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From the President's Desk

by Steve Jong,
Boston Chapter President

My time as Chapter president is drawing to a close. It's been a challenge helping members deal with a less than robust job market. Likewise, the Society's Transformation initiative challenged us to find new ways to offer value for your membership dollars, to be more self sufficient as a community, and to reach out to new audiences—all on a reduced budget. In response, we offered a program on employment issues, lowered our costs, offered new services to members, and initiated joint ventures with nearby chapters and other professional societies.

Much has been done, little of which I can take credit for. A chapter this large and active functions through the efforts of multiple committees and scores of volunteers. With your indulgence, I'd

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Writing for Translation

Speak the Language of Your Management Team

By Marie-Anne de Warren, STC-Boston International SIG Leader

Writing for translation reduces the cost of translation, alleviates the time-to-market deadline, and improves quality. Speaking the language of your management team is to meet their expectations in terms of cost, time, and quality for activities that are directly dependent upon your content.

- **Quality** — Language problems in the English content lead to poor understanding by translators and cause errors in translation. If content is translated into more than one language, one single error may lead to as many errors as there are languages. The result is poor quality across translations.
- **Time** — Language problems require translators to do more research to understand the original text, and/or to reorganize content, therefore lengthening the translation project cycle. The results are extended deadlines.
- **Cost** — Some language problems may require rewriting to correct them before translation, adding unexpected translation expenses. The results are cost overruns. As a technical communicator, what can you do to contribute to your company's bottom line? What are the guidelines for writing for translation? What are the benefits to you? These are the questions this article tries to answer with simple guidelines you can start to implement at your next writing project.

Back in 1992, I came across a book published by Digital Equipment Corporation (DEC) called "Developing International User Information". I was a technical translator then for a medical device company working closely with technical writers to overcome the complexities associated with translation. Together, we would identify potential translation issues and have the text rewritten for better comprehension and translation. A few years later, when I transitioned to technical writing, the DEC guide became my reference for designing and writing for translation.

Since then, a lot more attention has been paid to writing for translation: Communicators have specialized in the field with research, publications, training, seminars, and articles, including members of the Society for Technical Communication (STC) at the national and local level. Localization vendors and localization consultants offer writing and editing services. Localization Managers work with their Documentation counterparts to merge the two processes.

This article discusses communication between writers and translators, general guidelines for writing for translation, and the benefits you can personally derive from developing these skills. For information on related topics — cultural adaptation, global design, translation memory, controlled English and others — I encourage you to surf the web, leaf through publications available from the STC and the American Translator Association (ATA), and attend International SIG meetings.

Communication

In 2003, Multilingual Computing & Technology conducted a global survey among participants who were qualified as "writers who write documentation that is translated"¹.

1. Multilingual Computing & Technology. #59 Volume 14, Issue 7, October/November 2003.

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like to offer my thanks to a few of them, acknowledging that by singling out some, I overlook others:

Virginia Adams has been a diligent and energetic Membership Coordinator.

Mike Ball and others helped streamline and expand the competitions.

Greg Bartlett, Stacie Barker, Bill Gruener, and others assembled and facilitated a fine slate of programs and workshops.

The BossTunes (Hans Fenstermacher, Taryn Light, Ed Marshall, Anna Pratt, and Val Rushanan) offered practiced—and very economical!—entertainment at the STACIEs banquet.

Cindy Cookson has done an excellent job of tracking the chapter’s finances.

Rich Feitelberg and Barbara Casaly have kept our Web site the benchmark.

Karen Giventer sought out volunteers all year and threw herself into writing numerous Broadside articles.

Steve Greffenius and others oversaw a vibrant group of chapter SIGs.

Jon Harvey and others restored the Broadside after a fallow period.

Bobbie Hennessey ably ran the Job Bank, one of our most critical services.

Jim and Ellen Lidington and Taryn Light offered me their sage advice, for which I am grateful.

Rick Lippincott came up with some bright ideas.

Lynda Schiff refocused our scholarship and awards funds, saving us a lot of money.

Ilana Sztaimberg continues to reach out to students and improve our service offerings.

Dave Van Camp hunted for sponsorships to help defray program costs.

John Welle looked for cost savings and assembled a comprehensive salary survey.

Last but not least, Neil Perlin, John Garison, Paula Berger, David Locke, Mike Doyle, Joel Sklar, Lori Gillen, P. J. Gardner, Judy Kessler, and others presented at

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Among the 316 respondents, 14.6% never interacted with the individuals or groups who translate their content; 12.6% less than 1 time per year; 25.2% 3-6 times a year; 15.5% once a month; 24.9% once a week, and only 7.2% said that they interacted daily either in person, or on the phone, or via email. The universal theme among respondents was the need to improve their interaction with translators in order for them to understand the necessary adaptation to the target language(s), the tools used by translators, as well as the translation and production processes.

If your company works with localization vendors, invite them to be your partners in developing translation and production processes best suited for translation. Your own company representatives too are a local resource with technical expertise and cultural knowledge that can help you prepare your content for translation by letting you know what information need not be included or what technical content is specific to a locale.

Writing Guidelines

The guidelines presented here pertain to information written in English for comprehension by non-native speakers of American English and therefore translators.

Writing clearly, using simple sentence structures eliminates sources of ambiguity and improves understandability. It is also easier for computational processing by automated translation systems and parsing by translation memory tools.

Slang, idioms, and jargon are difficult if not impossible to translate. If you should use idioms or recent coinages for a particular industry, the solution is to include them in a glossary with their definition.

Humor is also to be avoided in technical writing. It is cultural, therefore difficult to translate and often inappropriate for some audiences.

Acronyms. A frequent complaint from native speakers is that they encounter too many acronyms. Non-native speakers have even more trouble with them. Exceptions are acronyms that are widely used in an industry. When in doubt, it is good practice to always spell out acronyms followed by their abbreviation, and to include them in a glossary for use by the translators.

Figurative language makes the writing more fun to read. For non-native speakers, it creates translation problems and a rewrite will be necessary before translation. However, if you write for a regulated industry, a rewrite is not in compliance, therefore, it is never a suitable workaround.

Punctuation. Languages use punctuation in an arbitrary way that can change over time. Some languages do not use punctuation marks. Non-native speakers are not familiar with specific punctuation marks in the English language. The recommendation is to avoid the following punctuation marks:

- brackets when used to insert a parenthetical element
- colons to express ratios (e.g. 7:1 odds should be replaced by a probability of seven to one)
- periods when used after numbers in a numbered list
- dashes for nested lists (use parenthesis instead)

Punctuation marks that are recommended for better translation are:

- apostrophes to show possession when the possessor is alive or animate.
- commas to set off words introducing the main part of a sentence.
- hyphens to link compound modifiers used before nouns.

A note on semi-colon: some non-native speakers may not understand their use. In doubt, it is best to write two separate sentences.

