

President's Message:**Basics**

By "Doc" Morris

The WWW, the internet, email, fax, telex, postal service, carrier, or drums, are all media providing the same service: to convey your message.

Ergo' the message is your principal concern. Contrary to Marshal McLuhan's proposition, the medium is **not** the message! Not any more than you are the vehicle that takes you to your destination.

The message is the idea that must travel from the originator-sender to the receiver; the medium only moves it there.

Thus, communication is the transmitting of an idea from one mind to another, in its entirety and unchanged, so both minds envision the same image.

The degree of receiver response it evokes is a direct measure of the success of your message. That constitutes a complete communication.

In summary, regardless of the mode of transmittal and delivery, the wording of the idea is your first concern. Make your message understandable in the reader's terms; short; grammatically correct; and logical. ■

Subscribe to our ListServ!

STC.org has issued us the mailing list name, CNYSTC-L. Only CNY STC members can subscribe. As a subscriber, you can broadcast work-related questions, answers and ideas to all CNY STC member subscribers. The master password you need to subscribe is: *75CNYcolleagues*. Use this password to sign up at our ListServ website address:

<http://stc.org/region1/cny/listserv.htm>

New CNY STC Speaker Series Kicks Off Oct. 20th with Leybold Inficon's Richard Inch:***"Bridges To Trust: Achieving Corporate Expectations within a Skeptical Environment"***

Think about this title for a moment: Can there be anyone in technical communications who has not faced exactly this challenge in their jobs?

When Technical Documentation Manager Richard Inch joined Leybold Inficon in Syracuse several years ago, he faced a daunting, dual challenge: *winning the trust of a skeptical staff of engineers who were accustomed to doing all their own tech writing, and planning and implementing a new, long-term strategy for managing Leybold Inficon's technical communication operations.*

At our October 20 meeting, Richard will explain some of the tough challenges, novel approaches and successful procedures he implemented at Leybold Inficon—actions that worked there, and *may also be helpful to you in building a more tightly-coordinated technical communication function within your company.*

Richard's 7 p.m. October 20th presentation at Betts Library will be the first in a stimulating series of new, lively and informative STC meeting presentations by several CNY STC corporate technical communication managers stepping forward to speak for the benefit of their professional STC colleagues during our 1999-2000 meeting season.

We strongly urge all CNY STC professionals and students to encourage and support these generous fellow member-speakers by attending all our Speaker Programs in this '99-'00 series: instructive, informative, eye-opening presentations you won't want to miss! ■

Next Month's Speaker: Kathleen Aughey, Manager, Digital Publication and Product Services, Kodak, reviews her personal experiences over 14 years in technical communication at KODAK.

CNY STC Website: Up and Running

In September, after weeks of pre-launch previews that elicited some great member feedback, our new chapter website was running on STC.org's server.

We have received many helpful and constructive responses from our members, including several interested in forming a chapter website committee to collectively manage and develop our site.

Online Roster Implemented

Shortly after our site went public, password access was implemented for our online CNY STC Membership Roster page. *Written permission is mandatory for publicly posting any member's information on an STC website.*

Getting yourself listed on our Roster page is easy: either (1)fill in, sign, and mail back the form enclosed with this newsletter, or (2)visit our CNY STC website, click the ROSTER button, and follow the prompts.

Over a dozen members have already sent us their written permission to have themselves listed on this page, and we hope all members will eventually follow suit.

Whether or not you want your information posted publicly on the web, we wish you would fill out the form anyway, to help us keep our Chapter records accurate. If you DO want your record posted online, sign your name at the bottom; otherwise send back the completed form but leave the signature blank.

(If you have already done so, please disregard this reminder.)

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COPYboard

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COPYboard is the official monthly newsletter of the Central New York Chapter of the Society for Technical Communication, and is published eight times per year, September through June.

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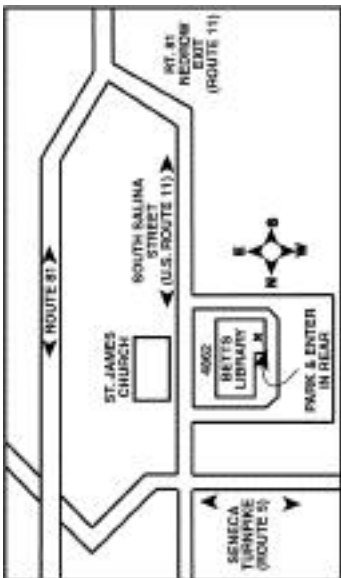
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All STC members are encouraged to submit letters, articles and job leads to **COPYboard**. Deadline: the 20th day of the month prior to publication. Email to Newsletter Editor or send a 3.5" PC or Mac disk to: STC, PO Box 152 Syracuse NY 13215

All CNY STC meetings are free and take place at Betts Branch Library, 4862 South Salina Street, (U.S. Rt 11) Syracuse, from 7p.m. to 8:55 p.m. on the third Wednesday of the month. The entrance to the library is in the rear, where there is also free parking. Betts is just south of Seneca Turnpike (see below). Library phone (for directions): 315-435-1940.



