

Content Reuse:

Write once, review once, use anywhere

Pamela Kostur, Parallax Communications

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About us

- ▶ Over 10 years designing, developing, and implementing content management solutions
- ▶ Co-founder of ThirtySix Software
- ▶ ThirtySix develops solutions that enable organizations to get the most out of their content
- ▶ Over 20 years designing and writing documentation, and implementing content strategies
- ▶ Partner in Parallax Communications
- ▶ Parallax helps organizations to align their content with their businesses' and users' needs

Bryan Lynn

Pamela Kostur

Call Screen

Call Screen allows you to program your phone with a list of up to 12 phone numbers from which you do not wish to receive calls. Callers on your list will hear a polite message informing them that you are not accepting calls at this time.

To use Call Screen

1. Pick up your phone and dial *60 and follow the voice prompts, or choose from the following options:

Option	Press
Review your list	1
Turn Call Screen on or off	3
Delete all numbers from your list	08
Add the number of the last caller to your list (treated as private number)	#01#
Add a number to your list	# + telephone number + #
Delete a number from your list	* + telephone number + *
Delete all private entries	09

What's wrong with this picture?

Using Call Screen

Using this feature, you can reject incoming calls from a list of numbers that you specify. Callers whose numbers are included in your Call Screen list will hear an announcement indicating that you are not accepting calls from their number.

How do I activate and deactivate Call Screen?


To activate Call Screen:

- Pick up your telephone and dial * 6 0. When you press * 6 0, a recording indicates that the Call Screen - Accept Call feature is off.
- Press 3. Once you press 3, the Call Screen feature is turned on and calls from numbers specified in your Call Screen list will not reach your phone.


To de-activate Call Screen:

- Pick up your telephone and dial * 6 0. When you press * 6 0, a recording indicates that the Call Screen feature is on.
- Press 3. Once you press 3, the Call Screen feature is turned off and all calls to your number will reach your phone.

Content reuse, why bother?

- ▶ It's efficient
 - ▶ It eliminates duplications & inconsistencies
 - ▶ No need to recreate content that already exists
 - ▶ Spend more time creating unique content
 - ▶ Improve content quality
- 

And you can save a lot of money!

- ▶ Reusing content saves money
 - Author and approve content one time
 - Leverage this content to generate new output
 - No more repetitive authoring
 - Stop paying for redundant translations
 - Streamline content updates
 - ▶ Intangible savings: Improved content quality
 - ▶ Often realize a positive return on investment in 6-12 months
- 

Content reuse made simple

A well-planned and well-thought out
content reuse strategy


+

Technology that effectively
supports this strategy

+

Training and implementation

Start with strategy

- ▶ Analyze content to identify reuse opportunities
 - ▶ Compare topics that appear similar
 - ▶ Decide where you will reuse content
 - ▶ Define structures and writing guidelines to support reuse...and usability
- 

Identify reuse opportunities

Topic	2720	2760	6086	6085
Media	p.18	p.44	p.52	p.59
Camera	p.18	p.44	p.52	p.59
Video	p.18	p.44	p.53	p.59
FM radio	p.18	p.46	p.55	p.61
Voice recorder	p.19	p.45	p.56	p.63
Music player	p.19		p.54	p.60
Media player			p.52	p.60
Equalizer			p.56	p.64
Stereo widening			p.56	p.64

FM radio

The FM radio depends on an antenna other than the wireless device antenna. A compatible headset or accessory needs to be attached to the device for the FM radio to function properly.

Warning:

Continuous exposure to high volume may damage your hearing. Listen to music at a moderate level, and do not hold the device near your ear when the loudspeaker is in use.

Select **Menu > Media > Radio** or, in the standby mode, press and hold *.

Search for a neighboring station

Press and hold the scroll key to the left or right.

Save a station

Tune to the desired station, and select **Options > Save station**.

Switch between saved stations

Scroll up or down to switch between stations, or press the corresponding

number key of the memory location of a desired station.