Modal auxiliaries include can, could, may, might, shall, should, will, would, have to, ought to, and must. These nuances are not easy for trans-

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our programs and workshops.

Next year’s Administrative Council is a strong team that will do a fine job for you. Greg Bartlett will serve as president, Mike Ball as first vice president and SIG coordinator, Steve Greffenius as second vice president, Lynda Schiff as secretary and scholarships coordinator, and John Welle as treasurer. The Council members at large Karen Giventer (also sponsorships chair), Bill Gruener, Jon Harvey (also Broadside editor), Rick Lippincott (also programs chair), Ed Marshall, and Ilana Sztaimberg.

At the Society level, next year’s officers will be Suzanne Laurent (president), Mike Bates (first vice president), our own Paula Berger (second vice president), and Northern New England’s Cindy Currie as a director. (The Society Bylaws amendments passed, so while our region elected Cindy, all directors will henceforth represent all members.)

It’s been quite a year, and I thank you for the opportunity to serve as Chapter president!

About the Society for Technical Communication

Mission: *Creating and supporting a forum for communities of practice in the profession of technical communication.*

For more information, visit us online at:

Society for Technical Communication

www.stc.org

Boston Chapter

www.stc-boston.org

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lators and quite often not always used appropriately in the source text. The recommendation is to use the active voice instead of the passive, to eliminate their use.²

Glossary. The best tool you can provide translators is a comprehensive glossary of your English content. It will include all terms, acronyms, abbreviations, industry-specific terms, features and product names, including product related names that should not be translated, all with a detailed explanation for each. Translated glossaries become tools for review by your company representatives for their approval.

Locale-specific content. Time and date notations, currency, measurement variations, numeric data (decimal sign and separator variations) are all specific to a country. Therefore, if your content will be translated into French, the locale-specific content will have to meet the notations and variations for the French-speaking country where the product will be distributed. You can prepare your source content with these variations and include them in the glossary. For international standards, visit the ISO website (<http://www.iso.ch>).

Benefits to the Technical Communicator

I like to think that writing for translation has benefits to the technical communicator and the authoring process.

- Improves the English source content. My experience is that content written or rewritten for translation results in a better quality in terms of readability, understandability, usability, reliability, and safety of use. It also results in homogeneity between the English content and the translations and projecting a consistent quality across users in a same organization. It also results in a more concise writing, decreasing the total number of words that will require translation leading to translation cost and time savings.
- Expands the technical communicator experience. Technical communication today is a global activity. Understanding cultures, languages, non-native users, and translation processes, add to your technical communicator experience. Working as a team with your translators and localization vendors add skills to your resume. Communicating with non-native speakers is very valuable as you work with outsourcing communities. Understanding the business issues of your company and contributing to the bottom-line gives you and your documentation team political clout in the organization.

In Summary

Writing for translation is an extensive topic and not all issues have been discussed here. However, by following these simple guidelines, you will be able to look at your content in a different light. There are many resources, training, publications, and services that can help you become a global writer. Many organizations are developing parallel processes by considering translation early in the document development process. Writing for translation does not require large capital expenditures. All it requires is communication, solid standards and guidelines, good processes, commitment, and a little creative and risk-taking. In today’s economy, the rewards are well worth it.

References of Interest

Nancy L. Hoft. *International Technical Communication*. John Wiley & Sons, Inc., 1995.

JoAnn T. Hackos. *Managing your Documentation Projects*. John Wiley & Sons, Inc., 1995. (continued on page 4)

2. Developing International User Information. Scott Jones, Cynthia Kennelly, Claudia Mueller, Marcia Sweezey, Bill Thomas, Lydia Velez. Copyright © 1992 by Digital Equipment Corporation

About the Author

Marie-Anne de Warren is a localization management specialist with over 10 years of experience guiding companies in their localization and translation projects. Most recently, she managed the translation of all product labeling and instructions for use for Bayer Healthcare, LLC. Prior to Bayer, Marie-Anne was the Director of Localization for MRO Software, Inc. You can reach her at ma.dewarren@comcast.net.

Creating Accessible Online Information

Review of the April Chapter Meeting

Bill Gruener, Senior Member, STC-Boston Chapter

Becoming Aware of Accessibility

Do you need to officially worry about Section 508 standards?—Probably not. The accessibility standards are just that, standards not compliance requirements. Unless you have a government contract, you may not be required to meet accessibility standards. Will your management or clients be concerned?—Unfortunately, probably not. Will your management or clients want to spend the extra money to become compliant with Section 508 standards?—Not very likely.

Doubtful that you will be funded to handle an accessibility conversion, but being aware allows you to bring your knowledge and concern to your tasks and your communication assignments. This article, as did the April 27 presentation on accessibility by Barbara Casaly, P.J. Gardner, and Judy Kessler, intends to heighten your awareness of accessibility issues, and what you can be doing to make yourself, Web sites, and documentation more accessible to people with disabilities.

Not All is Visual

Our moderator, Lori Gillen, distributed a one—page handout, which contained basic information that all of us would quickly see and understand: an arrival and departure schedule for the Boston to Framingham train line. The first exhibit is the schedule structured in table format conveniently listing arrival and departure times in two columns.

Train Schedules

Arrivals		Departures	
Framingham	7:22am	Back Bay	5:10pm
Newton	7:50am	Newton	5:22pm
Back Bay	8:02am	Framingham	5:50pm

With a bit of examination, I suspect that we could figure out that if we are commuting from Framingham to Boston, we could catch the 7:22 and be at work by 8:30. Returning, we could catch the 5:10 and be in Framingham by 6:00 to pick up the dry cleaning.

Give yourself a challenge: read this table from row one to row five (first row to last row) reading each row from left to right before proceeding to the next row. Listen to yourself.

Could you review the budget meeting with your coworker who boards in Newton? What time would you expect to see your coworker? If you read the fourth row left to right, you read, “Newton

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Best Accessibility Hints

by P.J. Gardner

P.J.’s Best Writing Hints:

- Build text that can be re-flowed (on a browser) in different environments (platforms, monitors)
- Create clear divisions by using heading styles
- Chunk text using lists, tables, short self-contained paragraphs
- Use style sheets and styles properly
- Write very clear link text, content that can stand alone
- Strive for clarity that will address the widest and most diverse audiences

P.J.’s Best Accessibility Hints:

- Follow W3C or Section 508 coding standards strictly
- Create, whenever possible, flexible page layouts rather than fixed layouts
- Avoid using tables to lay out Web pages
- Test page layouts, applications, and Web sites with people who have disabilities or other special needs as often as possible
- Never, never jump to conclusions about who your audience is—you will always be surprised

P.J.’s Best Web Coding Hints:

- At a minimum learn to read XHTML and CSS
- Work in XHTML 1.0 transitional
- Include a DOCTYPE tag at the top of every page
- Use lowercase tags and attributes
- Enclose all tag attributes in quotation marks
- Close all tags with end tags
- Use “semantic markup”
- Use tags to identify what things are, rather than what they should look like

P.J.’s Best CSS Hints:

- Separate presentation from markup using cascading style sheets (CSS)
- Create external style sheets rather than embedding styles

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7:50 am Newton 5:22 pm.” If you’ve forgotten which of the two entries are arrivals or departures, the line sounds more confusing.

