

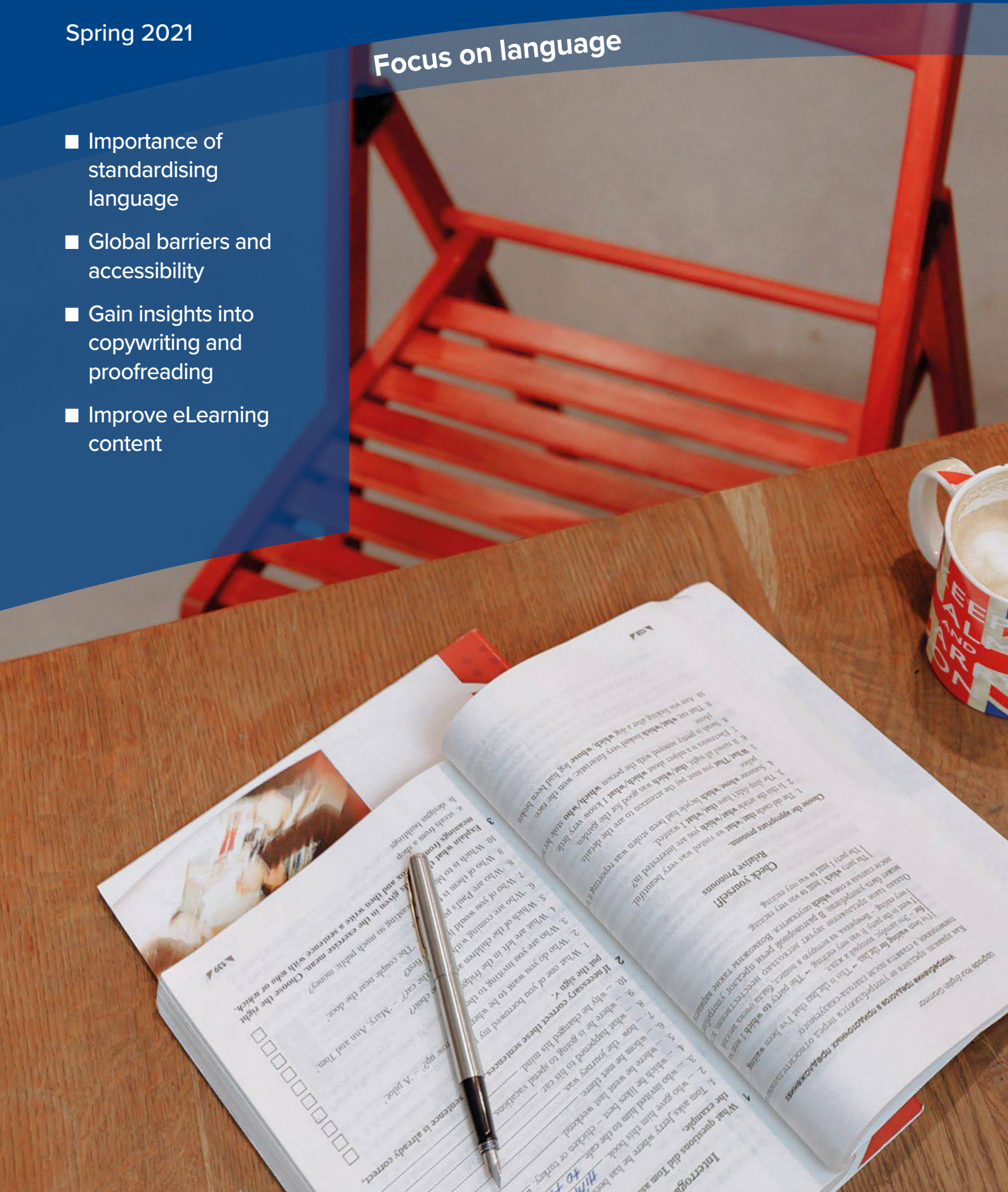
# Communicator

The Institute of Scientific and Technical Communicators

Spring 2021

Focus on language

- Importance of standardising language
- Global barriers and accessibility
- Gain insights into copywriting and proofreading
- Improve eLearning content



# President's View

Linda Robins looks forward to 2021.