Adjust the volume

Use the volume keys.

Leave the radio playing in the background

Press the end key.

Close the radio

Press and hold the end key.

Radio

The FM radio depends on an antenna other than the wireless device antenna. A compatible headset or enhancement needs to be attached to the device for the FM radio to function properly.



Warning: Listen to music at a moderate level.

Continuous exposure to high volume may damage your hearing.

Select **Menu > Media > Radio**, or in the standby mode press and hold *.

If you have already saved radio stations, scroll up or down to switch between saved stations, or press the corresponding number keys of the memory location of the desired station.


To search for neighboring station, press and hold the scroll left or scroll right key.

To save the station to which you are tuned, select **Options > Save station**.

To adjust the volume, select **Options > Volume**.

To leave the radio playing in the background, press the end key. To switch off the radio, press and hold the end key.

What about technology?

- ▶ Your reuse strategy will identify:
 - What content you are going to reuse
 - And how you are going to reuse it
 - ▶ Now you can start thinking about technology
 - ▶ The technology needs to support the strategy
 - Identify candidate technologies
 - Live demonstrations
 - Hands-on evaluations
 - Use your content whenever possible
- 

Identify candidate technologies

What content reuse capabilities does your reuse strategy call for?

Snippets

Conditional Text

Change Notification

Variables




Does your reuse strategy require XML authoring?


What is your budget?



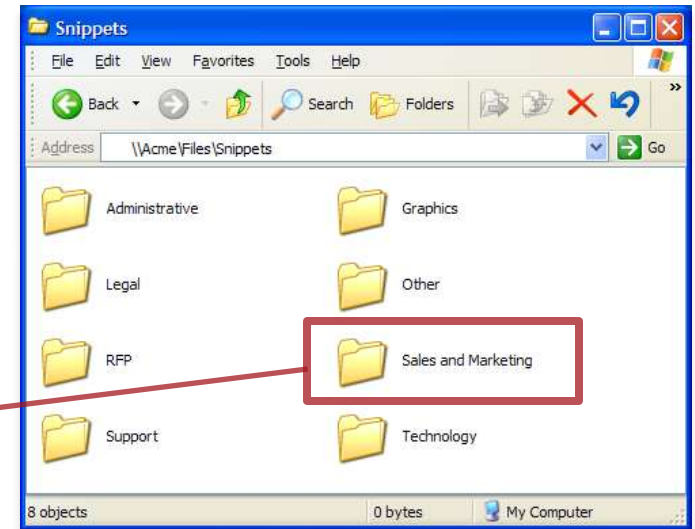
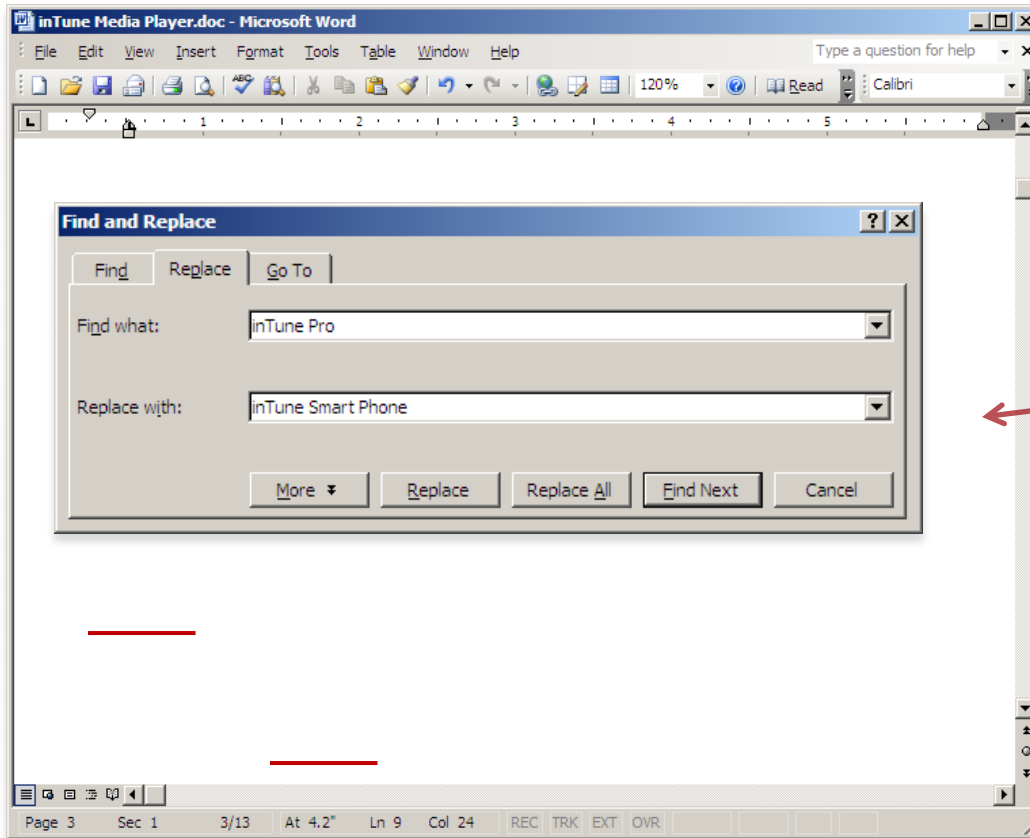
The right reuse technology...

