

Byline



Bi-Monthly Newsletter for STC Chicago Members

President's Message Congratulations STC Chicago!

By Betsy Maaks



As many of you know, I've been president of the Chicago STC chapter before. This year, the STC Chicago volunteers, all of them combined, have outdone themselves. We now have two more honors of recognition for the chapter: the Platinum Community Award, the highest award level assessed by the Society for its Community Achievement Awards, and the Pacesetter Award. These awards reflect the commitment that STC Chicago has shown over the past year to its members and to the technical communication profession. I couldn't be prouder to be part of this organization and to recognize its leadership in the Chicago area for our profession.

Platinum Community Award

The STC Community Achievement Award exists to recognize our exceptional communities for providing outstanding member services, modeling success, and fostering innovation, which encourages collaboration, and ultimately serv-

ing the members of STC. The Platinum Community Award is granted when at least 90% of the following criteria are met. Required activities include programs, membership, and financial responsibility to STC and to its membership. Optional activities are divided into seven functional sections: Core items tracked by STC, STC Promotion and Membership, Leadership, Member Engagement, Programs, Outreach, and Innovation.

Pacesetter Award

The Pacesetter Award was created to recognize innovative programs that enhance and further the goals of the Society and the STC community. Our chapter is recognized for its "bookend" anniversary celebrations honoring its 60th year. In January, 2015, we hosted an anniversary party on 67th floor of the iconic Willis Tower in downtown Chicago. Speakers included the 2014-2015 Society President, Kit Hoekstra-Brown. Then in December 2015, we

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Citation for STC Chicago's 2016 Platinum Community Award:

"For your dedication to the profession and to STC by offering a wide variety of innovative programs (featuring an elaborate 60th anniversary celebration), running a successful annual competition, producing excellent newsletters, and fostering strong partnerships with other organizations."

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Find us online!



April Program

Improving Customer Experience with Dynamic Delivery

Organizations are seeking innovative methods to enable customers to more easily find answers. The adoption of structured authoring and content management technology gives technical communication teams the flexibility to produce more than just PDFs. Mobile applications and interactive websites are rapidly evolving. Cognitive and faceted searching enables customers to search more intelligently and retrieve targeted and relevant information. A good example of this is Amazon.com, where the user can refine their keyword search results based on various product characteristics.

Cognitive searching with voice recognition and natural language processing represents the next step in this evolution. In this presentation you will learn more about this technology and how it affects the role of the technical communicator.

Thursday, April 21

6:00 - 7:00 PM Dinner

7:00 - 8:00 PM Presentation

The Parthenon
314 S. Halsted St.
Chicago, IL 60661

\$20 Members | \$30 Non-members | \$10 Students

A Greek buffet dinner is included with your registration.

Register now!

About the speakers

Pete Wagner is a consultant with Dakota Systems, Inc., a Chicago company that helps organizations implement structured authoring, content management, and publishing solutions. Previously, Pete worked as a technical communicator at Siemens Industry Inc., Building Technologies Division in Buffalo Grove. In addition to his writing duties, which include producing online help as well as printed documentation, Pete has also worked with software developers, testers, and marketing to develop user interfaces for Windows-based software programs.



Pete started his writing life as a magazine editor and writer for a small technical trade publication. He has a Masters Degree in Journalism from Northwestern University and is a member of STC.

Eric Fox is a Business Development Manager at Dakota Systems. Over the past 10 years at Dakota, Eric has fostered client relationships and managed the deployment of single-source publishing and content management solutions at a diverse array of organizations. Prior to joining Dakota Systems, Eric was an Analyst at GE Capital, where he worked in corporate lending. Eric has earned an MBA from DePaul University in Chicago. Ω



STC Chicago Awards \$1000 Scholarship

By Josée Martens

The Scholarship Committee is pleased to announce that STC Chicago has awarded a \$1000 scholarship and STC student membership to **Bernadette Cash**.

Bernadette is an Illinois resident and graduate student in the Technical Communication program at Minnesota State University, Mankato. She recently completed an internship as a Content & Copywriter for the Mental Health Association of Greater Chicago and is currently serving as the Watercooler Chat Manager for the STC Technical Editing SIG.