Feedback - Letters & E-Mails

Hi,
I really like the web site you're putting up for us. It's clean and simple and the info is there. I also like that you didn't go for the flashy navigation bar that's usually located on the left. This way, it forces people to read the info. I think this is good. I like your banner and logo up top. Overall the page comes across as well done and professional.

By the way, under educational resources you need to put SUNY Utica/Rome BS in Professional and Technical Communication. Maybe put a link to the school home page or department web site.

Sophia Pochat
Utica, NY
sohpoc18@us.ibm.com

Hi Bob,
The website looks good (in layout and information). I do not have any experience in websites but I am interested in being on the website committee.

Connie Bernier
Syracuse NY
CBernier@tickets.com

Bob,
Please sign me up for your website committee. I already have a little experience and would like to increase my involvement in the chapter. This would be a good fit for me.

Doug Eaton
Cato, NY
rdeaton@dreamscape.com

Bob,
Say, the STC-CNY Web site doesn't look bad! I'd recommend adding some more color (not necessarily graphics; just color), and making the selection buttons ('Home', 'Newsletter', 'Calendar', etc.) a bit larger. Also, please add Binghamton to the list of CNY towns represented (even though I'm probably the only one).

I'm just now learning Microsoft FrontPage, and might be ambitious enough at some point to sign up for the Web Site Committee. Will let ya know!

Bruce Roberts
Binghamton NY
broberts@stny.rr.com

Send Letters to: **COPYboard**, PO Box 152, Syracuse NY 13215.

Send Newsletter Email to: mary.sabin@carrier.utc.com

Send Website Email to: stc@twcny.rr.com

SUNY IT Student Chapter Open House

— All STC Members Invited —

SUNY Institute of Technology (IT) students are considering forming a student branch within CNY STC and are planning to host a "Chapter Meeting"/Presentation Forum on Saturday, December 4 at SUNY IT campus. This is open to all CNY STC members and students.

SUNY IT student leader Terri Granger, who is a member of CNY STC, plans to invite other faculty and students from area colleges with technical communication programs, as well as speakers from the communication fields to take part in the forum.

SUNY Utica/Rome Technical Communication seniors will give 10 minute presentations on relevant subject matter: such as new media, globalization, web design, and other topics.

Students will have an opportunity to network with STC communication professionals. A reception will follow the presentation forum and refreshments will be provided.

This will be a golden opportunity for CNY STC professionals to support the professional education of our student membership by attending this program, meeting the students and professors, and for the beneficial exchange of ideas.

The program is tentatively scheduled for Saturday, December 4 from 10AM-2PM. We urge all members to mark this date and email their interest in participating to Terri at: granget@SUNYIT.edu. ■

The Technical Communications graduate asks, "How will I document it?"
The Engineering degree graduate asks, "How does it work?"
The Accounting degree graduate asks, "How much will it cost?"
The Liberal Arts graduate asks, "Do you want fries with that?"

Where do CNY STC Members work?

Our Chapter members are employed by at least 34 CNY companies and colleges. Many of these employers' website links will appear on our website's JOBS page. However, we don't really know the employment locations for nearly a third of our members! ***So, if you haven't already, please fill out the enclosed information form so we can build a better picture of who our members are!*** If desired, also sign your permission for us to put your info on our online member roster. (Whatever you decide, at least be sure to complete the entire form!) Applied Theory - Syracuse Autodesk, Inc. - Ithaca Blaisland, Bouck & Lee, Inc. Engineers - Syracuse Borg Internet Service Providers - Utica Business Records Corporation (Div. Affiliated Computer Services) - E. Syracuse Carrier - Syracuse Cmolod Polymer Lab - Ithaca

Coherent Research - E. Syracuse Cornell University students - Ithaca ENCOM Specialty Pubs.-Fayetteville Gaylord Info. Systems - Liverpool Harza Engineering - Utica Hi-Speed Checkweigher - Ithaca IntraGlobal Management - Syracuse Ithaca College students - Ithaca ITT Research Institute - Rome Kodak - Rochester Leybold Inficon - E. Syracuse Lockheed Martin - Syracuse, Owego MONY Corporation - Syracuse Philips Broadband - Manlius QUBE Connections, Inc. - Syracuse Raymond Corporation - Johnson City Sensis Corporation - Liverpool SUNY IT - Utica Syracuse Research Corp. - N. Syracuse Syracuse University Computing & Media Services Syracuse University students Tickets Live - Syracuse Topaz Publications - Syracuse Translations for Technology - Ithaca Universal Instruments - Binghamton Welch Allyn - Skaneateles Falls XCP, Inc. - Dryden ■

Welcome, Robert Workman!

