

# Blue pencil



## March Meeting: Second Annual Joint Chapter Meeting with Northeast Ohio and Youngstown State Student Chapters

Featuring demonstrations and presentations on Adobe FrameMaker, RoboHelp X5 and RoboHelp for FrameMaker

The chapter meeting in March is a one day seminar with the Northeast Ohio chapter and Youngstown State University Student chapter. This year's event will feature three demonstrations and presentations on three of the most popular tools in the industry – **Adobe FrameMaker**, **RoboHelp X5** and **RoboHelp for FrameMaker**.

Be sure to join us **Saturday, March 20** for an entire day of information and discussion.

The morning session will focus on Adobe's latest **FrameMaker release – version 7.1**. **Alan Houser** will demonstrate FrameMaker 7.1 and give a presentation on some of the important topics related to using FrameMaker.

Whether you are a Microsoft Word user who is considering migrating to FrameMaker, are working with an older version of FrameMaker, or are a current

FrameMaker user, this program will offer something for everybody. His talk will cover:

- Why you should consider using FrameMaker.
- How FrameMaker can increase your productivity and increase the value of your technical documentation.
- How structured FrameMaker can support your organization's migration to XML publishing.

The afternoon will feature two RoboHelp virtual demos – live from the folks at Macromedia. **Mike Hamilton**, RoboHelp Product Manager at Macromedia will demonstrate **RoboHelp X5** and **RJ Jacquez**, Product Manager for RoboHelp for FrameMaker at Macromedia will demonstrate **RoboHelp for FrameMaker**.

RoboHelp X5 is a giant leap forward in Help authoring technology, featuring long-awaited functionality and cutting-edge in-

novations. In this web seminar, **Mike Hamilton** will demonstrate all the new features in X5 including:

- Content management
- Multi-author support
- Distributed workforce support
- PDF import/output
- XML import/output

You will also learn about **FlashHelp** - the revolutionary Flash-based Help format, introduced late last year, ideal for desktop and web-based applications.

*(continued on page 10)*

## Contents

Second Annual Joint Chapter Meeting with Northeast Ohio and Youngstown State Student Chapters ....	1
Pittsburgh to host "Writers Without Borders," the STC Region 4 Conference .....	1
President's Column .....	2
Update on STC WorkQuest™: A Resource for the Employed as Well as the Unemployed .....	3
Membership at a Glance .....	4
People News .....	4
Notes from the National Office .....	4
Single Sourcing with Veredus .....	6
Grammar Game: This, That, and the Other (Thing) .....	7
Answers for February Column: English as a Foreign Language .....	7
Merging Master and Sub-projects in RoboHelp .....	8

## Pittsburgh to Host "Writers Without Borders," the STC Region 4 Conference

The Pittsburgh chapter of the Society for Technical Communication (STC) is proud to host "Writers Without Borders: Trends in Technical Communication," the STC Region 4 conference, on Saturday, April 17, 2004. This one-day conference focuses on the evolving roles of technical communica-

tors in a rapidly changing economy. It explores some "out of the box" jobs that technical communicators perform today, looks at the latest technology trends, and examines aspects of technical communication to consider in the future.

*(continued on page 9)*

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**Blue Pencil**

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**President's Column**

By Nancy Ott, President, STC Pittsburgh

Have you ever noticed how few technical writers there are in books, stories, and movies? Unlike, say, journalists (who are firmly ensconced in the public's awareness and show up in every medium from comic books to docudramas), technical writers are hardly ever featured as characters. Perhaps it's only to be expected. Technical writing isn't exciting, dangerous (except to our carpal tunnels), or glamorous. If Lois Lane was a technical writer instead of an intrepid reporter, would the Man of Steel have even glanced at her? Technical writing is also not exactly fraught with dramatic possibilities. Try imagining a play or musical about documentation — although considering that someone wrote a musical about the National Enquirer's Bat Boy, the possibility can't be written off just yet.

So I guess I shouldn't be surprised to come up with a slim list of technical writers in fiction and movies. The main character of Corey Doctorow's science fiction story "OwnzOred" is a failing programmer who's "busted" to the technical writing department of his software shop. Doctorow's nanobot-infected hero finds that document-

ing code is really not so bad and is actually rather soothing, so I'd tale that as a modest compliment. It's a good story, at any rate, and has been nominated for the science fiction Nebula award — an honor to any author.

