

# ROUGH DRAFT

The newsletter of the STC Phoenix Chapter

November 2006

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## Meeting Information

### Managing e-Learning Projects: Avoiding the Pitfalls

Tuesday, November 14, 2006

Project Managers often do not realize how complex an e-Learning project is, especially compared to documentation and ILT projects. In this 90-minute, interactive presentation, participants learn about e-Learning development processes and the pitfalls at each stage. In addition, they will learn about the importance of the prototype as a management and forecasting tool. The workshop will conclude with an exercise consisting of a series of scenarios for which participants decide when and how the problem could have been prevented and what corrective action they can now take.

**Jane Smith**, a Certified Performance Technologist, has been an instructional designer for over 20 years and develops training for classroom, audio, CBT, IMT, WBT, and e-learning. In addition, she has facilitated classes on instructional design. She is an independent consultant, providing course design, mentoring, project management, and workshops and seminars through her company JEM Communications, LLC ([www.jemcommunications.com](http://www.jemcommunications.com)).

Within STC, Jane is the Manager of the Instructional Design SIG, an Associate Fellow, and a frequent presenter at conferences and chapter educational events.

**Where:** University of Phoenix - Northwest Campus  
15601 North 28th Avenue,  
Phoenix, Arizona 85053 [Map](#)  
602-863-2600

#### Buffet Dinner

Plentiful Garden Salad

**Chicken Pueblo:** Breast of chicken with cilantro pesto, red pepper and goat cheese served with sun-dried tomato lime sauce

**Cappellini Pomodoro:** (Vegetarian)

Angel Hair Pasta with Vegetables

**Fresh Mixed Grilled Vegetables**

**Assorted Homemade Bread**

**Light Dessert**

**Beverages:** Iced tea, water

**Cost:** \$20 members

\$25 nonmembers

\$15 student members

\$10 program, dessert & beverage

Pay by check or cash at the door.

Pay by credit card using PayPal (online registration form). Dinner price includes tax, tip, and program.

**Note:** \$5 charge for late dinner reservations. **NO SHOWS WILL BE BILLED.**

**Register:** RSVP no later than noon **Thursday, November 9.** Register online at [www.stc-phoenix.com](http://www.stc-phoenix.com), Email Deb Duane at [stcphoenix@yahoo.com](mailto:stcphoenix@yahoo.com), or call Norm Haskett at 480-963-8102.

*Rough Draft* is the official newsletter of the Society for Technical Communication, Phoenix Chapter community. The newsletter provides news about chapter events, members, and publishes members' opinions about technical communication topics.

#### Newsletter Staff:

Karen L. Zorn, Managing Editor

Gloria McConnell, Contributing Editor

Kathy Graden, Contributing Editor

Reviewers: Chanda Child, Jane Rossignol,

Debra Duane, Susan Katz, and Teri Gould

#### Submitting Content

We invite readers to submit articles, columns, photos, and other material on subjects of interest to Chapter and Society members. Deadline for submissions is the 10th of the month prior to publication.

We accept articles submitted as e-mail, or files in Microsoft Word® or Adobe FrameMaker® format. We prefer GIF, PNG or JPEG graphics. Please include your e-mail address and your phone number. If you want to send material by fax, first call the Managing Editor, Karen Zorn, at 482-354-0537.

The Rough Draft staff reserves the right to edit articles for clarity and length and to reject submissions judged unfit for publication. We try to review substantive editing of feature articles with the author before publication. Our style guide is *Words Into Type*.

#### Newsletter Mailing Address

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#### Phoenix Chapter Mission Statement

As a world-class educational and informational forum, we discuss cutting-edge concepts and technology, encourage sharing information among members, and sponsor top-quality seminars and conferences.

We give our members the opportunity to grow professionally and be creative; to develop leadership, management, and other skills; to be recognized for their outstanding skills and service; to be the most sought-after employees in our field; and to attain international status as Society-level leaders.

We provide a fun and friendly, high-energy environment that fosters associations and friendships. We promote the value of technical communication and communication in general.

#### Phoenix Community Contacts

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**Society for Technical Communication**  
<http://stc.org/>

## Membership Matters

### Creative Cost Cutting

by Debra Duane, Membership Manager, STC Phoenix

Choosing to be affiliated with the Society for Technical Communication requires a financial investment, and if you're anything like me, you want to make that investment count while keeping additional costs down.

One way to do this is to bring in your own meal to the monthly meetings. Now that we're meeting at the University of Phoenix, bringing in your own meal is an acceptable alternative to the catered meals that are brought in. You can choose to bring your own culinary masterpiece from home or pick up something at a local drive-thru. The choice is yours.

I did just this at the October meeting. My engineer husband, who is not a member, was very interested in the program topic, but spending \$45.00 for both of us to attend was outside our budget. Instead, I registered us both for program-only attendance, which brought the cost down to \$20 — my normally budgeted amount for monthly STC meetings (Suze Orman would be so proud of me). Besides, \$10 per person to attend an outstanding program such as Matt Moran's in October is a heck of a deal.

So, if you find yourself thinking that you just can't afford to attend the meeting due to budget constraints, consider attending just the program and bringing in your own "Good Eats" as a way to creatively cut your cost.

### Membership Statistics

The STC Phoenix membership as of September 30, is now numbered at 186 members, which reflects a 2.9% increase from August. The International Membership has broken the 15K mark and is now numbered at 15,203, which is a 1.5% increase from August. On behalf of the entire chapter, I'd like to welcome the following new community members: Becky Ellefson, Claire Lauer, James Morgan, and Richard Theis. Welcome aboard!

