

## NAPEX Literature Competition

The NAPEX show committee is now accepting entries for the 2009 literature exhibition. The prospectus and entry form is online at [www.napex.org](http://www.napex.org) or contact P. O. Box 76846, Washington DC 20013 for a hard copy. The show is scheduled June 5–7 at the McLean Hillton at Tysons Corners, McLean, Virginia.

## COLOPEX Cancels Literature Contest

COLOPEX cancelled its literature competition for 2009, but still had a philatelic exhibition. The show was held February 6–8 in Columbus, Ohio.

## Revenue Society Transfers Holdings

On December 18, the State Revenue Society (SRS) transferred its philatelic library to the American Philatelic Research Library (APRL). Its extensive archive of books, periodicals, catalogues, regulations, and other printed materials related to state revenue stamps will be housed at the American Philatelic Center in Bellefonte, Pennsylvania ([www.stamplib.org](http://www.stamplib.org)).

## USSS-Mueller Award Nominations Open

Nominations are open for the second annual United States Stamp Society-Barbara R. Mueller Award for the best article in the *American Philatelist* during 2008. The award includes \$1,000 in cash and a permanent plaque in the APS editorial offices in Bellefonte.

APS members can submit the form on the inside front cover of the January *American Philatelist* or online at [www.stamps.org/muelleraward/index.htm](http://www.stamps.org/muelleraward/index.htm). The deadline is March 1. A list of the 86 articles by 50 authors also may be found at [www.stamps.org/almanac/muelleraward.pdf](http://www.stamps.org/almanac/muelleraward.pdf).

## Call for Nominations

Election of officers for Writers Unit #30 will be conducted by mail-in ballot beginning in late April, with April 1 being the deadline for receipt of all nominations.

Positions to be filled include president, vice president east, vice president west, secretary-treasurer, and four Council members. Lloyd A. de Vries, whose term was to expire in 2011, replaced the late Barth Healey as vice president east, to create a Council vacancy. Council members whose terms expire in 2009 are Ernest E. Fricks, Robert P. Odenweller, and Steven J. Rod. The terms of James W. Graue and Albert W. Starkweather do not expire until 2011.

Those interested in running or nominating a candidate should contact Nominating Committee Chairman Alan Warren, P. O. Box 39, Exton, PA 19341-0039, or [alanwar@att.net](mailto:alanwar@att.net).

The new officers and Council members will assume office at the end of WU#30 meeting at the APS annual convention in Pittsburgh, Pennsylvania on August 9.

# STAMP EXPO 400 LITERATURE CONTEST

The 2009 HUDSON-FULTON-CHAMPLAIN QUADRICENTENNIAL STAMP EXPOSITION (STAMP EXPO 400) will include a literature competition. The APS-recognized national show will be on the Empire State Plaza Concourse in Albany, NY from September 25–27.

The APS-accredited judges are Chair Alan Warren, Exton, PA; John Hotchner, Falls Church, VA; and Patricia Stilwell Walker, Lisbon, MD. A prospectus and entry form are available at [www.stampexpo400.org](http://www.stampexpo400.org). Entries close July 1 and are to be sent to Ronald K. Ratchford, 1105 Union Street, Schenectady, NY 12308-2805.

The massive philatelic exhibition is being planned in conjunction with New York State's celebration of the Hudson-Fulton-Champlain Quadricentennial. This will be a signature event of the celebration and is being sponsored by the New York Federation of Stamp Clubs, in conjunction with the New York State Hudson-Fulton-Champlain Quadricentennial Commission.

The venue features space for nearly 200 dealers, a 4,800 square foot exhibit room, and five meeting rooms. There is room for more than 300 frames of competitive exhibits.

## Frederick A. Brofos Dies at 80

Frederick A. Brofos, 80, died after a long illness in Vero Beach, Florida on November 28. He was born in London in 1927 and picked up stamp collecting from his mother as a child. His family moved to Norway just before World War II where he continued his collecting interests and developed a lifelong friendship with fellow member of the Oslo Filatelistklubb (Oslo Philatelic Club) and noted postal historian Paul Jensen.

He came to the United States in 1946 and earned a degree in fine arts at Washington University in St. Louis. He was employed in the public relations department of International Telephone & Telegraph Co. It was about this time that he began his prolific writing for philatelic journals. Over the years he authored hundreds of articles and several books. Two volumes of his collected articles are posted by the Scandinavian Collectors Club at [www.scc-online.org](http://www.scc-online.org).