Robert Workman, better known as "Bob", joined the STC about a year ago. He brought forth a knowledge of technical documentation that proved most helpful to our local activities. Much of this was shared through experience with ENCOM Speciality Publications, his entrepreneurship, located in Fayetteville, NY.

We needed someone with Bob's abilities for some time. Not only did he become a member, but a stalwart, and true professional at that.

At our working sessions, we look forward to his good guidance and thorough insight. His recent creation of our CNY STC Chapter website, with its ListServ and On-line Directory are typical contributions. His well-noticed functions has highlighted his promotion to Vice-President of this chapter.

Be sure to come to the meeting and meet Bob. He will surely convince you to participate in the chapter!

Thanks, Bob!

Jim Hamlett F, STC

Understanding The Corporate Structure

Chairman of the Board

Leaps tall buildings in a single bound.
More powerful than a locomotive.
Is faster than a speeding bullet.
Walks On Water.
Gives Policy to God.

President

Leaps short buildings in a single bound.
Is more powerful than a switch engine.
Is just as fast as a speeding bullet.
Walks on water if the sea is calm.
Talks with God.

Executive Vice President

Leaps short buildings with a running start and favorable winds.
Is almost as powerful as a switch engine.
Is faster than a speeding BB.
Walks on water in an indoor swimming pool.
Talks with God if special request is approved.

Vice President

Barely clears a quonset hut.
Loses tug-of-war with a locomotive.
Can fire a speeding bullet.
Swims well.
Is occasionally addressed by God.

General Manager

Makes high marks on the wall when trying to leap buildings.
Is run over by a locomotive.
Can sometimes handle a gun without inflicting self-injury.
Dog-paddles.
Talks to animals.

Manager

Runs into buildings.
Recognizes locomotive two out of three times.
Is not issued ammunition.
Can't stay afloat with a life preserver.
Talks to walls.

Trainee

Falls over doorsteps when trying to enter buildings.
Says, "Look at the choo-choo!"
Wets self with a water pistol.
Plays in mud puddles.
Mumbles to himself.

Secretary

Lifts buildings, and walks under them.
Kicks locomotives off the tracks.
Catches speeding bullets in her teeth, and eats them.
Freezes water with a single glance.
Is God. ■



CNY STC Website Up and Running...*(continued from Pg. 1)*

A Minor Glitch:

Initially, when some members tried going online to access the permission form, they got a "nonexistent page" error message. This has now been fixed; you can access the form at either of two addresses:

<http://stc.org/region1/cny/cnyroster/responseform>
- or -
<http://stc.org/region1/cny/responseform.htm>

Introducing our CNYSTC-Listserv

Our password-protected, members-only mailing list service (CNYSTC-L) is now in place. To use it, go to our website, click on the 'ListServ' button, and follow the instructions for subscribing to CNYSTC-L. (the subscription password is 75STCcolleagues.)

Once subscribed, you'll be able to post E-mails to CNYSTC-L which will automatically go to ALL CNY STC subscribers. All subscribers can choose whether they want to receive individual CNYSTC-L postings in 'real time' or in once-a-day, grouped, 'digest' form. Please use CNYSTC-L as your professional "E-forum", for exchanging ideas and staying in touch.

We require a password for signups to keep out spam robots, solicitors, and non-STC members.

Newsletter Redesigned

We have also redesigned our CNY STC newsletter, giving us more room for news and editorial submissions. Copyboard will remain closely coordinated to our CNY STC website: e-mails and

letters-to-the-editor will be published side by side, and member article submissions will soon be able to be supplemented by author-supplied FTP file downloads from the web, giving authors an extra way to disseminate full text files and/or samples of programs, help system demos, javascript snippets and applets, etc. to interested parties. Our website serves the 80% of our members who are computerized; our newsletter serves all members.

We hope you enjoy our efforts and find the time to attend CNY STC meetings. Meanwhile, if you see something else you'd like us to be doing, suggest it. Better yet, take the initiative and volunteer to make it happen, sharing the results with your STC colleagues! ■

CNY STC ~~COPY~~board
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