

SuperScript



Strengthening Our Core Competencies

- Rahel Bailie, STC Director-Sponsor, Region 7

Recently, my business grew to the point where I have a couple of subcontractors working on client projects at any given time. This has been an illuminating experience for me—and I'm sure for some of the contractors—as I connect client to contractor, trying to make the fit as neatly interlocked as puzzle pieces. There is always that sigh of relief when I've made a good match and both the client and the contractor agree that they enjoy working together on a project.

The task is certainly easier when all the factors are known: a client needs a help system, and I know a contractor or two who can structure help files in their sleep and make the software do things we didn't think possible; or a client needs some usability work done, and I remember someone who would be super at just that type of project. The match gets trickier in situations where I must use a new contractor, or the client wants industry-specific knowledge as well as core technical communication skills. I look over portfolio pieces and talk through the client requirements, hoping that I'll be able to tell if the contractor has what the client wants and what I want: core competencies of our craft.

Most times I get it right, but the odd time I end up with a contractor who can make a piece of software sing, but has no clue how to structure the

content. I remember that another local business owner used to make every applicant—it didn't matter how experienced or how good your reputation—take a writing test; she explained that it weeded out those with poor base skills. This makes me wonder: What are core competencies in today's technical communication world? Have the core competencies changed from, say, ten years ago? How can we ensure that we get, and retain, our core competencies while building our specialties?

The core competencies in today's marketplace begin with the same basic skills (learned) and abilities (innate) that technical communicators (TC) have used for many years, but the definition of those core competencies have changed with the times. From a business owner's perspective, then, here are the competencies that I consider critical.

Excellent writing and editing abilities. This competency is a deal-breaker. If a TC has all the other competencies, but cannot write, then there is a competence deficiency. To paraphrase the saying that perfection is achieved when nothing can be taken away, writing excellence is achieved when nothing can be taken away, when the writing is complete, correct, clear, and concise.

Structuring information. In the context of core competencies for TCs,

writing means far more than proficiency with spelling and grammar, more than the 4 Cs of good writing. Much of this begins with ability, but must certainly be supplemented with skills gained by learning the theory of the craft. Competency means being able to write to genre, whether that genre be hardware guide, user guide, reference guide, help system, software development kit, policies and procedures, training materials, or a user interface. You must know the forms of writing appropriate to each genre, and be able to create content accordingly.

Continued on page 8.

Core Competencies.....	1
Vice President's Message.....	2
Telephone/Web Seminar.....	2
Edmonton Events.....	3
Content Management.....	4
Technical Writers in Alberta....	5
FrameMaker Workshop.....	7
Membership News	7
Editing Certification.....	8
Mark Your Calendars.....	9

INSIDE SUPERSCRIPT

A Word From Our Vice President

- Laurie Holtby, Vice President

While the President enjoys a well-deserved respite in the sun, the Vice President fills in....

Value-added. The main topic of discussion in every executive meeting is what we can do to give more value to members out of your association with STC Alberta. To that end, we have been investigating the possibility of holding the STC telephone seminars in both Calgary and Edmonton.

The seminars are usually available once or twice a month, and the speakers are top-notch. To take advantage of the knowledge they have to offer, we need only two things: a venue and interested members. Since we had an enthusiastic response to the notice on the e-mail list, we have managed to set up a venue for the April 6 seminar in Calgary. Thank you to Lucille Worone and her company, Precision Drilling, for volunteering to sponsor the first seminar. I still hope that the Edmonton members will be able to locate a venue and host one of the other upcoming seminars.


We have decided to make up the remainder of the costs if we have at least ten participants in Calgary and five participants in Edmonton. The cost will be \$10 for STC Alberta members, \$15 for other STC members, and \$20 for non-members. Send an e-mail to v.president@stc-alberta.org by April 4 if you are interested in attending.

