

University of Nebraska–Lincoln Extension

Publication Guidelines

(December 2006)

This information is a primer on getting articles and publications, particularly numbered publications, published within University of Nebraska–Lincoln (UNL) Extension. All numbered extension publications go through Communications and Information Technology (CIT), where editors, designers and a desktop publishing specialist work with you to ready your work for publication. **No numbers are assigned to publications that do not go through CIT.** Further questions should be addressed to your unit administrator, extension administration, the editor you usually work with in CIT, or the CIT publishing coordinator, (402) 472-3031.

A Movement of Copy form — newly revised in 2006 — is required for:

◆ **Extension-related papers/reports being submitted to peer-reviewed journals for publication.** The Movement of Copy form is required for assignment of an Extension Journal Series Number and recognition of the draft journal article by extension administration. Extension administration strongly recommends internal peer review for these journal articles before submission to receive an Extension Journal Series Number, although that peer review no longer is required. Department publication review policies should be followed for draft journal papers. Following assignment of the Extension Journal Series Number, the publication will be returned to the author for submission to the appropriate journal. Journal articles do NOT go to a CIT publications editor in the process outlined below.

◆ **Numbered extension materials that are used to convey research-based, unbiased information.** All numbered extension publications will go through a CIT editor.

A key element of the preparation of extension publications is the review process, which is detailed under the heading “The Review Process.” There are many extension materials for which a Movement of Copy must be filled out, but the primary categories are:

- **NebGuides**, 8 1/2-by-11-inch publications of no more than four pages (two pages front and back), whether printed or posted only to the Web. Typically they cover timely information on a single topic with a minimal number of illustrations. All NebGuides are published to the Web. There may be select circumstances in which a department chooses to pay for printing a NebGuide to be stored on and ordered from extension’s warehouse shelves. They can be printed from the Web onto NebGuide letterhead that extension administration provides departments and county offices for this purpose. That letterhead can be ordered from the warehouse.
- **Extension Circulars (ECs)** typically cover subjects that require more depth and detail, and/or require more illustrations/photos, than NebGuides. ECs usually are printed and available from the warehouse. Most are cost-recovery items for which a purchase price is charged to fund future printing. They may be appropriate for including in IANR’s shopping cart for cost recovery, or in some instances may be posted to the Web as a free publication — consult with the extension associate dean or program leader when making these plans. Some Web-only ECs are allowed on a case-by-case basis, depending on the audience and other considerations. If you believe your publication should be a Web-only EC, talk with the extension associate dean or program leader to discuss that option.
- **Miscellaneous Publications** are special publications that might include project completion reports, workshop proceedings, home-study courses, etc.
- **Extension Books**, a category added to extension’s list of publications in 2006, are publications of substantive size and content that contain information that will remain current for at least five years, and have value as a reference publication after that. For an example of an Extension Book, see EB1, *Family Treasures – Creating Strong Families*. Extension books are for-sale publications with a purchase price to recover costs and

fund future reprinting. They generally are appropriate for including in IANR's shopping cart.

- **CD-ROMs (CDs)** must go through the same review and Movement of Copy process as printed publications to receive an extension number.

Before you start writing numbered extension publications

Before starting to write a numbered extension publication, make sure your prospective publication does not duplicate one already in circulation. Then develop a **short** written proposal and discuss your publication plans with your unit administrator (department chair/head or district director) and the appropriate Extension Action Team. Include these topics in your proposal: 1) goal(s) that will be met in developing these materials; 2) Extension Action Plan addressed; 3) a brief summary of what the publication will include; 4) how the publication will be used; 5) target audience(s) of the publication; 6) funds (and availability of funds) for the publication, remembering costs for NebGuides that are Web-only are covered by extension; 7) author(s) and the responsibilities or tasks to be completed by each person; 8) potential reviewers; 9) time line for development and use of the publication.

The department chair/head or district director will review the proposal, ensure the appropriate action team has been consulted, and if necessary discuss the proposal with the authors for revision and/or final acceptance. (A checklist for preparing such a proposal is included at the end of these guidelines for your use as you work your way through the process.)