- ▶ Makes reuse easy
 - ▶ Integrates into your existing technology infrastructure
 - ▶ Supports organic growth
 - ▶ Support legacy documentation
- 

Make reuse easy

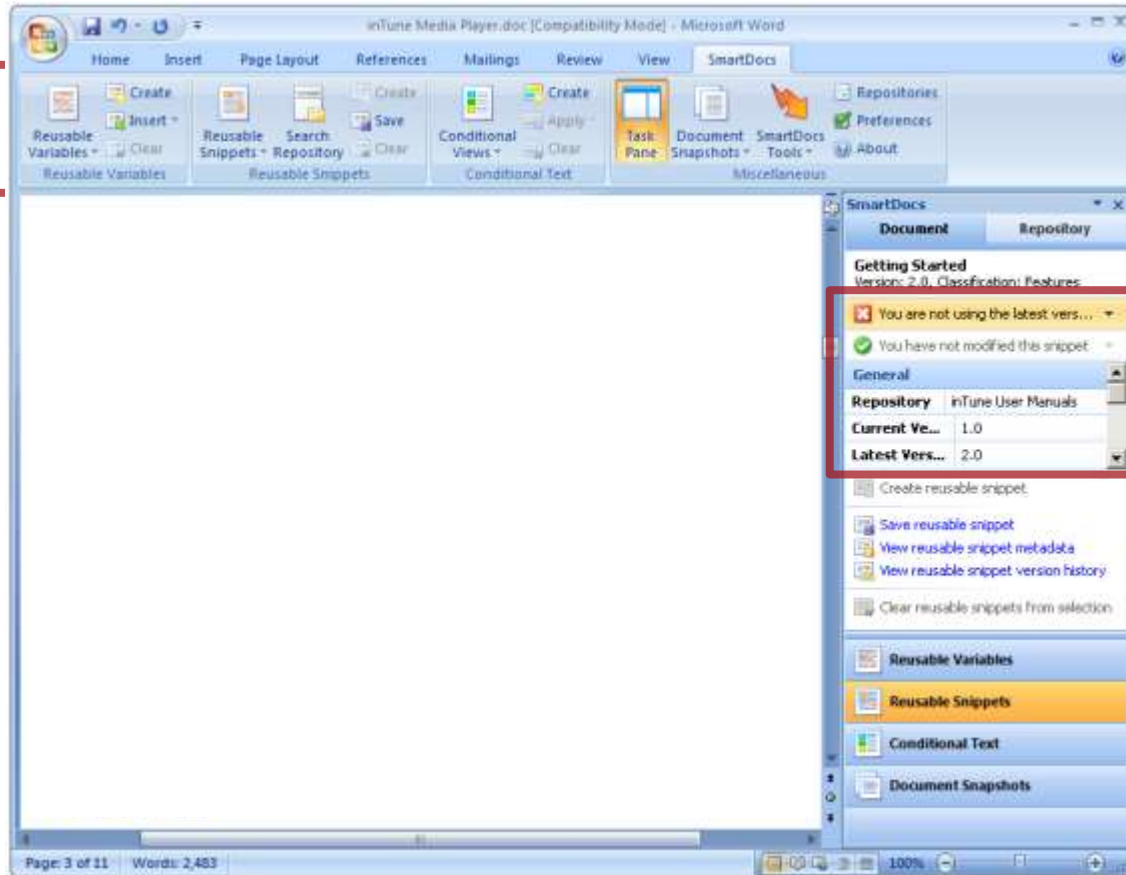
- ▶ Integrates reuse capabilities directly into your primary authoring tool
 - ▶ Reuse is always accessible
 - ▶ Provides a single portal to your reusable content
 - ▶ Everything needs to “just work”
- 

