

## ***P&P PIC Membership Increases 12 Percent over Three-Month Period***

*by Jerry Laing*

Membership in the P&P PIC continues to grow. From August through October (the latest month for which figures are available), 34 STC members joined the PIC. This represents a 12 percent increase, bringing total membership to 315 persons.

Special thanks to **Kevin Schmidt** (South Carolina) who, as a member of the PIC's Membership team, has undertaken the tasks of assisting with enrollments and sending welcome letters to new members.

A warm welcome is extended the following new members:

- **Michelle E. Anderson** (CA)
- **Smokey L. Bare** (OH)
- **Jill H. Behpour** (CA)
- **Reid Booth** (New Zealand)
- **Deborah S. Cathey** (TX)
- **William A. Clemente** (NE)
- **Charles R. Crawley** (IA)
- **Georgia M. Crosby** (OH)
- **Candace H. Davis** (CO)
- **R. Yvette Duncan** (CO)
- **Thomas P. Fraser** (MI)
- **Rebecca C. Hall** (IL)
- **Paula J. Ingram** (AZ)
- **Catherine M. Izor** (IL)
- **William H. James** (MN)
- **Donald R. Kirtland** (CA)
- **Dorene Lake** (CA)
- **Leanne Logan** (Canada)
- **Lorraine G. Mazzo** (CT)
- **Elizabeth M. McDuffee** (CO)
- **Bernadette A. Mitchell** (MN)
- **W. Keith Mullen** (PA)
- **Charles Nadeau** (Canada)
- **Jacqueline B. Napier** (IL)
- **Stenet D. Palmer** (TX)
- **Stacy L. Petermann** (KS)
- **Margaret J. Schillinger** (MO)
- **Samantha G. Stichter** (NC)
- **Geddes A. Thurton** (Canada)
- **Rita L. Wachs** (FL)
- **Thomas J. Wilson** (CA)
- **Jennifer H. Winters** (WA)
- **David A. Willoughby** (VA)
- **Julie Zweigoron** (IL) 📧

*Jerrold A. Laing is P&P PIC Membership team leader and a member of the San Gabriel (CA) chapter of STC.*

## ***Extracting Information and Answers from Reluctant Project Experts***

*by Audrey Cielinski Kessler*

You probably have heard all of the excuses already: "I'm swamped. . . . I have a zillion other projects that need my attention. . . . I'll have it first thing tomorrow. . . ." And still the information doesn't arrive when promised—or at all.

So how do you get reluctant project experts to respond to your requests for information or answers to questions posed by

information they already have given you?

You could threaten them or, in more extreme cases, hit them over the head with a hammer, but neither approach is very wise nor likely to be particularly effective in getting the information you need.

A better approach is one that emphasizes cooperation rather than confrontation. The latter is

likely to engender hostility, resistance and defensiveness on

*See EXPERTS, p. 2.*

### ***Inside . . .***

Letters . . . . .	2
Member Profile . . . . .	2
P & P Briefs . . . . .	3
P & P Coming Attractions . . . . .	4

# Letters

This is a super publication. I especially like the Q and A feature [in the September issue].

Adrienne Escoe, Ph.D.  
Esco/Bliss Communication

*Letters to the editor—positive, negative, indifferent—are always welcome. Send your comments to STEPS & SPECS Editor, 1638 S. Lincoln Street, Kent, OH 44240-4449.*

## EXPERTS

Continued from p. 1

the part of the project expert. No one likes to be bullied, so try a gentler approach—one that shows empathy for the expert's predicament, the equal importance of your predicament and a willingness to work with the person to minimize the inconvenience or imposition to both parties.

Of course, the cooperative approach to reluctant project experts won't always work, and you may have to resort to more hard-nosed tactics to get the information you need to meet your deadlines.

But the cooperative approach is still worth a try. And who knows, if it does work, you may just endear yourself to that person for life! 📧

**Audrey Cielinski Kessler** is the owner of *The Write Hand*, an editing and desktop publishing company in Kent, Ohio, and a member of the Northeast Ohio chapter of STC.

**STEPS & SPECS** is published quarterly by the Society for Technical Communication's Policies and Procedures Professional Interest Committee.

### Editor:

Audrey Cielinski Kessler

### P & P PIC Team Leaders:

Raymond E. Urgo, PIC Manager

213/876-2186 (office)

213/876-2086 (fax)

urgo@aol.com (E-mail)

Audrey Cielinski Kessler, Newsletter

330/677-1168 (home)

330/677-8598 (office)

330/677-8598 (fax)

AudCK@aol.com (E-mail)

Nancy Ford Demeter, Pub. Relations

517/789-9007 (home)

517/788-3550 (office)

517/788-6594 (fax)

nfdemeter@aol.com (E-mail)

Jerry A. Laing, Membership

818/444-5529 (home)

818/454-1010 (office)

Jerri L. Houdayer, Programs/Projects

714/994-3452 (home)

310/593-8996 (office)

310/593-9332 (fax)

whodare@aol.com (E-mail)

### Send contributions to:

Audrey Cielinski Kessler

1638 S. Lincoln Street

Kent, OH 44240-4449

Copyright © 1996

Society for Technical Communication

All rights reserved

## Member Profile: Kathleen Craddock

### From Cookbooks to Hospital Policies and Procedures

by Bonnie Zepka

When documentation specialist **Kathleen Craddock** pursues the hobby she loves, her professional skills as a procedures writer come in handy.

"I love to cook and to read cookbooks," says Craddock, "but most of all I enjoy writing recipes. I have had recipes published in *Southern Living* and *Bon Appetit*, says Craddock, adding that in her spare time she is working on a cookbook of family recipes that have been handed down through the generations.