Brofos joined the SCC in 1947 and was secretary, librarian, and editor of *The Posthorn*. Honors from SCC include the Carl E. Pelander award for service to the club, the Earl Grant Jacobsen award for philatelic research, and honorary membership for his philatelic achievements. In 2000 SCC established the annual Frederick A. Brofos Award for the best article to appear in the journal.

He was recognized in Norway with the gold medal of the Norwegian Postal Museum, the Order of the Silver Lion of the Norwegian Philatelic Federation, and Norway's highest philatelic honor, the Anderssen-Dethloff Medal of the Oslo Filatelistklubb. In 1998 he was elected to the Writers Unit #30 Hall of Fame.

In addition to his many journal articles, Brofos contributed four chapters in the Billig handbook series, two articles in the *American Philatelic Congress Book*, and authored the *Norwegian Railway and Steamship Parcel Stamps* and the *New Brofos Catalogue of Railway and Steamship Carrier Stamps of Norway*.

# Hyperlink Navigation of Digital References and Studies

By Francis Adams

## Part VII

Reading books and magazines means turning pages, typically in sequential order. If we reference the book or magazine's table of contents (TOC), we often jump directly to a specific section or page, normally based on a page number. Using electronic media, we have greater flexibility in moving between sections or specific pages, based on hyperlinks embedded in the document.

Allowing movement between pages in more than only a linear direction (*next* or *previous* page) requires a *hyperlink navigation system* and that is one of the basic and more noteworthy features of a Digital Philatelic Study (DPS).

We should also make our hyperlink navigation system reasonably obvious and, most importantly, its functions simple to use. The hyperlink navigation system becomes a constantly visible and available TOC without having to return to the document's beginning.

## How Hyperlink Navigation System Works

Keeping in mind that we want easy access between main sections, we'll use embedded hyperlinks to move from one section to another. The hyperlinks will appear on every page so that movement is always possible using hyperlinks found in the same place each time we need them.

Each hyperlink has a single function. Simply put, clicking on the hyperlink takes the viewer to a specific section (or page) in the study. If properly labeled, the destination should be clear — before clicking the hyperlink.

We also can embed hyperlinks within content text or images to move to specific pages or external documents and we'll use this method of movement as well.

It is reasonably easy to include hyperlinks and the greater the number, the easier it is to access all sections of the DPS and to relate various pieces of information to other relative data or documents.

## Layout of a Content Page

In the previous article, the page layout included a footer area. In this instance, the footer area will be repurposed to hold a navigation system. We've provisionally added appropriate text in the footer area; so let's learn how to add section hyperlinks to this text.

## Navigation System

To understand how the navigation system will work, we'll make a set of note cards. Different colored cards make identification easier. Each will include a title. Using the main study Section, label them:

- Home
- Introduction
- The Stamp
- References

Now write the function of each section hyperlink on the appropriate note card. The function is the result of pressing the hyperlink.

For example, a hyperlink named *Introduction* takes the viewer to the first page of the *Introduction* section. Another hyperlink named *References* takes the viewer to the first page of the *References* section. (Fig. 1)

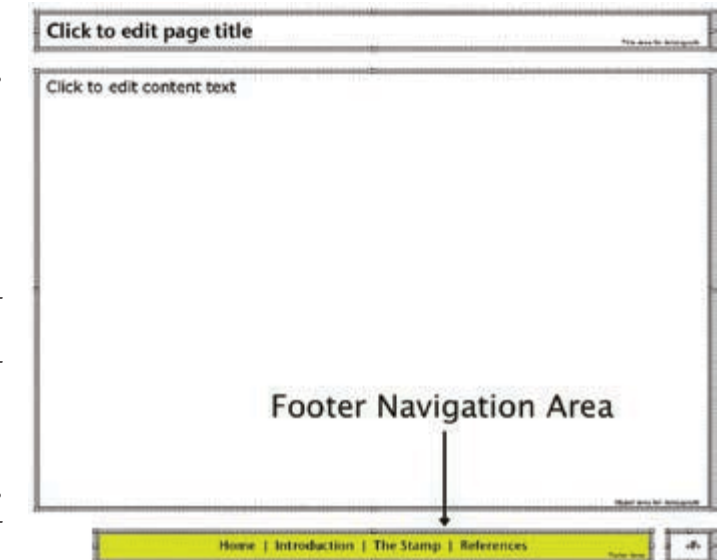


Fig. 1 Footer Area with Hyperlink Text

If there are subsections within a main section, you should include hyperlinks for each subsection. Make additional cards for each subsection and define the function of each of those hyperlinks as well. Subsection hyperlinks should appear only on pages in the appropriate main section. They should also move only from one subsection to another subsection within the same main section.