Manual content reuse



- ▶ Leave your authoring environment
- ▶ Manually search for reusable content
- ▶ Copy-and-paste into target document
- ▶ Manual find-and-replace
- ▶ No relationship back to source

Reuse made easy



- ▶ Integrated with your authoring environment
- ▶ Built-in search and browse capabilities
- ▶ Drag-and-drop into target document
- ▶ Content self-updates (no find-and-replace!)
- ▶ Relationship with source automatically maintained

It just works!

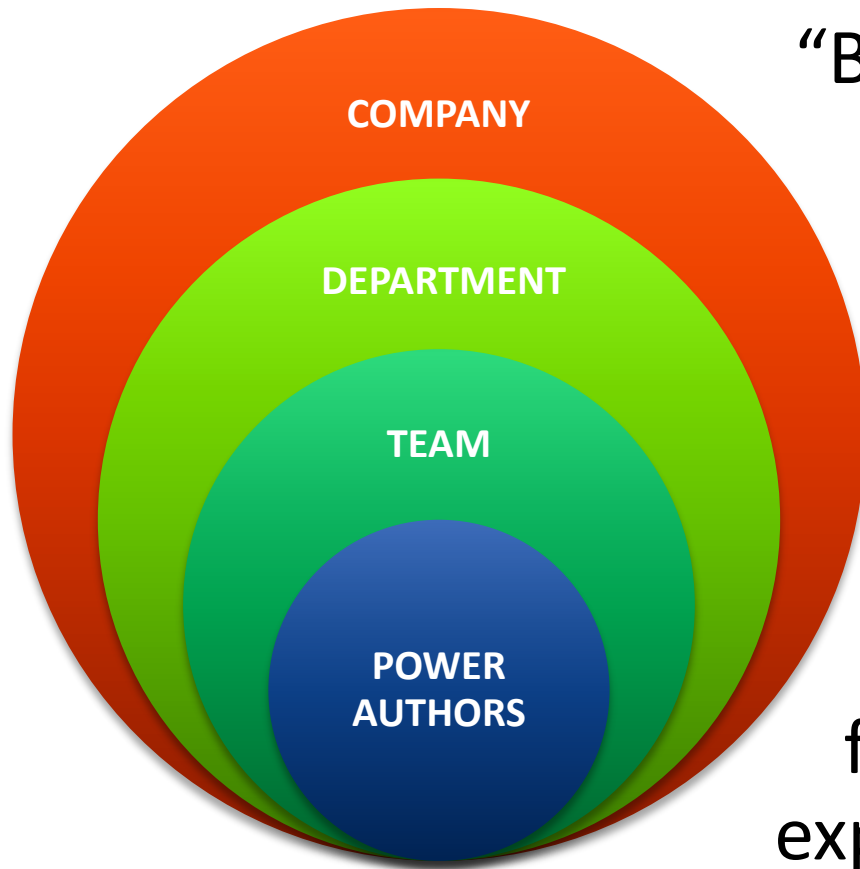
Works with your infrastructure

You should not be required to change your DMS to take advantage of content reuse.