Executive Meeting Location

Kudos to the Alistair Ross Technology Centre who are waiving their usual fees and are allowing us to use their meeting room for our monthly executive meetings. They have also given us the option to use the room for other events, which was a boon this past month when the McDougall Centre was not available for our program meeting. Thank you to the Centre for their sponsorship.

Time to Party

As you know, this year is Alberta's Centennial. It is also STC Alberta's 25th year. Sounds like a good excuse for a party—so we're having one in September. As part of the celebration, we are planning a special edition of *Superscript* and would like to hear from our Past Presidents. Where are they now? What are their memories of the time they were President of STC Alberta? More news on the anniversary celebration will follow.

And that is the news for this month. Stay tuned for more value for your STC Alberta membership. 

STC Telephone/Web Seminar

Building Brand into Your Product or Web Site

Presenter: Robert Barlow-Busch

Date: Wednesday, April 6, 2005

Time: 10:45 a.m. to 12:30 p.m.

Where: PetroCanada Building, 150-6 Avenue SW

Cost: STC Alberta members \$10,

Other members \$15, Non-members \$20

Register by e-mail to v.president@stc-alberta.org.

Provide your name, daytime phone number, and STC member number.

Please register no later than April 4.

STC Alberta Community Administrative Council 2004-2005

Executive

President

Brian O'Malley
president@stc-alberta.org

Vice President

Laurie Holtby
v.president@stc-alberta.org

Treasurer

Gary Ten-Hove
treasurer@stc-alberta.org

Secretary

Kathy Gerritsen
secretary@stc-alberta.org

Past President

Ken Schatzke
pastpresident@stc-alberta.org

Events

Programs

Linda Robson/Laura Swainson
program@stc-alberta.org

Workshops

Ken Schatzke
workshops@stc-alberta.org

Coffee Nights

Vacant
coffeenights@stc-alberta.org

New Heights Seminar

Brian O'Malley
president@stc-alberta.org

Special Events/AGM

Terry Myers/Nancy Kirby
events@stc-alberta.org

Operations

Membership

Micki Kosman
membership@stc-alberta.org

Mentorship

Shauna Dobson
mentorship@stc-alberta.org

Registration/Hospitality

Margaux Porth
registration@stc-alberta.org

Archivist

Dave Krebes
archivist@stc-alberta.org

Communications

Newsletter

Jessie Channey, Team Lead
Sandy Gough
Deirdre O'Riain
Rosemary Reed
Peggy Jubien
newsletter@stc-alberta.org

Webmaster/Jobline

Doug Waddell
webmaster@stc-alberta.org

Public Relations

Nancy Sequeira, Team Lead
Theresa Tremaine
Natashia Menezes
publicrelations@stc-alberta.org

Edmonton

Liaison

Rick Paisley
edmontonliaison@stc-alberta.org

Programs

Diane Laverty
edmontonprograms@stc-alberta.org

Education

Mount Royal College

Glenn Ruhl
mrcliason@stc-alberta.org

Grant MacEwan College

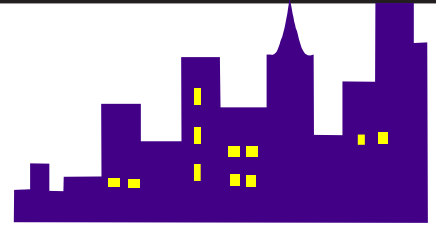
Lucille Mazo
gmcliason@stc-alberta.org

University of Calgary

Tania Smith
uofcliason@stc-alberta.org

EDMONTON

VENTS



- Rick Paisley, Edmonton Liaison

As always, if you have any questions about the events, or have any suggestions, please send us a note at edmontonliaison@stc-alberta.org or edmontonprograms@stc-alberta.org.

Report on Last Week's Meeting: "Contracting: Is it for You?"

Danita Haysom, Trina Rodas-Reyes, who travelled from Airdrie, and Angela Wiens, presented a panel discussion on contracting. Diane Laverty said it was an excellent session, made so by the three ladies sharing their valuable experiences. Thank you for your time and for your insights into contracting's intricacies. And thanks to MacEwan College for the use of their facilities.