## Verifying Function

Let's check how our navigation system works. Make a sample page for each main section, as well as subsections as desired, on individual sheets of paper. Arrange the sheets according to our pyramid layout, Title at the top, Introduction underneath, etc. Each sheet should have a section or subsection name and the appropriate hyperlinks on it. Pretend to press a hyperlink on one of the pages and follow the directions on the card for each specific hyperlink. (Fig. 2)

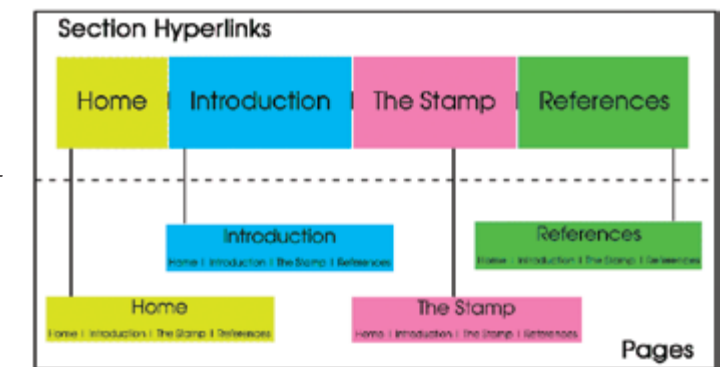


Fig. 2 Section Hyperlinks

Continued on Page 6

## Navigation — Continued from Page 5

Done correctly, we should be able to move between any two main sections (or subsections) of the study with a click of the mouse button. (Fig. 3)

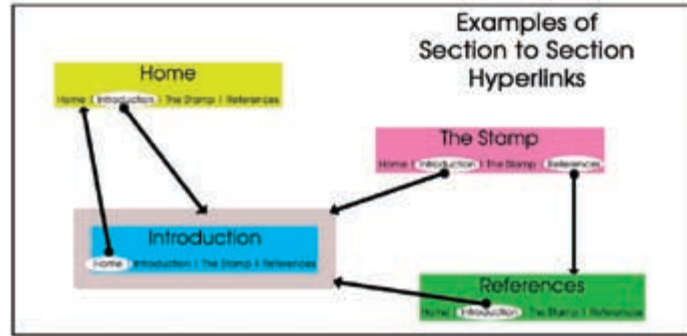


Fig. 3 Interactive Hyperlinks

You've just created a main navigation system that works great on paper. Now, how do we make it work digitally?

## Footer Hyperlinks

Depending on the version of PowerPoint, the original footer may not allow text hyperlinks to be defined and embedded. To circumvent this problem, we'll replace the provisional footer box with a new text box by modifying the *Slidemaster*.

## A New Navigational Footer Box

1. Choose *View* ► *Master* ► *Slidemaster*.
2. Go to the footer area.
3. Copy the text in the footer.
4. Choose *Insert* ► *Text Box*.
5. Paste the copied text into the new *Text Box*.
6. Align the *Text Box* over the old footer box so the text overlays.
7. Delete the original footer box. (Fig. 4)

