

# Submitting a Manuscript for an Extension Numbered Publication for Web or Print

The following information covers the options and process for publishing a peer-reviewed, numbered Extension publication.

Extension numbered publications are current, research-based, peer-reviewed, and approved for publication by unit and extension administrators. All extension numbered publications are edited and designed in EdMedia through a collaborative process with the author.

## Publication Formats

Extension numbered publications come in several formats, all of which can include photos, tables, and illustrations. Printing is available in most cases. Online versions may be developed as enhanced PDFs with video, audio, slide shows, and links to larger embedded figures.

**NebGuides** (“G” series) are 1-4 pages, formatted, and available on the Web at [extension.unl.edu/publications](http://extension.unl.edu/publications). Generally, a 13-16 page, double-spaced manuscript in 12 point type will fit this format.

**Extension Circulars** (“EC” series) vary in format, page size, and page number and typically cover topics that require more depth, photos, or illustrations than NebGuides. Extension Circulars (ECs) can be “for sale” items. Formats range from pocket cards and slide rulers to online spreadsheets to 200+ page annual guides. Most are 4- to 72-page publications.

**ZMags** is a new Web publication format being used by extension to develop enhanced online publications.

**Extension Books** (“EB” series) are of substantive size and content and contain information likely to remain current for at least five years. Extension books often are available for retail sales to help recover production costs.

**Miscellaneous Publications** (“MP” series) are special publications that might include project completion reports, workshop proceedings, and home-study courses.

## Publication Development

1. **Writing.** Publications should be well organized and written to be easily understood by your target audience. Usually, at least one of the authors has an extension appointment. Photographs, illustrations, charts, and graphs can be used to further communicate and enhance the message and are referenced in the text. Footnotes are not used within the text, and materials used from other sources should be fully cited in the text. (For example: As Thomas L. Friedman said in his book *The World is Flat: A Brief History of the Twenty-first Century*, “...”) References usually are not included at the end of the publication, but a list of three to five resources for further exploration of subject matter can be included. Today’s readers, particularly those on the Web, are less apt to read a publication linearly, from start to finish. They may be more likely to scan it and read the sections that most pertain to the information they’re seeking. Consider incorporating subheads and vertical lists to break up and organize content and pull-out boxes that can be easily scanned or used to reinforce your educational message.

**Testing Readability.** Word contains a readability assessment tool to help you gauge the reading level of your publication. Extension aims for an 8th to 9th grade reading level for most general publications, but the reading level may need to be lower or higher, depending on the audience. To engage this tool, search for readability assessment in the Help section of Word. Similar tools are also available online; search for Flesch-Kincaid readability level.

2. **Peer Review.** All Extension numbered publications are peer-reviewed. All major revisions and new publications need a minimum of three reviewers, including at least one extension educator and one extension specialist or department faculty member with expertise in the subject matter. Reviewers from other universities or industry also may be included when necessary to address the subject matter and may serve as substitutes for the UNL Extension educator or specialist requirement. With minor revisions or no-revision repostings to the Web, the author is responsible for reviewing the material and ensuring the information is still current and accurate. The author is responsible for appropriately addressing comments from the reviewers before submitting the publication for approval.
3. **Submitting the Manuscript for Publication.** Manuscripts can be submitted for publication electronically via email or via hard copy through campus mail. (Large publication packages may be saved to the UNL Dropbox where they can be accessed by reviewers and the production team.) The publication package needs to include:
  - a Movement of Copy (MOC), which has key information about the publication. The long and short MOC forms — long for new publications and major revisions and short for minor revisions — are available at <http://edmedia.unl.edu/mocform> or on the extension website under Employee Resources. They are available in a fillable form that can be completed online and saved to your computer. If the approval process is managed via email, comments in the email string, rather than signatures on the Movement of Copy, can indicate approval.
  - a digital file with the publication text (preferably in Word or WordPerfect); it can include photos for placement;
  - separate files for all photos, charts, and illustrations; photos should be high resolution (300 dpi when possible) and in a tif, eps, jpg, or png format

- signed release forms for
  - 1) the use of someone's personal image (other than the author), and
  - 2) the use of copyrighted material such as photos taken by anyone other than an author.