Upcoming Events

Digital Photography and Technical Writing: Thursday, April 7

Alan Schietzsch, a local expert in visual communications (film and digital photography) will present on digital photography for technical writers. Topics include how to shoot a photo (digital cameras and scanning from film), followed by Photoshop work, sizing, image resolution, preparing images for print or the Web (pre-press work), and printing considerations.

Where: Room 6-313B, MacEwan College, City Centre Campus

When: 7:00 p.m. to 9:00 p.m.

Get Publishing Conference '05: May 13-14, 2005

Join over 80 participants, two keynote speakers (Mel Hurtig and Ann Douglas), moderators and panellists for a celebration of our vibrant publishing community. You can mix with fellow writers, editors, and publishers following sessions such as "Getting Started," "Getting Established," and "Looking Ahead." Several local, national, and international writing organizations will also be on hand in the conference's festive Marketplace.


Where: Multipurpose Room, 6-106, MacEwan College, City Centre Campus

For more information, visit www.getpublishing.ca or telephone 780-497-5346

Coffee and Dessert Night: Thursday, May 19

Winding up the year where we started—with good food and good company. Hope that you can join us!

Where: Upper Crust Café, 10909-86 Avenue

When: 7:00 p.m. to 9:00 p.m. 

The Rockley Group Content Management Workshop Series Is Coming to Toronto!

Learn more: <http://www.rockley.com/workshops.htm>

Presented in conjunction with the e-Content Institute, The Rockley Group Content Management Workshop Series is designed to provide you with a comprehensive understanding of the concepts and techniques required to develop and implement effective content management. Take all four workshops and receive a certificate in content management.

The Toronto series includes:

- Content Management Jumpstart – April 28, 2005
<http://www.rockley.com/Content%20Management%20Jumpstart.htm>
- Information Architecture for Content Management – June 7-8, 2005
<http://www.rockley.com/Information%20Architecture%20for%20Content%20Management.htm>
- Content Modeling and Structured Writing – September 7-8, 2005
<http://www.rockley.com/Content%20Modeling%20and%20Structured%20Writing.htm>
- Content Management Implementation Strategies – November 15-16, 2005
<http://www.rockley.com/Implementation%20Strategies%20for%20Content%20Management.htm>

Who should attend?

Writers and editors, publishers, information architects, documentation managers, software developers, business and IT managers, business analysts, IT consultants, and educators.

Can't make it to Toronto?

Don't fret. The Rockley Group Content Management Workshop Series is also traveling to Vancouver, Seattle, Chicago, Atlanta, Washington DC, and Research Triangle Park.

Learn more: <http://www.rockley.com/workshops.htm>

Private, on-site workshops also available

If your organization would like to bring The Rockley Group Content Management Workshop Series on-site, let us know. We're happy to discuss the many training options we have available.

Contact us

The Rockley Group Inc.
445 Apple Creek Blvd., Suite 120
Markham, ON L3R 9X7

Phone: 905-415-1885
Fax: 905-415-3413
e-mail: moreinfo@rockley.com

www.rockley.com

STC Alberta Influences the Technical Communication Profession in Alberta

- Theresa Tremaine, Public Relations

Ever wonder how technical communicators are represented in the national or provincial labour code? Recently, we conducted research on this subject to find out how STC Alberta can help with providing up-to-date information on salary, description, coding, and so on.

This is what we found:

In the national classification structure, technical writers fall under group 5: Occupations in Art, Culture, Recreation, and Sport, and then further divided into Major Group 51, Professional Occupations in Art and Culture. We are further classified into the following category: 512 Writing, Translating, and Public Relations Professionals, and then under 5121, the general category of Authors and Writers. Technical writers are finally grouped into their own code, 5121.2, and under this code a few examples of job titles on this list include:

- technical writer - aeronautics
- technical writer - chemical processing
- technical writer - electronics equipment
- technical writer - pharmaceuticals
- help file developer
- on-line reference developer
- manual writer
- multimedia writer
- scientific writer
- self-instruction manual writer
- specifications writer

The NOC [refer to the panel] provides a brief summary of our main duties: "Technical writers analyze material, such as specifications, notes, and drawings, and write manuals, user guides and other documents to explain clearly and concisely the installation, operation, and maintenance of software and electronic, mechanical and other equipment."