I encourage you to join us at the meeting location nearest you. Networking and volunteer opportunities abound, you'll enjoy a good meal with great people, and you might even learn a thing or two. I hope to see you on November 14. I welcome your comments and suggestions. Feel free to e-mail me at: [stcphx-membership@cox.net](mailto:stcphx-membership@cox.net)

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Hmm, *Lizards for Lunch!* A roadrunner crosses Apache Trail (AZ88). Deb Duane, October 16, 2006



# From the President's Word Processor

## Getting to Our Bottom Line

by Dana Osborne, STC Phoenix President 2006-2007

At its September meeting, your Committee Management and Administrative Council (CMAC) undertook one of the hardest jobs we have: approving a budget for this fiscal year. A tremendous amount of work goes into this process. It begins during the summer when each committee manager is asked to prepare a draft of income and expenses for the upcoming year. Our hard-working treasurer then aggregates this information into an overall draft. (The "lucky" person this year is **Karen Forrester**, who is has taken on this role for the second year in a row! I admire anyone who is willing to handle this responsibility more than once!) After the draft is prepared, the work really begins – hashing, rehashing, and often slashing the entire thing, line item by line item!

It's a rough process both mentally and emotionally, and requires the group to make some tough decisions. The discussion can get heated. The entire process requires everyone to have an open mind, to be willing to put everything on the line, and to make final decisions on what is best for the chapter membership as a whole. And so, after *three long hours* of the hashing and slashing, we approved a budget to guide our operations for the remainder of the fiscal year (through June 30, 2007).

Our commitment throughout the budget development and administration process is simply this: to be good stewards of the chapter's funds and work consistently to provide the most effective and value-added services we can for our members. As part of this commitment, I want to share a few facts and figures with you.

### Society Rebates and Other Income Sources

When you join STC and designate your desire to be part of a "geographic community" like the Phoenix Chapter, part of your membership dues are shared with that community. Known as "dues rebates" or simply "rebates," the amount the chapter receives is based on the number of members on the chapter's roster as of June 30, 2006. Rebate monies have been a primary source of income to the chapter in previous years. Unfortunately, membership at the chapter and Society levels has dropped in the past few years, thus reducing the amount of the rebate. In addition, the rebate structure itself has changed over time.

The following table shows the rebate rate schedule as well as the amounts calculated for our chapter this year:

Society Rebate Structure			Phoenix Actual for FY2006	
Member-ship Type	Rebate Threshold	Rebate Amount/Member	Member-ship Count	Calculated Rebate
Regular	1-100	\$24	100	\$2400
	101-200	\$16	66	\$1056
	201+	\$8	0	-
Student	N/A	\$11	8	\$88
Sustaining	N/A	\$80	1	\$80
			Total Rebate	\$3624.00

Unfortunately, the rebate amount above reflects only about a quarter of the revenue needed to support our chapter's activities. Our largest income source is actually the amount we receive from our monthly program meetings. (Of course, program meetings are also our largest expense! See below for more information.)

Some years, the chapter has other major activities that generate revenue. These include Publication, Art, and Online (PAO) competitions or other special events (like last year's Tech Comm 2005 conference). However, such activities take a big effort and simply are too much to do each year without a huge volunteer base. Because we undertook such a large effort last year and we have so many new volunteers, this year we have not planned any such activities.

### Major Chapter Expenses

Phoenix is a very active community that has many ways in which we support our membership. The following major categories reflect the chapter's largest expenditures:

- Program meetings and educational workshops (food, location, speaker expenses, name tags, copying, other supplies)
- Membership materials (welcome letters and brochures, recognition items, and other supplies)
- Volunteer recognition and awards
- Web hosting
- Annual membership survey
- CARSEF awards and supplies
- International Technical Writing Competition award and supplies

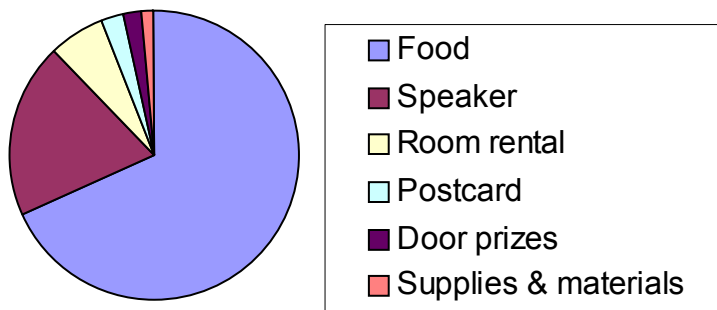
- General administration (PO box, postage, copies, nominations/elections, software licensing for treasurer, newsletter, and Web administration use, planning meetings, miscellaneous supplies)

Through contributions of many talented volunteers, many other items, such as our monthly newsletter and many of our program speakers, are offered with little or no additional expense to the chapter. Some of these items have a very large intangible benefit that can't be measured on a balance sheet!

## Program Meetings - Where does your \$20 go?

As mentioned above, monthly program meetings are our largest income and expense source. For FY2006, your CMAC has implemented some changes to keep the meeting cost to \$20 for regular members. The chart below shows a general breakout of costs associated with the monthly meeting.

Where Does Your \$20 Go?



Let me point out - **there is no profit** on this graph. In fact, it doesn't even tell the whole story on meeting expenses. Here are a few more points that affect the overall financial picture:

- Most of our speakers present for free. We do provide a complimentary meal to each speaker. However, when we have an out-of-town presenter, we also pay minimal travel costs. We actually have to *accumulate* monies from several meetings in order to cover the cost for a single out-of-town presenter.
- The previous graph doesn't account for "no-shows." When someone reserves a meal and doesn't cancel by

the reservation deadline, we must still pay for that meal. Where possible, we bill no-shows; however, we typically are not able to collect for every occurrence.

- As an encouragement for new technical communicators to get involved with the chapter, we reduce the rate for student members to attend meetings. We do this because leadership feels it important to develop and maintain student connections to STC. However, this means that the chapter subsidizes each student who attends a meeting.
- We balance some of the above losses by charging more for non-members and for late registrants and a fee for program-only participants.