On the other hand, movies present us as social outcasts. "The Technical Writer" follows the exploits of a bored housewife who tries to lure her nerdy technical writer neighbor out of his basement apartment. Sometimes we're presented as *creepy* social outcasts. Kenneth, the main character of "Love Object," is a socially maladroit technical writer with a twisted relationship to a sex doll. Yuck. I'll take being an antisocial geek any day.

Just when I was about to give up, I found out about a Winnie-the-Pooh video that a friend's daughter had been watching. As part of the story, Winnie-the-Pooh and Piglet had to write a set of instructions. And they went about it like ... well, like technical writers do. Piglet and Pooh, technical communicators — that doesn't sound so bad after all.



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# Update on STC WorkQuest™: A Resource for the Employed as Well as the Unemployed

The STC WorkQuest™ group, sponsored by the STC Pittsburgh Chapter, grew dramatically during 2003. Founded and moderated by Janis Ramey, this “support group for people looking for work” first met in August 2002 and by January 2003 the membership list had reached 95. The success rate for people finding work is also high - about 75 individuals have become “inactive” due to finding work. In fact, attendance at STC WorkQuest™ meetings was so low during the recent holiday season that Janis asked if the group wanted to discontinue meetings. But the answer from the group was a resounding “keep going!” and in fact, an influx of new members boosted attendance at meetings in January and February 2004 to record highs of 15 or more. Why do people join, and why do they stay on the membership list even after they get jobs?

Robert Burton, an early STC WorkQuester, gave the answer in a nutshell: “...every job is a temporary job”. Companies and people change, so we must all be prepared to learn new skills, adapt to new work expectations, and (perhaps) find a new employer. People join and remain members of STC WorkQuest™ because the group offers a variety of real and virtual tools to help them manage their careers. These tools include the weekly meeting, e-mail news group, on-line resources, and the library.

## 1. Weekly Meeting

The focus of STC WorkQuest™ is the weekly meeting. Every Tuesday at 10 a.m. the group meets at a different location, usually at Panera Bread. Activities include the “check-in round” (each attendee describes what work he or she is looking for and last week’s accomplishments toward that goal). Group members often offer suggestions for people to contact, share insights into the corporate culture, or other valuable information to facilitate the job search. Attendees are welcome to bring a resume or portfolio for review during or after the meeting as time permits.

The other important meeting activity is a presentation or discussion of a topic related to career management. Most presenters have been members of STC WorkQuest™. Outside speakers have generously donated their time to the group (which has no budget). Topics in 2003 included:

- networking
- marketing materials
- personal Web sites
- interviews
- personality and ability tests
- résumés
- motivation, emotional coping
- finding job leads
- dealing with recruiters
- portfolios
- presenting yourself at job fairs
- using career centers
- cover letters

## 2. Yahoo Group

Not everyone can attend the Tuesday meetings, but any WorkQuester can participate in the STC WorkQuest Yahoo e-mail news/Web group. Contact Janis ([ramey@technical-writing.net](mailto:ramey@technical-writing.net)) if you are a job-seeker interested in joining the on-line group.

## 3. STC WorkQuest™ Web Site

STC WorkQuest™ members Tod and Mary Ann Pike developed a Web site for the group and posted it at [www.home.earthlink.net/~workquest](http://www.home.earthlink.net/~workquest). This site, which is accessible to anyone with Web access, contains a variety of resources for technical writers/job searchers, including handouts developed for STC WorkQuest™ presentations. Fortunately for the Pikes, Tod and Mary Ann both obtained full-time jobs, so for the location of weekly meetings, contact Janis ([ramey@technical-writing.net](mailto:ramey@technical-writing.net)).

## 4. Library

Thanks to donations from Marlene Miller and others, STC WorkQuest™ has quite a large library of books and demonstration

software on topics of interest to technical writers/job searchers. Donations to the library are always welcomed! A list of books that STC members may borrow is posted on the STC WorkQuest™ site.