Although there are numerous technical writers who have degrees in English, Communications, and more specifically, Technical Communications, the NOC lists employment requirements as: "Technical writers usually require a university degree in the area of specialization, such as computer science or engineering." We are currently looking at requesting a more accurate update in this section.

Recognizing Technical Writers in Alberta

Provincially, technical writers are more clearly recognized and defined in the Alberta government's OCCInfo Web site. In fact, the Alberta Human Resources and Employment department provides more recent information about our occupation than the federal government.

OCCInfo provides information about occupations (determined by the NOC) in a format called occupational profiles.

Under duties, OCCInfo provides the following description for technical writers:

"Technical writers produce information for audiences ranging from novices to technical experts. In general, they:

- research subjects and analyze reference materials such as specifications, blueprints, diagrams, maintenance manuals, reports and studies
- write on-line help files and other documentation, including reference, procedural and policy manuals, user guides, annual reports, proposals, technical reports and instructional materials that explain the installation, operation and maintenance of mechanical, electronic and other equipment (e.g., oil industry equipment or computer applications)
- rewrite and edit drafts after they have been reviewed by technical experts for accuracy
- manage documentation projects"

OCCInfo also contains information such as working conditions, personal characteristics, educational requirements (referencing technical writing courses available at Mount Royal College and Grant MacEwan College), and employment and advancement.

OCCInfo also provides the most up-to-date information available for salary, referencing the STC survey primarily: "According to a 2001 salary survey conducted by STC Alberta, the entry level salary for technical

writers in Alberta is about \$35,000 per year. The median salary level reported was about \$50,000 per year."

What is the NOC?

National Occupational Classification (NOC) provides occupational information within Canada. The Web site contains the classification structure and descriptions of 520 occupational unit groups and includes over 30,000 occupational titles.

The National Occupational Classification is used daily by thousands of people to understand the jobs found throughout Canada's labour market.

Statisticians, labour market analysts, career counsellors and individual job seekers use this system to organize and interpret statistics and other labour market facts.

How is the data collected?

The NOC is based on extensive research, analysis, and consultation conducted across the country by HRSDC in order to take into account the evolution of the Canadian labour market.

Developed in cooperation with Statistics Canada and over 5,000 companies and sectoral associations.

For more information, go to: <http://www23.hrdc-drhc.gc.ca/2001/e/generic/welcome.shtml>

Continued on page 6.

STC Alberta Influences the Technical Communication Profession in Alberta

Continued from page 5.

WAGEinfo

WAGEinfo displays the results of the 2003 Alberta Wage and Salary Survey. If you type 'Technical Writer' into the WAGEinfo search engine, the results will not provide a separate or specific salary listing for technical writers. In this case, we are categorized under the main group "Authors and Writers". Why? Contractors hired to do the salary survey have put a limited number of occupations, which only includes the high-level job descriptions that are referenced within the NOC code. The current survey methodology limits participation to employers only, so unfortunately, STC Alberta is not able to influence this survey. One way to take part in

the survey is to ask your employer to participate in the survey. For more information on the survey, go to:

<http://www.alis.gov.ab.ca/wageinfo/Content/RequestAction.asp?format=html&aspAction=GetWageSurvey&Page=WageSurvey>

The PR team of STC Alberta is serving your profession by ensuring market research and job descriptions are current with the latest trends and statistics on a provincial and national level. If you have any further suggestions to promote and support our industry, please e-mail us at publicrelations@stc-alberta.org. 

