



## President’s Message

By Rita Hovorka

What a year it has been! My term as president of the STC Chicago chapter is coming to an end just as it’s looking like we’re through the worst of this pandemic. Like many of you, I found it difficult to always be at home this past year without another human to connect with in real life. Thankfully, I was able to virtually stay in touch with the Administrative Council and a key group of volunteers whose guidance and effort made this past year possible. Because of them, the Chapter continued to move forward and accomplished quite a bit despite the lockdown. We regularly hosted virtual meetings, continued the monthly Webinars, hosted the annual competition, and sponsored a Chicago-area science fair. After many months of postponing the First Thursday Lunches, we added a virtual Thursday Meetup on the second Thursday of each month, which we plan to continue. A highlight for us this Spring was granting a student scholarship and awarding the first Continuing Education Grant, which is a new and exclusive benefit for Chicago Chapter members!

Just a reminder that the STC 2021 Summit is being held virtually June 6-9. The Summit is a great opportunity to network and access more than 80 education sessions. If you’ve been furloughed or are unemployed, contact [summit@stc.org](mailto:summit@stc.org) to request reduced registration pricing. If your schedule for June 6-9 is already booked, keep in mind that all full Summit registrants receive access to recordings of all sessions through August 31.

And now I sign off with many thanks to my fellow Administrative Council members for their support during a difficult year. Pete Wagner, my friend, and former colleague, soon steps into the role of president. I know he will lead with the same enthusiasm and dedication he has for FC Bayern Munich! Ω

## Election Results

We would like to thank all the chapter members who voted in the recent election. As a result of the election, STC Chicago would like to announce the officers for the 2021-2022 program year (beginning on July 1):

- President – Pete Wagner
- Vice President – Ben Durham
- Secretary – Dan Dornbrook
- Treasurer – Francis Bao
- Immediate Past President – Rita Hovorka

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## Virtual Chapter Meeting

### June-July: No Chapter Meetings

We will be taking June and July off to rest and recharge. Stay safe and enjoy the summer. Ω

### August: networking event

Stay tuned for news on a networking event that will be announced for the kickoff of the 2021-22 program year. Ω

### September: Structured Authoring Workshop

STC Chicago will offer a two-hour structured authoring workshop September 22, 5:30p to 7:30p CST. The online workshop will first discuss the principles of structured authoring, regardless of the software/component content management system (CCMS) used. These principles will then be illustrated with real life examples.

The class will be taught by incoming STC Chicago president Pete Wagner, who was the CCMS Power User at Siemens in Buffalo Grove for many years, and later worked as a consultant at Dakota Systems Inc., a Chicago company that helps organizations implement structured authoring, content management and publishing solutions.

Keep an eye on the August issue of *Byline* and the chapter website for more details and registration information. Ω

### Thursday Virtual Meetup: June 10

### Thursday Virtual Meetup: July 8

Check out our *Thursday Meetups* page for the registration link (it's free, of course, but you need to register to receive the GoTo Meeting link for the current month). Ω



### Wednesday Webinar Series

#### Webinar Series: June – no webinar

#### Webinar Series: July 7 – topic tbd

Do have an idea for a webinar or a chapter meeting? Would you like to present at one of our monthly virtual events? Just reach out to us at [program@stc-chicago.com](mailto:program@stc-chicago.com) or [webinars@stc-chicago.com](mailto:webinars@stc-chicago.com) – we'd love to hear from you! Ω

### Member News...

#### Copresco's Steve Johnson Recognized for Editorial Excellence

Copresco President Steve Johnson was recognized in Folio Magazine's Eddie & Ozzie Awards for his Johnson's World monthly magazine column. Johnson received praise for editorial excellence in the Business-to-Business Media & Entertainment category.

Johnson's World now appears each month in print on the last page of WhatTheyThink's Printing News magazine and online at WhatTheyThink.com.