Your CMAC works hard to make meetings affordable every year. In fact, keeping meetings affordable was a major reason for the change in meeting location this year. If you've looked around at other professional organizations, I think you'll find that our meeting costs are still some of the lowest around!

## The Bottom Line

Unfortunately, not everything that was in the original budget ended up in the final version. Quite simply, there is not enough money coming into the chapter this year to do everything we would like. We've made some hard choices and will likely disappoint some people; however, I hope you will find that these choices will serve the largest needs of our membership as a whole.

We'll be regularly evaluating how well we're meeting this goal as we progress through the year. I encourage you to provide feedback on how we're meeting your needs. If you have comments or questions about the upcoming year, please contact me at [danaosborne@cox.net](mailto:danaosborne@cox.net).

*Dana*

**Editor's Note:** October 2006 was the last meeting reminder postcard.

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# STC Supports World Usability Day

The Society for Technical Communication (STC), the world's largest association for technical communicators, announced its support for World Usability Day ([www.worldusabilityday.org](http://www.worldusabilityday.org)), Tuesday, November 14, 2006. Primarily sponsored by the Usability Professionals' Association, World Usability Day is a series of events that promote the values and benefits of usability engineering and user-centered design. The events will take place over a 36-hour period in more than 30 countries around the globe.

"STC's involvement in World Usability Day is a logical extension of technical communication," says Paula Berger, president of STC. "Everything that technical communicators do is about usability, whether making instructions more usable through better writing, interfaces more usable because of better labeling and navigation, or products more usable because of user testing. It's all part of the same continuum."

As part of World Usability Day, STC is joining CM Pros ([www.cmprofessionals.org](http://www.cmprofessionals.org)), an organization of content management professionals, to organize a global online card-sort exercise. The exercise is made possible by the donation of WebSort software ([www.websort.net](http://www.websort.net)) from Parallax, LLC.

Card sorting is a quick, inexpensive, and reliable technique for determining how people categorize information. This knowledge helps information architects and usability professionals create structures for print and online information that make products and technologies more usable.

STC's card-sort exercise will be carried out by participants on five continents. The exercise will provide insights about regional variations in the ways people organize information. Anyone interested in participating in this valuable exercise can sign up at [www.stc.org/wud](http://www.stc.org/wud).



## Snippets from listservs & miscellany

*The Chicago Manual of Style Online* edition is now available, [http://www.chicagomanualofstyle.org/subscription\\_opts.html](http://www.chicagomanualofstyle.org/subscription_opts.html), for subscriptions or a 30-day free trial. Enjoy all the benefits of having the full, searchable contents of *The Chicago Manual of Style* just a mouse click away.

The Chicago Style Q&A's "New Questions and Answers" will remain a free resource on the Web site of *The Chicago Manual of Style Online*.

Go to <http://www.chicagomanualofstyle.org/> and see the latest incarnation this essential tool for all those who work with words.

=====  
**Scott Abel** of the **Content Wrangler**, reports on "The Encyclopedia of Earth" at [http://thecontentwrangler.com/article/wiki\\_spotting\\_encyclopedia\\_of\\_earth/](http://thecontentwrangler.com/article/wiki_spotting_encyclopedia_of_earth/).



You've seen that "funny" text used to hold space in templates and document layouts. It's called "Lorem Ipsum." You can use it, too! At [www.lipsum.com](http://www.lipsum.com) you can generate any given quantity of text you need for free!

You can also add bulk content (not Lorem Ipsum, though) in Microsoft Word by typing =rand() and pressing ENTER. This command adds about 10 lines of "The Quick Brown Fox..." to your doc. It can be useful for eyeballing a layout.



**Tech Writer Voices** ([www.techwritervoices.com](http://www.techwritervoices.com)) is a podcast specifically for technical writers. Topics include single sourcing, content management, indexing, DITA, and other information relevant to technical writers. After downloading the podcasts, you can transfer them to your MP3 player and listen while you drive to work or exercise at the gym. Be sure to subscribe to the podcast via e-mail or RSS to stay updated as new podcasts are added to the site. For questions or comments, send an e-mail to [tom@techwritervoices.com](mailto:tom@techwritervoices.com).

# Tooling Around

## Tips for Common Tools: Word's Autonumbering

by Gloria McConnell

### Every Once in a While...

It's that time! Periodically in this column, tips for commonly used tools need to be covered. This column focuses on Microsoft Word.

I usually discover these tidbits in the course of solving a problem. User forums are my greatest tool—hope that you make use of them, too. For Word, I frequently visit [Microsoft Office Discussion Groups](#). Another great resource is Microsoft Word's [MVP site](#).


The tips here apply to Word 2003 on Windows XP.

### Get Control!

Every Word user has faced the autonumbering nightmare at one time or another. Following are some suggestions to put *you* in control of autonumbered lists. The following advice has been gleaned from the MVP and other Web sites, as well as personal experience. They apply to bulleted as well as numbered lists.

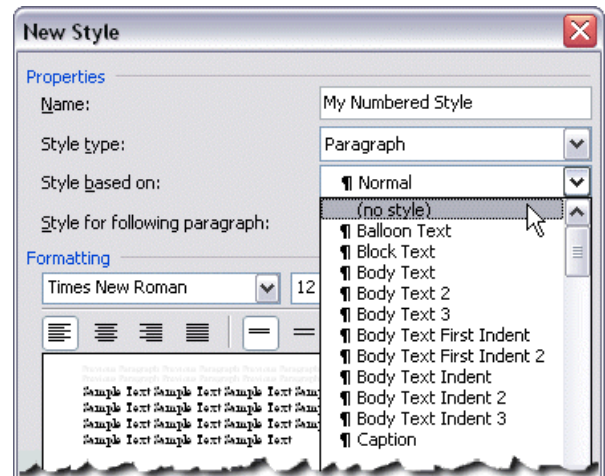
1. Clear all of Word's list autoformatting functions:



- a. Choose **Tools > AutoCorrect Options**.
- b. On the **AutoFormat** tab, clear the following options:
  - List styles
  - Automatic bulleted lists
- c. On the **AutoFormat As You Type**, clear the following options:
  - Automatic bulleted lists
  - Automatic numbered lists
- d. Click **OK**.