Links to Alberta Resources

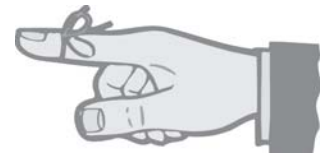
OCCInfo:

<http://www.alis.gov.ab.ca/occinfo/Content/RequestAction.asp?format=html&aspAction=GetHomePage&Page=Home>

WAGEinfo:

<http://www.alis.gov.ab.ca/wageinfo/Content/RequestAction.asp?format=html&aspAction=GetWageHomePage&Page=Home>

Reminder



STC Membership Dues Renewal

Annual STC membership fees were due on February 28, 2005. You have the option of mailing in your dues renewal invoice or renewing online. Renewing online is easy and enables you to pay by credit card on STC's secure Web site.

The Web form asks you for your postal code and membership number. You can find your membership number on the address label of your *Intercom* magazine. It is also the invoice number of your dues renewal invoice. Renew online today at <https://www.stc.org/onlinerenewal/stcLogin.aspx>. (Note: You will need to log in.)

Update Your Contact Information

Keeping your STC member information (including your mailing and e-mail addresses) current ensures that you don't miss out on STC publications and announcements.

STC International

Member information can be updated online on the Society Web site at www.stc.org/formAddressChange.asp. (Note: You will need to log in.)

STC Alberta

To update your information for STC Alberta, send an e-mail to our Membership Coordinator at membership@stc-alberta.org.

Upcoming Workshop: Structured Authoring in FrameMaker and XML Basics

- Ken Schatzke, Workshop Coordinator, Past President

STC Alberta will hold its second workshop of 2005 in May on Structured Authoring in FrameMaker and XMLBasics.

Since its creation in the late 1990s, XML has been a topic of considerable interest in our profession. Unlike HTML, which has a fixed set of elements (or "tags"), XML allows you to create elements specific to your needs. For example, instead of using HTML's <p> tag, you can create your own <productdesc> or <procedure> tag.

The newest version of FrameMaker, 7.1, is one of several tools on the market that support XML. In this one-day workshop, you will learn how to use Frame's structured authoring environment to create XML documents.

Topics covered will include:

- Introduction to XML
- XML Fundamentals
- FrameMaker – Working with Structured Documents
- Document Type Definitions and Validation
- FrameMaker – Working in Structured Documents
- XML and the Web
- FrameMaker – Generating Structured Books
- Other XML Editors and Related Applications

Prerequisites

Workshop participants should have a solid background in FrameMaker as well as general knowledge of the Web. Specific knowledge of XML is not required.

Instructor

Brian Traynor is an instructor with the Technical Communication program in Mount Royal College's Centre for Communication Studies. Prior to joining MRC, Brian worked as a technical communicator in Calgary for several years. He has extensive experience with FrameMaker and XML.

Day, Time, and Location

The workshop will be held on Saturday, May 14, from 9:00 a.m. to 4:00 p.m. It will be in room O211 of Mount Royal College (4825 Mount Royal Gate SW, Calgary). Please see the map in the [December/January](#) issue of *SuperScript* for directions to the room.




Fee and Registration

The fee for the workshop is \$50 for STC Alberta members, \$25 for STC Alberta student members, \$75 for other STC members, and \$110 for non-members. Lunch and two coffee breaks will be provided.

Please register at least ten days before the event by completing our online form:

<http://www.stc-alberta.org/Calendar/registration.php>

Members can pay at the door by cash, cheque, Visa, or MasterCard.

Non-members must pay in advance by Visa or MasterCard. Contact the Registration and Hospitality Coordinator at registration@stc-alberta.org for instructions. *Do not include your credit card information in the e-mail message.* 

Membership News

- Micki Kosman, Membership Coordinator

In February, the Alberta Chapter gained eleven new members. As of February 28, 2005, the Alberta Chapter had 224 members.