Before entering the technical writing field, Craddock worked as an assistant cook in a resort restaurant and still cooks a lot at home. She now works as a documentation specialist at the University of North Carolina Hospitals in Chapel Hill. Her responsibilities include designing, de-

veloping and maintaining internal policies and procedures for the institution's Information Services Division.

Specific tasks include documenting the division's internal operating policies and procedures (which are used to develop applications within the hospital or work with vendors who supply an application) and developing training materials.

According to Craddock, a significant component of policy and procedure work and an essential part of her job consists of more than just writing—it's the time spent interacting with users. "Seventy-five percent of my time is spent interviewing, writing and facilitating," says Craddock.

See **CRADDOCK**, p. 3.

## **P & P Briefs**

### **PIC Brochure Ready . . . Web Volunteers Needed . . .**

---

#### **Members Reminded To Complete and Return Directory Questionnaire**

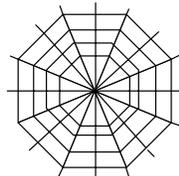
Members who have not returned their member directory questionnaire should do so immediately. To be included in the PIC's membership directory, please take a moment now to answer a few simple questions about yourself.

If you did not receive a questionnaire, call **Jerrold A. Laing** at 818/454-1010 or send him an e-mail message at [jal\\_docs@linkonline.net](mailto:jal_docs@linkonline.net).

<input type="checkbox"/>	XXXXXX
<input type="checkbox"/>	XXXXXX
<input type="checkbox"/>	XXXXXX
<input checked="" type="checkbox"/>	XXXXXX
<input type="checkbox"/>	XXXXXX

#### **Volunteer Positions Still Available on P & P PIC Web-Page Team**

Openings for volunteers on the P&P PIC's Web-page team are still available. Needed are persons who can create text, design layout and maintain the page.



If you would like to participate in this project or have hints to share, call **Nancy Ford Demeter** at 517/788-3550 or send her an e-mail message at [nfdemeter@aol.com](mailto:nfdemeter@aol.com).

How did Craddock, a technical writer for six years, get from assistant cook to policy and procedure writer? When the owners sold the resort restaurant where she was employed, Craddock decided to pursue her college education and earned a bachelor's degree with a major in English.

Since then she has plied her craft in such fields as banking and insurance before undertaking her current position.

To anyone thinking about making the transition into policy and procedure work, Craddock recommends looking for employment opportunities

---

*Craddock pursued a degree in English and a P&P career after the resort restaurant where she worked was closed.*

---

#### **CRADDOCK**

*Continued from p. 2*

But she doesn't stop there. She also uses flowcharting software when developing procedures to ensure that all steps are included, conducts task analy-

---

*Flowcharting software is used to ensure that all steps are included in each of the hospital's procedures documents.*

---

ses, offers software demonstrations, provides hands-on application training, and reads STC journals and newsletters.

A challenging part of her job, says Craddock, is developing the information in a way

that is best for the user. "To do this, you need to understand what the user needs."

This involves understanding the nature of the user's job and responsibilities and what the user needs to know and then documenting what is most helpful to the user.

To further meet the needs of the users of the hospital's policy and procedure manuals, Craddock works to ensure that these "valuable operating tools" are reviewed and updated on a regular basis.

In pursuit of these goals, Craddock cites a number of improvements she has brought to her policy and procedure work, including conversion of the division's operating procedures into a more usable format, the introduction of a documentation maintenance plan, and the use of a consistent format and style.

that enable one to acquire policy and procedure skills.

She suggests looking for and participating in technical writing classes, conferences, workshops and seminars that focus on the design and development of policy and procedure documents. She also believes it helps to be "living in the right place"—where technical communications jobs are available.

When Craddock is not penning her cookbook or developing hospital policies and procedures, she and her 14-year-old daughter enjoy bicycle riding, swimming, gardening and visiting the mountains and beaches of North Carolina. 🏠

*Bonnie Zepka is a freelance writer in Louisville, Kentucky, and a member of the Kentucky chapter of STC.*

## ***P&P Coming Attractions . . .***



### ***Seminars, Workshops and Conferences for the P&P Professional***

**February 3-11 & February 18-25  
Workshop Series for Technical  
Communicators: Going Online  
Toronto and Vancouver, Canada**

Workshop 1: Creating Usable Online Documentation

Workshop 2: Intranet Publishing

Workshop 3: Designing for Usability

Workshop 4: Planning and Designing Multimedia

*Contact:* Rockley Consulting Associates Inc., 11 Forfordale Road, Stouffville, Ontario, Canada L4A 7X3; 905/642-8567 (voice), 905/642-3554 (fax) or <http://www.rockley.com/>

**April 1-4  
Procedures in the 21st Century: A Procedure  
and Trade Show  
Colorado Springs, Colorado**

Designed to bring together procedures professionals and software and hardware representatives to discuss the needs of procedure users and the new technologies available that may change how procedures will look in the 21st century.

The conference will consist of presentations and breakout sessions.

Space will be provided for vendors to display their products.

*Contact:* Phoenix Publications, 201/989-5455 (phone and fax)

---

## ***STEPS & SPECS***

Audrey Cielinski Kessler, Editor

1638 S. Lincoln Street

Kent, OH 44240-4449

*The mission of the Policies and Procedures professional interest committee is to assist STC members in developing, implementing and managing policies and procedures communication through educational and networking opportunities, STC conference sessions and publications, and communication with other STC PICs and professional organizations in areas of common interest.*