What attracted the judges to Bernadette's application was her solid mastery of the principles of technical communication. Her samples were well-organized and visually interesting, and made effective usage of navigational cues. Bernadette has also demonstrated her commitment to a career in technical communication through her studies, volunteering, and internships. Congratulations to Bernadette! Ω

Cheri Gerlach Receives 2016 Robert G. Frank Award

by MaryKay Grueneberg

Robert G. Frank Award recipients are usually members of STC Chicago for ten years or more and have played an active role for all or most of those years. Robert Frank was a dedicated leader of the chapter who worked beyond reasonable expectations to make it successful. Much of his professional life was spent in support of the long-term success of STC Chicago. The Robert G. Frank Award is intended to honor the memory of Robert Frank by recognizing STC members who characterize the dedication he displayed. This award is awarded by special committee of past recipients.

Cheri (Noble) Gerlach, this year's winner of the Robert G. Frank Award, started her formal college education in Human Resources with a specialization in Training and Development. She started her professional career as a software developer then moved on to quality assurance testing for over a decade. From there, she transitioned into training and usability and for the past 10 years has been a technical writer, focusing on online help, paper documentation, and eLearning for software applications. She is clearly a talented writer, as she has earned five awards in our local technical communications competition.

Cheri first joined STC as a member of STC Southeastern Michigan. She joined STC Chicago in 2006 when she moved to Illinois from Michigan when her company relocated. Her first volunteer position for STC Chicago was as a competition judge. After that, she was hooked on being part of the STC Chicago leadership. Over the years, she has held various officer and AC positions:

Competition judge 2010-11
Competition Judging Manager 2011-12
Secretary 2010-11, 2011-12
Vice President 2012-13
President 2013-14
Immediate Past President 2014-15
Program Manager 2014-15

Cheri's previous chapter awards include Volunteer of the Year in 2012 and Distinguished Chapter Service Award in 2015. Ω

Chapter Volunteers Honored at Awards Banquet

by Elizabeth Burke

President's Award: Adam Evans

Citation: In appreciation for your exceptional effort and many contributions to the STC Chicago chapter and its membership.

Adam's commitment and never-ending support of our chapter is exemplary. Not only does he currently serve as the Immediate Past President and the Program Manager, Adam is always willing to lend a hand for any effort that is short a volunteer or simply needs to get done.

Volunteer of Year Award: Jessica Behles

Citation: For your exceptional support of the STC Chicago membership as Webmaster.

Jessica is exceptionally responsive to requests for updates that come from various sources throughout the chapter and the Society. She is highly competent in creating a functional, usable, and well-designed website. The chapter is very privileged to have Jessica as its webmaster.

Distinguished Chapter Service Award: John Hartigan

Citation: In appreciation and recognition of your vital contributions to the Chicago Metro chapter of the Society for Technical Communication.

John has been a vital and extremely supportive member of our chapter. Throughout his membership, John has volunteered in numerous positions and roles.

Treasurer 2013-14, 2014-15, 2015-16
Program Manager 2006-07, 2007-08
Nominating Committee 2003-04, 2005-06

John moved into the Treasurer role with seamless ease three years ago and has handled our financial operations with great skill and attention to detail from the start. John demonstrates his dedication to the chapter and our membership through his continuous and valuable volunteer efforts.

Chapter Star Award: Michael G. Burke and Elizabeth Gecas

Citation: In recognition of your exemplary efforts in the STC Chicago chapter annual Technical Communication Competition.

Michael and Elizabeth are relatively new to the Technical Communication field. While Michael and Elizabeth eagerly volunteered to help with the competition with publicity and the program booklet, they willingly accepted additional responsibilities for several of the competition needs, including serving as judges. They are to be commended in their dedication and effort in serving our chapter, filling several roles in this year's competition, and helping the event conclude with our highly successful Recognition and Awards Banquet.

Above and Beyond Award: Gina Arinyanontakoon

Citation: In recognition of your outstanding and continued contributions to the STC Chicago chapter.