Do **not** use the **Numbering** button, , on the **Formatting** toolbar. Create your own paragraph styles. For the best results:

2. Give the styles unique names. (Do **not** use Word's built-in list style names, such as "Numbered.")

Base your numbered styles on **no style** (as shown in the following figure), **not** any of Word's list styles.



3. Do **not** use the **Format Painter** button, , to copy/apply numbered paragraph styles.
4. To restart numbering for lists throughout your document, use one of the methods recommended by Word MVPs. These methods are explained in Microsoft MVP Margaret Aldis' article, [How to restart style-based numbering](#). Note:
  - a. Whatever you do, do **not** use the **Restart Numbering** option in the **Format > Bullets and Numbering** dialog box.
  - b. Using a LISTNUM field to reset the list to zero at the end of each discrete list works very well. The field content is: `{ LISTNUM \l 1 \s 0 }`  
  
For details, see Aldis' [Restarting list numbering using LISTNUM fields](#).
5. If you have more than one paragraph for some of your list items (that is, you need an indented paragraph(s) between two list items), create a specific style for the indented paragraphs. Do **not** use the **Increase Indent** button, , on a numbered item.
6. For the stout of heart, and particularly if you have complicated numbering schemes in your document, use LISTNUM or SEQ fields for your numbered lists. For a macro for this purpose, see MVP Dave Rado's [Create a numbered list using SEQUENCE fields](#).

## On the Job

# Walking the Line between Paraphrase and Plagiarism, Part 1

By Kathy Graden, *Rough Draft* Contributing Editor

Given the millions of words recorded over time, can we call any piece of writing truly original? Let's look to two of the best-selling books in history. Thousands of years ago, the author of Bible chapter Ecclesiastes 1, verse 9 stated that "There is no new thing under the sun." And Dan Brown, author of *The Da Vinci Code* – "the biggest-selling adult fiction book of all time," according to the London, England *Telegraph* – recently won a lawsuit that accused him of plagiarizing two other writers' hypothesis that Jesus Christ was married and fathered a royal bloodline.

Plagiarism is as old as the written word. Some high-profile writers and artists have been charged, rightfully or wrongfully, with copying others' works. For example:

- In 2002, the public learned that for her best-selling book, *The Fitzgeralds and the Kennedys*, author/historian Doris Kearns Goodwin borrowed passages from a book by author Lynne McTaggart about Kathleen Kennedy. Goodwin claimed that she was not required to cite all references, and that extensive footnotes already existed. Her colleagues disbelieved her, and they ousted her from the Pulitzer Prize board.
- In 1983, the U.S. Second Circuit Court of Appeals found that Beatle George Harrison's song "My Sweet Lord" was, as even he admitted, strikingly similar to an earlier Chiffons' hit, "He's So Fine." The court ordered Harrison to pay damages to the original song's publisher.
- Back in 1892, young Helen Keller drew fire because her short story "The Frost King" strongly resembled Margaret T. Canby's story "The Frost Fairies." Keller's subsequent fears that she might unconsciously plagiarize someone else's work led her to write her life story: an indisputably original topic.

Plagiarism can damage or end careers. Students who plagiarize may receive a failing grade, lose a scholarship, or be suspended or expelled. In the working world, plagiarists may find their professional reputations permanently damaged, or be fired or forced to resign. In court, plagiarism may lead to being sued, fined, or sent to jail.

Most of us think of plagiarism solely as premeditated behavior, practiced by malicious or desperate people who try to pass off others' work as their own. But many questions blur the line between plagiarism (an unethical act) and paraphrasing – the restatement of a text, passage, or work in a modified form (generally considered morally and legally acceptable).

- If something you write includes words, ideas, or concepts similar to those in another writer's work, but you're unaware of the similarity or where those items came from, is it plagiarism?
- If you use material from another source but rewrite it in your own words, is that paraphrasing...or plagiarism?
- Does citing your sources always exempt you from accusations of plagiarism?
- If your writing reuses material that's generally known as fact or that's within the public domain, are you plagiarizing?
- Do you become a plagiarist if your writing uses information drawn from Web sites available to any user?

Since my school days, I've known that plagiarism equals stealing and that writers should always cite sources of reference material. But when I recently did research to gain a clearer picture of the differences between plagiarism and paraphrasing, I couldn't believe how much I didn't know – and how much of what I thought I knew was inaccurate!

In this first installment of a two-part article, I'll share what I've learned about:

- dictionary and legal definitions of plagiarism.
- legal, professional, and other pitfalls of plagiarism.
- intentional vs. unconscious plagiarism.
- self-plagiarism (Yes, you can plagiarize yourself!).
- plagiarism and technical writing.

Although copyrights, trademarks, and their usage relate closely to the topic of plagiarism, I'll mention them only briefly because they spawn enough issues to warrant a separate article.

## Defining Plagiarism

The Merriam-Webster online dictionary at [www.m-w.com](http://www.m-w.com) defines plagiarism as:

"transitive verb: to steal and pass off (the ideas or words of another) as one's own: use (another's production) without crediting the source.

"intransitive verb: to commit literary theft: present as new and original an idea or product derived from an existing source."