Once your proposal is accepted, it's time to write.

If you are an extension educator or extension assistant/associate, in addition to your district director and the appropriate Extension Action Team, also discuss your plans with the appropriate subject matter unit administrator.

Depending on the project, you also may wish at this point to consult with a publications editor or the coordinator of Communications and Information Technology's publishing section, to talk about any special needs you see for the project, and any complexities that may be encountered in it. Such a discussion early in the process often can save time, labor and aggravation later on.

Extension expects that extension publications will have at least one author with an extension appointment. When publications are written by an extension educator, assistant or associate, it is desirable to have an extension specialist as a co-author.

It's important in preparing extension publications to remember they are not journal articles, and the writing style, language, and format should be adjusted accordingly. Any specific quotes taken from another publication should, of course, be clearly cited, and that can be done in the body copy. An example: As Thomas L. Friedman said in his book *The World is Flat: A Brief History of the Twenty-first Century*, "... XXXX XXX XXXX XXXX XXXX. "

Historically, NebGuides and other extension publications have not included a list of references for background or general information. If – and only IF – there is a reference used you believe would be a helpful, **easily available** resource for readers, you MAY want to consider listing it as a **resource**, not a reference. Resist the urge if it is not truly necessary. Certainly citing a source that is not readily available is not helpful to the reader. Remember how busy readers are; they picked up the extension publication to receive the help they need, and don't expect to be asked to pick their way through a long listing of every publication the author looked at in preparing what they're reading.

The review process

Appropriate review of UNL Extension publications is necessary to ensure we produce high-quality educational materials that meet identified priority needs for Nebraskans.

◆ **All publications assigned a UNL Extension publications number — including NebGuides, Extension Circulars and Miscellaneous Publications — will have a minimum of three reviewers, at least one of whom must be an extension educator and at least one an extension specialist or department faculty member.** In most cases, at least one of the reviewers should be from the author's home unit. In some cases, more than three reviewers may be helpful to provide specific review expertise or ensure the quality of the publication. As author, you're encouraged to include reviewers from other departments. Individual units also may specify publication review policies that must be followed, in addition to those here. Reviews are a **MUST** for extension publications.

◆ When expertise to review a certain publication is not available at UNL, authors should seek reviews from faculty at other institutions or from experts outside the university setting. In particular, it may be appropriate to use reviewers from state agencies and other organizations with which extension partners. External, beyond NU, peer reviews are encouraged when necessary to help assure the highest quality publications possible.

◆ As a part of the review process outlined above, **publications written by an extension educator must include review by at least one faculty member with appropriate subject matter expertise at a UNL Research and Extension Center or in a campus department, plus the appropriate district director.** Faculty at other institutions also can be used for publication review if the requisite expertise isn't available within UNL.

◆ This review process applies to all new publications and major revisions. It does not apply to minor revisions or reprints. However, the author is responsible for assuring that reprinted or slightly revised publications are relevant and accurate.

Back to the paperwork

After the manuscript has been reviewed and revised, the lead author completes a Movement of Copy form with the funding

source(s) specified, submits it to the proper administrators for approval, then works with CIT to move the publication through the publishing process. If you are seeking money from extension administration to support printing the publication, please discuss your request with the extension associate dean or program leader before submitting the paperwork. When filling out your Movement of Copy, use the funding source number they provide, as well as any other appropriate funding source numbers if other funding is involved.

◆ Following consideration of the reviewer comments and preparation of a final draft of the publication, submit the Movement of Copy form, accompanied by a double-spaced printout of the manuscript, a disk with a digital file in Word or WordPerfect, and any photos, slides or illustrations to be used in the publication, along with appropriate cutlines, which are the captions that appears under the photos, and signed photo release forms as needed. Graphics (photos, slides, illustrations) must be provided as separate files, even if they are embedded in the copy to show placement. Do not format the copy beyond marking copy that is to be boldfaced or italicized; provide a typed, double-spaced manuscript with one-inch margins that otherwise is unformatted. Formatting will be done in CIT. If you're sending digital photos, they need to be at the highest resolution possible for print publication. Printed photo copies as well as the original files need to be sent. Generally photos should be at least 200 dpi. When possible, send the original art for any illustrations or high-quality, high-resolution scans.