Make it easy on your IT department!



Supports organic growth



“Big Bang” approach can be a recipe for failure

Pilot reuse strategy and technology with a team to demonstrate ROI

Apply learnings, get buy-in from management, and expand usage when ready

Supports legacy content



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Training and implementation


Preparing content for reuse

- ▶ Once you've decided what content to reuse, you design it
 - ▶ Reusable content is written in modules, or snippets
 - ▶ Modules must be defined and designed
 - What constitutes a definition?
 - What constitutes a procedure?
 - ▶ Modules are based on standards, which can improve usability
- 

Accommodating differences

- ▶ Reuse doesn't have to be word for word
- ▶ There are valid reasons for content to differ
- ▶ But you may still be able to reuse it
 - Derivatively
 - Conceptually



Structure is critical

- ▶ For content to be reused successfully, it has to fit wherever it is used
 - ▶ All modules—procedures, product descriptions, company information—must be structured consistently
 - ▶ Consistency provides continuity
- 

4. Write text

■ Text modes

To enter text (for example, when writing messages) you can use traditional or predictive text input.

When you write text, press and hold **Options** to toggle between traditional text input, indicated by , and predictive text input, indicated by . Not all languages are supported by predictive text input.

The character cases are indicated by **abc**, **ABC**, and **AbC**. To change the character case, press **#**. To change from the letter to number mode, indicated by **123**, press and hold **#**, and select *Number mode*. To change from the number to the letter mode, press and hold **#**.

To set the writing language, select **Options** > *Writing language*.

■ Traditional text input

Press a number key, **2** to **9**, repeatedly until the desired character appears. The available characters depend on the selected writing language.

If the next letter you want is located on the same key as the present one, wait until the cursor appears and enter the letter.



To access the most common punctuation marks and special characters, repeatedly press the number key **1** or press ***** to select a special character.

■ Predictive text input

Predictive text input is based on a built-in dictionary to which you can also add new words.

1. Start writing a word using the keys **2** to **9**. Press each key only once for one letter.
2. To confirm a word by adding a space, press **0**.
 - If the word is not correct, press ***** repeatedly, and select the word from the list.
 - If the **?** character is displayed after the word, the word you intended to write is not in the dictionary. To add the word to the dictionary, select **Spell**. Enter the word using traditional text input, and select **Save**.
 - To write compound words, enter the first part of the word, and press the scroll key **right** to confirm it. Write the last part of the word, and confirm the word.
3. Start writing the next word.

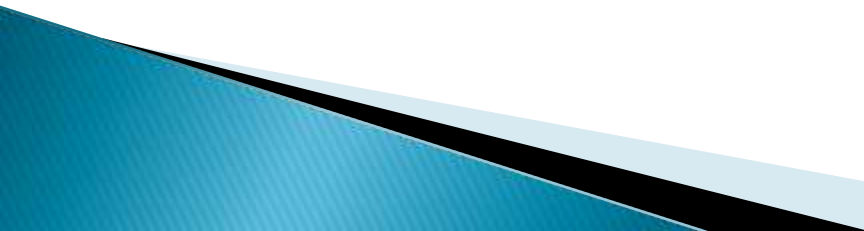
4. Write text

You can enter text in predictive text () and traditional text () input. To use traditional text input, press a number key (**1** to **9**) repeatedly until the desired character appears. To turn predictive text input on or off when writing, press and hold **#**, and select *Prediction on* or *Prediction off*.