## A new year

ISTC Council has started the year with energy and commitment to support all technical communication practitioners in pursuit of their professions. We are keen to promote your interests and offer support.

This is a critical time since we now need to publicise the value of membership of a professional body; it is not necessarily viewed as a career 'must'. Also, we in the ISTC must reach out to a new wave of technical communicators engaged in newer roles such as information design and content management to ensure they know that we are there for them.

We welcome prospective Council members to join an online Council meeting as observer to find out more about how we work. We also have opportunities for volunteers to join project teams or help with regular activities.

## Communicator

Since the Winter 2020 issue of *Communicator* we have a new look and feel for *Communicator*.

We are also pleased to announce the addition of an online version of *Communicator* so new readers may access copies of *Communicator* in one location. All *Communicator* issues since 2016 are now available to buy on ISSUU.

ISTC members can continue to access all issues since 2004 on the ISTC website.

## The ISTC Podcast

<https://feed.podbean.com/istctechcomm/feed.xml>



### A New Beginning

January 29, 2021

Amanda Maher looks ahead at 2021 events in technical communications with CJ Walker of Firehead Digital Communications



0:00

-0:00

## ISTC monthly podcasts

The first of the new series of ISTC podcasts was published in December last year. This featured the UKTC Awards with discussion between winners and a judge on the Awards process.

We have now planned a monthly series, starting on 29 January with a podcast to be published on the last Friday of each month.

Each podcast will be about half an hour of chat with technical communicators covering experiences working as communications professionals. It aims to be informal, informative and inspiring. If you want to get involved with the podcast in any way get in touch with Amanda Maher or James Bartley, [marketing@istc.org.uk](mailto:marketing@istc.org.uk).

Please put the recurring date in your diary.

## TCUK Online monthly sessions

Following our successful TCUK Metro Online in September last year, we have been running a series of online presentations branded as 'TCUK Online' since November.

These are weekday lunchtime sessions run once a month publicised with a GoToMeeting invitation from the ISTC Office.

The presentations are short (half hour, plus questions), and are provided free of charge. It's a good opportunity for members to stay in touch, share knowledge, and practise presentation skills, as well as something to include in your CPD.



## TCUK Metro

We are planning to run TCUK Metro in September this year as an online event given the uncertainty of a prospective face-to-face gathering. We are reviewing feedback from last year's event to give best value to participants. We will publicise details as plans are confirmed.

## UK Technical Communication Awards

The UK Technical Communication Awards 2021 will retain the established guidelines; they are open to any individual or team, whether employed, self-employed, contracting, volunteering, permanent, temporary, full-time or part-time. We encourage entries of all types; traditional documentation to those demonstrating technical innovation.

Following the success of last year's event, with a very high quality of diverse entries we are increasing publicity to attract even more quality entries for 2021. We are open for entries on the UKTC Awards website: [uktcawards.com](http://uktcawards.com)



## Area Groups

We are looking at how best to expand Virtual

Area Groups to capitalise on new ways of 'gathering' during the pandemic.



## Changing times and methods

We are still adjusting to changing circumstances due to the Covid-19 pandemic. Now it is almost a year since

our working lives changed; the prospect of our earlier patterns being resumed unaffected is now unlikely.

In my last article I told you I was working on 'not interrupting' following the ideas of Nancy Kline in her 'The Promise that Changes Everything. I won't interrupt you'<sup>1</sup>. In video calls with many participants, I am still finding it challenging to ensure full participation. But I **am** working on it.

I am now also following the writing of Alex Soojung-Kim Pang<sup>2</sup>. He is exploring ways to reduce workers' stress and lift productivity in the workplace. In a book published just before lockdown the author reports on studies among workers and management from a number of large organisations on workplace protocols. In a recent article in the Financial Times, he supplements these findings with results of surveys of workers and companies since the pandemic changed all our working lives. Here are some of his observations:

Lockdown life shows routines are essential if we are to lead enjoyable lives, be productive and fulfilled.

