

WHAT I'VE BEEN UP TO---

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We've been winding the publicity spring for FASS for the last month or two. In this case, we decided that an exclusive story in DEFENSE ELECTRONICS, the industry's key magazine with a circulation of 45,000 was the preferred alternative. We tried for a cover on the issue, but their practice is to use generic military operations covers.

We then worked with some of the other magazines for expanded releases in their April issues. If you don't do this, you get the standard 3 column-inches of new product release in the back of the book. It looks like we will get perhaps 3 pages in Microwaves/RF (circ 65,000) and we just heard from Sheldon Herskowitz, editor of JED the Old Crows book who will give us some release space. We should get a cover story in Canada and another in the UK. We also got the cover on T&M NEWS.

Lest we forget other areas, we're doing a release for the Banded Synthesizers and several of Charlie Schaffers new microwave knuckles. And I'm starting on Chris Pedersen's new Fader. Boy things are really popping.

FOR YOUR INFO

I've been trying to keep people informed on the changes happening in Corporate. The new design system for literature layouts is in full use now and we are working to meet all the rules. There are problems with things like the required 3-column formats for specs. And the new HP blue (purple) color requirement looks odd to us old timers.

I've tried to get some knowledge of how to use ROSTER for internal mailings you want to get. It looks like ROSTER won't be supported for division job titles, so you won't be able to get regular data sheets from other divisions. Even if your job was in there, SPD for example, doesn't mail TDSs to other division job titles. You can get the newsletters though by following the instructions I sent to everyone.

I think everyone knows that if you see a data sheet announcement in INSTRUMENT NEWS, you can get your own individual copy by sending a request to HPDESK by using the name LITERATURE ORDER. The single copy comes in the regular mail in a few days.

At the recent Marcom Council meeting, we learned that the HP advertising theme for the last few years, "What if?", has been retired, none too soon for many of us. The new theme is pretty good, is product-oriented, and is not personally embarrassing. It is, "There is a Better Way, HP". This will fit in well with a potential new program for T&M too, which is to position HP as the "Solutions" company.

Welcome Diane Morton to our Graphics Department. She and Ann Reshke share one job as permanent employees. We're also working to get some temp help to help us over some overloads. REMEMBER THE BIG CATALOG STARTS IN ABOUT A WEEK. Charlie's MTA Catalog is already underway.

We're also exploring a Marcom Editor/Promo Writer possibility. Other divisions do such things now, to the extent that the computer divisions have all the writing done by promo writers and not PMEs. Don't worry about being put out of work. We just want to get more efficient. Study also goes on for text quality procedures.

INTERESTING READING

"The Hunting of the Quark". High drama in high-energy physics, as the Stanford Linear Accelerator/Harvard team battles the Brookhaven/MIT for the Nobel prize, as each looks for the elusive fundamental particle, the Quark. Very readable and many interesting anecdotes. For example, author Michael Collins notes that when Milliken reported on the experiment which determined charge of the electron with his falling droplet technique, in addition to reporting the 1e, 2e, etc, he wrote that he was also reporting one data point, but not using it. The value? 0.67e! Yes, it was the charge of the Quark.

Lots of promo work with Charlie's new little microwave knuckles. We are doing PR releases, T&M NEWS stories, etc. Some shows coming up. PRs to appear on the HP 8673H. Some interesting responses to the first story on FASS in DEFENSE ELECTRONICS with several top customers calling to ask for personal appointments here at the factory.

We also will end up featured in a cover story in the May issue of MICROWAVES/RF as the test bed for a new IFM receiver built by K&L Filter Co of Maryland. (IFM is instantaneous frequency measurement.) Eric and Dave K took a FASS out there and ran tests while the editor's mole of WAVES was there writing the cover story. Very impressed. By mole I mean a person who works at another company and writes as a stringer.

Mary and our gang have been busy trying to conform to the new design system. She attended a T&M meeting in Colorado and got generally good marks on our first half-dozen data sheets. But bear with us. We're trying to get back two-column spec sheets, and full-column captions, 80 pound paper, etc. Too early to tell.

THINGS YOU SHOULD KNOW

Something I've noticed that's happening with the new design system that forces us sometime to 3-column format. A graph or block diagram is produced on computer and annotated with legends and titles that look fine on 8.5 x 11 paper. But then you shrink it to one-third page and although the diagram part may be readable, the titles are gone to oblivion. Especially for us older guys, have mercy and use upsize type and heavy lines so that reduction will still make them readable.

T&M NEWS is running a customer test this next issue in May/June which will feature FASS on the cover. They are trying four different formats including a newsletter format, a black/white el cheapo, and a glitzy FASS to test customer preference. We lucked out by being there for the right month where they wanted to have a high-tech story. 250,000 circ.

URGENT****To all Catalog Gnomes. The catalog outline is now complete, and we are serious about starting up the text inputs. I have sent copies of the Corporate time line to all the page writers as I know you, Greg M, Mari, Gratz, Prouty/Bob, et al. Treat these dates with a great deal of respect, since there will only be one proof for pickup pages and two proofs only for new material. We will also be required to furnish all new material on electronic mail or disk. It would be good to consider even long paragraphs of insert additions and changes on E-mail too. Ann will manage this effort. We have laid off the two-page section on adapters to DMK. More from Ann.

INTERESTING READING

If you're curious about the history of the universe, there's a very readable book by Steven Hawking, "From the Big Bang to Black Holes." He is the genius mind, crippled by MS who writes a very readable text on a complex subject. For example, there is a lot of information about sizes of the universe, weights, expansion rates, etc. He also contends that black holes actually "leak" particles due to some sort of tunneling effect. He studies the big bang expansion rates and finds that since a difference of 1 part in 100,000 in the early expansion rates could make the difference of whether the universe will start contracting sometime, rather than always keep going out, there may be some-other non-linear expansion rates.

Richard Feynman, the Nobel laureate, writes in "Why do You Care What They Think?" about his experiences with the Shuttle Disaster Committee. Interesting stuff, as well as other observations about life. He points out that if you measure the amount of radioactive phosphorous in the brain of a mouse, half the chemical is gone in two weeks (not from radioactive decay). He therefore likens our brain's memory mechanism to be atoms in a dance. The dancers keep changing (the phosphorous atoms) but the dance (our memory of things) goes on.