New Members

- Laurie L. Dunphy, Calgary, member
- Sally Feschuk, Calgary, member
- Janet L. Granskou, Red Deer, member
- Rayna D. Hammerly, Calgary, member
- Cheryl G. Hannah, Calgary, member
- Brenda M. LePage, Edmonton, student member
- Jill Y. Mitchell, Calgary, member
- Kim Reschenthaler, Edmonton, member
- Rebecca L. Undseth, Calgary, member
- Roy H. van de Kamp, Edmonton, member
- Kathleen P. Wilke, Calgary, member

Welcome to Our New Members!

Strengthening Our Core Competencies


Continued from page 1.

Conducting thorough research. Competent TCs know how to get the information they need from subject matter experts, end users, and other project stakeholders. This requires a contextual understanding of the business paradigm in which the product or service exists, and the ability to grasp new paradigms. To communicate the feature, benefit, or function of a product to an audience, you must be able to investigate and then parse, not simply regurgitate in a new form, the information gathered through interviews or background documents. Some might say this is an ability—either you have the talent or you don't—but I believe that this is a skill that can be acquired through learning and experience.

Grasp complex material quickly. Successful TCs have the ability to learn through trial and error, under sometimes chaotic circumstances, and without the benefit of training. (After all, it's TCs who *create* the training materials.) TCs who become competent in this area are those who can sit down in front of an undocumented piece of hardware, software, or process and fearlessly tackle it until they understand it, and can explain it in the context of the industry of use. I once discarded the resume of a candidate who listed training on e-mail as professional development; someone who can't figure out simple e-mail software probably wouldn't survive a typical technical communication project.

Skill with industry tools. *Owning* carpentry tools does not make a good carpenter, but without knowing how to use the tools properly, one cannot *become* a good carpenter. To put theoretical knowledge to use, TCs must have mastered the appropriate tools, know which tools are appropriate to use in various situations, and use them with above-average skill. Rusty skills on outdated tools does not contribute to core competency.

One of my favourite university professors taught: Your world is limited by your vocabulary. The richness of your vocabulary is an indicator of the breadth and depth of concepts you can articulate. This principle certainly applies to the competencies of technical communication professionals. The competence of a decade past is not the competence of today. To remain competent, we can't be complacent, let our skills lapse, and ignore trends. We need to keep our professional vocabulary—our concepts—current.

This list of competencies is by no means the definite word on the topic. I don't mean it to be. However, none of us can go wrong by working toward these competencies and committing to continuous improvement of them. 

Certification in Editing

- Editors' Association of Canada Certification Steering Committee

The Editors' Association of Canada (EAC) is planning to offer a program for professional certification, starting in the fall of 2006.

Primarily for editors with at least two years' experience, the certification tests will cover the four core editing areas



outlined in EAC's Professional Editorial Standards (available at www.editors.ca/pubs/index.htm):

- Structural and stylistic editing
- Copy editing
- Proofreading
- Elementary knowledge of the publishing process

Candidates can become certified in one or more of the four core editing areas. The candidates who write and pass all four tests will obtain the full credential of Certified Professional Editor. The tests will be open to EAC members and non-members (although non-members will pay a higher fee).

In June 2005, EAC will publish a certification study guide. This guide will include more details about the tests as well as sample tests and markers' comments. Order forms will soon be available on EAC's Web site.

Local EAC branches are already holding information sessions about certification. Some branches are also planning study groups to prepare editors for the certification tests. To find the branch nearest you, visit www.editors.ca/welcome.htm.

For more information, please see "Looking Ahead to Certification", which answers many Frequently Asked Questions about certification (www.editors.ca/certification/documents/htm#looking_ahead). You can also visit the Certification section of EAC's Web site (www.editors.ca/certification/index.htm).

Editors' Association of Canada Web site: www.editors.ca 



Mark Your Calendars!

Programs

Attend programs to discover the ideas and technologies that affect today's technical communicators.

Location: McDougall Centre (Media room)
455-6 Street SW, Calgary

Time: Second or Third Thursday of the month
Registration for the program begins at 6:45 p.m.
Program: 7:00 p.m. to 8:30 p.m.