Most information is created for a visual world. Lacking visual capabilities greatly increases the problem of perceiving and understanding. If the visually impaired person visits the MBTA Web site and uses a voice-synthesizing program like JAWS from Freedom Scientific, JAWS will read and speak the content from left to right, first line (or first row) to last line (or last row).

I redraw the table by reducing columns and increasing rows. Read the rows left to right, first to last. Note that you will be able to better understand where from and when the arrivals and departures occur. The shorter phrases are easier to remember, and therefore, the listener has a better chance of remembering when the train will arrive and depart from Newton..

Train Schedules

Arrivals	
Framingham	7:22am
Newton	7:50am
Back Bay	8:02am
Departures	
Back Bay	5:10pm
Newton	5:22pm
Framingham	5:50pm

Three Speakers: Three Experiences

This article describes the April 27th program co-hosted by the STC-Boston Chapter and Boston-IA. The STC-Boston Chapter offers monthly programs, September through May, at the Sheraton Lexington. Programs start about 6 PM and end about 9 PM.

Boston-IA co-hosted the meeting. Boston-IA is best described by quoting its home page:

“Boston-IA is an organization of information architects, information designers, web designers, visual designers, usability specialists, educators, and other internet professionals concerned about the usability and accessibility of electronic media.

“What does IA stand for? It could stand for "information architecture", but it also stands for "internet accessibility".

“We believe that information architecture means making things clear for people, and that internet accessibility means making things available.”
(<http://www.boston-ia.org/>)

Lori Gillen, Chair of the local chapter of the AccessAbility SIG, introduced the speakers: Barbara Casaly, P.J. Gardner, and Judy Kessler. Each speaker has different experience with accessibility.

Barbara admitted that before joining an accessibility project at Mass.gov, she knew little about accessibility, and therefore, she assigned herself the

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- Use relative sizes (percentages and “ems”) for fonts
- Assign red, blue, purple, violet, and black as dark colors
- Assign yellow, orange, green, blue-green, and white as light colors

P.J.’s Favorite Web Coding Tools:

- Macromedia HomeSite (HTML editor)
<http://www.macromedia.com/software/homesite/>
- Bradbury Software Top Style Pro (CSS editor)
<http://www.bradsoft.com/topstyle/index.asp>
- AI Software CSE HTML Validator (syntax checker)
<http://www.htmlvalidator.com/>
- Watchfire LinkBot (link evaluator)
<http://www.watchfire.com/products/desktop/webqa/default.aspx>
- Microsoft Windows Notepad (for text conversions)

P.J.’s Favorite Accessibility Evaluation Tools:

- HiSoftware AccMonitor
<http://www.hisoftware.com/accmonitorsitetest/>
- Cynthia Says
<http://www.cynthiasays.com/>
- WebAIM Wave
<http://www.wave.webaim.org/index.jsp>
- JAWS
<http://www.freedomscientific.com/>
- Manual Evaluation (using W3C WAI guidelines)
<http://www.w3.org/WAI/Resources/>

P.J.’s Favorite Browsers for Testing:

- Internet Explorer (IE) 6.0 (in standards mode)
- Internet Explorer (IE) 5.0
- Firefox 1.0 with Web Developer plug-in
- Netscape Navigator 7.2 (similar results to Firefox)
- Netscape Navigator 4.08 (with CSS off)
- Safari and Internet Explorer (IE) 5.2 (on Macintosh)

P.J.’s Favorite Color Selection Tools:

- Lighthouse.org (read the article by Aries Arditì, Effective Color Contrast)
http://www.lighthouse.org/color_contrast.htm
- BTEact.com (color charts)
<http://more.bteact.com/people/rigden/colours/colours2.htm>
- Vischeck.com (color evaluator)
<http://vischeck.com/vischeck/>

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task of learning more. As a speaker, she shared her learning experiences.

P.J., a long-time documentation professional, has over the last few years refocused her career towards Web design and accessibility. P.J. earned a graduate certificate from Northeastern University in Interactive Web Design/Accessible Web Design and has focused on creating accessible Web sites in her consulting practice, GIDI, Inc.

Judy works as a documentation manager at Sybase. Her team, and, as she noted several times during her talk, her management accepted the challenge of making some of Sybase’s documentation more accessible.

Learning About Accessibility

Barbara started with a challenge: Open your browser; turn off formatting, style sheets, colors, fonts; turn on accessibility options, and see what happens. Some Web pages may become cryptic and confusing. Other pages continue to be understandable and provide useful information. The Boston-IA.org site will meet the challenge, but many other sites will not.

Barbara recommended going to Google and searching for “accessibility.” Follow the links she said. See what you find. Think about what you’re learning. She commented that she assigned herself this task when she accepted the invitation to work on a project for the Commonwealth of Massachusetts. So, she summarized, I’ve been learning about accessibility for a very short period of time. She felt that her eyes have been opened. Barbara distributed a one-page handout, which I’m going to paraphrase and offer here because you too can be learning more.

For this exercise, you need to use Internet Explorer (IE) on a Windows platform. If you use another system, the following instructions may not apply.

To configure IE without all the bells-and-whistles and so you can view accessible Web pages,

- 1) In Notepad, create an empty file called nostyle.css.

This file will be used to disable style sheets.

- 2) Click Tools > Internet Options.

Now you’re ready to start disabling. Disable formatting and style sheets in Internet Explorer.

- 1) In the lower right of the dialog box, click Accessibility.
- 2) Under Formatting, check the three boxes, therefore, ignoring colors, font styles, and font sizes on Web pages.
- 3) Under User Style Sheets, check Format documents using my style sheet.
- 4) Tab to the style Sheet field, click Browse, and locate your style sheet (nostyle.css)

You’re still with me? Turn off images and turn on complete ALT text in Internet Explorer.

- 1) From the Internet Options dialog box, click the Advanced tab.
- 2) In the Accessibility setting, check Always expand ALT text for images.
- 3) In the Multimedia settings, uncheck Show pictures.
- 4) Surf.

The following is a list of Barbara-discovered Web sites. With some of the sites, Barbara identifies notable accessibility features.