Descriptions of plagiarism on various educational institutions' Web sites take this definition even further. For example, the University of Manitoba's handbook for students (found at [http://umanitoba.ca/student/student\\_guide.html](http://umanitoba.ca/student/student_guide.html)) states that "Someone else's work means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programs and other electronic material, designs and ideas. It also includes the organization or structuring of any such material..."

[wikipedia.org](http://wikipedia.org)'s description of plagiarism adds, "Plagiarism is not necessarily the same as copyright infringement, which occurs when one violates copyright law."

Plagiarism is not a legal term, according to [www.nolo.com](http://www.nolo.com), a Web site devoted to legal information and issues. The site says that both copying someone else's work word for word and appropriating only their creative ideas constitute plagiarism. Further, "This can amount to copyright infringement...as the theft of another's intellectual property...if permission has not been obtained from the copyright owner for use of the expressive elements of the work. Even if permission is granted, putting your name on someone else's work is still plagiarism and is unethical within artistic, scientific, academic and political communities."

Because copyright law allows many different creative works to be registered as their owners' property, violators can be sued for appropriating any form of writing, music, or visual images.

Lawsuits alleging plagiarism tend to be based on partial theft. To infringe a copyright, a plagiarist needs only to take or copy a substantial portion of the source material. Even basing a new work on another person's novel, song, drawing, etc. constitutes plagiarism.

Proving plagiarism in court can be difficult, reports [www.nolo.com](http://www.nolo.com). A plaintiff must show evidence that the alleged plagiarist had access to the copyrighted work. Then, the plaintiff must demonstrate that the original work and the new work are substantially similar. But similarity by itself doesn't prove plagiarism. The United States Copyright Act includes a "fair use" provision that permits limited use of copyrighted material without permission from the rights holders, for purposes such as criticism, parody or satire, comment, news reporting, teaching, scholarship, and research.

Courts also recognize that coincidences do occur, and more than one person or organization may develop similar ideas at the same time. For example, during the 2005-2006 television season the CBS, ABC, and NBC networks each aired new shows based on invasion by creepy aliens. Plagiarism? No. Three separate production companies independently came up with shows that were based on the

same theme, but their story lines had significant differences.

## When Is It Plagiarism?

Using words from another source doesn't always constitute plagiarism. With apologies to Jeff Foxworthy, "you just might be a plagiarist" if:

- you're a student who buys, borrows, or steals an essay or paper and passes it off as your own.
- you copy an entire article, verbatim, from the Web.
- you hire someone else to write a document and then publish it under your name, giving no credit to the true author.
- you copy large sections of text from a source without citing the source.
- you've paraphrased, but your words follow the original source text too closely.

Plagiarism tends to be less obvious and more a matter of interpretation when the writer:

- copies text from multiple different sources and tweaks their wording, but makes only cosmetic changes to the original phrasing.
- copies a source's essential content, although he or she restates it in new words.
- mentions an author's name for a source, but omits the location of the material referenced.
- provides false or misleading information about the sources so that readers can't find them.
- cites a source correctly but doesn't flag verbatim quotes with quotation marks.
- gives credit to all sources, paraphrases, and uses quotations appropriately - but includes no original content. This is one of the most difficult types of plagiarism to spot, because it conveys the impression of giving correct credit to sources.

According to [www.turnitin.com](http://www.turnitin.com), "Changing the words of an original source is not sufficient to prevent plagiarism. If you have retained the essential idea of an original source, and have not cited it, then no matter how drastically you may have altered its context or presentation, you have still plagiarized."

You can borrow or reuse information freely from the following sources:

- U.S. government publications (considered public information).
- the phone book, an organization's member directory, or other compilations of readily available information.
- facts that are common knowledge, for example, "Most penguins are black and white," or "Weather in

Phoenix is sunny most days of the year.” However, facts published as the result of individual research can be plagiarized because they’re considered the author’s intellectual property.

- works in the public domain (so long as you cite sources properly).

## Intentional vs. Unconscious Plagiarism

The word cryptomnesia doesn't mean “forgetting where Uncle Joe was buried.” The term refers to instances where a person believes he or she has created an original, new invention, article, song, or drawing but is subconsciously borrowing from an existing object he or she has no memory of.

The George Harrison incident mentioned earlier demonstrates how cryptomnesia works. The ex-Beatle testified that although he probably had heard the original song he borrowed from in “My Sweet Lord,” he didn't recognize the similarity between the two tunes until someone pointed it out to him.

Another possible example of cryptomnesia occurred in 1978, when Alex Haley settled a lawsuit with Harold Courlander over a passage in *Roots* that imitated Courlander's novel *The Africans*. Haley denied that he could identify where the passage had come from and stated “I don't know...somehow or another, it ended up in [my] book.”

Is cryptomnesia real? According to [wikipedia.org](http://wikipedia.org), critics note that “there has never been any scientific proof of its validity. Every supposed incident of cryptomnesia may also be explained by deliberate plagiarism – the testimony of those involved cannot be held to be scientifically reliable. For the same reason, however, cryptomnesia as a valid phenomenon cannot be ruled out solely based on testimonial evidence.”

I believe that it is possible to mistake something you've encountered before for an original idea, perhaps now more than at any previous time in history. Through electronic media, most of us have been exposed to literally millions of facts, ideas, and works of art since babyhood. The more culturally literate we become, the greater the possibility

that we may think of a story idea, a musical phrase, etc. without realizing that it isn't new.

## Plagiarizing Yourself

“Self-plagiarism is style.” Alfred Hitchcock

Self-plagiarism, the act of reusing something you've created or written without mentioning its previous use or publication, creates problems in the academic and scientific communities. In the arts and other areas, though, the public tends to accept self-plagiarism on the theory that what you create is yours and you have the right to use it in whatever way you wish.

Many teachers and professors consider it unethical for a student to submit the same paper or report in more than one course or to satisfy more than one assignment. Similarly, verbatim copying or reuse of your own research counts as unacceptable within the scientific community.

