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FOR IMMEDIATE RELEASE

Listening to the User: Techniques for Technical Communicators

The Society for Technical Communication program to introduce usability concepts

Dallas, Texas--February 20, 2003--Internationally noted professor, author, and consultant, Dr. Carol M. Barnum will address a joint meeting of the Lone Star Chapter of the Society for Technical Communication (STC) and the DFW Chapter of the Usability Professionals Association (UPA). The dinner meeting is scheduled for 6:30 p.m. Thursday, March 13, 2003 at the Crowne Plaza North Dallas/Addison Hotel, 14315 Midway Road, Addison, Texas.

"Usability testing is a great fit for technical writers," said Dr. Barnum, "as they are already the users' advocates." In her presentation, Getting Started with Usability Testing, she will focus on how to start conducting usability testing in your own organizations and place usability testing within a user-centered design process. After explaining the basics, she'll outline the steps in planning and conducting a test and evaluating the results.

Dr. Barnum, an STC Fellow, is a professor of technical communication at Southern Polytechnic State University in Marietta, GA, a technical communication consultant specializing in custom training and usability, an award-winning author, a top presenter at STC annual conferences, and a recipient of STC's Jay R. Gould Award for Excellence in Teaching Technical Communication. She was a member of STC's board of directors for seven years, three years as a Director-Sponsor and four years as Assistant to the President for Publications.

Her most recent book, Usability Testing and Research (Longman 2002), won a "Distinguished award" (the highest level) in the STC Atlanta Technical Publications Competition (judging by the Houston STC chapter), and has gone on to the STC International Technical Publications Competition. More information about the book is available at <http://www.ablongman.com/barnum/>

"We're looking forward to having Carol speak to the chapter," said LSC President Kathryn Poe. "She's known throughout STC for her terrific presentations."

Paul Sherman, President of the DFW Usability Professionals' Association said, "We've been looking forward to a joint meeting with STC. Our members are always looking to continue their professional development, so getting the chance to hear the author of Usability Testing and Research is a real bonus."

The March 13 meeting is open to visitors. Registration and networking begin at 5:45 p.m., dinner at 6:30 p.m., and the program at 7:30 p.m. To attend, you must register by 5:00 p.m. on Monday, March 10, 2003. You may register by calling 972-558-1622 or visiting the LSC website at [www.stc-dfw.org](http://www.stc-dfw.org).

Costs for the dinner and program are \$20 for STC and \$25 for non-members. Students may attend the program at no cost.

About STC and the Lone Star Chapter

The Society for Technical Communication (STC) is the world's largest professional organization dedicated to advancing the arts and sciences of technical communication. Its 25,000 members include technical writers, editors, graphic designers, videographers, multimedia artists,

instructional designers, web and Intranet page information designers, and translators. They make technical information understandable and available to those who need it.

The Lone Star Chapter is one of the largest U.S. STC chapters drawing more than 700 members from all over the Dallas-Fort Worth area. The Chapter promotes professional growth through meetings, workshops, seminars, conferences, mentoring, and networking.

For more information about the STC Lone Star Chapter, visit their website at [www.stc-dfw.org](http://www.stc-dfw.org).

#### About the Usability Professionals' Association

Established in 1991, the UPA is dedicated to enhancing the skills and professional success of usability professionals. With more than 1600 members, the UPA provides a network for usability professionals to communicate and share information about skills and skills development, methodology used and/or proposed in the profession, tools, technology, and organizational issues.

For more information about the Usability Professionals' Association, visit their Website at [www.upassoc.org](http://www.upassoc.org).

For more information

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