When using predictive text input, press each key once for a single letter. If the displayed word is the one you want, press **0**, and write the next word. To change the word, press ***** repeatedly until the word you want appears. If **?** is displayed after the word, the word is not in the dictionary. To add the word to the dictionary, select **Spell**, enter the word (using traditional text input), and select **Save**.

Tips for writing text: to add a space, press **0**. To quickly change the text input method, press **#** repeatedly, and check the indicator at the top of the display. To add a number, press and hold the desired number key. To get a list of special characters when using traditional text input, press *****; when using predictive text input, press and hold *****.

What is structure?

- ▶ Refers to how information products and their components are put together
 - Identifies what components, in what order
 - Identifies variations to accommodate differences, e.g., paper vs. web, advanced user vs. novice, user guide vs. training
 - ▶ Also refers to how content is written within that structure
 - ▶ Ensures consistency whoever writes a document, a book, or a module
- 

Sample structure

ROASTED BLACK COD WITH TARRAGON LEMON BUTTER SAUCE
EARLY SUMMER 2007
By: Lulu Wauerman

[Title and author](#)
 [Printer friendly version](#)

Component	Web version	Magazine version
Title and author	M	M
Photo	M	M
Intro	M	M
Printer-friendly blurb	M	
Ingredients	M	M
Method	M	M
Yield	M	M
Wine pairing	O	O

1. Preheat oven to 450°F (230°C).

Method

Wine pairing

Title (What to serve)

Wine name

Stock number

Price

tarragon,
2 minutes or
top.

d and stock
while fish
to a boil and
mains, about
utter and
d pepper.

pour over:


Serves 4

Yield

Writing guidelines support structure

Component	Web	Magazine	Description
Title and author	M	M	This is the name of the recipe, followed by author.
Photo	M	M	Include a photo of the final dish, plated, with the wine pairing in the background.
Intro	M	M	Describe the main features of the dish. Include what it's best served with, what meal it's best served for.
Printer-friendly blurb	M		Use the phrase "Printer-friendly version".
Ingredients	M	M	List the ingredients in the order they are used in the recipe. Provide both metric and imperial measurements. If necessary (for long lists of ingredients or for recipes with different components), break the ingredients down into categories, e.g., crust, filling.
Method	M	M	Using numbered steps, detail the method for making the recipe. Use a maximum of 10 steps. If necessary, break down into subsections, e.g., crust, filling.
Yield	M	M	Indicate how many servings the recipe makes. For baked goods, indicate how many items it makes.
Wine pairing	O	O	Tell users which wines work best with this recipe. Provide at least two pairings to accommodate different price points (low end vs. high end).


Is it worth it?

- ▶ You put a lot of work into planning your reuse strategy
 - ▶ Technology, training, and implementation also require cost and effort
 - ▶ How do you know if it's all worth it?
- 

Calculating ROI

- ▶ Capture current state metrics
- ▶ Calculate costs involved in moving to reuse
 - Consulting, software, training, your time
- ▶ Calculate tangible savings
 - Every hour saved = \$\$\$
 - Headcount savings
- ▶ Consider intangible savings too!
 - Higher quality = improved customer retention + less burden on support staff

Writing for reuse doesn't just happen... You have to plan for it!

- ▶ Start with strategy
 - What, where, and how
 - ▶ The technology supports the strategy
 - Start small, demonstrate ROI, expand
 - ▶ Set-up users for success
 - Train on the tool and the process
 - ▶ Apply learnings and improve!
- 



Are you getting the best value from your content?

Maximize your investments in content by reusing it.

There are three simple steps to content reuse.

1. The strategy: Parallax Communications
2. The technology: ThirtySix Software
3. The training: Front Runner Training

THIRTY SIX
SOFTWARE

Learn how easy it can be.

Call: 1-877-999-0155

FRONT RUNNER TRAINING
A division of Front Runner Publishing Solutions Inc.

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*Come visit our table to
register for a **free** content
reuse prize package
drawing valued at **\$1500***

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