90% of workers want to work from home despite the struggles of remote working during the pandemic.

Several companies which have moved to a 4-day week and a 6-hour working day have done so without needing to cut salaries and without affecting productivity.

Alex Soojung-Kim Pang observes that "well designed routines support productivity". He implores us to, "Give routines the respect they deserve. It turns out that life is not much fun without them."

It is so often assumed that routines are mechanical, dull and inhibit creativity. But the author observes, "As Pablo Picasso puts it, 'Inspiration exists, but it has to find you working.'"

I am encouraged by these developments and observations. I will continue to follow Alex Soojung-Kim Pang to learn more. ■

**Linda Robins FISTC**

president@istc.org.uk

## References

'The Promise that Changes Everything. I won't interrupt you' by Nancy Kline  
Penguin Random House UK:  
ISBN 978-0-241-42351-6 2020

'How Working Less will revolutionise the Way your Company gets things done' by Alex Soojung-Kim Pang Penguin Business  
March 2020: ISBN 10-0-241406781

## ISTC References

All references accessed 7 February 2021.

Area groups

[istc.org.uk/homepage/our-community/area-groups-2](http://istc.org.uk/homepage/our-community/area-groups-2)

Also refer to page 8 or the latest issue of *InfoPlus* [istc.org.uk/category/infoplus](http://istc.org.uk/category/infoplus).

*Communicator* back issues

[istc.org.uk/homepage/publications-and-resources/communicator/archive-of-back-issues](http://istc.org.uk/homepage/publications-and-resources/communicator/archive-of-back-issues)

Continuous Professional Development (CPD) [istc.org.uk/cpd](http://istc.org.uk/cpd)

Also refer to the article on page 10.

ISTC Podcasts

[istc.org.uk/homepage/publications-and-resources](http://istc.org.uk/homepage/publications-and-resources) are available from:

- iTunes: [podcasts.apple.com/gb/podcast/the-istc-podcast/id1345913619](https://podcasts.apple.com/gb/podcast/the-istc-podcast/id1345913619)

- Podbean: [istctechcomm.podbean.com](https://istctechcomm.podbean.com)

Technical Communication UK (TCUK) conference [technicalcommunicationuk.com](http://technicalcommunicationuk.com)

UK Technical Communication (UKTC)

Awards [uktcawards.com](http://uktcawards.com)

## ISTC Business Affiliates

Thank you for your continued support.

[www.istc.org.uk/business-affiliates](http://www.istc.org.uk/business-affiliates)

as at 31 December 2020



### Gold



[www.morson.com](http://www.morson.com)

### Silver

**3di Information Solutions**

[www.3di-info.com](http://www.3di-info.com)

**MadCap Software**

[www.madcapsoftware.com](http://www.madcapsoftware.com)

**Technically Write IT (TWi)**

[www.technicallywriteit.com](http://www.technicallywriteit.com)

### Bronze

**Armada**

[www.armada.co.uk](http://www.armada.co.uk)

**Cherryleaf**

[www.cherryleaf.com](http://www.cherryleaf.com)

**ESTON Training**

[www.estontrg.com](http://www.estontrg.com)

**Firehead**

[firehead.net](http://firehead.net)

**Geo Language Services**

[www.geolanguages.co.uk](http://www.geolanguages.co.uk)

**Interactive Technical Solutions**

[www.its-l.co.uk](http://www.its-l.co.uk)

**The i-Team**

[the-i-team.co.uk](http://the-i-team.co.uk)

**Omnilingua**

[www.omnilingua.co.uk](http://www.omnilingua.co.uk)

**PSBT (Polskie Stowarzyszenie**

**Biur Tłumaczeń)**

[www.psb.tl.pl](http://www.psb.tl.pl)



**Omnilingua:**  
**Specialists in technical & scientific translations**

Medical • IT/software localisation • Engineering • Electronics

Instructions & manuals  
 Research papers  
 Websites & sales material  
 Training material

**www.omni-translate.com**  
**01306 875533**  
**mkg@omnilingua.co.uk**