- <http://www.section508.gov/> — The official site. If you want to learn more, register for the 508 universe and 508 Universe Training. Notice the Change Font and Change Font Size options in the upper right side of the page. These options are viewable by everyone who visits the Web site.
- <http://www.dol.gov/odep/welcome.html> — The U.S. Dept. of Labor, Office of Disability Employment Policy Web site. Skip the navigational links.
- <http://www.access-board.gov/> — The Access Board site, which is a federal agency committed to accessible design. Section 508 Guide to Standards 1194.21 and 1194.22. Notice the Skip to nav bar.
- <http://www.firstgov.gov> — The U.S. Government’s official portal. Notice the Skip To links at the top of the page.
- <http://www.jimthatcher.com/> — Notice the Skip to main content and Skip to local navigation links at the top of the page.
- <http://www.boston-ia.org> — Select the Resources link. Notice the Skip to nav option.
- <http://www.webaim.org> — Overview the entire Web site. Notice the accessibility.
- <http://www.google.com> — Search the Web and learn.

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Accessibility and the Web

Understanding accessibility and the Web is not only an area of interest for P.J. Gardner; accessibility and the Web is a cause, and a cause that P.J. promotes articulately and with actions. She feels that accessibility needs more than just an interest group: accessibility deserves its own organization. Therefore, she founded Boston-IA.

The first step to learning and creating accessible information is understanding the accessibility audience, an audience that encompasses people who are blind (using screen readers), color blind, have visual impairments, hearing impairments, learning disabilities, are non-native speakers of English, users of older equipment or software, and members of the growing population of senior citizens.

P.J. shared a list of bests: best writing hints, best accessibility hints, best Web coding hints, best CSS hints, best color selection hints. To save us time with our research, P.J. provided a rich list of tools for Web coding, accessibility evaluation, testing on different browsers, and selecting colors.

Accessibility in Documentation

Judy Kessler of Sybase emphasized several times during her talk that without the sponsorship of management, making Sybase’s documentation align with Section 508 standards would not have happened. She named her talk “Six Steps - Six Challenges.” The challenges:

- 1) Obtaining corporate sponsorship.
- 2) Agreeing on requirements.
- 3) Making infrastructure changes happen.
- 4) Raising the priority level with product managers and doc managers.
- 5) Testing.
- 6) Allowing enough time.

The steps: Learn, Plan, Choose, Create, Test, Maintain.

“Learning” for Judy and the Sybase team consisted of performing the same steps that Barbara Casaly recommended: dig in, search, gather, understand. Judy noted that when the folks at Sybase started the project, they knew no more than we know as an audience.

“Planning” for the Section 508 project involved four planning tasks:

- 1) Knowing the business reason—for whom and why accessibility is considered.
- 2) Planning the approach to accessibility—how the documentation would be read.
- 3) Planning the project at the organization level—incorporating staff, sponsors, technology, and funding.
- 4) Planning the project at the product level—creating tasks list and ensuring the products would work.

“Choosing” involved four elements:

- 1) Creating the structured source—Sybase uses structured FrameMaker.
- 2) Testing the accessible products—primarily with JAWS the leading voice-synthesized program.
- 3) Converting source to accessible output—converting source from FrameMaker 7 to XML to HTML.
- 4) Delivering accessible documentation through SyBooks—Sybase’s user library.

“Creating” was the major task, which involved creating

- Guidelines and standards
- Templates
- Conversion scripts
- Release processes
- Internal training
- Source files with accessibility attributes
- Accessibility information in the preface of every book
- A voluntary product accessibility template (VPAT)

After executing that list, performing one final task, creating the source files, which included a long to do list as well:

- Planning the navigation
- Ensuring all graphics used ALT text/captions

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- Ensuring all tables were headed with table titles, summaries, column scope, and abbreviated headings
- Creating a pronunciation guide for key terms.

“Testing” for Judy involved listening to a lot of documents with JAWS 5. She admitted that the listening was tedious and often required staying late so as not to disturb coworkers. Test the documentation when you can’t see it, hear it, use a mouse, fit it on your screen, see colors, or see contrast, Judy recommends. She notes that JAWS is not an easy program to learn and use, but P.J. emphasized that JAWS is a full-featured program, and once over the learning curve, JAWS offers a lot.

Note: If you need a Java bridge, you can download one at <http://java.sun.com/products/accessbridge>.

“Maintaining” is a task for the future since the Sybase group is just developing at this point, but Judy projects that maintenance will be a factor. How much will be involved, she doesn’t know.

Babel Not: Machine Translation for the Technical Communicator

By Sandra Bologna

Long ago the world had one language and few words. One day, a group of architects decided to write a manual containing sensitive information on the design of a tower they were building in their city. The tower was to reach the sky and would ultimately determine their greatness. Their pride and confidence took over and they soon ignored their boss. As punishment, their boss scattered the architects across the entire earth and made them all speak different languages. This created much confusion, and so the city was named Babel. Many years passed and no-one could unlock the secrets of the tower, at least until the birth of the great Babel Fish.

What is Babel Fish and why is it so great? Babel Fish belongs to a larger category of translation called Machine Translation. Machine Translation will give you a rough translation of that German document that’s been sitting on your desk baffling you, in less than one minute. How’s that for great?

As amazing as that sounds, Machine Translation is not perfect, and it does have its drawbacks. So how do you know if Machine Translation is right for you? Researching MT software and reading feedback from actual users will help you get the full picture. For starters, I’ve outlined the major points below.

For those of you new to this term, Machine Translation (MT) is the automatic translation of text from one language (source language) into another language (target language) without human intervention. In general, MT use is grouped into two categories. Figuring out which of these two categories best suits your needs is a first step in determining if MT is right for you:

- MT-enabled (Unassisted MT): the automatic translation of text with no human post-editing. This can produce a translation that is unpolished, but is extremely useful for material that would be impossible or inconvenient for human translation due to overwhelming volume, time-consuming nature, immediate turn-around requirements, and/or the expense of human translators.
- MT-enhanced (Assisted MT): automatically translating text with the intent of using a human translator for post-editing. Used in the form of Computer-Aided Translation, Assisted MT is useful for creating a base translation for proofreaders, which drastically decreases the amount of time they have to spend translating.

When is MT Useful?

Controlled Environment

MT works well for translations where source documents are controlled, such as technical documents. Controlled authoring avoids ambiguity; clear and concise source text produces clear and concise machine translation. Documents to be machine translated should feature both of these traits. Please see Basic Controlled Authoring Methods: Getting Ready for Machine Translation.

Weather reports and stock market data use controlled authoring. According to Steve Silberman, "The classic example of MT that works is the Météo system, developed in Montreal, which has been translating Canada's weather bulletins between English and French on a daily basis since 1977. In the world of Météo discourse, ‘front’ always means a weather system."

Large Repetitious Documents

Large volumes of documents, particularly those with much repetition, are ideal for MT use. Machine Translations usually contain terminology dictionaries that can be tailored to fit the subject material and updated and modified as needed. This is a good thing, because constantly updating highly repetitious documents leads to translator attrition. According to Steve

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Silberman, "The translation of forecasts was so boring that before Météo took over, the Canadian government had a hard time keeping translators on the job for more than a couple of months."