For more than 25 years, the Eddie & Ozzie Awards have recognized excellence in engaging content and gorgeous design across all sectors of the publishing industry. This year's winners list features the crème de la crème of content creators and designers—a pool of roughly 300 winners narrowed down from thousands of entries. Ω



Copresco President Steve Johnson



## H.S. Students Create Tech Comm Infographic for ePortfolio

We'd like to introduce you to some of the students at York H.S. taking an honors class in technical writing, with dual credit at College of DuPage. They have created an infographic on profiling audiences for their ePortfolio. We thought it was impressive and wanted to share it with all of you.

## Scholarship recipient shares her thoughts

We asked this year's STC Chicago College Scholarship winner what it meant to her to receive the scholarship award. This was her response:

"I would first like to thank the members and volunteers of STC Chicago who answered all my questions about the application process and kept me updated about the decision of the scholarship committee. It is an honor to receive a scholarship from an esteemed organization, and this validation of my research and academic activities further fuels my aspiration to establish a career in technical communication.

The award money was dispatched in the same week the results were declared, and I was able to use it to pay a portion of my tuition in the Spring semester. Since I am an international student, I do not have access to federal financial aid or student loans, and so receiving this scholarship plays a big role in relieving some of the financial burden associated with my studies. I am very grateful to the STC Chicago scholarship committee for bestowing this honor on me."

*Meghalee Das*

PhD Student, Technical Communication & Rhetoric, Texas Tech University

# PROFILING AUDIENCES

TOOLS TO BE A SUCCESSFUL TECHNICAL COMMUNICATOR AS SHARED IN RIORDEN CHAPTER 2

### WHO IS THE AUDIENCE?

Figuring out who your audience is going to be a big factor in how your writing is structured. For example, you have to figure out what your audience is looking for and you need to deliver based on that.



### AUDIENCE PROFILES

Knowing the audience is an essential part of technical writing as it allows the writer to deliver the information in a way such that the reader will best be able to comprehend it.

- Demographics
- Bias
- Knowledge Level
- Role



### WHAT IS THE AUDIENCE'S TASK?

What will the reader do after reading the document? The task is the action they must accomplish. The tasks can be almost anything from assembling a table to operating a machine. The document must enable the reader to perform the task.



### WHAT FACTORS INFLUENCE THE COMMUNICATION SITUATION?

When writing, it's important to consider additional outside factors such as:

- item history
- resulting consequences
- general formality
- multiple audiences
- the power of the reader



### KNOWING YOUR AUDIENCE IS AN ESSENTIAL PART OF TECHNICAL WRITING. THE JOB OF A TECHNICAL WRITER IS TO DELIVER THE INFORMATION SO THAT THE READER CAN UNDERSTAND IT AND ACT UPON IT, SO BY KNOWING THE READER THE WRITER CAN BETTER GEAR THE INFORMATION TOWARDS THE SPECIFIC READERS..



BY: PADDY TOOLE, JACK JONES, MARCO GRANDOLFO, TOMMY PEDOTE

*Infographic by: Paddy Toole, Jack Jones, Marco Grandolfo, and Tommy Pedote  
Students at York H.S., Elmhurst, IL*

## 2021 Tech Comm Competition – Get Ready!

After the tumultuous year that was 2020, we hope you've had a chance to recharge and refocus get back into more of a 'normal' routine. WE are recharged and revitalized and looking forward to the **2021 STC Chicago Technical Communication Competition**. As always, we look forward to an exciting competition filled with examples of your impressive work. So get ready, start planning, and let's get started!

### Call for Entries – Open July 1

The website page for the [Call for Entries](#) information has been updated with everything you need – except the application form! The form will be available when the competition officially opens on **July 1**. Ω

### Call for Judges – Open Now

What good is a competition without judges? We need YOU! No judging experience necessary, but we do require experience in the technical communication field. We will teach you the rest! Check out the [Call for Judges](#) page on our website – you can submit NOW to judge. If you are an experienced technical communicator, please consider sharing your talent with your peers. Ω

## Chicago eLearning & Technology Showcase Plans

STC Chicago and ATDChi are renewing their commitment to the future of eLearning by re-imagining the Chicago eLearning & Technology Showcase experience.

