)
- ▶ [Assembling the People You Need](#)
- ▶ [President's Message](#)
- ▶ [Reward Offered](#)
- ▶ [Benefits of Entering STC Competitions](#)
- ▶ ["True" Web Help](#)
- ▶ [Independent \(but not Alone\) with New Contracting SIG](#)
- ▶ [XML for Technical Communicators](#)
- ▶ [Building Relationships with Developers](#)
- ▶ [End of the Year Event](#)
- ▶ [Announcements and Activities](#)
- ▶ [Chapter Membership Reports](#)
- ▶ [Broadside Survey](#)
- ▶ [Broadside Staff](#)
- ▶ [Broadside Policy](#)

The [current issue](#) is also available in PDF.

Copyright © STC Boston 2002

Boston Broadside Staff

Managing Editor

Daphna Edgar (dnahama@ivillage.com)

Associate Editors

Audrey Borus (rborus@rcn.com)
Christine Jacobs (christine.jacobs@oracle.com)
David Levitt (dlevitt@erols.com)
Cheryl Magadieu (cmagadieu@attbi.com)
Patricia McLaughlin (PMclaughlin@mccrackenfs.com)

HTML Producers

Margie Gooding (MargeAtLarge@hotmail.com)
Cheryl Magadieu (cmagadieu@attbi.com)
Christina Rothwell (crothwell15@yahoo.com)

Chapter Webmaster

Rich Feitelberg (webmaster@stc-boston.org)

Membership Coordinator

Zohra Iqbal Mutabanna (zo@mutabanna.com)

Resources

- ▶ [Index of past issues](#)
- ▶ [Boston Broadside Sponsors](#)
- ▶ [Society for Technical Communication, Inc.](#)
- ▶ [STC Boston Chapter Web Site](#)
- ▶ [STC Boston Chapter Contacts](#)
- ▶ [STC Boston Calendar](#)

[Broadside in PDF](#) | [Print-friendly Article](#)

Boston BROADSIDE

July/August 2002

Vol. 59, No. 6

Newsletter of the Boston Chapter of the Society for Technical Communication

[Job Bank](#) | [Programs](#) | [Resume](#) | [SIGs](#) | [Get Involved](#) | [Workshops](#)

Contents

- ▶ [Cover Page](#)
- ▶ [Assembling the People You Need](#)
- ▶ [President's Message](#)
- ▶ [Reward Offered](#)
- ▶ [Benefits of Entering STC Competitions](#)
- ▶ ["True" Web Help](#)
- ▶ [Independent \(but not Alone\) with New Contracting SIG](#)
- ▶ [XML for Technical Communicators](#)
- ▶ [Building Relationships with Developers](#)
- ▶ [End of the Year Event](#)
- ▶ [Announcements and Activities](#)
- ▶ [Chapter Membership Reports](#)
- ▶ [Broadside Survey](#)
- ▶ [Broadside Staff](#)
- ▶ [Broadside Policy](#)

The [current issue](#) is also available in PDF.

Copyright © STC Boston 2002

Boston Broadside Policy

The *Boston Broadside* is the newsletter of the Boston Chapter of the Society for Technical Communication. The newsletter is published at <http://www.stc-boston.org/broadside> six times per year for the benefit of STC members. Any part of this publication that is not identified as copyrighted material may be reproduced as long as credit is given. Copyrighted material may be reproduced with the permission of the author.

We welcome articles, advertising, and news about meetings, workshops, and courses that pertain to technical communication. Please send article ideas and articles to Daphna Edgar at dnahama@ivillage.com. For information about advertising rates and procedures, contact Jennifer Rose at jrose@lycos.com.

[Broadside in PDF](#) | [Print-friendly Article](#)

Resources

- ▶ [Index of past issues](#)
- ▶ [Boston Broadside Sponsors](#)
- ▶ [Society for Technical Communication, Inc.](#)
- ▶ [STC Boston Chapter Web Site](#)
- ▶ [STC Boston Chapter Contacts](#)
- ▶ [STC Boston Calendar](#)