When Human Translation is Impossible

Extremely large volumes of material with impractical turn-around times where translations must be updated frequently make human translation impossible. As one member of webmasterworld.com wrote "I run a site full time for a company and we use the machine translation service ...90% of our content is dynamically generated each week from a database of about 12000 new products each week so it would be a huge translation job where we'd need full time staff on doing it. The machine translation works quite well for us and gets customers who have no clue of English. We also use the machine translation type text in box for a translation for all email contact with them — even though the translation is vague!" What is MT used for?

Gisting

To use MT for obtaining a rough idea of the source text content is called 'gisting' (from the phrase 'get the gist of it'). Individuals or corporations who must obtain information from documents in a foreign language use MT for gisting purposes when they don't need an official translation or to determine if an official translation is necessary. Gisting is the most popular use of MT in use today.

Real-Time Translation

Depending on the language, a translator can translate approximately 250 words per hour. Let's say that you outsource your weather report indicating a sunny forecast to a French translator. Two hours later you receive the translation, but now it's raining. You outsource again. Let's face it, data is constantly changing. MT provides translation of real-time data, such as weather reports and stock prices quickly. For real-time information, delays are not acceptable, and the cost of human translation would again be enormous due to the high volume of data.

Communication

Think about the dozens of emails you receive and send in one day. Now think about a US company who receives hundreds of emails weekly from their international client in Italy who doesn't know English. This demonstrates only one aspect where human translation would be out of the question.

Emails, instant messaging, and chat all require extremely fast turnaround. Translation needs to be immediate and needs to be available 24/7. Since translators cannot produce immediate translation, are not free, and live in different time zones, it is impossible to have these forms of communication translated by human translators. MT is available 24 hours a day regardless of multiple time zones and can produce the high-volume automatic translations necessary for real-time communication. MT for communication purposes also increases privacy of confidential information by eliminating third-parties such as translators and editors. It is ideal for companies working with international vendors who receive emails and data in foreign languages.

Assimilation

Assimilation refers to translating material from a variety of languages into one target language. Translating foreign text into your language is necessary for intelligence gathering. MT allows you to identify what information is relevant in documents written in a foreign language with little to no delay. MT can automatically translate large volume of material that would be impossible, time-consuming, or prohibitively expensive for human translators.

Dissemination

Dissemination is the need to transform material in one language into several other languages. The traditional process of localization is a prime example. MT for this purpose is used as human-assisted MT. It can speed up the localization process by providing a draft translation for human translators to edit instead of requiring them to start from scratch. Since MT automatically maintains consistency of terminology, it also saves translators time in having to research and check terminology.

Right now you're probably wondering why you should still bother using human translators; MT easily replaces them, right?

No. MT will not replace human translators. As I mentioned before, MT works well for technical documents because they use controlled authoring, and the MT dictionary can be tailored to their specific terminology. MT does not work as well for literary works. The machine translation of Romeo and Juliet would produce a trainwreck of text, leaving Shakespeare that much more difficult to

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Tip of the Month

When working on multiple projects, focus on staying organized rather than trying to work quickly. You will work more efficiently, always know what to do for each project, and make fewer mistakes.

understand. It is difficult for MT to properly translate such documents because literary texts are not structured and often use word play, metaphors or other non-literal phrases. Human translators, on the other hand, have the ability to grasp the message of the text, and can properly translate the material even if it is conveyed imprecisely.

This is not to say that human translators always create perfect translations, for even the best-qualified translator will not know the source text better than the author. Still, using highly qualified, professional translators will produce better translations than MT software. MT systems have a more limited knowledge of grammar and vocabulary than human translators and MT dictionaries are limited to what developers were able to implement, which is generally much less than what is necessary. It is important to determine what your needs are and what you plan to accomplish with a MT system.

What are the costs of MT?

When you purchase your MT system, the initial costs will be in the license, customization, annual fees, and maintenance fees. Initially, the cost is high, but using MT regularly for repetitious, large volume documents pays off quickly.

For five languages, the initial cost and maintenance could be close to \$154,000, but let's look at the long-term cost. Let's say that in one year you translated 1,000,000 words. After only the second year of using MT, the total cost for 1,000,000 words would be \$116,450 (\$100,000 for revision, \$7,000 for maintenance, \$9,450 for the annual fee) and would take about 250 days to complete. The cost to have the same 1,000,000 words translated by human translators into five languages at a rate of \$0.10 per word would be \$500,000 and would take about 400 days to complete.

MT runs at a fixed cost independent of volume; this means you can end up saving money over time due to reduced translation cost, reduced delivery time, around the clock availability, and consistency in terminology.

Most commercial MT systems are Transfer-based MT systems. This type of MT lets linguists build grammar rules for the system. The system can then analyze the source language text, map grammatical structures to the target language, and then generate the translation.

However, Transfer-based systems are time-consuming and expensive to develop. When the rules have not yet been developed, poor analysis of sentences will result. Also, this approach can take up to two years to develop since it is knowledge-intensive.

Another type of MT system is Data-driven MT. Only a few commercial MT systems use this method. This method uses statistical methods to calculate which parts of the source and target languages match by gathering large numbers of example translations. The dictionary and translation correspondences are built automatically since text can range from single words to entire sentences. This method may only take a few weeks to develop, but the output is generally of lesser quality.

It is also important to realize that MT systems cannot handle every language combination. Generally, MT systems can translate common language combinations such as French to German or English to French. But rarer language combinations such as Japanese to Swahili have not been developed.

Basic Controlled Authoring Methods: Getting Ready for Machine Translation

Have you decided to buy a Machine Translation system, but can't produce good translations from your new purchase? MT requires a controlled authoring writing style. Here are a few points on using MT efficiently.

- 1) The most important rule for MT writing is: limit sentence length. Sentences longer than 25 words often become ambiguous and too complex for MT to correctly translate. Keeping sentences to a minimum word length will improve the quality of the output.
- 2) Avoid metaphors, jokes, slang, puns, idiomatic expressions and regional or national expressions. Since these are often translated literally, they tend to lose their meaning, creating an unintelligible translation. The literal translation of 'break a leg', for example, will not make sense to the target reader.



Instead of: "You say that your sales will increase by 10 times by the end of this year? Don't count your chickens before they hatch."

Use: "You say that your sales will increase by 10 times by the end of the year? Do not be too confident. Wait until you get the final results."

Instead of: "Don't get me wrong; I love sports, but I hate basketball."

Use: "Do not misunderstand me; I love sports, but I hate basketball."

- 3) Avoid abbreviations, acronyms, contractions, and common Latin terms (etc., i.e., e.g.) as these do not always have equivalents in different languages. Spell out the entire word instead. Machine Translations do not always recognize abbreviations and will leave them untranslated.

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Instead of: Sr, Jr, FDA, TV, etc.,

Use: Senior, Junior, Food and Drug Administration (FDA), Television, et cetera

- 4) Keep pronouns to a minimum. The meaning of pronouns can be lost after translation because different languages use different word orders and gender-specific languages may use different genders for certain objects. For example, in French 'il' could mean 'he' or 'it', so your subject may be unclear to a French reader. Replace pronouns with nouns wherever possible.

