

FOR IMMEDIATE RELEASE

Liven up your online content!

The Society for Technical Communication showcases DHTML tool by Andrea Ames on Thursday, March 14.

Dallas, Texas--February 26, 2002--On Thursday, March 14, 2002 at 6:30 p.m. at the Harvey Hotel-DFW Airport, 4545 W. John Carpenter Freeway (SH 114 at Esters Blvd) in Irving, Texas, the Society for Technical Communication's (STC) Lone Star Chapter (LSC) hosts Andrea Ames' presentation "Communicating Effectively with Interaction: Designing Online Information Using DHTML."

In her lively presentation, Ames will cover the basics of Dynamic Hypertext Markup Language (DHTML) and demonstrate how this powerful tool can spice up the interactive online experience. Ames will also:

- Define DHTML and describe its concepts
- Describe how to pack a toolkit with print and Web resources
- Reveal proven strategies that enable online help, multimedia, and Web sites to reach their intended audiences

Michelle Knoerzer, LSC president, enthusiastically encourages everyone to attend Ames' high-energy presentation.

"Andrea is a mover and shaker in our field," asserts Knoerzer. "With her talk on user-centered design, we will learn to create successful user experiences for online media."

The March 14 meeting begins with registration and networking 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 pm, Monday, March 11, 2002. You may register by calling 972-558-1622 or by visiting the LSC website at www.stc-dfw.org.

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

About Andrea Ames

Ames owns Ucentrics, a user-centered information architecture and design, interaction design, and usability consulting company. A published author and freelance writer, she is also the principal technical writer for Vertical Networks. She coordinates two University of California Extension technical communication certificate programs and teaches technical communication at three universities.

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

The Lone Star Chapter (LSC) is one of the largest STC chapters in the U.S., drawing more than 700 members from all over the Dallas-Fort Worth area. The LSC 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.

For more information:

Michelle Knoerzer
President, STC Lone Star Chapter
P.O. Box 515065
Dallas, Texas 75251-5065
Phone: 972-403-8968
Email: president@stc-dfw.org
www.stc-dfw.org

--30--