◆ If you are submitting a Movement of Copy form for a publication other than a NebGuide, **also attach your plan for marketing the publication.**

◆ After the Movement of Copy is signed by the unit administrator, forward it, along with copies of the manuscript and diskette or CD, to the extension dean's office. Extension educator-authored publications must be signed by the author's district director AND the appropriate subject-matter unit administrator.

◆ At the extension dean's office, the associate dean or program leader reviews your publication with these questions in mind:

- a. Is further review needed, including the involvement of another department?
- b. Are there any potential policy concerns in the content?
- c. Does the publication address the goals of at least one Extension Action Plan?
- d. If this publication is other than a NebGuide, is there a marketing plan for this publication attached to the Movement of Copy?

◆ The associate dean or program leader will consult with you as author, if needed, to discuss any questions or concerns regarding the publication, including addressing overall program objectives, duplication of content, number of copies requested, desirability of naming additional reviewers, funding, etc.

◆ When all questions are resolved, the Movement of Copy form is signed in the extension dean's office, and it and all that accompanies it are forwarded to CIT. **Be sure your manuscript is in FINAL FORM when it is sent to CIT.** Final form means all authors have signed off on the copy as finished and ready to go, and there will be no major rewrite, additions to copy, or movement of large copy segments within the document once it has entered the editing process. Final copy saves both time and money because changes cost both in production. Your submission is to include all needed illustrations, cutlines, and permissions for use when needed for anything included in the publication that is not original, such as an illustration from somewhere else.

Editing, typesetting and design

◆ Communications and Information Technology will assign a publication number when the Movement of Copy signed by the extension associate dean or program leader is received in CIT. For NebGuides CIT also will assign a publications category if none is specified. If, as the author, you wish to request a specific publications category, such as "Beef – Feeding and Nutrition" or "Consumer Education – Ecology & Environment – Family," there is space provided for this on the Movement of Copy. Use the drop-down menu on the Movement of Copy Web page to view the categories. Otherwise, CIT will assign the category for you. Once the number is assigned, a publications editor will be assigned to your publication to manage its progress through the publishing process.

◆ The publications editor will review your publication and, for publications other than NebGuides, consider the number of copies requested and a time schedule for the publication. He/she may consult with you at this time. CIT acts as liaison with Printing Services in the printing process.

◆ Time frames for completing a publication can vary widely, depending on the complexity of the publication, time of year, workloads and other variables. The number of changes you make in a publication affects the time frame, as does the amount of time you keep it for review when it comes to you for proofing. Simple publications such as NebGuides routinely have a six-week time line from the time they arrive at CIT to the time they are published to the Web. Authors who are working under especially tight time frames should confer with their editor as early as possible so accommodations can be considered. Editors will be glad to talk with you about a time line for all publications, so no misunderstandings occur about how long the process for your publication is expected to take.

◆ If you have special needs or expectations for your publication, it is essential you convey that to the editor and designer or desktop publishing specialist working with you on the publication before editing begins. Discussion helps the CIT team better understand your intended audience and publication goal, and how art or design can help achieve your expectations. This also can make a difference in how the publication is edited.

For example, as author you may be visualizing a designed cover, while the editor is planning a straightforward research style with copy starting on the front page. Sorting out these details at the beginning so author, editor and designer or desktop publishing specialist all understand the expectations helps head off potential concerns later that can delay printing. Extension publications must follow the UNL Toolbox requirements and extension template.

◆ The publications editor is responsible for editing the publication to conform with university style, and to assure readability and correct grammar usage. Any special editing expectations should be discussed between the editor and author(s) before editing begins. The editor also is responsible for shepherding the publication through the production and distribution process. Any and all editors' changes are reviewed by the author before printing. If you have any questions or concerns regarding an editorial change, be sure and discuss that with your editor.