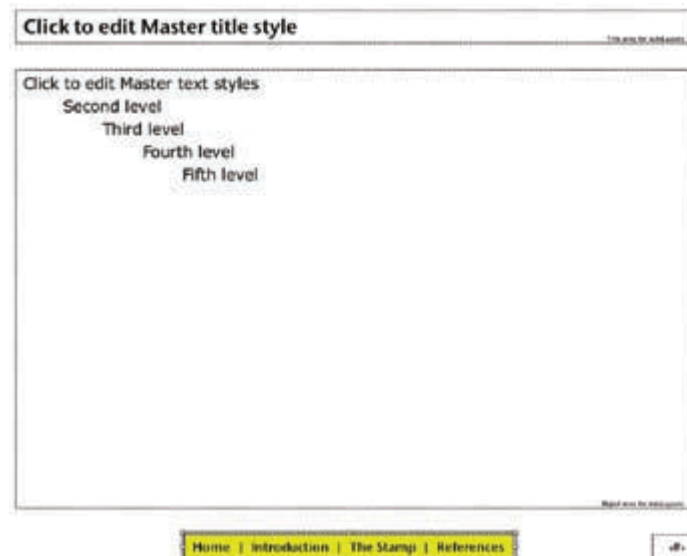


Fig. 4 New Navigation Text Box

We have created a footer that can have embedded text hyperlinks.

## Adding Hyperlinks To Text

1. Highlight the text you wish to convert to a link. Select *Home* for this example.
2. Choose *Insert* ► *Hyperlink*. The *Edit Hyperlink* screen appears. (Fig. 5)

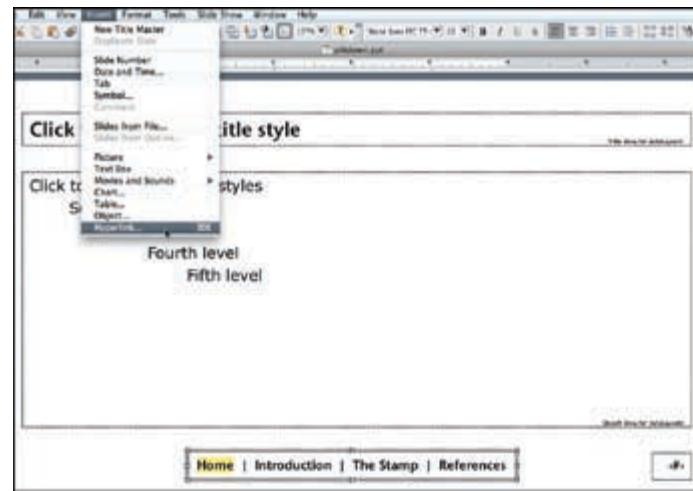


Fig. 5 Adding a Hyperlink To Text

3. Select *Document*.
4. Click in the *Anchor* box.
5. Select *Locate*. The *Select Place in Document* window appears.
6. Click the arrow next to *Slide Titles* to view slide titles.
7. Select the slide named *Home*. The number and name of the slide appears in the *Link To* field.
8. Click *OK*.
9. Click *OK* again.
10. Select *File* ► *Save* from the main menu.

Ensure hyperlinks are directed to specific pages (slides). If page (slide) positions change in future DPS revisions, the hyperlink will always go to the specific (correct) page chosen in the initial setup.

## Content Text Hyperlinks

Within the content text of the study, hyperlinks may be added to any word or sequence of words. It's very important however, to ensure that the most meaningful text in the sentence is used as the hyperlink. The text selected for the hyperlink is known as the *anchor*.

For example, I could say: "The Piltdown man is a fake (read more)" — like many news sites do. If the text *read more* is the hyperlink anchor, that's a bad choice. The text "Piltdown man is a fake" is a much better hyperlink anchor. Why?

That anchor text provides the reader a much less ambiguous idea of where the hyperlink goes. It implies a page with additional information on a *fake* whereas the *read more* text could go to most any page associated with Piltdown. It also reduces extraneous text length by not including (*read more*).

The method of adding a hyperlink to content text is identical to that used to add a hyperlink to the *Slidemaster*. Hyperlinks used more than once may be copied and pasted to save time and effort.

## Hyperlinks to External Documents

Hyperlinks can also be very useful when referencing external documents not an integral part of the digital study. The destina-

tion of the hyperlink may be directed using the options in the *Edit Hyperlink* screen. (Fig. 6)



Fig. 6 Selecting the Target Slide

For instance, a classic scientific paper reference might make a good reference for an exhibit. Adding a hyperlink from the DPS to the paper will open it on the viewer's computer screen.

**Note:** This is where file types come into play. Hyperlinking to external files is not limited to text documents: PDF files, spreadsheets, and images are also possibilities — with a small caveat: The document opens in the application it is authored in, if the application is on the viewer's computer. (Fig. 7) If the application is not on the viewer's computer, the document will not open.