Gina has graciously supported our chapter competition for several years, making herself available for both the judges orientation and the consensus judging days. These days always fall during the holidays and Gina willingly gives up two precious weekends each year to ensure that our committee managers and judges have a place to meet for critical competition activities. Gina's willingness to support our efforts and give of her personal time is definitely reflected in this award, Above and Beyond!

Golden Support Award: The CARA Group

Citation: In appreciation of your exceptional and generous support of the STC Chicago chapter.

New this year, the Golden Support Award is presented to a business or group for their substantial support of the STC Chicago chapter. The CARA group has fulfilled this role in a number of ways over many years. Not only has CARA sponsored several STC Chicago events financially, CARA has also provided employee time and facilities. Additionally, CARA supports our chapter by promoting our events to their consultants. In this way, the mission and vision of our chapter to support those in a technical communication field continues to grow and spread. Ω

Special thanks to our banquet Gold sponsor, Ken Cook Co.!



Meet the Candidates for Chapter Offices

Members in good standing should have received a ballot link via email on April 4. Voting closes April 22.

ELIZABETH BURKE, for PRESIDENT

With the experience of a previous three-year term of Vice President, President, and Immediate Past President, and a second term as Vice President, Elizabeth's commitment to STC Chicago is as strong as ever. Serving as President during the STC Summit in 2012 gave her insight for the scale of influence and support STC offers to its members, the technical communication field, and corporate America. Since that time, Elizabeth's career has offered her the opportunity to continue to promote STC to a variety of businesses and individuals unfamiliar with our profession and organization. Elizabeth continues to use those opportunities to promote the benefits of STC Chicago and the Society, encouraging attendance at monthly meetings and membership in STC.

During her year as Vice President, Elizabeth continued to offer her time and energy to STC Chicago, serving on the Competition committee, Internship committee, and Scholarship committee. Elizabeth looks forward to serving as President of STC Chicago for the 2016-17 term and will freely support the Administrative Council in any capacity needed.

Elizabeth responded with the following excitement when asked about her upcoming presidential year: "I look forward to the opportunity to continue to serve the membership and our community. I can't think of a better way to continue to encourage and support those in the technical communication field and expose those unfamiliar with our profession to the talents of technical communication. I want to be a part of a great administrative council that will help expand our offerings to our membership."

ELIZABETH GECAS, for VICE PRESIDENT

My first introduction to Technical Communication was a 300-level course I took at college. I was hooked the day of my first lecture. Technical writing is something I enjoy more than creative writing. It is analytical and has a set of rules to follow in order to be considered technical writing. My own mind leans more toward left-brain tendencies, and I thrive using the organization and attention to detail required for technical

writing. There was an STC chapter at my college, but I found out about it too late. When the semester started, there were not enough interested student members, and the chapter had to close down due to lack of dues to STC. One year later, with a technical writing internship under my belt, I was approached by the technical writing professor with an offer to start a new professional writing club. I accepted.

I became the president of the Professional Writing Student Association and was exposed to the responsibilities of running a student organization with little assistance from faculty. I was responsible for organizing meetings, getting new students involved, and coordinating with guest speakers and other business professionals to name some. But this is not a resume. If I were to become Vice President of STC Chicago, I would bring the enthusiasm of a young writer who wants to get involved with a great organization in a field she is passionate about. I would bring fresh ideas based on my own experiences. I would listen to others' input and consider all options before making a decision. I have experience being involved in organizations, so the learning curve would not be too great. I would be there to help STC Chicago in any way I could. I bring this to the table.

MANDY MORGAN, for SECRETARY

Mandy works as a technical writer for kCura, an ediscovery software company. She's received both a bachelor's and master's degree in technical communication from Missouri State University (MSU). She served as chapter president during graduate school for the MSU SIG, is a current member of STC Chicago, and is learning how to navigate the Chicago baseball season as a die-hard St. Louis Cardinals fan.