*Current STC WorkQuest™ Librarian Dave Vaglia discusses materials with Rocky Hayeslip.*

## What’s the Future of STC WorkQuest™?

There is talk that the employment outlook is improving. Will that spell the end of STC WorkQuest™? Janis says that more jobs do seem to be available, but at least in Pittsburgh the job market is also quite volatile - one WorkQuester recently returned to weekly meetings only three months after taking a seemingly long-term contract position.

Until (if ever) we are all certain never to be laid off, never to desire job advancement, and never to wish to explore a career change, the STC WorkQuest™ support group has an important role to play in helping members manage their careers.



## Membership at a Glance

(as of January 31)

### National

Total Members: 20,880

Total Chapters: 147

### Pittsburgh Chapter

Total Members: 168

### New Members:

Amanda E. Chase

Luise Davis

Joan P. Saz

Erin D. Thomas

#### Society for Technical Communication

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## Notes from the National Office

### Upcoming Telephone Seminars

*Thursday, February 26*

*Designing Web Applications* – Whitney Quesenbery

*Wednesday, March 10*

*Keywords for Indexing and Search* – Seth Maislin

*Wednesday, March 24*

*Winning New Business: Preparing and Submitting Proposals 101B* – Judith Herr

All telephone seminars are held from 1:00-2:30 p.m. EST. Members can register for the seminars at [www.stc.org/seminars.asp](http://www.stc.org/seminars.asp). Cost for a seminar is per site, not per person. Telephone: U.S. sites: \$145; Canadian sites: \$160.

### Upcoming Society Events

*March 20, 2004*

The **Southwestern Ohio Chapter STC** will host a half-day single sourcing seminar in Dayton, Ohio. Kurt Ament of Infotekur will present "Single Sourcing: Building Modular Documentation," which explains how to build modular documentation that can be reused in different formats for different audiences and purposes. The seminar provides a conceptual overview of the single sourcing method, a ten-step process for transforming linear documents into reusable content, and detailed modular writing guidelines. For more information, please contact:

*Sarah Wigser*  
(513) 884-9447  
[president@stc-swo.org](mailto:president@stc-swo.org)  
[www.stc-swo.org](http://www.stc-swo.org)

*March 20, 2004*

The **Philadelphia Metro Chapter STC** will hold "Morphing into the Future with STC" on the campus of Penn State Great Valley in Malvern, Pennsylvania. The conference will feature seminars and panel discussions on current topics of interest to technical communicators. The keynote address will be given by Ann Rockley, president of the Rockley Group, Inc. Ann will also present a pre-conference workshop on information

modeling on March 19. For more information, please contact:

*Sheila Marshall*  
[sheilam@mindspring.com](mailto:sheilam@mindspring.com)  
[www.stcpmc.org](http://www.stcpmc.org)  
[www.stcrochester.org](http://www.stcrochester.org)

*March 26, 2004*

The Rochester Chapter STC will hold **Spectrum 2004** at the RIT Inn and Conference Center in Rochester, New York. The conference theme, "Back to the Future," reflects the tension between basic technical communication skills and the knowledge needed for future opportunities. For more information, please contact:

*Denise D. Pieratti*  
(585) 615-1654  
[pieratti@rochester.rr.com](mailto:pieratti@rochester.rr.com)  
[www.stcrochester.org](http://www.stcrochester.org)

*May 9-12, 2004*

**STC's 51st Annual Conference** will be held in Baltimore, Maryland. For more information, please visit [www.stc.org/conferences.asp](http://www.stc.org/conferences.asp).

### STC Offers Members New Health Insurance Program

STC now offers its members a range of health insurance options, thanks to a program recently implemented in cooperation with Marsh Affinity Group Services, a leader in insurance program management.

The new health insurance program gives STC members living in the United States a number of options. Those who value "freedom of choice" may enroll in the Major Medical Plan (Traditional). Those who prefer to choose from a prepared list of doctors and facilities may enroll in a Preferred Provider Option (PPO). Both plans are offered to individuals and to employers with a small number of employees. Self-employed members may want to consider the new Medical Savings Account (MSA) option, while some small employers may prefer a Health Maintenance Organization (HMO) option.

