Ragged Left

THE SOCIETY FOR TECHNICAL COMMUNICATION   BERKELEY CHAPTER

Speakers to Focus on Writing for Web

Whether via commercial Web sites, intranets, online help, or Web-based training, communicating effectively is one of our biggest challenges. For instance, did you know that 79% of users scan information online instead of reading it word for word, or that online content should have 50% of the word count of its paper equivalent?

To address these kinds of constraints, writers need to understand and apply specific online information principles and techniques. The presenters at the September 13 meeting will discuss what it takes to write effectively for hypermedia. Specifically, they'll talk about how to:

- Adjust your writing style from linear to modular

- Group and nest information so that your reader doesn't get "lost in hyperspace"

- Structure information for quick access

- Layer information for different user levels

- Label information for easy access

- Say more with fewer words in less space

- Use white space and graphics effectively

They'll also show examples of good and bad hypertext, and the audience will be invited to actively participate in explaining what is good and bad about each example.

The speakers, Anne Marie Smith and Caroline Drakeley, are principal owners of InfoPros, a technical communication agency and staffing firm located in Sacramento. Smith has been in the techni-

cal communication field since 1984. Drakeley has extensive experience in the publishing, marketing and technical communication arenas. Drakeley and Smith are also instructors in the California State University (CSU), Sacramento technical writing program, and columnists for *California Computer News*, a Northern California technology publication. They are frequent speakers at both national and local conferences in the area of online information. InfoPros was listed as Sacramento's 5th-fastest growing company in 1999 according to the *Sacramento Business Journal*.

Other Bay Area Chapter News

Next San Francisco Chapter Meeting

September 20, 2000: Tips and Tricks for Project Management, with Meryl Natchez.

Contact: Acting President of the Chapter: Lu Rehling *rehlingl@sfsu.edu*

http://stc.org/region8/sfc/www/index.html

STC Events Hotline: (415) 561-9204

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About the STC

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

STC has more than 20,000 members and 144 chapters world-wide. Its members include writers, editors, artists, illustrators, photographers, audiovisual specialists, managers, supervisors, educators, students, employees, and consultants.

STC strives to:
- Advance the theory and practice of technical communication.
- Promote awareness of trends and technology in technical communication.
- Aid the educational and professional development of its members.

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

To receive additional information and an application form, via mail or email:
- Call our chapter voicemail number 510-466-5464 and leave a message.
- Send email to *bkymbrs@stc.org.*
- Send mail to STC-Berkeley, PO Box 1007, Berkeley CA 94701-1007.

Advertising Rates
Page $70, 2/3 page $50, 1/2 page $40, 1/3 page $30, 1/6 page $20, business card $10. STC members receive 20% off. Ad deadline is the fifteenth of the month prior to publication.

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

Deadline for unsolicited submissions is the 21st of the month preceding publication.

Other STC publications are hereby granted permission to reprint articles from *Ragged Left*, provided such reprints credit the author and the specific *Ragged Left* issue, and a copy of any publication containing such a reprint is sent to the *Ragged Left* editor.

STC-Berkeley Chapter Meeting Details

Next meeting: Wednesday, September 13.

Café de la Paz serves STC-Berkeley members delicious South American food. The meeting begins at 6 P.M. with networking, conversation, and a no-host bar, followed by the buffet at 6:30 P.M. Chapter business and announcements are made around 7:15 P.M., followed by the speaker.

If you want to eat dinner, reservations are required and *must* be received (by Bill) no later than 12:00 NOON the Monday before the meeting (September 11). Reservations are necessary so that we can order the right amount of food. Do *not* contact the restaurant.

Send checks to Bill Kritzberg, 401 Melrose Avenue, Alameda, CA 94502.

RSVP online: Use your credit card to order meeting reservations via the chapter Web site, *www.stc-berkeley.org.*

With a reservation, the meeting fee with food for members is $17, for student members is $14, and for nonmembers is $20; if you come for the program only, starting at 7:30 P.M., the fee is $12 for members and non-members ($10 for students). If you are not eating, payments may be made at the door.

Fix Your Résumé

STC-Berkeley offers free résumé reviews to all comers, whether they are members or not. If you know someone who is a technical writer and would like some help with his or her résumé, we offer résumé reviews by people who have experience making hiring decisions.