When asked why she is running for Secretary, she said: "Throughout my involvement with the STC Chicago chapter, I've participated in great monthly meetings and had the chance to explore various facets of the tech comm industry. I became more involved with the chapter through the judging competition. Seeing the talent within our organization only increased my desire to become more involved. I want to participate in STC Chicago leadership to continue to bring the wide variety of programming and speakers to our monthly meetings that help keep our members up to date on industry trends. I would love the opportunity to continue to see the chapter grow as part of the Administrative Council."

PETE WAGNER, for TREASURER

Pete is a consultant with Dakota Systems, Inc., a Chicago company that helps organizations implement structured authoring, content management, and publishing solutions. Previously, Pete worked as a technical communicator at Siemens Industry Inc., Building Technologies Division in Buffalo Grove. In addition to his writing duties, which include producing online help as well as printed documentation, Pete has also worked with software developers, testers, and marketing to develop user interfaces for Windows-based software programs.

Pete started his writing life as a magazine editor and writer for a small technical trade publication. He has a Masters Degree in Journalism from Northwestern University and has been a member of STC since 1994. During that time, he has judged several times in the annual Technical Communication Competition, and taught the chapter's beginning and advanced RoboHelp seminars from 2004 to 2007.

When asked why he wanted to serve as treasurer, Pete said "I think STC is an important organization for any technical communicator, and only works when people step up and help out. I've helped out on and off throughout the years as my bandwidth has allowed, and this is another way to help keep the Chicago chapter one of the best chapters around."

CYNTHIA LAUGHLIN, for NOMINATING COMMITTEE, 2-year term

Cynthia Laughlin is running for Nominating Committee of STC Chicago. For the past two years, she has served as Secretary for the chapter. She works as a technical writer/analyst for the Information Services department of Northwestern Memorial Hospital. Although she originally started as a help desk agent, she began attending STC classes offered through Northern Illinois University in 2001. Not only did she learn about technical communication, she also learned about STC. After completing the program certificate, she went on to earn a Masters of Science in Technical Communication and Information Design from Illinois Institute of Technology. She has worked as a technical communicator since 2003. She has been a member of the Chicago chapter since 2001. During this time she has managed the annual competition five times and judged for nine competitions. She looks forward to continuing to serve the chapter in this new capacity.

CHERI GERLACH, for NOMINATING COMMITTEE, 2-year term

Cheri is running for Nominating Committee of STC Chicago. She joined STC Chicago in 2006 when she moved to Illinois from Michigan when her company relocated. Her first volunteer role with STC Chicago was as a competition judge in 2010. Since that time, she has held a number of leadership positions in the chapter, including Competition Judging Manager, Program Manager, two years as Secretary, Vice President, President, and Immediate Past President.

Her chapter awards include Volunteer of the Year in 2012, Distinguished Chapter Service Award in 2015, and the Robert G. Frank Award in 2016. Ω

Promotional Materials **The Center for Nanoscale Materials at Argonne National Laboratory**
Joseph Harmon
Michelle Nelson
Kathleen Carrado Gregar

User Support Materials **SSL Visibility First Steps WebGuide**
Rebecca Altman
Bob Greska

User Support Materials **KitchenAid Spiralizer Attachment Print to Digital Initiative**
Jane Lockhart
Kristin Toney
Terry Steven

Competition Winners

Congratulations to all winners of our 2015-16 Technical Communication Competition!

Best in Show

Informational Materials **2014 ALCF Annual Report**
James Collins
Renee Carlson
ALCF Communications Team

Distinguished Awards

User Support Materials **HP Support Center and Insight Online Help**
Neil Keefe
Lynda O'Leary
Wayne Craun

Informational Materials **2014 ALCF Annual Report**
James Collins
Renee Carlson
ALCF Communications Team

Promotional Materials **Argonne National Laboratory's Global Security Sciences Promotional Brochures**
Leah Guzowski
Mary Fitzpatrick
Sana Sandler

Excellence Awards

User Support Materials **IMO® Core Platform Startup & Installation Guide**
Kate Watling
Peter Prokopek
Richard Hildebrand

Instructional Materials **GE Engine Specification Design**
Rob VanKammen
Jenny Kasza

Promotional Materials **Ken Cook Co. Boat Owner's Manuals Brochure**
Rob VanKammen
Jenny Kasza