(continued on page 5)

## Notes from the National Office

(continued from page 4)

In February, Marsh will mail informational brochures to STC members who have consented to be listed on the STC mailing list. The Web site at [stc.healthinsurance.com](http://stc.healthinsurance.com) provides additional information about insurance options and allows members to get rate quotes from providers in their local areas. STC members may also enjoy discounts on other types of insurance from Mutual of Omaha. These include disability coverage, critical illness insurance, life insurance, long-term care insurance, and pension plans. Information about these insurance options can be found at [www.mutualofomaha.com/stc](http://www.mutualofomaha.com/stc).

If you have questions about the insurance options and discounts offered to STC mem-

bers, please contact the STC office at [stc@stc.org](mailto:stc@stc.org) or (703) 522-4114.

### STC Dues May Be Deductible

If you pay taxes in the U.S., part or all of your STC dues may be tax deductible. More information on dues, including deductibility and prorating, can be found in the February 2004 Tieline ([www.stc.org/tieline/issues/2004\\_02.pdf](http://www.stc.org/tieline/issues/2004_02.pdf))

### Reminder: STC 51<sup>st</sup> Annual Conference

Chapter leaders are reminded to plan to attend STC's Leadership Day event on Sunday, May 9, immediately preceding STC's 51st Annual Conference. Leadership Day features a host of networking activities, workshop sessions, and presentations designed to help chapter and SIG leaders execute their duties more effectively. Leader-

ship Day is a free event, and all chapter and Society leaders are encouraged to attend. More information, including the agenda for the day, can be found in the February Blue Pencil or the January 2004 Tieline ([www.stc.org/tieline/issues/2004\\_01.pdf](http://www.stc.org/tieline/issues/2004_01.pdf)).

If you are interested in attending Leadership Day, please contact Nancy Ott ([vielottfamily@hotmail.com](mailto:vielottfamily@hotmail.com)).

Much more information on the Annual Conference can be found in the November 2003 Tieline ([www.stc.org/tieline/issues/](http://www.stc.org/tieline/issues/)), including a comparison of the five official conference hotels in the Baltimore area; or at the conference website ([www.stc.org/51stconf](http://www.stc.org/51stconf)). A preliminary program for the conference was included in the February issue of *Intercom*.

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# Single Sourcing with Veredus

## February brings XML and Single Source Evangelizing with Rascal Software

Nancy Ott, our Chapter President, introduced this meeting to us in an e-mail. She said, "You write, therefore you format. Not quite cogito ergo sum (I think, therefore I am), but it does seem that writing and formatting have become nearly indistinguishable. If you use any of the popular tools for creating text, MS Word or FrameMaker for instance, you format the content as you write. Taken a step further, products like DreamWeaver and FrontPage enable you to create formatted Web content by design. It may be that in the future, technical writing will be much more about creating content and much less about formatting that content."

What are some of the issues that make this change in focus possible and probable? Constant change in content, reductions in staff, multiple audiences, and multiple output formats.

The February chapter meeting featured Rob Frankland, President and CEO of Rascal Software, with an explanation of why database publishing is such a hot topic and why it is not for everybody. He described the issue as "content as data as cognitive dissonance."

What drives the decision to treat content as data and what are the benefits of this approach?

The need for single sourcing spawned a move toward database publishing. Several models were developed over the past few years to give us some guidance on how to write in this environment. These include information architecture, information modeling, topic mapping, information mapping, and unified content strategy. They all begin with analysis of the task and go on to develop structures to help us write and format. Unified content strategy, in particular, speaks to the most complex demands. We must promote a product, document its features, train the user, and provide on-line help. And we must do it all from the same document. Marketing, training and sup-

port departments all must figure out how the product works, but with different levels of detail. So we divide the document into chunks and store them in a database, ready to input as needed.

Increasingly, writers see XML as the solution to our need for multiple outputs and the separation of content from formatting. In XML, the data (for us, the content) is the focus. Our writing task returns to a writing task since formatting is separate.

What are some drawbacks of current solutions to our dilemma?

Unfortunately, working in XML has not proven to be as easy as we hoped. We must understand how to tag content so that it is meaningful for format. We must develop a Document Type Definition or XML schema to define the format that the tags impart, as well as other style sheets to generate print and pdf and on-line help, and this sure feels like programming.

