

## 2007 – 2008 Newsletter and PR Content Ideas

By Linda King, STC Houston President

- Contact info for chapter leaders
- First issue:
  - Article about the new annual conference format, goals, etc.
  - Article(s) about the Minneapolis conference from a first-time attendee
  - Article from a seasoned leader (perhaps, if there is a different angle worth covering)
  - Chapter Achievements Award
  - Chapter members serving at the Society level (with photos)
  - Article about LCR
- Article about Society effort to change the Technical Writer SOC classification to Technical Communicator. What does that mean for our members?
- Monthly recap of Admin Council meetings/actions
- Recap of program meetings/chapter activities
- Membership update
- Events updates
- Volunteers of the month
- Description of volunteer opportunities
- Book reviews
- Tool reviews or tips
- Best practices column
- Activity calendar (including activities of SIGs and other organizations)
- Committee reports (with photo of chairman)
- Articles about Society level changes
- Reports from our region sponsor (Paul)
- Article promoting submitting proposals to speak at annual conference
- Submitted professional articles
- Reprints from other newsletters and professional publications
- Promote publications competition and submission deadline.
- Publicize student committee activities, competitions, career nights, scholarships, etc.
- PR goals, plan, needed input from members on activities and achievements
- Short column each month spotlighting a member, why he/she joined, perception of STC value, etc.
- Results of membership survey and geographic density of members
- Promote membership drive
- Publicize nominating committee activities to find candidates
- Employment tips (monthly membership column?)
  - For job hunters, design a business card with your contact info, etc., that you can print on your PC to leave behind with contacts.
  - Article(s) on networking (guest article?) and need for developing a 30-second "elevator speech"
  - Article from Melanie Flanders about working in China
  - Differences among the four working generations of employees
  - Writing a strong, effective resume
  - Article about professional coaches
  - Preparing for job interviews
  - Evaluating job opportunities
  - How employers evaluate candidates (ideas from presentation by S. Ashley at FHPW meeting)
- SIG news
- PR
  - Release about scholarship recipients
  - Release about winning CAA award
  - Release about new leaders elected