



For immediate release

**Metrics help justify the value of technical communicators
by Kathlyn Auten**

Dallas, Texas – March 29, 2004 — Kathlyn Auten, Manager, of Texas Instrument’s Application-Specific Circuit (ASIC) Product Information Team will address a joint meeting of the Society for Technical Communication’s (STC) Lone Star Chapter (LSC) and the Usability Professional Association (UPA). The dinner meeting is scheduled for 6:30 p.m. Thursday, April 8, 2004 at the Crowne Plaza North Dallas/Addison Hotel, 14315 Midway Road, Addison, Texas.

Ms. Auten will talk about how to select the best metrics for your needs. “We all need to learn the value of making metrics work more for us than our working for them, how to translate metrics into meaningful information, and how to keep metrics ‘friendly’,” she said.

“With managers and corporations looking more at the budgetary costs of maintaining operations, we need to understand and project the value add we bring by using metrics to justify the existence of our technical writing or publications departments,” said Debbie Wiles, President of the Lone Star Chapter of STC. “Kathlyn’s talk will provide us with the basic tools to start providing that justification.”

Ms. Auten has been with Texas Instruments for the last 21 years working with online delivery -- from before the Web became a viable channel to the present popularity of using the Web to deliver everything. She is a senior member of the STC Lone Star chapter, a past manager of the chapter’s Publications, and was recently honored as the keynote speaker at the first STC Conference in India in 1999.

The April 8 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, April 5. You may register by either calling 972-558-1622 or visiting the LSC website at www.stc-dfw.org.

Costs for the dinner and program have been reduced to \$15 for STC and UPA members and \$20 for non-members through the end of the year – as a thank you to our members. Members and guests may attend the program *only* at no cost, but they must register in advance.

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), one of the largest STC chapters in the U.S., received the Distinguished Chapter of the Year award for 2002-2003. Drawing more than 500 members from all over the Dallas-Fort Worth, 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.

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