Even though our annual Showcase will not be held in August this year, plans for a new-and-improved version of the event will soon be underway. If you would like to contribute your ideas about the future of this popular conference, please let us know. Planning meetings will begin mid-June of 2021. To learn how you can join the team, contact [info@ChicagoeLearningShowcase.com](mailto:info@ChicagoeLearningShowcase.com). We'd love to hear from you! Ω

## Remembering Barbara Simmons

*By Suzanne Williams*

Friend, mentor, technical editor extraordinaire, and super STC member... these are just some of the terms that describe Chicago STC Fellow Barbara A. Simmons, who died in February 2021.

I think I first met Barbara in the late 1980s at an STC meeting, back when sit-down dinners were the norm at monthly chapter meetings. Our paths crossed regularly during the next decade and she was always great company and an excellent sounding board for professional questions and conundrums. Fast-forward to the early 2000s when I worked at Argonne National Laboratory, and we needed to build our group of freelance editors. I reached out to Barbara, and she was game to join our merry band.

Even though Barbara lived in Skokie and Argonne was in Lemont, she happily commuted back and forth most weekdays to work on a monster multi-year editing project with several employee editors, who ultimately became dear friends. When that project finally ended, Barbara continued to serve as one of the lab's top go-to freelance editors for challenging journal articles and reports, cheerfully tackling both difficult prose and difficult authors with her trademark ease and good humor (though to be fair, we all did our share of grouching about current projects over lunch most days). As employee editors retired, they continued their friendships with Barbara, as did those still on staff. Barbara's passing has left a hole in our hearts that will never close completely.

Barbara's editing career started during the age of the typewriter and flowed seamlessly into the current age of the computer. She worked as an editor at the Institute of Gas Technology; the American Hospital Association; Booz, Allen Applied Research, Inc.; IIT Research Institute; and for numerous association and freelance clients. She received a Bachelor degree in Technical Writing from Purdue University (see Bill Leavitt's reminiscence about working with her on the Purdue student newspaper!) and was an active member of the American Association for the Advancement of Science, Women in Communications, and the Society for Technical Communication, where she held numerous elected and appointed positions. She was named an STC Fellow in the 1990s.

## My Long-Time Friend, Barbara Munro Simmons

By Leavitt, STC Fellow

I have a history of almost 60 years with Barbara Simmons. In 1962 or 1963, I was a student at Purdue University and wanted to write for the student newspaper, *The Exponent*. I was majoring in Technical Writing (a new major at Purdue) and enjoyed all kinds of writing. I volunteered to be a feature writer and my “boss” was Barbara Munro. We soon discovered we were two of the three people majoring in technical writing in our class.

At the time, but unknown to us, another future STC friend, Ken Cook, was also a Purdue student (more about this later). After I graduated from Purdue., I found myself working in the Chicago area. A few months later, Barb looked me up and contacted me, and convinced me to join STWP (the Society of Technical Writers and Publishers, forerunner of STC) in October 1964. When I joined STWP, Barb was Chicago Chapter secretary. Shortly thereafter, two senior officers moved out of the Chicago area and Barb became Chapter chairman. Next thing I knew, she was inviting me to become chapter treasurer. She said she knew I was reliable because of my on-time article delivery at Purdue.

Next thing I knew, Chicago Chapter was hosting an international technical communication conference in 1967 and I was financial manager. Barb and I then served on the planning committee together. Following that experience I became chapter chairman.

At this point, Barb and I continued to be friends and were both active in the Chicago chapter, but I became involved at the international level of the organization. Also, around that time, Ken Cook got into STWP, which by that time was STC (Society for Technical Communication) and became friends with Barb and me.

Although our paths were different, through the years, Ken, Barb and I continued to be active in the organization and are now among the longest serving members of STC.

For me, it is unlikely that I would have joined STWP/STC or perhaps even stayed in technical writing, had it not been for my friendship with Barb and her influence on me. Ω



Barb Simmons and Bill Leavitt, bottom (R), at STWP banquet at 1967 International Conference



Barb Simmons and Ken Cook at Chicago STC 60<sup>th</sup> anniversary party in 2015

# Society News



## 2021 Summit – June 5-9

The Summit will take place **5-9 June 2021**.  
It's not too late to register!