Promotional Materials **GE Power & Water Waukesha Gas Engine Technical Pubs website**
Rob VanKammen
Joe Terzieva

Instructional Materials **KMC Connect Lite Training Videos**
John Slack

Informational Materials **Welcome to Argonne**
Katherine Obmascik
Sana Sandler
Radiation Protection Program

Informational Materials **Argonne Winter Footwear Safety Video**
Diana Anderson
Jim Corsolini
Dan Harris

User Support Materials **Hypertherm HyPrecision 15/30/50 Waterjet Pump Operator Manual**
K Catten Ely

User Support Materials **Hamilton Beach Dual Breakfast Burrito Maker Use and Care Guide**
Earl Peters
Jennifer Mitchell
Chad Cole

User Support Materials **KMC Conquest Controller Documentation**
Mark Stucky
John Slack

Merit Awards

Informational Materials **TechTopics #12**
Steve Johnson
Lee Strouse
Steve Druley

User Support Materials **PFEL05815 ProForm Hybrid Trainer Pro User's Manual**
Amanda Wanner
Korby Christensen
Lyle Johnson

User Support Materials **CA PPM 14.3 Portlet Reference Guide**
Damon Logiudice
John George

Informational Materials **Australia Group Common Control List Handbook (AG CCL Handbook)**
Michelle Nelson

Instructional Materials **EAV94451**
Randolph S. Dean

Instructional Materials **011 – QQ™ Surgebreaker™ Surge Protective Device (SPD) QOSPD20 Surge Protective Device**
Randolph S. Dean

User Support Materials **Champion Power Equipment 8.5kW Home Generator Operator Manual**
Rob VanKammen
Bill Duncan
Mike Marks

User Support Materials **Westbrook Campus Telephone and Communications Equipment User Guides**

Nancy Carpenter
Margaret Dawn

User Support Materials **Evlink DC Quick Charger - Owner's Manual**
Michelle L. Felser

User Support Materials **Evlink DC Quick Charger Installation**
Michelle L. Felser

User Support Materials **Masterpact NW 2500 A DC 1500 V**
Marsha Jennerjohn Ω

President's Message

Continued from page 1

held a “wrap-up” celebration with the current 2015-2016 Society President Bernard Aschwanden. With these anniversary celebrations, we reached out to long-time and new or interested members, and savored the rich, 60-year history of the chapter's accomplishments and members.

Don't forget to vote for chapter officers before April 22. And to really benefit from the profession, consider helping out a little in the coming year—any level of help that uses and develops your professional skills, is worth the investment of a little time. You honestly don't have to sink hours into this. The chapter has many opportunities that meet your skills, interests and availability. Check us out and email me (or any officer) if you'd like to take your professional and leadership skills to the next level.

Continue to look at the upcoming activities hosted by the chapter: educational meetings and webinars, networking lunches in your area, and the culmination of the year at the Networking and Trivia night in June, to wrap up a fantastic year. Plan on joining us—more details to come soon, so stay tuned.

Well, th-th-th-that's all, folks, as Porky Pig says. The year is almost over—not quite, and we're already looking at who and what to do next year. We welcome ideas and want to meet your professional needs, so if you have suggestions, please forward them! We're all ears! Ω

Science Fairs—an Exercise in Tech Comm?

By MaryKay Grueneberg

The term “student science fair” usually conjures up thoughts of beakers and test tubes, plants with different colored lights, or toothpick and popsicle stick bridges. Science fairs are exercises in all things science—engineering, botany, chemistry, behavioral science, or electronics. Are they also an exercise in technical communication? Absolutely!

I had the honor of being a special judge this past weekend for the 2016 Chicago Non-Public Schools’ Science Exposition, sponsored by the Illinois Junior Academy of Science (IJAS). This year, there were 433 participating students, in grades 5 through 12, representing 47 non-public schools in IJAS Region 2. Each student or pair of students had to complete a science project in one of 19 scientific categories, write a project paper following strict IJAS guidelines, create a project display, and show the display and do live presentations of their projects at the Museum of Science and Industry.