The solutions to our needs for single sourcing are not practical. DocBook was developed for huge document sets that are controlled to the smallest degree. It is overkill for a help file. DITA (Darwin Information Type Architecture) developed by IBM is simpler but still more than most help systems required.

What might the right solution be? Rob Frankland would suggest Veredus by Rascal Software.

For Rascal Software, the solution is an easier interface. It imports several file formats and produces XML but you do not have to learn it. Though not WYSIWYG, it shows you a simple version of your format such as bullets and headings. And it provides a preview so you can see the actual project.

If you analyze a help system, its format is simple. It contains very few elements and each page does not have a rigid hierarchy, although an entire help project usually is hierarchical. For instance, the pages could contain some mix of the following:

- Paragraphs
- Headings
- Lists
- Images
- Notes
- Cautions
- Warnings
- Tables
- Code examples
- "See also" list
- Headers/footers in frames that stay up while the content scrolls
- Copyright with date
- Navigation elements

Character elements could include key words for index or glossary and hyperlinks.

Rascal Software trimmed the DTD to give you just what you need and still provide flexibility. It takes advantage of your existing knowledge of Word and FrameMaker by using interfaces that are similar. It provides XML but hides the more complex details. This makes it easy to learn. It provides flexibility for the more advanced user by allowing you to show structure details and add elements to handle overlapping hierarchies. And it produces the types of output that you expect – print, pdf, postscript, html, web help and Apple help.

Veredus provides a few other interesting features. It can automate generation of API documentation from Java or COM files, Java, Visual Basic, C++ syntax. It automatically adds index entries once you define the first one for that term. It uses Boolean logic to handle conditional text.

*Rascal Software is headquartered in Seattle, Washington. For more information on Rascal Software and their various products, please visit <http://www.rascalsoftware.com>.*

## Grammar Game: This, That, and the Other (Thing)

By Meg Papa, Blue Pencil Managing Editor

I had mentioned in my first installment of this column that I would deal with style as well as grammar issues. This month's topic is an example of that. I think every writer has one or two (or ten) issues that they feel strongly about. These may include anything from using gender-neutral language to placing a comma before the "and" in a series. One of my issues is the abuse of demonstrative pronouns – this, that, these, those. These are used to refer to a concept or thing which had just been mentioned, called the antecedent, and we use them all the time.

Grammatically, it is correct to follow a demonstrative pronoun with either a noun or a verb. But if we choose to omit the noun, we must be careful not to use the pronouns sloppily.

Take a very simple example: *The new plan for the community center was supported*

*by a combination of private and public funds. This was considered a better solution.* What was considered a better solution? The new plan, or the fact that it had a mix of funding? To clarify the meaning, the second sentence could have read either *This plan was considered a better solution* or *This funding mix was considered a better solution.*

I had a professor, and anyone who participated in the MAPW program at Carnegie Mellon will know of whom I write, who gave us advice on using demonstrative pronouns. He said we should always ask "This WHAT?" (or that, those or these what) when we write. If the answer is obvious, then it is easy to add a noun into the sentence. If the answer is not clear to us, the writers, it will not be clear to our readers. This usually means either our thinking must be clarified or our writing must be reworked.

This concept made such an impression on me, that I always try to insert a noun between my demonstrative pronoun and my verb. When I am editing others' work, I will add in nouns when they are absent (so if I change your stuff in this newsletter, now you know why). It's a style thing. But that's what makes the world go round.

*This month's challenge is a bit different. Can you find each instance when I used a demonstrative pronoun without a specific reference to its antecedent? Also, for each instance, can you suggest an appropriate clarifying noun to add? The first person to respond to me with all the corrections will have their name listed in the next issue of the Blue Pencil. The "answer" will also be published. Please send your corrections to me at [mv0t@andrew.cmu.edu](mailto:mv0t@andrew.cmu.edu) by Monday March 22. Happy hunting!*

## Answers for February Column: English as a Foreign Language

This time of year for me, work-wise, means one thing above all else: Annual Report time. I am responsible for ~~compling~~ [compiling] and editing my group's annual report to our industrial sponsors. The bulk of this report comprises individual technical summaries for the many ongoing research projects, and these summaries are written by graduate students and postdocs. Here's the challenge: a great number of our students are non-native English speakers. Now, I am NOT making fun of their abilities: their English is a thousand times better than my Chinese, Japanese, or Korean. I admire the fact that they leave their families, friends, and cultures to travel halfway around the world for an education. However, the arbitrariness of English does give them some

problems, and my job is to interpret and rewrite the problematic passages. I thought I would share some of the gems from this year's reports with you. Can you help me fix them? (You don't need to be familiar with the technology to successfully rewrite these examples.)