What's included with registration?

- All keynote and general sessions
- Education sessions in the following areas: Content Design and Delivery; Tools and Technologies; Management, Leadership, and Career Development. The program will include presentations, tutorials, and workshops at several experience levels.
- The Expo Hall, where numerous vendors demonstrate products, services, tools, and technology in the world of technical communication.
- The Honors Event, where the best and brightest in the industry are honored by the Society.
- Additional social networking and entertainment events
- Access to all recorded sessions until 31 August 2021 Ω

This year's [Annual Business Meeting](#) will be held virtually on Tuesday, 15 June from 5:00 to 7:00 PM EDT. All current STC members are invited and encouraged to attend (pre-registration is required). Registration will close on 14 June. Register [here](#).

## Technical Communication Magazine Earns CCCC Awards

Congratulations to *Technical Communication* author and special issue editor Ed Malone on winning two Conference on College Composition and Communication (CCCC) awards!

Malone and his co-editors, David Wright and Daniel Reardon, earned the 2021 CCCC Technical and Scientific Communication Award in the category of Best Original Collection of Essays in Technical or Scientific Communication for their Special Issue on Transmedia, Participatory Culture, and Digital Creation in *Technical Communication*.

Malone also won the 2021 CCCC Technical and Scientific Communication Award in the category of Best Article Reporting Historical Research or Textual Studies in Technical and Scientific Communication for "Don't Be a Dilbert': Transmedia Storytelling as Technical Communication during and after World War II" in Volume 66 Issue 3 of *Technical Communication*. Ω



## STC Chicago 2020-21 Officers ...as your term ends, we thank you for your commitment

**President** – Rita Hovorka, [president@stc-chicago.com](mailto:president@stc-chicago.com)  
**Vice President** – Pete Wagner, [vp@stc-chicago.com](mailto:vp@stc-chicago.com)  
**Secretary** – Dan Dornbrook, [secretary@stc-chicago.com](mailto:secretary@stc-chicago.com)  
**Treasurer** – Francis Bao, [treasurer@stc-chicago.com](mailto:treasurer@stc-chicago.com)  
**Immediate Past President** – Michael Burke, [ipp@stc-chicago.com](mailto:ipp@stc-chicago.com)

## 2020-21 Committee Managers ...as the program year ends, we thank you for your service

**Alliance** – Linda Jansak  
**Bylaws** – Becky Hall  
**Competition** – Rita Hovorka and MK Grueneberg, [competition@stc-chicago.com](mailto:competition@stc-chicago.com)  
**eLearning & Technology Showcase** – Linda Jansak  
**Historian** – Bill Leavitt  
**Byline Newsletter** – MK Grueneberg, [byline@stc-chicago.com](mailto:byline@stc-chicago.com)  
**Nominating** – Manager Pete Wagner, [nominating@stc-chicago.com](mailto:nominating@stc-chicago.com)  
**Get Real! Professional Interview Program** – \*2021-22 manager wanted\*, [interview@stc-chicago.com](mailto:interview@stc-chicago.com)  
**Membership Drive** – \*2021-22 manager wanted\*, [membership@stc-chicago.com](mailto:membership@stc-chicago.com)  
**Programs** – Dan Dornbrook, [program@stc-chicago.com](mailto:program@stc-chicago.com)  
**Social Media** – Dan Dornbrook  
**Scholarships** – \*2021-22 manager wanted\*, Pete Wagner, [scholarships@stc-chicago.com](mailto:scholarships@stc-chicago.com)  
**Sponsorship** – \*2021-22 manager wanted\*, MK Grueneberg, [sponsorship@stc-chicago.com](mailto:sponsorship@stc-chicago.com)  
**Webinar Series** – MK Grueneberg, [webinars@stc-chicago.com](mailto:webinars@stc-chicago.com)  
**Web/Online** – Linda Kelley, [web@stc-chicago.com](mailto:web@stc-chicago.com)

## Byline

Byline is a bi-monthly publication of the STC Chicago chapter of the Society for Technical Communication (STC), a non-profit membership organization serving the needs of technical communication professionals.

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

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