The Science Exposition was judged in three parts. The written papers were judged by a select group of judges in a separate judging session. Then, at the project sessions, there were two types of judging: regular judging and special judging. Each project was evaluated and graded by three regular judges. The regular judges were assigned to six projects from within specific categories and evaluated the students’ projects and live presentations based on IJAS criteria. Award winners advance to the state exposition. In addition to the standard judging, there were a number of special judges. These judges came from various professional organizations that want to honor students for quality in their specific field.

I was a special judge, representing STC Chicago. Our chapter has provided special judges for approximately 16 years for the Chicago Non-Public Schools and almost as many years for the Chicago Public Schools. Our judging focused on the students’ display posters and how well they reflect excellence in technical communication. STC Chicago feels that the posters are a unique opportunity for students to learn about the importance of technical communication. We reviewed all posters at the exposition, not just a single category, and gave monetary awards for the two displays that we felt demonstrated excellence in technical communication, including basic principles of good writing and effective design and layout.

Although these students are young, we held them to high standards. Some of the things we looked at included

Project title. Did it clearly reflect what the project was about?

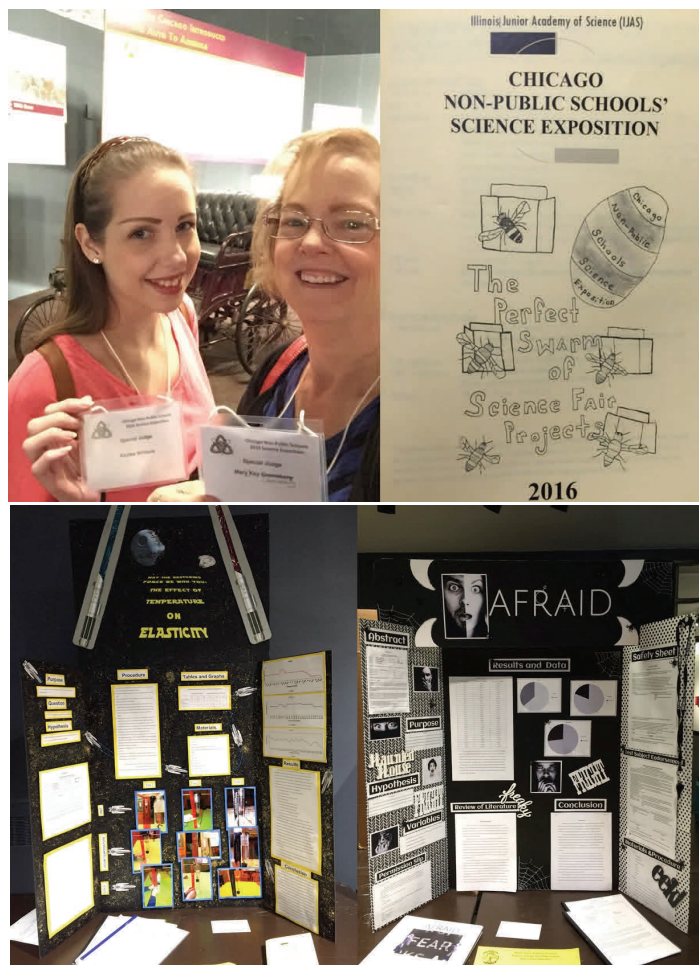
Design. Was the layout clean? Was it appealing to the reader? Was the typeface inviting or the handwriting neat and legible?

Graphics. Did the graphics and photos add value?

Writing. Was the tone of the written pieces appropriate? Was the writing free from grammar and spelling errors? Were lists, tables, and graphs presented in a clear manner?

Overall perception. Did the poster display clearly convey the purpose and results of the project?

In the end, the technical science is not the only factor. Communication of technical content is equally important. You must clearly explain what you did, how you did it, and why you did it. By judging as special judges in these local science fairs and awarding prizes to those who did extremely well, we are hoping to impart the importance of technical communication in all aspects of their academic lives. We also hope that they will take these lessons with them into their future careers. Ω



Member Spotlight

Pete Wagner



Pete Wagner is a consultant with Dakota Systems, Inc., a Chicago company that helps organizations implement structured authoring, content management and publishing solutions. Pete has been in STC since 1994 and used to teach the one-day RoboHelp seminars for the Chicago chapter. He is currently running for the office of chapter treasurer.