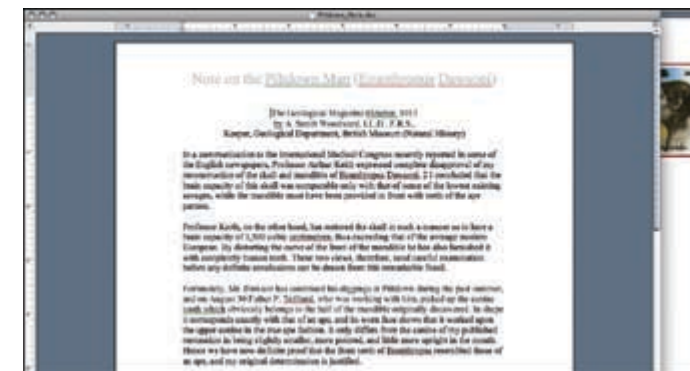


Fig. 7 Hyperlinked Word Document

Viewers may not have Excel for example and not be able to see the important research vital to your DPS. However, converting the spreadsheet into a PDF document and linking to it generally will solve the problem. PDF file is a universal format, so the viewer very likely will have no problems seeing that vital reference. Most computer operating systems these days open PDF files automatically.

## Images as Hyperlinks

Images are often used as hyperlink buttons. They also may be changed into icons which are again used as buttons. If using icons, they should be sized correctly, be immediately recognizable and must relate to the subject of the hyperlink. An image of a house

might be associated with the *Home* page for instance or a book might signify a link to the *References* section. Arrows typically denote *next* and *previous* pages. Use icons conservatively.

Images within the body content may also be used as hyperlinks. A map for example might direct the user to footnote or glossary information on the country depicted. The options are many once the study and the builder become a little more sophisticated. Changing an image into a hyperlink is similar to adding a hyperlink to text. Simply select the image and then perform the same procedure as hyperlinking text. The image will not be changed or altered in any detrimental way. It's as if it had a transparent overlay added above it and it's that overlay which is the real *button*. (Fig. 8)

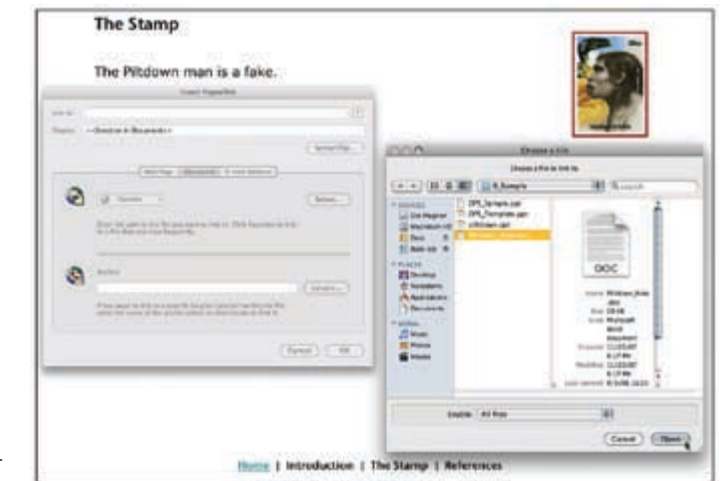


Fig. 8 Image Linked To a Document

## Hyperlinking to Websites

Another option is if the viewer's computer is connected to the Internet. It then becomes possible to connect directly to websites on the Internet. This method provides for access to a wide range of external references and the study begins to take on the connotation of an in-depth research tool, which may or may not be desired.

## Standard Keyboard Navigation (Hot Keys)

Finally, there are also standard keyboard navigation options in PowerPoint presentations. These shortcut functions may be included in a *Help* or *Instruction* section of the study.

1. Next slide = *Click Mouse* or *Spacebar* or *Enter* or *N* key or *right arrow* or *down arrow* keys.
2. Last slide = *Backspace* or *P* key or *left arrow* or *up arrow* keys.
3. Black out screen = *B* key.
4. Exit = *Esc* key.
5. Menu Options = *right click* mouse.

## Conclusion

With the navigation system embedded, our skeletal study is finished. We now simply add subject textual content, images, more hyperlinks and reference information to produce our final product.

The ability of others to read our DPS is of course another major concern in this effort. To ensure the greatest number of viewers, we should look at producing our electronic document in various formats using different media as our next area of interest. ☛