Instead of: He is interesting. It is interesting.

When translated into French, this becomes: Il est intéressant. Il est intéressant.

Use: Marc is interesting. The book is interesting.

This avoids ambiguity when translated, becoming: Marc est intéressant. Il est intéressant.

- 5) Use simple, direct sentences with basic grammatical construction. Ensure that the sentence structure is grammatically correct and do not omit words.

Instead of: Make sure you use grammatically correct sentence structure.

Use: Make sure that you use grammatically correct sentence structure.

- 6) Avoid ambiguity. To produce a clear translation, reduce the amount of words and sentences with multiple meanings.

Words: The word 'right' can mean 'correct' or 'right' in terms of direction (right or left).

Sentences: The sentence 'They fed her dog biscuits' can be understood as 'she was fed dog biscuits by them' or 'her dog was fed biscuits by them'.

Instead of: 'They fed her dog biscuits' to mean 'her dog was fed biscuits by them'

Use: They fed biscuits to her dog.

Instead of: 'They fed her dog biscuits' to mean 'she was fed dog biscuits by them'

Use: They fed her some dog biscuits.

- 7) Avoid compound verbs as they are often mistranslated. Use a thesaurus to simplify uncommon usages.
- 8) Use the International Standard Date Format (International Standard Date Format) for writing dates. Date order varies from country to country, but the standard numerical year-month-day (YYYY – MM – DD) format will eliminate problems arising from translating dates.
- 9) Use the infinitive form of the verb rather than present participles because present participles do not always have equivalents in all languages.

Instead of: Click here for selecting the icons and viewing the images.

Use: Click here to select the icons and to view the images.

- 10) Include a list for the translator of all words that should remain in the source language. These can be anything from proper names and titles to product or company names.
- 11) After completing the source document, run a draft through the machine translation and back into the source language to see where problems may be occurring.

Following the above points will prevent many common translation problems from occurring.

Machine Translation, though useful in certain cases, is still not, and may never be the one-size-fits-all solution for translation needs. Any translation used for commercial or professional purposes must be at the very least checked and double-checked by human translators, if not translated by human translators altogether. For those other cases where the benefits of using an MT far outweigh the drawbacks, MT may be that key that unlocks the mystery of languages. And so, as the story goes, with a little help from the Fish, architects all across the globe were able to read and understand the secrets of the tower and climb to the top.

About the Author

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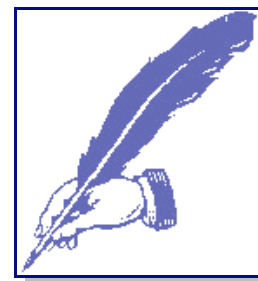
How To Get More Clients

By Norman Daoust

As consultants, we're always on the lookout for ways to obtain more clients. How many of the following five activities do you use to your greatest benefit?

Referrals

Most consultants agree the best way of obtaining new clients is referrals. Among the highest value referrals are those from your past clients and from other consultants that do what you do. Other sources include your potential clients, people that your clients trust, people that know your clients, and consultants in complementary fields. What are the best ways to obtain more referrals? Ask for them, and give referrals. Of course, you give referrals to the people from whom you ask for referrals, don't you? Make certain you don't have blinders on: don't think that you can only give referrals to other consultants; don't think the only types of referrals you can give are for consulting engagements! You can give referrals to your current and past clients, to fellow consultants, to employees, etc. The list is endless. Similarly, you can give referrals for writing and speaking and volunteer opportunities that people value.



Speaking

The most valuable speaking engagements are those attended by your prospective clients, then by people your prospective clients trust, by people that know your prospective clients, other consultants that do what you do, consultants in complementary fields, consultants in other fields.

While I seldom turn down a paid speaking opportunity, I speak without pay at appropriate events whenever possible as part of my marketing plan. Again the opportunities are limited only by your imagination: do you speak at user groups, do you speak at conferences, do you speak at meetings of local organizations? Why do you think many of the speakers you hear at conferences and meetings are consultants? And, of course, when you speak, you do leverage that opportunity in many ways, not just the time you speak, don't you? You send out notices of the event in advance, you publicize the event, you offer something of value the attendees can take home, you provide an easy way for attendees to sign up for your newsletter, you offer discounts for your services to attendees, etc. I landed a nine month contract as a result of publicizing one of my non-paid speaking engagements: it doesn't get any better than that!

Writing

The best way to utilize writing to obtain more clients is to write a book, preferably one that your prospective clients will read or one that demonstrates your knowledge of your consulting expertise. But don't neglect magazine articles, newsletter articles, your own newsletter, and answering questions on a list server. Again, the most valuable audience is your prospective clients, people they trust, people that know them, fellow consultants in your field, consultants in complementary fields.

Volunteering

I don't understand why more consultants don't utilize volunteering as a way to obtain clients. Within two months of establishing my consulting practice, I received two nationally known clients, both as a result of my volunteer data modeling work for an international healthcare standards organization. I distinctly recall receiving the telephone call one afternoon: "Norman, we have a project on which we need a data modeler, would you be interested?" After we discussed the project, I was asked to submit a proposal with a time estimate and my rate. It turns out I was the only person asked to submit a proposal: the project leader told me she had seen me doing the exact type of work the project needed: as part of my volunteer work. After seeing the change in my signature noting my consulting practice (as I volunteered an answer to a list server question!), she called me.

Sponsoring

I know a consultant whose target market is small and medium sized business in his town outside Toronto. At the annual Chamber of Commerce banquet he co-sponsors the wine station. His company name is prominently displayed at the wine station alongside the name of the other co-sponsor: the largest bank in town. He pays \$300 for that sponsorship and tells how his potential clients come up to him throughout the evening to thank him!

Enhancing and adapting the above marketing activities to your consulting practice is limited only by your imagination (as my ability to go into detail was limited by the length of this article). You can obtain more clients by effectively using these methods.

Don't forget to let me know your success stories in these areas: I'll include them in the next article.

About the Author

Norman Daoust of Daoust Associates, www.DaoustAssociates.com, helps organizations manage and organize their data. He is the Past President of the Greater Boston Chapter of the Independent Computer Consultants Association and the Secretary of the Technical Steering Committee of Health Level Seven, an international healthcare standards organization.

De-clutter Your Way to Success

by Karen Giventer,
STC-Boston Volunteer Coordinator

Question 1: Would you like to be happier, richer, smarter, and more relaxed?

Question 2: Would you like to have more free time, peace of mind, personal freedom, fun, and money?

Question 3: Would you like to accomplish all this without spending a dime?

Of course you would. But...how? The answer is so simple that you won't even believe me, but I'll tell you anyway. The path to all these wonderful improvements revolves around one simple activity: De-clutter.