With the average employer taking less than a minute to look at your résumé, another pair of eyes can help present your qualifications in the best light, *and* get you hired.

Résumés for review must be received the Friday before the monthly meeting (September 8). Send résumés to *employment@stc-berkeley.org.* Arrangements will be made to meet at the monthly meeting and to discuss the suggestions.

Judges Needed

By Richard Mateosian,

xrm@pacbell.net

We need your help.

The 2000 STC Northern California Technical Communication Competition (NCTCC, also known as Touchstone) is starting. The call for entries has gone out.

My job for this year's competition is ensuring judging quality. If you are interested in working on this issue, please contact me directly. Send me email or call me at 510-540-7745.

This is a transition year. We are moving from having a different chapter run the competition each year to making an ongoing regional entity responsible for it. If you have experience with past competitions, we need your help making this happen smoothly. Please get in touch with me if you wish to work on this.

If you wish to be a judge or lead judge or are interested in working on other aspects of the competition, please get in touch with the competition director, Judy Herr at *herrj@home.com*.

If you wish to receive announcements about the competition and to participate in competition-related discussions, please go to

http://lists.stc.org/cgi-bin/lyris.pl?enter=nctcc-l to subscribe to the mailing list *nctcc-L@stc.org*. Thanks for your help.

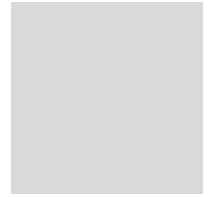# Starting a Special Interest Group in Instructional Design

By Yvonne DeGraw,

ydegraw@home.com

At the recent STC conference in Orlando, there was a

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Next Meeting:

Wednesday
September 13
Writing for the Web
with Anne Marie Smith and Caroline Drakeley

Meal reservations required by Monday, September 11.
See page 2 for costs and meeting details.

RSVP online: Credit cards accepted at
www.stc-berkely.org. Please do *not* call the restaurant!

Café de la Paz: 1600 Shattuck Avenue (at Cedar)
Buffet and No-Host Bar   6:30 - 7:30
Announcements and Program   7:30 - 9:00

STC-BERKELEY MEETING LOCATION AND DIRECTIONS

By BART: Exit the Berkeley station (Richmond line) at Center and proceed north six blocks up Shattuck Ave. to 1600 Shattuck at Cedar.

From north of Berkeley: From I-80, take the University Avenue exit. Go east (towards UCal) to Shattuck Ave. Turn left (north) on Shattuck and go seven blocks to 1600 Shattuck. Turn left on Cedar for parking.

From south of Berkeley: Take I-880 north from San Jose through Oakland. Follow the highway as it curves sharply to the right (where traffic merges) and becomes I-980. Continue on I-980 to Highway 24 (toward Berkeley/Walnut Creek). Take the first exit from 24 (Martin Luther King Jr./51st). Turn right on 51st St. and make first left onto Shattuck Ave. Proceed north on Shattuck to downtown Berkeley. Turn left on University Ave., then right again at first light (north) onto Shattuck. Go seven blocks to 1600 Shattuck. Turn left on Cedar for parking.

From San Francisco: Take the Bay Bridge towards Oakland (I-80 East). At the end of the bridge, stay in the left-hand lanes and head towards Berkeley and Sacramento. Proceed two miles and exit onto University Avenue (on the exit ramp, stay in left lane of split). Go east (towards UCal) to Shattuck Ave. Turn left (north) on Shattuck and go seven blocks to 1600 Shattuck. Turn left on Cedar for parking.

From far East Bay: Take Highway 24 west through Caldecott Tunnel, exit Ashby Avenue. West on Ashby to Shattuck Ave. Right on Shattuck to downtown Berkeley. Turn left (west) on University Ave., then right again at first light (north) onto Shattuck for seven blocks to 1600 Shattuck. Turn left on Cedar for parking.

North

Shattuck Avenue

Cafe de la Paz
1600 Shattuck Ave.

Cedar Street

North Berkeley
BART Station

Hearst Avenue

UC Berkeley

University Avenue

6 blocks

To I-80
I-580

Berkeley BART Station

Downtown Berkeley