- "However, these three methods are special cases of the BTE, and as such, they either lack accuracy or require extensive ~~computational~~ efforts, which is ~~beyond their inability~~ [computational efforts which are beyond their ability] to successfully simulate multi-length and multi-time scales phenomena."
- "We have developed numerical techniques based on BTE, which has a sound physical base but a

(continued on page 9)

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# Merging Master and Sub-projects in RoboHelp

By Robert P. Mohr

Have you ever run into situations where a single online help system must accommodate more than one set of users? Do you have multiple help authors that could be used more effectively if they could author separate pieces of a help simultaneously and independently? RoboHelp's merge projects feature may be the answer. This article will attempt to explain the concepts of merging RoboHelp's master and sub-projects into a single help system. (For detailed information about the mechanics of merging master and sub-projects, consult RoboHelp's own online help.)

Suppose you need to create a help system that will satisfy multiple users on two levels. For instance, an application is being developed for a government agency. On one level are government personnel; on the other level are commercial business users. The commercial users only need help topics on their pieces of the application, and shouldn't be able to see topics intended for the government personnel. However, the government users want to see their help *plus* the help available to the commercial users. A real-world example of this situation is an application being developed for U.S. Customs and Border Patrol and members of the Trade (commercial) community. The Trade is made up of Brokers, Carriers, and Importers. Each of these commercial businesses have unique needs, but they also share common functions within the application, hence the perfect situation for merging master and sub-projects. So, how can such a help system be created? Develop master and sub-projects, then merge them to create a Trade help system that is actually part of a Customs help systems.

There are two important things to keep in mind when merging sub- and master projects:

- Table of contents entries and index entries from sub-projects are merged to create a single table of contents and index in the master
- Each sub-project's output must be published to a folder under the folder to

which the master project's output is published

Taking the example above a little further, the help topics for each Trade member (Brokers, Carriers, and Importers) are created as separate sub-projects. The sub-projects contain information unique to their respective users. A Trade master project is then created that contains generic topics common to all Trade members and relevant to the application such as general navigation, terminology, contacting support, etc. The Trade master also becomes a kind of shell into which the sub-projects will be merged.

This solution solves the requirement for the Trade users, but what of the requirement that allows Customs users to see their help plus the Trade's help? Simple. Create a master project for Customs and merge to it the Trade project as a sub-project. RoboHelp allows master projects to be merged as sub-projects to other master projects.

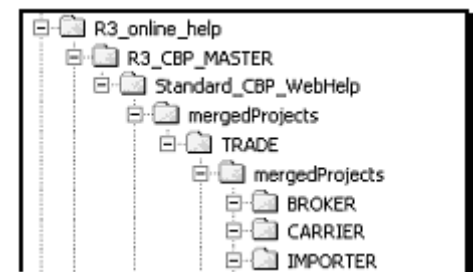
Adding a sub-project to a master project is easy. All you need to do is open the master project's table of contents, click the sub-project icon (📁), and select the name of the appropriate sub-project (or master project when used as a sub-project). When the projects are published, the table of contents from the sub-project is merged into that of the master project in place of the icon. The sub-project's index is also merged with the master project's index. The end result is so seamless that end users would never suspect that the help they're viewing is actually a compilation of multiple help systems.

When it's time to publish the finished output, begin with the top-level master project. Publish the output to a folder then create a "MergedProjects" subfolder under it. RoboHelp requires this folder to be present. Under the MergedProjects folder, create subfolders for each sub-project and publish their output to the subfolders. Figure 1 illustrates the file structure for the published output for the Trade example discussed above.