Yes, folks, de-cluttering and de-junking will provide more inner peace than any little magic pill, hours of therapy, self-help books, or expensive hobby. In fact, de-cluttering is a fun hobby in and of itself.

If there's one thing I've noticed about technical writers, it's that we're savers. Does this sound familiar? "I better keep Joe Shmoe's review of my Widgeit User Guide from 1970, someone might ask me why I made these changes." How about this gem? "I can't throw out this textbook on Fortran Programming." You never know, the Fortran language might come back." Or this: "I can't part with this keychain with the Wang logo. It might be worth something as an antique."

It's time, folks, it's time. Sort through, go through, pare down, and be ruthless. You won't believe how big your home-office, cubicle, file cabinet, or closet is when you get rid of all the junk that's stuffing it up. But the real bonus will be the sense of inner peace you get when that stuff is gone for good.

Home is Where the Junk Is — NOT

Is your home-office an embarrassment to your spouse? Are you glad your clients can't see it? Have you seen the top of your desk lately? Maybe you're thinking, "Yes, it's cluttered, but I can find what I need."

No, no, no. That's not how it works. Sure, you can find what you need. It's precariously balanced on top of 5 months-worth of papers that you don't need. Excavate that old stuff today. You'll be surprised at the new enthusiasm you have for your work when your office is de-junked (both on top of and inside the desks and cabinets).

Watch for these home-office clutter hot spots:

- Extra or unused office supplies. I recently gave away my "precious" box of colored push pins. I haven't used one in years. It finally dawned on me that I don't like them, I don't have a bulletin board, and I don't use them.
- Old financial paperwork. That's right – you don't need that bill from the window-washer that you paid three years ago. No, they're not going to come after you. Keep important financial documents filed and shred the rest.
- Filing cabinets. Get down and dirty with your filing cabinet. Go through each file and toss, toss, toss. You'll probably laugh at some of the clutter you've kept neatly filed away for years such as product information about things you no longer own, expired insurance policies, and business cards from people you can't even remember.

Cubicles (and Offices) are Bigger than You Think

Do you ever complain that the cubicle or office that you have at the workplace is just too small? Well, maybe your clutter is just too big! There's lots of stuff you can get rid of. If you're too busy during the work day, take a Saturday or Sunday to spend the day at the office and just de-clutter.

De-cluttering your office space can do wonders for your career. You'll feel more enthusiastic and have more energy for work if your work space is neat and clean. You'll be perceived as more organized and efficient. Don't kid yourself. A messy desk does not make you appear busy and productive. Even if people don't say it, they're thinking "What a mess. How does he/she get any work done?"

I went to a highly recommended lawyer only to find that his office and desk were a mess. I was reluctant to turn over my papers to him and I chose a different attorney. Don't drive people away with your clutter.

Try de-cluttering these items and see how much better you feel:

- Knick-knacks: A couple may be cute and reflect your personality. But do you really need that chipped mug from your trip to the Grand Canyon two years ago? As for collections, I-Don't-Wanna-Hear-About-It. Collections are for museums, not the office.
- Photos: Ditto. A couple of family pictures are fine. Don't waste your precious desk space with pictures of your second cousin's son's first birthday.
- Children's Art: Ditto and ditto. One crayon drawing by each child. Period. Better yet, bring in something they've made that you can really use, such as a clay pencil holder.

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- Paper and work: Keep only papers related to your current project on your desk. You probably don't have time to file every night so here's what I do. I have a file marked “Working File” and everything from my desk at the end of the day goes in there. The next morning, I can pick up where I left off.
- Old paperwork: File it or shred it. It has no business taking up space either on or in your desk or cabinets.
- Old reviews: There's no need to keep old hard copy reviews once your project is done. Keep the sign-off sheets. Return the marked-up copies to the original reviewer. Hey, if there's a complaint about your project, it won't help to produce the review copy as evidence. You'll get the blame anyway... am I right?
- Soda pop cans: This stymies me. I can't understand why so many people keep used pop cans on their desks. Recycle them. Right now.
- Reference books: If you haven't used it since last month, it's outta here. When was the last time you were even tempted to read your copy of *How to Write Better Business Plans?* C'mon folks, just about all the information you need is available on the internet these days.
- Anything non-work related: See knick-knacks, photos, and children's art above. If it's anything else, take it home where it belongs (and then THROW IT OUT).

Cars are for Car-ing

Car is spelled C-A-R. It is not spelled C-L-O-S-E-T. Get it?

Do you find yourself embarrassed when you have to drive your co-workers to a meeting, but first you have to clear the seats and floors so they can get into your car and sit down? You (and they) don't need that aggravation.

You'll be amazed at how peaceful you feel when you're driving to work in a nice clean car. Here's a secret I've found and it's true: Your car will run better if it's clean. I can't prove it scientifically, but it's true.

Don't tell me that if you have a family, the car is destined to be a mess. That's so not true. Would you let your kids scatter their sweaty socks and old salami sandwiches around the living room? Then don't let them get away with it in the car. Every time you stop for gas, throw out the car trash. If the kids leave their toys in the car, lock them (the toys, not the kids) in the trunk and make the offenders pay you 50 cents to get them back.

The Most Satisfaction You'll Ever Have

I promise you...de-cluttering will be the most satisfying, habit forming, fun hobby you'll ever take up. In fact, it's not a hobby; it's a passion and a way of life. Forget about the “I'll-need-it-somedays” and the “It-might-be-valuables” and the “But-it's-so-cutes.” Trash isn't useful, valuable, or cute. De-cluttering will provide you with more space, free time, and pride – now that's valuable!

And the Winner Is ...

Review of the May Chapter Meeting

Bill Gruener, Senior Member, STC-Boston Chapter

Didn't we read about the STC—Boston Chapter Competition winners in the March *Boston Broadside*? You did, but on May 25th the MathWorks hosted the Online Showcase, which was an opportunity for winners of Awards of Excellence and Awards of Distinction to display their entries and for Chapter members to see and play with those winning entries.

All the winners thank STC judges for their input, and all stressed how helpful judges comments are. So, here's the plug: this fall, please judge in the 2005 STC Competitions.

Paul Hamer, Learning Products Developer—Philips Medical System, HeartStart MRx User Training Video

Philips, a large Dutch conglomerate, produces many products from TVs to toothbrushes. The Andover campus creates medical devices, and Paul's assignment is to create training videos for advanced life support pre-hospital and hospital personnel. Most of the training happens not close to the patient and device; learners are at home, and learning happens after work hours. The video is 36 minutes. Paul served as the project manager and with a team of six, produced the video on what he considered a modest budget of \$43,000.

Paul feels that in producing this training video the needed elements are using wisely a key person—a subject matter expert (SME), performing an in-depth audience analysis, creating and honoring learning objectives, conducting a kickoff meeting, developing in a media with the latest or stable production tools and technology, hiring a narrator who can record and deliver audio files for the process, planning for updates, and ensuring commitment from the SME.