How long have you worked in tech comm?

I'd rather not say (LOL). Strictly speaking, almost 26 years since I started in my first technical communicator position at Landis & Gyr Powers (now Siemens Building Technologies in Buffalo Grove, IL). If you count the five previous years of journalism at a company that published technical trade magazines, it's been 31 years.

How long have you lived in the Chicago area?

I was born and raised in Chicago, but most of my family is still in Germany, primarily Bavaria. I grew up and lived in the city until undergrad school took me to Macomb, IL (Western Illinois University). Grad school at Northwestern University brought me back to the northern suburbs, and my first two jobs after that were in Libertyville and Buffalo Grove. Now my office is in downtown Chicago on East Wacker Drive, so in a sense I've come full circle.

What was your most common role as a technical communicator?

Writing and editing have always been my primary focus, beginning in my magazine editor days and continuing at Siemens. My focus at Siemens was software documentation, and I did a lot of online help. Although in two and a half decades I wound up documenting the full spectrum of Siemens products—hardware, firmware, software, services, and procedures—and did a lot of print documentation as well.

Did you have any additional roles?

Working with software developers, testers, and marketing, I wound up also doing software user interface design. When the global project I was working on started structured authoring using a content management system (CMS) across three continents, I wound up introducing the system to the Tech

Comm department in Buffalo Grove, and became the power user representing North America in the global Siemens CMS pool.

Towards the end of my Siemens career, I was working in the Life Science group and was learning validation engineering, which is very documentation heavy.

How did you go from being a technical communicator to technical communications consultant?

I'm always looking to expand my skill sets and learn new things, traits that served me well after being laid off in 2015. I knew about Dakota Systems because Siemens had brought them in to consult on its first CMS project back in 2006. I remembered being impressed with their work, and given the fact that they are based in Chicago, where I have deep roots, I naturally gave them a call.

When we first talked, I envisioned staying on the operations side of things (developing documentation and training, teaching, web site work). But Dakota really needed someone to help out on the sales/consulting side, and fortunately they gave me a shot at it. To my (slight) surprise, I've wound up loving sales! It's looking like I'm going to hit my first-year targets, so I'm a happy camper at this point.

What in particular do you enjoy about consulting?

I love the "big picture" aspect of consulting. Instead of focusing on one project or product line, as I most likely would be doing as a technical writer, I get to study the overall documentation portfolio for an entire company. I really enjoy talking to people and learning about the types of documentation they are producing, as well as their tools and processes. So I am constantly learning about what technical communicators are doing and the latest industry trends. At the same time, if the conversation identifies publishing pain points or inefficiencies, then I can leverage the many years of experience and the deep resources at Dakota and suggest solutions. I did a lot of mentoring in my Siemens days, and there seem to be a lot of parallels between that and the consulting I do now.

What's your favorite movie?

This is Spinal Tap—it absolutely goes to eleven!

What's your favorite place to visit?

Any gemütlich (cozy) watering hole with multiple quality beer taps and Bundesliga soccer games on big screen TVs. Ω

STC Chicago Chapter Leaders | 2014-2015

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Bylaws

Dan Dornbrook

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Historian

Bill Leavitt

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STC mission statement: Creating and supporting a forum for communities of practice in the profession of technical communication.

News guidelines: Send articles to byline@stc-chicago.com. Preferred format is a Microsoft® Word document file via email. We reserve the right to edit for style and space.

Advertising: We encourage advertising that follows STC guidelines and promotes services to STC Chicago members.

Half page (7.5"x4.5"): \$300 (1 issue)

Whole page (7.5"x9"): \$500 (1 issue)

Discounts for multiple issues

The advertisement and payment must be received by the 20th of the month before the next published issue of the newsletter. (Byline is published in February, April, June, August, October, and December.) We will not run your ad until payment is received. Submit ad files in electronic copy only in .tif, .gif, or .jpg format to byline@stc-chicago.com.

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