For example, the IEEE (Institute of Electrical and Electronics Engineers, Inc.) recently adopted a policy that “authors should only submit original work that has neither appeared elsewhere for publication, nor which is under review for another publication.” The policy does allow that an author may use a previous work as the basis for a new technical document if he or she cites the earlier works and indicates how the new document offers “substantial novel contributions” beyond those of the previously published works.

## Plagiarism and Technical Writing

To a degree, the scientific community's disapproval of plagiarism and self-plagiarism conflicts with technical communication trends toward content reuse. Seeking cost and time savings, clients and managers press technical communicators to develop information modules that can be mixed, matched, and repurposed for multiple media – manuals, computer-based tutorials, marketing collateral, and so on.

Recycling information is fine for most technical communication projects. However, individual circumstances may dictate whether recycling is right or wrong. Consider the following examples:

Information Reuse Scenario	Acceptable or Unacceptable?	Why?
The user's guide for Release 2.0 of a software product, updated, becomes the user's guide for Release 3.0 of that product.	Acceptable	The product's manufacturer owns the product and its documentation, and so is responsible for updating the original manual with information to support customers who use the new software.

Information Reuse Scenario	Acceptable or Unacceptable?	Why?
A technical writing consultant uses a brochure created for Client A as the template for a similar document for Client B.	May be unacceptable	Client A owns the content of the original brochure. Even if the consultant and not Client A owns the brochure's design template, the consultant should obtain Client A's permission to reuse the template.
New Product X is being added to an existing family of products owned by the same company. It shares many of the same features as its sibling products, so writers import information from the existing products' manuals into those for the new product.	Acceptable	Because the same company owns the entire product family, their writers have the right to recycle information between documents.  Recycling also gives the documents for the related products the same look and feel, making them more accessible to users.
A writer finds information on the Web he can use as background for his employer's technical white paper.	May be unacceptable	If the Web information is public domain, common knowledge, comes from the employer's Web pages, or comes from a government publication, it can go into the white paper without attribution.  If the information belongs to any other person or organization, the writer should correctly cite the source material. If he wants to reprint source material verbatim, he should obtain permission from the owner.

Look for part 2 of this article in December's *Rough Draft*.

*Kathy Graden is a technical communications professional whose experience includes corporate communications, software and hardware documentation, technical article authoring, and technical publications management for employers including Computer Associates, Lucent*

*Technologies, Honeywell, and Axiom, Inc. She holds Six Sigma and Project Management Professional certifications. A senior member of STC, she has received a Distinguished Chapter Service Award and other recognition for services to the Phoenix Chapter Community.*

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## International Association of Business Communicators

### (IABC) Annual Network Night

Wednesday, November 8, 2006

**Where:** SIX Lounge and Restaurant, 7316 E. Stetson Drive, Scottsdale

**When:** 5:30 to 8 p.m.

**Cost:** \$25 register online before November 2  
\$30 at the door. (**Includes:** appetizers, 2 drink tickets.)

This annual event hosted by IABC Phoenix provides an opportunity for our members to network with other Valley professionals in the fields of communications, public

relations, marketing and media. A great silent auction raises funds for educational programs to benefit our members and the non-profit community. IABC Phoenix is part of a global not-for-profit network of communications professionals. Visit [www.iabcphoenix.com](http://www.iabcphoenix.com).

Questions? Contact Cory Craft, [cory.craft@aexp.com](mailto:cory.craft@aexp.com) or 602-537-9493.

Cory Craft, Vice President - Special Events, IABC Phoenix

# Editorial Blithers

## Volunteers, Our Backbone and Our Strength

by Karen L. Zorn, Rough Draft Managing Editor

The success of STC Phoenix, and STC itself, is built on the contributions of time, effort, and the skills of the volunteers for each STC chapter, SIG, and the parent organization. Without volunteers, nothing would happen: no programs, activities, competitions, conferences, recognition, newsletters, or even community management.

As with any organization, STC is made up of people who can be divided (generally) into leaders and followers. Not everyone can be, or wants to be, a leader; not everyone can be a follower. And, there are some people who can't stand to see an empty hole in the organization without trying to fill it.

I'm one of those people who can't just be a member, I have to get involved with the organization. (STC is not the first, just the most recent and probably not the last.) I joined the Phoenix chapter in 2001. Since then I've been the Mentoring Manager, PAO (Publications, Art, and Online competition) liaison and co-manager, Tech Comm 2005 co-manager, *Rough Draft* Managing Editor, and Vice President (to name a few). I find value in the work I do for the chapter and enjoy being part of its management.

Every year, members step up to the plate and take on volunteer responsibilities. As with any job, some positions require a lot of time; others don't. Some are short term; others last the entire program year and beyond. Some require a few hours each month; others require many, many more.

During the past five years, I've observed people accept positions of varying responsibilities and do their jobs with style and grace. A few find they've committed to a bigger task than they originally figured. Then there are others who just disappear before the commitment is complete with no notice or explanation.

When you accept a volunteer position, your chapter is counting on you. Not honoring your volunteer commitment is a loss to the chapter. For example:

- PAO entrants expect to receive written critiques from three judges. When one member of a judging team drops out without notice, the entrant is cheated and the chapter loses credibility.

- if I don't publish *Rough Draft* on time or at all, the membership is deprived of important information about society and chapter events and other newsworthy items.
- Committee members who are not able to honor their commitment leave a gaping hole, especially when they leave without notice.