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“And the Winner is...”(continued from page 14)

Paul’s SME is a clinical specialist who is over-committed with too many pressures and too little time. Therefore, using this resource calls for careful scheduling and asking for input only when absolutely needed. Flexibility is an important ingredient in creating the video: several shots called for changing locations because weather was inappropriate or resources were not available. Philips employees served as the actors, and Paul volunteered himself as the patient.

The major challenge of producing this video is producing in three digital formats: VHS (both NTSC and PAL), DVD, and Web. Each of the formats has demands that don’t transfer from one to the other.

Andrew Harrington, Technical Publications—Avid Technology, Inc., Avid Xpress Studio Online Library

Andrew finds himself in the position of producing spectacular results on very modest budgets. He says that he’d die for a budget of \$43,000 or even \$4300. Andrew describes two flavors of Avid Xpress. One flavor, named Xpress, is for small shops, the one-man band, and the other, Xpress Studio, is the full-blown package designed for someone who wants to add special effects and 3D graphics and animation to their videos. The Online Library supports Xpress Studio and is a bundled suite of multimedia references. The Tutorials cover the basics of the various Avid tools, and the PDF manuals provide a complete reference to all the tools as well as information on how to use the tools together.

When creating the Library, Andrew pushed for consistency by color coding the various elements. He reduced the cost by having himself perform the voice-overs, and his recording studio was the closest, quietest conference room. Tech pubs used Macromedia’s Flash to develop the Library. Once produced, the Library was tested and debugged much in the same manner that software is tested and debugged. Andrew notes that the user is new to the features of Xpress Studio but not new to the discipline of video editing. The Library offers no direct interactive training; the user listens, views, and reads. Any user interaction happens with the product not with the Library.

Randall Uncapher, Senior Web-based Trainer (WBT)—Progress Software Corporation, Database Administration—Web-based Training, the 2005 Online Communication Competition Best of Show

Before starting his talk, Randy thanked the STC for the award and stressed that the VPs of Progress are pleased with the success of the tech pubs group, which makes the group more eminent within Progress.

Randy Uncapher lists the “Gotcha’s” of web-based training (WBT). The first gotcha is that this training is the Rolls-Royce when the customer needed a Chevrolet. The second is that his team started creating WBT using the wrong tools but corrected the problem by switching to Macromedia products. This training is not SCORM compliant. (SCORM, Sharable Courseware Object Reference Model, is a suite of technical standards that enable web-based learning systems to find, import, share, reuse, and export learning content in a

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End of Year Celebration

The Boston Chapter “End of Year Celebration” was held at Bentley College on June 15th. Counterclockwise from top are : The Boston Chapter Council mugging for a snapshot; SIG Leaders accepting recognition for all their hard work; and, Chapter President Steve Jong handing the gavel to his 2005-06 successor Greg Bartlett.



“And the Winner is...”(continued from page 15)

standardized way.) Therefore, reusing content may be hard for Progress. The training package has no search capabilities. Thus, the system does not work well as a reference. The design standard is no scrolling. Holding to that standard, his team created each segment to fill one monitor screen without any scrolling, but Randy thinks scrolling would help.

Another gotcha is that Progress cannot collate feedback (and, they’re a database company). Also, updated versions are killing the tech pubs group: they can’t sustain and can’t revise fast enough. Progress has no eCommerce model; so, there are no means to distribute other than the 3 or 6 month subscriptions.

Randy’s list of gotcha’s seems long for an entry that won Best of Show and went on to the International Competitions. So, I asked whether there were any positives. The first is that the WBT team gets direct feedback from customers usually at conferences. Thus, tech pubs can hear their audience. Randy thinks that his manager has great hiring ability and once hired, employees are left alone to get work done.

Please Judge

Ok, if you’ve read this far, thank you, and I will push again: Please judge this fall in the 2005 STC Competitions. If I didn’t mention enough times in this article, recipients repeated that winning awards netted greater significance and influence within an organization, and recipients found judges comments invaluable in developing the next technical communication package. ‘Nuff said? See you next fall.

Chapter Membership Report

By Virginia Adams,
Membership Committee Manager

We would like to welcome the following people who joined the Boston Chapter and those who became senior members in 2004.

New Members	Transferred Members
Neil Andrews	Ayesha Abdal-Khallaq
Robert Bertrand	Alanna Blinn
Silvio Bichisecci	Louise Dedekian
Jana Bily	Stephen Dyer
Marcia Borensztajn	Michele Fagan
Michael Boston	Dolores Fallon
Suzanne Burns	Elizabeth Favini
Bob Burns	Cynthia Geigel
Katie Cabral	Laura Lapierre
Cris Carter	Judith Menninger
Margaret Cerilli	Kathleen Slade
William Coe	Mary Tetreau
Clyde Cortwright	Ann Weiner
Gary Duncan	Joan Wotkowicz
Nathan Emerson	Senior Members
M.M. Finley	Congratulations to the following members who achieved Senior Member status in March 2005.
Susan Florida-Francis	
David Fox	Sara Adcock
Sue Franklin	Christine Jesensky Bennett
Bert Gassman	Marcie Burns
Tony Gentile	Dennis Carothers
Jody Giunta	Jenny Collins
Barry Goldberg	Roasemary Donnelly
Gail Greenblatt-Saporito	Atticus Fisher
Denise Hale	Richard Fubel
Salli Hart	Laura Gabiger
Heather Hedden	Helen Gallagher
Jim Henerberry	Stephen Gioia
Kate James	William Gruener
Jesse Johnson	Julie Guscott-Schultz
C.B. Leob	Brian Kelly
Sarah MacArthur	Becky Kinder
Donna Macauley	Kevin Kyle
Dan McGoldrick	Mary Purcell
Joanna Miller	Margaret Taft
Palmer Pearson	David Van Camp
Thomas Powderly	Katherine Witbeck
Celia Roing	
Kim Sarno	
David Smith	
Brian Toohey	
Michael Trombly	
Donald Vesco	
Richard Wladkowski	
Katherine Wrobel	

The Broadside Staff

The *Boston Broadside* is published six times throughout the calendar year and would not be possible without the hard work of dedicated volunteers. I would like to thank the following people for their contributions.

Broadside Staff

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Columnist/Photographer
Christine Jacobs,
Copy Editor
Sandra Jeffries,
Web Publisher

.....

Authors

Virginia Adams
Sandra Bologna
Norman Daoust
Marie-Anne de Warren
P.J. Gardner
Karen Giventer
Steve Jong

Thanks a bunch!

Jon Harvey
Managing Editor
Boston Broadside

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Write for the Broadside

The *Boston Broadside* encourages Chapter members to share their skills, thoughts, and ideas with other professionals in the Chapter.

If you would like to write for an upcoming issue of the *Boston Broadside*, send an email message to bostonbroadside@comcast.net.

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