**Figure 1: Master and sub-project output structure**

The output structure for the Customs help is slightly different. It includes a MergedProjects folder and under it is a folder to which the Trade master is published, as shown in Figure 2.



**Figure 2: Top-level master project with subordinate master and sub-projects under it**

To ensure that a user sees the appropriate level of help when he or she clicks on the help icon in the application, an evaluation is performed programmatically on the user's login ID to determine whether the user belongs to Customs or to Trade. If Customs, the help is pulled from the "Standard\_CBP\_WebHelp" folder shown in Figure 2. If the evaluation results in a Trade user, the help is pulled from the "Standard Trade" folder shown in Figure 1.

Because the sub-projects and master projects are created separately, it follows that they can also be authored by different people simultaneously. This is a huge advantage for time-constrained projects.

*Robert Mohr is a senior STC member and the author of The Elements of Word. He can be reached via e-mail at [rpmohr@writemohr.com](mailto:rpmohr@writemohr.com).*



## Pittsburgh to Host "Writers Without Borders," the STC Region 4 Conference

(continued from page 1)

Conference topics include:

- **Content is king (again!).** Keynote speaker Cheryl Lockett Zubak will talk about the return of content as a focus in web development, software interface design, and technical communication, and what this means for technical communicators.
- **Single-sourcing.** Neil Perlin will host a session on simple steps writers can take to implement single-sourcing. Alan Houser will host a session on using Adobe® FrameMaker® for XML and single-source publishing.
- **Consulting and career development.** Beth Williams and Lori Klepfer will talk about the essential consulting skills needed for career success.
- **Usability.** Mike Bates will host a workshop on preparing and conducting usability tests and interpreting the results.
- **User-centered design.** Whitney Quesenberry will talk about the role of technical writers in the user-centered design process.
- **Microsoft® Windows® "Longhorn" online help.** Cheryl Lockett Zubak will discuss the new Windows "Longhorn" help system and what it means for help authors.
- **Enhancing creativity.** Closing speaker John Hedtko will describe ways to enhance your creativity, identify common creative blocks, and foster creative thinking in yourself and others.

"Writers Without Borders" will be held at the Holiday Inn Select, University Center, Pittsburgh, PA on Saturday April 17, 2004, from 8:30 a.m. – 5:30 p.m. Registration cost is \$99 before March 15 and \$119 after March 15. Register early and save \$20! The registration fee includes admission to the keynote session, choice of presentations, vendor area, continental breakfast, buffet lunch with a vendor demo, and a conference t-shirt.

For more information (including registration forms), visit <http://www.stcpgh.org/conference/index.html>.

Contact: Darlene Mullenix  
[dmullenix@federatedinv.com](mailto:dmullenix@federatedinv.com)  
 412-462-3581

## Answers for February Column: English as a Foreign Language

(continued from page 7)

computationally intensive solution. The numerical technique, which we are working on is called lattice Boltzmann method (LBM), is require lesser [The numerical technique we are working on, called the lattice Boltzmann method (LBM), requires less] computational

effort, as compared to BTE but retains almost same information as in the BTE."

- "The goal of this research is a better understanding of the friction in disk drive rotary actuator pivot bearings. The research is developing a new easy to use higher order [new, easy-to-use,

higher-order] friction model for a prediction of hysteresis behavior."

- "Spacing dependent of recording characteristics [Spacing-dependent recording characteristics] due to the surface roughness of substrates were investigated using an anisotropic magnetoresistive (AMR) head."

## Editorial Calendar

Meeting Date	Blue Pencil Publication Date (Monday)	Article Submission Deadline (Monday)
Week of April 12	March 29	March 15
Week of May 10	April 26	April 12

Meg Papa contact information

Email: [mv0t@andrew.cmu.edu](mailto:mv0t@andrew.cmu.edu) (em-vee-zero-tee)

Home phone: 412-243-3026

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# March Meeting: Second Annual Joint Chapter Meeting with Northeast Ohio and Youngstown State Student Chapters

(continued from page 1)

FrameMaker users today are being tasked with creating full-featured and multimedia-rich online information systems from their existing print-based content. In many cases, they must repurpose the same content for use in multiple online systems, each of which must be customized for a different audience, software edition, or platform. In this session, **RJ Jacquez** will teach you how to achieve this kind of single-sourcing, without creating multiple projects or relying on macros.