Yes, paying jobs and personal life do sometimes take precedence over STC commitments, and I've experienced that. When key (or any) volunteers quit or disappear, the chapter suffers. So, what's the solution? Here are some ideas:

- When approached about taking on a volunteer position, *ask about the responsibilities and the time commitment.*
- If you are interested in the position, but feel that it's too much to handle, *ask if the responsibilities can be shared with another person.* Co-managers not only lighten the load, they also cover for each other in case job or personal events require their full attention. Co-managing adds depth, is a learning experience, and uses the skills of both individuals.
- *Ask for a job description or some guidelines* for the position.
- If you have questions or problems, *ask for help.* CMAC and the chapter has a vested interest in your success.
- If you find that you can't fulfill your volunteer commitment, tell your committee manager or CMAC as soon as possible.

Without volunteers, our chapter and society are empty husks. Volunteers are valued, appreciated, and honored. When the June Appreciation and Honors meeting rolls around, please attend, even if you aren't a volunteer. After all, the volunteers are what makes the chapter function. Don't they deserve your applause?

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Comments? Other views? *Rough Draft* publishes Letters to the Editor. Send email to [rough\\_draft@zorntech.com](mailto:rough_draft@zorntech.com), or mail to Rough Draft, c/o Zorn, 8515 E. Milagro Ave., Mesa, AZ 85209-7327.

# Seminars, Workshops, & Education

## On-Demand Astoria DITA Webinar: Why VPs Fear Documentation (with JoAnn Hackos)

Your company's new product is ready to ship - but where is the documentation? If you are like most managers, you can't scale your staff to match aggressive release dates, nor do you have mechanisms in place to handle obstacles like seamless translation into multiple languages. And, you and your VP are painfully aware that every day the product doesn't ship is a loss of revenue!

Join Astoria, NCR Teradata, and Dr. JoAnn Hackos of the Center for Information Development Management for an on-demand presentation of "Why VPs Fear Documentation," a free one-hour archived webinar that will explore how the Darwin Information Typing

Architecture (DITA), an information standard adopted by leading organizations for technical documentation, is allaying documentation fears and improving time-to-market for products. During this webinar attendees will learn how to adopt the latest product documentation advancements to:

- Reduce time-to-market by leveraging existing content resources
- Gain more control and visibility into document creation and management
- Create better documents in less time, with less effort, and lower production costs

Register to attend this free online event: <http://tinyurl.com/k7v5g>

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## October 2006 Meeting Evaluations

**Speaker Name/Topic:** Matt Moran/ Blogging, Podcasting, VLogging: Tools and Strategies for Being Heard and Being Relevant in Relatively New Media

**Total attendees:** 34

**Total number of evaluation sheets completed:** 21 (61.7%)

A great time was had by all. Our speaker, Matt Moran, presented on new technology: blogging, podcasting, and vlogging. For many attendees, the information was new, exciting, and educational. Matt not only explained the

concepts, but demonstrated how easy it is to maintain and blog and subscribe to RSS (Really Simple Subscription) feeds. He concluded the evening with his original "IT Job Seekers" song. Our Program Manager, Karen Pasley, sent Matt a copy of the following program evaluation. You can see Matt's response at: <http://blogs.ittoolbox.com/pm/career/archives/why-do-we-do-this-negative-gravity-focusing-on-criticism-12260>.

1. Your overall impressions.

	Disappointing	Acceptable	Good	Very Good	Outstanding
Speaker(s)	1		1	9	10
Topic		1	3	6	11
Geographic Location	2	3	3	5	6
Meal Options		4	9	7	1
Networking Opportunity		3	7	8	3
Price		4	8	8	1

2. The content you found most useful:

- All of it (3)
- Practical applications of blogs
- Especially liked description of syndication, aggregator and terminology clarification.
- I learned what RSS, syndication, and subscription mean. Have felt behind the 8 ball recently.
- Tech side, process to create own blog
- How to subscribe to and create blogs
- Technical info and background explanations
- How to get a feed from a site without having it emailed.
- General description of how to set up blogs, how to start and receive blog feeds

3. What motivated you to attend this month's meeting?

- Location (8)
- Networking (1)
- Topic (19)
- Guilt
- Presenter/Speaker (4)
- Learning more about topic

4. How far did you travel to attend this meeting? (Circle mileage or note the zip code from which you traveled)

0 - 5 miles	6-10 miles	11-15 miles	15+ miles	Zip Code
3	5	3	8	85338 85234 85296 85233 85209 85034 85032 85259 85027 85203

5. How do you prefer to learn about upcoming meeting topics and locations? Rank your selections if marking more than one. (1-5, most-least preferred)

1st choice	2nd choice	3rd choice	
4	6	3	STC-Phoenix Chapter Web site
2	1	4	Rough Draft
16	3		Email notification
1			Other mode (please note preference details) <b>Postcard</b>
			Other professional organization announcement

6. General comment or suggestions:

- Relevant topic, well presented, good singer, humorous. Thanks!
- Great presentation, very timely topic. I learned a lot.
- Very interesting presentation, useful and timely.
- I like the new meeting format.
- Awesome!
- Dynamic presentation/presenter. Thank you!
- Matt was a very interesting and informative speaker. Entertaining as well. Presentation was well done.
- Presentation was way too long. Would have been outstanding if shortened.
- Very informative. Know virtually nothing about blogging. I really don't care about creating or reading blogs any more than before.
- Superb job of walking us through the new world/new tools. Given time constraints plus amount to be covered should cut the intro/anecdotes at the beginning.
- There are other SE valley University of Phoenix sites that are not so far south and east.
- I would pay more for hotel dinner. Everything is more expensive. It's ok to raise costs (a little).
- Select food options with less carbs and sugar.
- Please change starchy salad to vegetables or fruit salad. Sandwich (excellent) has enough starch in the bread.
- Need unsweetened tea and more water bottles.

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**Editor's Note:** *Rough Draft* is committed to publishing the meeting evaluations for the 2006-2007 program year. Feedback, positive or negative, is valuable to CMAC in planning program offerings. We're open to suggestions, comments, and solutions.