Registration: Registration is **required** to attend the program.
Register by the Monday prior to the program.

Fee:

STC Alberta Members	\$5.00
Other STC Members	\$7.00
Student Members	Free
Non-members	\$10.00

Workshops

Attend workshops to gain in-depth knowledge and skill through instruction and hands-on activities.

Location: Mount Royal College (Room O211)
4825 Mount Royal Gate SW, Calgary
Please bring \$3.00 in change for weekend parking at Mount Royal College.

Time: Scheduled Saturdays, 9:00 a.m. to 4:00 p.m.
Registration begins at 8:30 a.m.

Registration: **Required.** Register at least 10 days prior to the workshop. Late Registration Fee: One week before event the fees increase by \$10.00. Registration must be cancelled five days in advance of the workshop or the registrant will be billed for workshop fees.

Fee*:

STC Alberta Members	\$50.00
Other STC Members	\$75.00
Student Members	\$25.00
Non-members	\$110.00

*Includes lunch and two coffee breaks.

Payment

Options: Cash, cheque, Visa, or MasterCard

Credit card payments can be made at the door on the day of the event.

Non-members must pay in advance by credit card.

April

Thursday, 14 Program, Calgary:
The Future of Technical Communication

Thursday, 21 Administrative Meeting, Calgary

May

Thursday, 12 Program, Calgary:
Industry Trends in Technical Communication

Saturday, 14 Workshop, Calgary:
Structured Authoring in FrameMaker

Tuesday, 17 Coffee Night, Calgary

Thursday, 19 Administrative Meeting, Calgary

To register...

...for programs and workshops, use our online registration form at www.stc-alberta.org/Calendar/registration.php.

Note: Due to security policies at McDougall Centre, advance online registration is required for Thursday programs.

Administrative Meetings

All members of the Society are welcome to attend.

Location: Calgary Technologies Inc. (CTI)
(a.k.a. Alastair Ross Technology Centre)
3553-31 Street NW, Calgary

Time: Meeting: 5:30 p.m. to 7:00 p.m.

Coffee Nights

Attend coffee nights to meet with your fellow technical communicators and discuss a monthly topic in a casual setting.

Location: Annie's Books (Literary Salon)
912-16 Avenue NW, Calgary
Parking is available behind Tim Hortons.

Time: Third Tuesday of the month, 7:00 p.m. to 9:00 p.m.

Registration: Not required.

SuperScript

Contact the Editors:

Jessie Channey, Team Lead
Sandy Gough
Deirdre O'Riain
Rosemary Reed
Peggy Jubien

newsletter@stc-alberta.org

SuperScript is the official newsletter of the Alberta Community of the Society for Technical Communication and is published 10 times annually, including double issues in July-August, and December-January.

Submissions: The Editors invite readers to submit articles, news, reviews, and other items of interest. Articles may be edited for size. By submitting an article, you implicitly grant a license to *SuperScript* to run the article and for other STC publications to reprint it without permission. Copyright is held by the writer. In your cover letter, please let the editors know if this article has run elsewhere, and if it has been submitted for consideration to other publications.

Reprints: Original articles appearing in *SuperScript* may be freely reprinted, provided that the author and source are acknowledged, and a copy of the reprint is promptly sent to the Editors. Reprints may not be edited for content, or used for commercial or morally repugnant purposes.

Distribution: *SuperScript* is distributed to members in Alberta and the Northwest Territories, to all Canadian Communities, Region 7 contacts of STC, Newsletter editors of STC, and to interested companies and individuals upon request. Circulation is approximately 230.

Advertising: *SuperScript* accepts advertising of interest to our readership, and which furthers professional development. We reserve the right to limit or refuse advertising.

Rates:

Full page	\$160.00	Quarter page	\$50.00
Half page	\$100.00	Business card	\$20.00

Volume discounts available.

For detailed information on sizes and formats, see www.stc-alberta.org/Newsletter/newsletterAds.php.

To place an advertisement, contact the Editors.