This session will cover the highly-anticipated **RoboHelp for FrameMaker** software, and address the following topics:

- Creating and publishing an unlimited number of online outputs from a single project
- Controlling which FrameMaker chapters and content are included in each output
- Customizing your online output further, using the same building blocks you use in FrameMaker
- Including multiple FrameMaker books in a single project
- Creating multimedia-rich online experiences for your end-users
- Automating future projects by reusing templates
- Creating online Help systems with full context-sensitive support
- Batch generating multiple outputs with a single click

The meeting will be held Saturday, March 20 on the campus of Youngstown State University, with registration beginning at 9 a.m. Your registration fee includes continental breakfast and buffet lunch. Please check the chapter Web site (<http://www.stcpg.org/index.htm>) for details on the cost of the event and directions to the Youngstown State University.

Please register with **Darlene Mullenix** by **Friday, March 12** via email at [dmullenix@federatedinv.com](mailto:dmullenix@federatedinv.com) or by calling 412-288-8676.

Please remember, you will be expected to pay if you register and do not attend.

## The Day's Agenda

- 9:00-9:30 - Registration (coffee, tea and donuts)
- 9:45 - 10:00 - Opening comments (Chapter Presidents and Dr. James Schramer, YSU chapter advisor)
- 10 - 10:45 - FrameMaker Presentation
- 10:45 - 11:00 - Break
- 11:00 - noon - FrameMaker Demo
- noon - 1:00 - Buffet Lunch
- 1:00 - 2:00 - RoboHelp for FrameMaker presentation/demonstration
- 2:00 - 2:15 - Break
- 2:15 - 3:15 - RoboHelp X5 presentation/demonstration
- 3:15 - 4:00 - Online help discussion. One moderator to direct questions - open discussion among the attendees to reflect on day's presentation of FrameMaker and the RoboHelp products.

## The Presenters

*Michael Hamilton*  
RoboHelp Product Manager  
Macromedia

As the Product Manager for Macromedia's award-winning RoboHelp product line, Michael Hamilton gathers input and feedback from the customer community and guides ongoing development of the various RoboHelp products. Mike joined the RoboHelp family in 1999 as a founding member of the Training Solutions Program team, where he co-authored the certified training materials supporting the RoboHelp family.

Mike has over ten years of experience in training, technical communication, multimedia development, and software development at several organizations including Cymer—a leading supplier of laser illumination sources, National Steel & Shipbuilding, and the US Navy.

Mike is often a featured speaker at industry events, including the WinWriters Online

Help Conferences 2000/2001/2002, STC Annual 2001/2002/2003, Forum 2000 London, the 3<sup>rd</sup> and 5<sup>th</sup> Annual Australasian Online Documentation Conferences, the European Online Documentation Conference 2002 and many more events including appearances at the Microsoft Campus and STC regional conferences and events. He is also frequently quoted in technology articles in various trade publications.

*Alan Houser*  
Principal Partner  
Group Wellesley

Alan Houser is a principal partner with Group Wellesley, a Pittsburgh-based company that provides documentation and content management consulting and training services. Alan is an accomplished consultant and trainer in FrameMaker, Structured FrameMaker, XML, and XML-related technologies. Alan has worked directly with Adobe on the previous two releases of FrameMaker. He is co-author of *XML Weekend Crash Course*, published by John Wiley and Sons, and is past president of the STC Pittsburgh Chapter.

*RJ Jacquez*  
Product Manager for FrameMaker  
Macromedia

RJ Jacquez is the Product Manager for RoboHelp for FrameMaker at Macromedia, Inc. RJ has 15 years of experience with Adobe FrameMaker, including eight years as a professional FrameMaker instructor. He has also lectured about FrameMaker on behalf of Adobe Systems at that company's "Beyond Word Processing" seminars. While formerly serving as Vice President of Technology at Quadralay Corporation, maker of WebWorks Publisher, RJ gained extensive experience in the areas of single-sourcing, ePublishing, and Help authoring. Most recently, he has led a team at Macromedia to develop an entirely new single-sourcing tool specifically designed for use with FrameMaker.