◆ Once the publication is edited, the editor works with a designer and/or desktop publishing specialist to prepare a publication draft that then will be returned to the publication's lead author for review.

◆ It is the lead author's responsibility to ensure all information in the publication draft is correct. As author you are to make any changes you consider necessary and return the corrected draft to your editor, who will review your comments and incorporate needed changes into the copy. If the editor has any questions regarding the author's changes, the editor will contact you to discuss those changes. As noted earlier, the time it takes you as the author to return reviewed drafts to your editor is a major factor in your publication timetable. If, as the author, you are not in a hurry for a publication and will not have an opportunity to review it immediately, it is helpful to let your editor know that. Once any changes you've made in the draft are ready, you'll be provided a second draft of the corrected publication so you can review it once more and approve it before it moves forward for publishing.

◆ Many Extension publications have several authors, but all have only one lead author, with whom CIT works through the proofing process. The lead author receives publication proofs from CIT. The lead author may share proofs with coauthors as he or she deems appropriate. If coauthors have suggestions once they see a draft, they are to send those back to the lead author for consideration. The lead author, after considering all the coauthors' suggestions, will make those he/she deems appropriate and then will provide one corrected copy of the draft to CIT. In this model the lead author serves as the funnel through which copy flows so CIT editors, designers and desktop publishing specialist avoid dealing with multiple, and possibly contradictory, corrected versions of copy from multiple authors. It is the lead author's job to reconcile any and all suggestions coauthors make to a draft (if the lead author shares it with them) before returning the one official corrected draft to CIT to continue its way through the publishing process.

◆ Once the publication copy is approved, CIT publishes Extension's NebGuides to the Web. For other extension publications as needed, CIT arranges printing with Printing Services or an outside print shop. The standard time line in the print shop for print jobs is at least 10 working days; length and complexity of the job can extend that time line. When you and your editor discuss the time line for your publishing project, the time in the print shop will be included in that time line. (See below for information on how to determine number of copies printed.)

◆ Authors can request up to 10 free copies of their printed publications from the warehouse. They may purchase additional copies at the wholesale rate.

More about printing

◆ Because printed publications such as Extension Circulars generally are larger than a four-page publication and are more expensive to produce, they usually are classified as "charge" items that have both a wholesale and retail price. The typical initial print run on these types of publications is 1,000 to 1,200 copies.

◆ If the author knows of some special distribution plans for a publication — for example, plans to hand out hundreds of copies at a meeting — he or she should consult with the editor and/or the CIT manager of printing and distribution to make certain the print run will see those needs are met. It is much more cost efficient to do one larger run of a publication than to find there is a need to do two smaller runs of the same publication within a short time.

Funding

◆ Extension no longer has an allocation from which each department is allocated a pool of money for use in the production of numbered extension publications. Instead, NebGuides now are published to the Web, with extension administration covering the costs of that Web publishing for all departments.

◆ For other publications, such as ECs, extension administration may partner with departments to produce these publications by covering layout and art charges and some or all of the initial printing costs for publication. This funding will be in the form of a loan, which must be earned back by sale of the publication so the seed money is recovered to use for future publications. That is why authors are to include marketing plans for their publications with their Movement of Copy forms — a plan must be in place showing how the seed money provided by extension will be returned.

◆ Once the initial seed money is returned to extension administration, the additional funds earned on the publication will go into each department's publication income account maintained by CIT.

◆ Income earned from the sale of extension publications (once seed money has been returned) can be used at the discretion of the unit administrator for reprinting existing publications or developing new ones. It's important to note that income funds from specific publications are not automatically earmarked by CIT for use in reprinting that particular publication. It is up to units to decide how those funds are to be used. Publication income can be carried over for one year.

On the Web

◆ All Extension NebGuides and some other extension publications are posted to the Web at <http://extension.unl.edu/> publications after they have completed the editing, production, and printing processes if the publication is printed. NebFacts are being phased out over the next three years; any returned to publication as they are reviewed will be returned as NebGuides, and NebGuides automatically are posted to the site.

