



For immediate release

Conquer Your Public Speaking Fears

STC Shows You How to Appear Smooth and Self-assured (Even if You're Not!)

Dallas, Texas—March 27, 2007— Assistant Professor of Technical Communication, Dr. Lynne Cooke, will address the April meeting of the Lone Star Community (LSC) of the Society for Technical Communication (STC). The dinner meeting is scheduled for 6:15 p.m. Thursday, April 12, 2007, at the Crowne Plaza North Dallas/Addison Hotel, 14315 Midway Road, Addison, Texas. Public speaking still ranks as the number one fear of American adults, so if you're anxious making presentations, Dr. Cooke says, "You're not alone." And if you are communicating specialized information to a non-specialized audience, well, it can be especially challenging.

Dr. Cooke notes, "Presentations can turn into a nightmare if you don't know how to connect with your audience, especially when you are speaking on a technical topic. With the proper preparation and presentation techniques, you dramatically increase the chances that your non-technical audience will understand, and even enjoy, learning about your content."

In this presentation, Dr. Cooke will discuss visual and verbal techniques you can use to clarify technical content in public speaking situations. "By using verbal illustrations, comparisons, and explanations and by visually representing concepts, processes, and statistics, you can make even the most technical content accessible to a non-technical audience," says Dr. Cooke. Because a polished delivery and an engaging PowerPoint show also contribute to a successful presentation, this presentation also includes tips and tricks for appearing confident and "how to's" for designing slides for maximum visual impact.

"Everyone should learn the tricks and tips to speak well in public," says LSC President Mel Haughton. "When I was a graduate student at the University of North Texas, Dr. Cooke taught a 'Presentation Techniques' class in which I learned everything I know about public speaking. She'll make you think about your body language and what you need to do to reach out to your audience. I'm thrilled that our audience will benefit from her techniques."

Dr. Cooke is an Assistant Professor of Technical Communication at the University of North Texas where she teaches undergraduate and graduate courses in technical presentations, usability, and visual communication. She has presented at several STC national conferences and published articles in *Technical Communication*, *Business Communication Quarterly*, and *Technical Communication Quarterly*. Her current research project, funded by a \$10,000 STC research grant, is an eye-tracking study of web navigation menu placement and organization.

Visitors are encouraged to attend this meeting. Registration and networking begin at 5:45 p.m.; the Newcomers (SIN) SIG meets at 5:45 p.m.; dinner is served at 6:15 p.m.; and the program begins at 7:00 p.m. and concludes at 8:00 p.m., with additional networking for anyone interested.

With reservations, dinner and the program cost \$20 for STC members and students with ID and \$25 for non-members. Without reservations, costs for the dinner and program are \$25 for members and \$30 for non-members.

With reservations, the cost for "program only" attendance is \$5 for STC members and \$10 for non-members. Without reservations, costs for the program only are \$10 for members and \$15 for non-members. The program is always free to students with reservations and valid student IDs. The registration and reservation deadline is 5:00 p.m. Monday, April 9, 2007. You can register by visiting the LSC Web site at www.stc-dfw.org. Information on other charges is available at the LSC Web site.

About STC and the Lone Star Community

The Society for Technical Communication (STC) is an individual membership organization dedicated to advancing the arts and sciences of technical communication. It is the largest organization of its type in the world. Its 18,000 members include technical writers and editors, content developers, documentation specialists, technical illustrators, instructional designers, academics, information architects, usability and human factors professionals, visual designers, Web designers and developers, and translators—anyone whose work makes technical information available to those who need it.

The Lone Star Community (LSC), one of the largest STC communities in the U.S., received the Award of Distinction in the international STC Community Achievement competition for 2005-2006. The LSC has received awards in this competition for four consecutive years. Drawing over 270 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 Community, visit their Web site at www.stc-dfw.org.

For more information

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