The completed publication package is submitted to the 1) unit or department head for review and approval and forwarded to 2) extension administration for review and approval. (Publications initiated by extension educators require approval by both the district head and the department head for the subject matter.) Extension forwards the publication package to EdMedia for numbering. It will be assigned to a production team that will work with the author through the editing and design stages and publication to the Web and/or print.

## Production Process

Publications are edited for grammar, readability, and style and are designed to enhance communication and ensure they conform to university identification guidelines and design standards. All extension publications need to include the proper identification with extension, IANR, and UNL. Non-extension publications need to include proper UNL and IANR identification.

The production timeline for each publication varies according to its complexity. Unless the Movement of Copy indicates otherwise, the lead author will be the main contact for questions and for publication proofs. While the lead author may ask co-authors to review a proof, all changes should be indicated in a single proof returned to EdMedia. Proofs may be either in hard copy or in an electronic PDF file that can be marked up and returned by email.

## Printing

All NebGuides and ECs are published to the Web. Print copies also may be ordered for use by departments.

## Publication Review Process

All extension publications are reviewed every five years by the authors to determine whether:

- the information is still current and accurate and should be reposted to the Web; if so, the author should submit a short Movement of Copy form to the unit administrator and extension;
- the information needs to be revised; if so, the revised publication package should be submitted through the normal publication process by December 31 to ensure continued availability;
- the information is inaccurate or out-of-date; if so, it will be removed from the extension publications website and eventually posted to UNL's digital archive at [digitalcommons.unl.edu](http://digitalcommons.unl.edu).

Publications are automatically removed from publication in January if the author doesn't respond with a Movement of Copy form by December 31.

## UNL Extension Publications on the Web

**Extension.unl.edu/pubs** — All current NebGuides and Extension Circulars are published to this public website, which serves as a central resource of UNL Extension, peer-reviewed materials.

**Ianrpubsarchive.unl.edu** (I.D. & Password = IANR) — Many "out-of-print" publications are archived here so that authors can reference them when developing new or revised publications.

**Digitalcommons.unl.edu** — Many "out-of-print," historical extension publications are available in this public archive. These publications were removed from publication, possibly due to out-of-date information, and should not be referenced to the public for current recommendations or practices.

## Cost of Publishing

All projects will be billed for the cost of editing, layout, printing, and other services provided by EdMedia and must be submitted to EdMedia with a Cost Object Number. Extension administration will cover costs associated with publications that align with current extension administration priorities. All other projects can be paid for with departmental, center, or project resources. For the Extension administration priorities and approval processes, refer to the Extension Employee Resources Web page (<http://www.extension.unl.edu/web/extension/empresources>) under Publications, Graphics & Website Guidelines.

## Resources

**Movement of Copy Forms (long and short)** — These can be completed online and saved to your computer for submission (<http://edmedia.unl.edu/mocform> or <http://www.extension.unl.edu/web/Extension/PubsGraphicsWeb/PubGuidelines>).

**Style Guides** — Reference the Associated Press Style Guide for style, Webster's Dictionary (<http://www.merriam-webster.com/>) for spelling, and the Extension Publications Style Guide (<http://edmedia.unl.edu/styleguide>) for information specific to IANR. For research or non-numbered extension publications, the style may be specific to a professional journal.

**Copyright** — Consider all work to be copyrighted, regardless of whether it contains a copyright symbol. See the U.S. Copyright website at <http://www.copyright.gov/> for guidance on when older publications will fall out of copyright. To use a table from a published journal or a photo from a website or other publication, you need to get written permission from the owner of the intellectual property. (Often, this would be the publisher and may not necessarily be the author.)

**Permission Forms** — The Movement of Copy requires authors to include release forms for any images or copyrighted material in their publications. UNL image release forms are available in the UNL Toolbox at <http://ucomm.unl.edu/toolbox.shtml>.

**IANR and Extension Required Identification** — To learn more about requirements for including IANR and extension identification on non-numbered extension resources, see the UNL Toolbox at <http://ucomm.unl.edu/toolbox.shtml>. To access Extension templates with replaced UNL logos, see <http://www.extension.unl.edu/web/Extension/knowhow>.