◆ On a case-by-case basis, some ECs also may be published directly to the Web, without a printed version. Reasons considered for this include size of audience and easy accessibility to Web publications for that audience, as well as size and complexity of the publication. Printed Extension Circulars earn money back to the department for future publications printing. Printed ECs may be sold through the IANR shopping cart. Circulars can be posted free to the Web at the request of the department head or authors, with agreement from extension administration.

◆ 4-H publications are not posted to the Web except as “for sale publications” available through the shopping cart.

◆ At the request of the funding department or center, multi-state publications may be ordered and stored on extension's warehouse shelves. If UNL is the host institution, these publications, depending on their size and use, may be posted to the extension Web site at the lead author's request, with agreement from the other cooperating states.

◆ If a department wishes to showcase a publication on its Web site, it should link to the publication on the Extension Publications Web site rather than post the publication directly on the department's own Web site. This ensures there is only the official, reviewed and approved version of the publication available to the public. **No department is to post extension publications to the Web on its own. All are to link to the Extension Publications Web site** (<http://extension.unl.edu/publications>).

◆ While NebGuides are posted directly to the Web, the time between when other publications (ECs, MPs, etc.) are printed and then posted to the Web depends on whether any graphic revisions are needed to enhance the publication for Web posting. (If the original publication was developed in black and white for low-cost printing, CIT will try to replace any available photos and graphics with color versions of the same to create a more Web-

friendly document. This may delay posting, depending on the size and design of the publication.)

A warning about “doing it yourself”

◆ While many of today's programs make it easy to create formatted publications, *numbered* extension manuscripts should be submitted to CIT in a simple, double-spaced text format – see earlier directions under “Back to the paperwork.” A printed copy as well as a digital file should be provided. Photos or graphics may be embedded in the file to indicate placement, but these images cannot be used in the final document. All graphics and photos need to be sent in individual, high resolution files. Preformatting publications, especially larger ones, actually can and does delay editing and publication.

◆ A number of software programs now are available for word processing, desktop publishing and design and development of graphics, making it easier for almost everyone to create graphics that look good on their monitor or printed out on an inkjet color printer. Unfortunately, what is seen on the monitor is no indication of what is needed to accomplish a professional publication printing. CIT designers, desktop publishing specialist and editors prepare publications to meet your communications needs as well as the printer's requirements.

◆ If you're working with a private designer on a *non-numbered* publication, be sure the designer prepares it in a format and with design elements that can be printed at the highest quality and an affordable price. Visit with an editor or designer in CIT to know what is required. All publications must meet the UNL Toolbox requirements and extension design formats. Small changes in design, color selection and paper unnecessarily can add thousands to a printing bill. Check with the intended printer for specific details on what they require and what will provide the best results for the money invested. For example, graphics or publication designs should be prepared in print-ready colors (CMYK) rather than monitor-based colors (RGB) so color separations easily can be made and so there is a common color denominator among various programs that may be used to develop elements of the publication.

FYI — publications review

All extension publications are up for review every five years, to be sure the information provided still is timely and accurate. If the publication no longer is pertinent, it is to be dropped by the department responsible for it. If revisions are needed to keep the document timely and accurate, they are to be made at that time.

Of course, department heads and authors always should be aware of the publications they and their department have available to extension clients, so if review and revision of any publication is needed before the five-year period lapses, that occurs as needed.

Checklist for Planning an Extension Publication

Before writing:

Before starting to write a publication, the author(s) should develop a short written plan to use when discussing the publication with the department chair/head or district director and the appropriate Extension Action Team. Topics that need to be included in the plan are:

- _____ goal(s) that will be met in developing these materials.
- _____ Extension Action Plan being addressed.
- _____ a brief summary of what will be included in the publication.
- _____ how the publication will be used.
- _____ target audience(s) of the publication.
- _____ funds to be used and availability of funds.
- _____ author(s) and the responsibilities/tasks to be completed by each person.
- _____ potential reviewers.
- _____ time line for development and use of the publication.

The department chair/head or district director will review the proposal, in consultation with the appropriate action team when indicated, and if necessary discuss it with the authors for revision and/or final acceptance.