

Writer's Update

Terri Stanley, ed. *Monthly newsletter. Communications and Information Technology, Institute of Agriculture and Natural Resources, University of Nebraska-Lincoln.*

Writer's Update is an outstanding monthly newsletter for those of us who write, read, and edit. It's been on my "must read" list for years. I'm always sharing my copies and recommending it to others.

Agricultural communicators at Nebraska have been publishing *Writer's Update* for at least a decade. (It may be older, but I've been reading it at least that long.) The editorship rotates within the staff. Terri Stanley has it now. Each issue covers one topic on the front and back of a single sheet. Nebraska writers, editors, photographers, and designers prepare the articles. For the May issue, Marcia Oetjen wrote "Clarify Your Message," highlighting key points of a new book about writing. Many articles are originals, based on a Nebraska author's real-life editing, counseling, and teaching experience.

Writer's Update practices what it preaches. The writing is clear and concise, and complemented by reader-friendly design. The themes and format change every couple of years to respond to new ideas, yet the newsletter stays focused on its readers.

The *Update* is for serious writers, most of whom are scientists and managers rather than prospective ACE members. Effective writing is a key to the success of their programs and careers. Insofar as good writing can be made easy, this newsletter does the job. It's great for those of us for whom writing is our craft, too. Our writing skills need continual polishing and buffing, and *Update* can help.

In my experience, this newsletter is about as good as they get, aside from the excellent but pricey *The Editorial Eye*. With a no-charge subscription rate, *Writer's Update* is a communicator's "best buy." (By sharing this secret, let's hope I'm not breaking Nebraska's publication budget!)

Ted Hutchcroft
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