

## The Single Sourcing Gospel and AuthorIT

Joel Butts and Shauna Dobson hosted the October 30th Lunch and Learn meeting at Square D. They shared experiences and statistics related to Square D's use of AuthorIT as an authoring and content management tool.

The session began with an explanation of the benefits of single sourcing, using chunks of information multiple times. This strategy saves time and effort in producing manuals and documents in which some of the content is repetitive.

Once the single sourcing strategy was decided, the writing team auditioned tools that would be compatible with single sourcing and that would provide a means for efficient content management. Eventually the team chose AuthorIT.

Since the writing team has been using AuthorIT and single sourcing, there has been a remarkable increase in the number of pages the writers produce and a great savings of time for reviewers as well as writers.

To view the presentation Joel and Shauna used at this Lunch and Learn session, please see the Meeting Notes section of the STC MTC website ([www.stcmidtenn.org](http://www.stcmidtenn.org)).

## National STC Election News

Suzanna Laurent, Manager of the Nominating Committee, announces the 2008 slate of candidates for Society office:

**For President:** Mark Clifford will automatically succeed from first vice president.

**For First Vice President:** Cindy Currie will automatically succeed from second vice president.

**Candidates on the slate for the 2008 STC election:**

**For Second Vice President:** Michael Hughes and Larry Kunz

**For Secretary:** Sharon Garrity and Char James-Tanny

**For Director:** Suzanne Guess, Rob Hanna, Hillary Hart, Judith Herr, Linda King, Rich Maggiani, Lisa Pappas, and Garret Romaine

**For Nominating Committee:** Dia Burroughs, Carolyn Kelley Klinger, Carolyn Luttrell, and Thea Teich

The 2008 Society election is scheduled to begin March 12 and end April 14, 2008 at noon ET (4 pm GMT). Please watch the STC Web site for detailed information about the candidates and to access a question and answer area you can use to ask questions of the candidates.

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Communiqué is published periodically by the Middle Tennessee Chapter of the Society for Technical Communication (STC).

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## Upcoming Events

Following is a list of upcoming opportunities that may be of interest to STC MTC members. More events will be added to the calendar as the 2007-2008 schedule is developed, so check our website ([www.stcmid Tenn.org](http://www.stcmid Tenn.org)) often for the latest scoop.

**November 29:** Usability Professionals' Association hosts a panel discussion on content usability and writing for the web at 6 P.M. at the East Branch of the Davidson County Library, 206 Gallatin Road, in Nashville. STC MTC Webmaster Stacie Baker is one of the panelists, and STC members are invited. (This event was rescheduled from October due to inclement weather. More information is in the October Communiqué posted on the STC MTC website.)

**December 6:** American Society for Training and Development annual award breakfast. (More information on ASTD website - <http://www.astdtn.org/events>.)

**December 18:** STC MTC meeting – Plans for our holiday party have changed! In the spirit of giving, we will have a service project benefitting Nashville Rescue Mission. This activity will be followed by a period of fun, food, and holiday spirit. See chapter website for details and RSVP.

**January 16:** STC MTC Competitions Banquet

If you have ideas for chapter events or if your company can provide meeting space for an event, please contact Amanda Gaston or Emily Parker Hughes.

## Opportunity to Serve

The position **Director, Membership** for our chapter is available. If you would like to serve in this capacity, please contact Amy Oldham or any chapter officer. (We have a handbook to help new officers!)

## Time to Renew

It's time to renew your STC membership for 2008! Online renewal is now open on the STC Web site: [www.stc.org](http://www.stc.org).

Online renewal is quick and convenient, reduces printing and postage costs, and decreases the use of paper.

To renew online, members will need their STC membership number and password. If you no longer have this information, there is a "help" area on the STC website to assist you in retrieving it.

# Career Opportunity

**Reports to:** Sr. Director of Marketing and Branding

**Status:** Exempt

**Access Level:** Access to healthcare claim information and eligibility information; access to Microsoft Office Suite, Internet, Intranet, HDS3, Scrub C, RAZOR. AIM Interactive, ExpressClaim.

## Position Summary

Write a variety of RFP responses, presentations, white paper and other printed material and visual aids to assist sales and management to effectively represent and promote the company's image, products and services to employees, clients and prospects.

## Essential Job Functions

Working as part of the Marketing team, which supports the internal as well as external (field) staff, the writer will be responsible for drafting, editing, and proofreading copy for RFIs, RFQs, RFPs, proposals, presentations and related marketing materials of a complex nature. Candidate will also be required to perform administrative duties in support of proposal preparation and marketing activities, including coordination.

## Other Duties

While this job description is intended to be an accurate reflection of the requirements of the job, management reserves the right to add, remove or alter duties when business needs dictates.

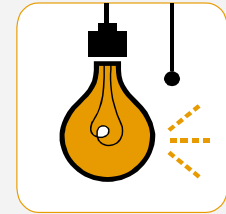
## Minimum Requirements

To perform the job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills and/or ability required to perform the essential functions.

## Education/Experience

Bachelor's degree in English, related field or equivalent experience. Ability to perform the required tasks using Microsoft Word, Excel, and PowerPoint. Excellent command of grammar and spelling a must. Strong organizational skills and ability to handle multiple tasks under tight deadlines is essential. Must have excellent communication and customer service skills and work well as part of a team. A minimum of three years of previous corporate communication experience is required, as is a writing portfolio. Occasional travel may be required.

(Information continued on next page)



Career Opportunity (continued from previous page)

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Continuously conducts complex interpersonal interactions, makes moderately complex decisions, analyzes and solves complex problems, and handles multiple tasks. Frequently uses teamwork skills, discretion, and occasionally mentors/trains new employees.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle feel; talk or hear. The vision requirements include: close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.

Please forward resumes to [jdees@aimhealth.com](mailto:jdees@aimhealth.com) or [deesink@comcast.net](mailto:deesink@comcast.net)

(STC MTC member: If you are the successful candidate who accepts this position, please notify Jennifer Wendell, the Chapter's Director of Employment.)

**Get the latest scoop!**

Middle Tennessee Chapter  
[www.stcmidtenn.org](http://www.stcmidtenn.org)

National STC  
[www.stc.org](http://www.stc.org)



## Birmingham STC Auction Now Open for Bidding!

Announcement from Dot Fowler of the Birmingham STC Chapter:

The Fifth Annual Birmingham Chapter of STC's fundraiser auction is officially open! I have attached complete instructions for registering and bidding. Please open this document, if you are new to our auction website.

The auction website is: <http://www.moonlightit.org/stcauction>

The online portion of this auction runs through 11:59 p.m. November 29. The live auction finale takes place December 1st