



[techwhirl.com](http://techwhirl.com)

[news.techwhirl.com](http://news.techwhirl.com)

[jobs.techwhirl.com](http://jobs.techwhirl.com)

[techwr-l.com/archives](http://techwr-l.com/archives)

TechWhirl (once known as TECHWR-L, for tech writer list) got its start back in 1993 when a lone tech writer at Oklahoma State figured that he needed a way to connect to peers: to exchange information, learn about the latest changes in the industry and increase his knowledge in technical writing. His idea took off. Within a year, TECHWR-L became the largest email discussion group for technical communicators in the world and remains so today.

Today, TechWhirl goes far beyond just an email discussion list—it's a global community. We produce a growing network of websites that hundreds of thousands of technical communication professionals rely on daily. Technical communicators from around the world visit TechWhirl's magazine, news, and jobs sites to learn about cutting-edge ideas, solve communications problems and build strong support and professional networks. The oldest list on the Internet is also the largest network of websites for technical communicators on the Internet.

Yes, our reach is huge, but our footprint is surprisingly small, with two (mostly) full-time staff (you guessed it—the owners) and a near-multitude of (mostly) volunteer writers. We are comfortable with our role; TechWhirl is a media and discussions company focused on technical communication. An invaluable resource to professionals at all stages of their careers, TechWhirl is, and will always be, free for all technical communicators. We are committed to respecting our readers and supporting the companies and partner organizations.

We invite you to consider a partnership with TechWhirl, to learn more about TechWhirl's network of websites and become more involved with us. Our premium and exclusive advertising model ensures that each sponsor of and advertiser on TechWhirl receives maximum reach and cut-through. While sponsorships and advertising keeps TechWhirl free (and running), you can choose from a number of ways to increase your involvement, including providing feature materials on your organization, ensuring our audience knows about your latest products, staff hires or activities, and helping technical communicators find that next "perfect" opportunity.

## TO DO LIST:

- ☒ Contact TechWhirl to plan our next marketing campaign
- ☐ Add TechWhirl to our media list and send news@tech-whirl.com to our public relations company
- ☐ Submit latest version of product or service for review to them
- ☐ Register on TechWhirl Jobs and start posting positions
- ☐ Subscribe as a vendor on TechWhirl's Email Discussion List to answer questions
- ☐ Add TechWhirl's websites to appropriate locations on our web properties

## Tech Writer Today Magazine

Tech Writer Today is a resource for technical writers in all stages of their careers. We are NPR's Morning Edition meets Pirate Radio.

Our technical writing and technical communications features and columns cover the full ecosystem of technical communications—planning and analysis, design, user experience, content strategy, knowledge management, production and evaluation—in the full range of online and traditional media across a wide array of industries. Every month a team of writers tackle a specific topic while other authors are developing columns and industry pieces. Our aim is to provide both interesting content for the day and a good resource for writers to reference when it's needed.

## Tech Comm Jobs

TechWhirl's Tech Comm Jobs, the Job Board for technical communicator, is geared to put talented, qualified technical communications professionals of all experience levels together with the organizations who need them. Tech Comm Jobs is built by technical communicators, managed by technical communicators, and will always be for technical communicators.

In our perfect world, every Technical Communicator is working in an exciting and interesting job. They are a great fit for the organization and are providing easy to understand information to those who use their content. Our board focuses on tech comm and related fields, so if you're trying to find an engineer, developer or accountant, we wish you luck but this isn't your place.

## The TECHWR-L Archives

The TECHWR-L Archives date to the very first post back in 1993, and can often answer questions before they're ever asked on the email discussion list. TechWhirlers average around 6 to 10 years of experience so there isn't much they haven't seen, and it's recorded in the archives which number over 400,000 messages on all things technical writing. Support the 20,000 + visitors who use the TECHWR-L archives to find an obscure reference, develop a great business case, troubleshoot a tool issue and research the history of this ever-changing field.

## Tech Comm News

Tech Comm News strives to cover the vibrant and always changing technical writing community. We monitor news feeds, social media, and vendor and PR sites to bring our readers news on products, personnel, research, trends, and more ... because we understand importance of keeping our community ahead of the curve.

## Email Discussion List

The TechWhirl Email Discussion List is more than 3,000 technical communicators asking, answering, arguing, discovering, defending and lurking around topics that matter most to technical writers.

TechWhirlers benefit from an open, 24/7 resource not hindered by company firewalls or website policies so when they ask a question, they're certain to get an answer. The volume of emails is brisk, and advertisers will find a click-through rate nothing short of remarkable via the daily premium email and individual message/digest advertising.

## The Vision and Purpose of TechWhirl

All professions need the latest, greatest information on the tools, trends, methods, especially when the profession is changing as constantly as the wide-ranging fields of technical communications. The TechWhirl Network delivers relevant content, timeless and timely conversation, news and debate about the latest issues and opportunities. We like controversy that's respectfully debated and humor that's done in good taste. TechWhirl welcomes the neophytes, the journey-persons and the masters of the field. TechWhirl is a resource for technical communicators in all stages of their career.

Will you join us? TechWhirl's business model is to form strong partnerships with companies and organizations that wish to reach, inform and motivate professionals to purchase or learn about their product or service. We offer a limited amount of premium display advertising options, a daily email advertisement and sponsor pages and posts for our readers on each of our sites.

### Vision

A world in which technical communicators have the information, news and knowledge needed to guide customers to more engaging and satisfying experiences with the products or services their organizations offer, so they are respected participants in their companies.

### Purpose

- Be a positive and dynamic force in the world of technical communication by supporting our community, enabling our writers, and providing the best media and discussion platforms on and off of the Internet.
- Provide unbiased and high quality technical writing and technical communication resources for technical writers.
- Develop thought-provoking content that helps educate, challenge or entertain readers on the world of technical communication.
- Enable members of our community to interact with each other, build stronger professional networks, and acquire information to help them advance their industry knowledge and career.
- Deliver unmatched value to our sponsors and advertisers.



Ready to reach technical communicators? Contact Al Martine [almartine@inktopia.net](mailto:almartine@inktopia.net)

## Meet Tech Writers Where They Live



Advertising Platform | News Source | Community Partner

## The TechWhirl Network



Information, News and Knowledge for Technical Communication Professionals

[Tech Writer Today Magazine](#) | [TechWhirl News](#) | [TechWhirl Jobs](#) | [Tech Writer Research and Archives](#)