

Press Release

FOR IMMEDIATE RELEASE

Fort Collins, CO, September 17, 2009 – XML Press will publish [Communicating with Everyone](#), a guide to making technical communication accessible to all, authored by Brenda Huettner in January, 2010.

Companies have an obligation to reach anyone who uses their products and services. But, are you really reaching everyone you can? The U.S. Census Bureau estimates that 27% percent of the population has a disability of one kind or another. For people over age 65, this number leaps to 83%. You cannot afford to ignore this part of your audience; it's bad business and in many cases it's against the law.

Brenda Huettner's book, [Communicating with Everyone](#), shows you how to ensure that your message, be it a marketing message, technical communication, or corporate communication, can be received and understood by people with varying abilities.

Unlike most references on this topic, which only discuss web accessibility, [Communicating with Everyone](#) addresses accessibility in web, print, help systems, video, and presentations. It also describes government regulations in the US, Great Britain, Canada, and the European Union.

More information is available at: <http://xmlpress.net/publications/accessibility/>.

About the Author

Brenda Huettner is a writer, speaker, and consultant with over 25 years of experience in technical publications. She has published numerous books and articles on topics ranging from highly technical products to management strategy. She is a fellow of the [Society for Technical Communication](#), where she participates in both the Usability and Accessibility Special Interest Groups.

About XML Press

[XML Press](#), founded in 2008, is a new imprint dedicated to publications for technical, marketing, and corporate communicators. Its mission is to publish practical, timely publications that address the needs of communicators.

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