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# STC Phoenix 2006-2007 Calendar

May and June programs are still open. The Committee Managers and Administrative Council (CMAC) want to present programs of interest to you. If you have program ideas, contact Maggie Haenel, [mhaenel@earthlink.com](mailto:mhaenel@earthlink.com).

Members are welcome to attend CMAC meetings: 5:30 to order dinner, business meeting starts at 6 p.m. We are looking for north/south locations with a private room for CMAC meetings, contact Dana Osborne, [danaosborne@cox.net](mailto:danaosborne@cox.net)

Date	Purpose/Subject	Location
Tuesday, October 3, 2006	CMAC meeting	Old Chicago - 530 W Broadway, Tempe AZ <a href="#">Map</a>
Tuesday, October 10, 2006	<b>Program meeting:</b> Blogging, Podcasting, and VLogging - Matt Moran	University of Phoenix - Chandler Campus - 2975 W. Linda Lane (Off Price-Loop 101 and Ray Road) <a href="#">Map</a>
Tuesday, November 7, 2006	CMAC meeting	Havana Café-Ahwatukee, 4232 E Chandler Blvd, 480-704-2600. For meal - arrive at 5:30 pm. Meeting begins promptly at 6:00 pm
Tuesday, November 14, 2006	<b>Program meeting:</b> Project Management for E-Learning: Avoiding the Pitfalls - Jane Smith	University of Phoenix - Northwest Campus - 15601 North 28th Avenue (Just west of I-17, north of Greenway Rd.) <a href="#">Map</a>
Tuesday, December 5, 2006	CMAC meeting	TBD
Tuesday, December 12, 2006	<b>Program meeting:</b> Using Your Technical Communication Skills for Other Areas (Culinary Writing) - Jim Morgan	University of Phoenix - Chandler Campus - 2975 W. Linda Lane (Off Price-Loop 101 and Ray Road) <a href="#">Map</a>
Tuesday, January 2, 2007	CMAC meeting	TBD
Tuesday, January 9, 2007	<b>Program meeting:</b> How to Be the Hero in Your Own Life - Rebecca Joy	University of Phoenix - Northwest Campus - 15601 North 28th Avenue (Just west of I-17, north of Greenway Rd.) <a href="#">Map</a>
Tuesday, February 6, 2007	CMAC meeting	TBD
Thursday, February 15, 2007	<b>Program meeting:</b> An Evening with Susan Burton, STC's Executive Director	University of Phoenix - Chandler Campus - 2975 W. Linda Lane (Off Price-Loop 101 and Ray Road) <a href="#">Map</a>
Tuesday, March 6, 2007	CMAC meeting	TBD
Tuesday, March 13, 2007	<b>Program meeting:</b> Localization - Hans Fenstermacher	University of Phoenix - Northwest Campus - 15601 North 28th Avenue (Just west of I-17, north of Greenway Rd.) <a href="#">Map</a>
TBD, Spring 2007	CARSEF	TBD
Tuesday, April 3, 2007	CMAC meeting	TBD
Tuesday, April 10, 2007	<b>Program meeting:</b> Topic TBD	University of Phoenix - Chandler Campus - 2975 W. Linda Lane (Off Price-Loop 101 and Ray Road) <a href="#">Map</a>
Tuesday, May 1, 2007	CMAC meeting	TBD
Tuesday, May 8, 2007	<b>Program meeting:</b> Topic TBD	University of Phoenix - Northwest Campus - 15601 North 28th Avenue (Just west of I-17, north of Greenway Rd.) <a href="#">Map</a>
May 13-17, 2007	STC International Conference	Minneapolis, MN
Tuesday, June 5, 2007	CMAC - Turnover	TBD
Tuesday, June 12, 2007	<b>Program meeting:</b> Topic TBD	University of Phoenix - Chandler Campus - 2975 W. Linda Lane (Off Price-Loop 101 and Ray Road) <a href="#">Map</a>

# Help Wanted

Your STC Phoenix chapter needs volunteers in many areas. There are current opportunities as well as ones for the upcoming 2006-2007 program year.

Why should you volunteer?

- You can practice or enhance existing skills or learn new ones.
- You'll meet new people and expand your network.
- You'll have fun!
- You can add your volunteer position to your resume or portfolio.

We are currently seeking volunteers in the following areas:

- **Volunteer Manager:** recruit volunteers for positions within the chapter, maintain list of volunteers.
- **Arrangements Manager:** contact caterers and plan meals for monthly program meetings. This manager works with the President and a review committee.
- **Program committee members:** help plan and organize programs for the upcoming year.

- **Education committee members:** help plan and organize seminars and workshops for the upcoming year.
- **Newsletter contributors:** help keep our members informed with news regarding our profession, community and SIG activities.

To volunteer or to get more information: contact Tim Eull or any one of the **Phoenix Community Contacts** members.

Have skills in an area not mentioned above?

Not sure of what you want to do or how you can help?

LET US KNOW! We'll find a place for you!

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Be sure to visit <http://www.stc-phoenix.com/jobbank.html> for job listings. Listings are free and remain posted for two months or when notified that the position is filled.

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# Postscript

As editor of *Rough Draft*, I have a responsibility to publish:

- no later than the first of the month, every month
- news affecting the chapter
- information for members to advance their skills and knowledge
- feature articles of interest regarding our profession in its many forms

This is a responsibility I do not take lightly. It is also a big job that is shared. After I gather content and layout a 16 page newsletter, the edition goes to the Reviewers who find typos, missing or incorrect links, grammar errors, and fix lists. Without the Reviewers, *Rough Draft* would not be the fine newsletter it is. My thanks to Chanda Child, Debra Duane, Teri Gould, Susan Katz, Gloria McConnell, and Jane Rossignol. You make *Rough Draft* shine!

Karen L. Zorn, Managing Editor, *Rough Draft*.