University of Wyoming

Cooperative Extension Service Office of Communications & Technology

Publications Procedures and Guidelines Manual

July 2002 Revised February 2004

College of Agriculture Cooperative Extension Service Office of Communications & Technology Department 3354 • 1000 E. University Avenue Laramie, WY 82071 307-766-2540 FAX: 307-766-3998

Table of Contents

Mission statement
Developing materials
Format and grammatical standards
Model release information
Reproducing materials published by another entity
Use of UW logos
Disclaimer statements
Signatures
Internet references
Types of publications
Publications process
Print quantities
Pricing
Distribution
Marketing
Publications catalog (MP-7R)7
World Wide Web7
The reprint publication process7
Out-of-print or revised publications7
Other entities reproducing UW CES publications
Appendices
A ~Format and grammatical standards10
B ~Publication Proposal, Review, and Approval Form11
C ~Cover letter to accompany Request for Reprint
D ~Sample Request for Reprint form14
E ~Author Approval to Print Publication form
F ~Resource Center Publications Distribution form
G ~Letter to accompany author copies of a publication
H ~Sample <i>Model Release</i> form
I ~Sample letter asking permission to reproduce materials
J ~Sample letter regarding Internet references
K ~Sample note to the counties requesting removal and/or restocking
L ~Sample Approval for exception to peer reviewer standards

Mission statement

The publications staff members in the Office of Communications & Technology (C&T) support the University of Wyoming College of Agriculture by disseminating research-based educational information to improve people's lives. C&T helps create and distribute written materials that are educational, accurate, readable, attractive, and developed to meet the specific needs of Cooperative Extension Service (CES), Agricultural Experiment Station (AES), and college clientele.

Developing materials

Responsibility for the development of publications starts with the author(s) or program planning teams. The author(s) should have considered the appropriateness, the expressed need by clientele, and the economic feasibility of producing an item.

The author may be required by his or her department head or funding source to do a needs assessment of county offices and regional clientele prior to approval.

Format and grammatical standards

C&T maintains a standard for formatting and grammatical style. *Appendix A* provides a list of those standards to assist the author with preparing his or her manuscript.

Model release information

If a publication is to contain photographs of people and any of them are recognizable, the author must obtain a signed release from the people in the pictures. *Appendix H* provides a sample release form.

Reproducing materials published by another entity

The author must receive written permission to reprint and distribute any material or artwork published by another agency, extension organization, or private publisher. *Appendix I* provides an example of a cover letter that can be used to request permission to reproduce text or photos.

Use of UW logos

The various correct logos are available as .tif files from C&T. A logo should be placed prominently on materials distributed or available to the public.

2

Disclaimer statements

All publications will include the following statements:

Issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Glen Whipple, Director, Cooperative Extension Service, University of Wyoming, Laramie, Wyoming 82071.

or

Issued in furtherance of Agricultural Experiment Station work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, James Jacobs, Director, Agricultural Experiment Station, University of Wyoming, Laramie, Wyoming 82071.

and

Persons seeking admission, employment, or access to programs of the University of Wyoming shall be considered without regard to race, color, religion, sex, national origin, disability, age, political belief, veteran status, sexual orientation, and marital or familial status. Persons with disabilities who require alternative means for communication or program information (Braille, large print, audiotape, etc.) should contact their local UW CES Office. To file a complaint, write the UW Employment Practices/Affirmative Action Office, University of Wyoming, Dept.3354 • 1000 East University Avenue Laramie, Wyoming 82071

and, if appropriate,

Trade or brand names used in this publication are used only for the purpose of educational information. The information given herein is supplied with the understanding that no discrimination is intended, and no endorsement information of products by the Agricultural Research Service, Federal Extension Service, or State Cooperative Extension Service is implied. Nor does it imply approval of products to the exclusion of others that also may be suitable.

Signatures

All signatures of reviewers, department heads, and associate deans (CES and AES directors) on the *Publications Proposal, Review, and Approval* form (*Appendix B*) **must** be obtained prior to submitting the project to C&T to start the publications process.

Internet references

References in a bibliography should be **current** at the time of publication. Although Web addresses may change or sites may disappear while the publication is at the printer or on the shelf, it is the author's responsibility to update references if the bulletin or article is reprinted.

C&T 7/02-Revised 2/04

3

The policy of C&T will be to check Internet reference sites on publications that go through the editor for printing **or** reprinting. If the sites do not check out at that time, they will be included in the publication only if the author corrects the URLs or can demonstrate that he or she has a file containing hard copies of the referenced material that will be available upon request by the reader.

Any exceptions to this policy must be approved in writing by the department head and appropriate program leader. A sample letter can be found in *Appendix J*.

In all instances of bibliographies containing Web site references, the following disclaimer will be printed using the author's name, address, phone number, and e-mail address as contact information:

Be aware that due to the dynamic nature of the World Wide Web, Internet sources may be difficult to find. Addresses change and pages can disappear over time. If you find problems with any of the listed Web sites in this publication, please contact (author name, address, phone number, e-mail address).

Types of publications

UW Cooperative Extension Service and Agricultural Experiment Station publications include 4-H (4-H); bulletins (B); manuals, field guides, and reports (MFR); and miscellaneous (MP).

- **4-H** materials are used in Wyoming and youth programs and include both UW-produced titles and those purchased from other states and agencies.
- **Bulletins** are popular reports and educational references for non-technical audiences. They contain basic instructions, recommended practices, and/or provide information on timely, useful topics. These publications are written for farmers, ranchers, homemakers, senior citizens, and low income families as well as other general and specific audiences, depending on the subject matter. They are generally small booklets, but also may be spiral or hard-bound books.
- Manuals, Field Guides, Reports are materials meant for selected lay audiences or fellow scientists in the same or related fields. They may be progress reports, final summaries of projects, or other specialized reports containing more complete research data.
- **Miscellaneous Publications** are materials such as flyers, brochures, and posters that present less, but more specific, information for the lay audience.

Publications process

The author will first discuss with and then submit a *Publications Proposal, Review, and Approval* form obtained from C&T or the web at <u>www.uwyo.edu/cessupport</u> to his or her department head. The department head will approve the publication for production and circulate it to three reviewers. A minimum of three (3) reviewers will be required for each publication, at

4

least one of whom must be a reviewer external to the College of Agriculture. If a document is submitted for publication with less than three peer reviewers and/or without an external reviewer, approval of that document for publication will require the signature and approval of the department head, the C&T manager, and the appropriate associate dean (*Appendix L*). The reviewers will be instructed to return their comments to the primary author.

Once the publication has been reviewed and returned to the author and recommended changes have been made, the package will go to C&T. This package will include the completed and fully signed *Publications Proposal, Review, and Approval* form; an abstract to be used for the Web page and press releases; and the manuscript assembled in order, paginated, and double-spaced with indicators and instructions for insertion of graphics and/or photos if appropriate.

There will be two edits by the project editor who will return the redline copy to the author for corrections after each edit.

When the author returns the final corrected version, he or she will provide an electronic file of the publication in either WordPerfect or Word. The author also will provide graphics and photos at this time.

The graphic artist will format the publication. The formatted version will be proofread and approved by the author with a signature on the *Author Approval* form (*Appendix E*).

The graphic artist will meet with the author to determine printing specifications. Unless otherwise determined, all publications will be printed on laser paper, have a color cover, and be black and white on the inside. C&T will provide the necessary materials to the printer.

The printer will deliver the publication to the Resource Center (aka Bulletin Room). The Resource Center secretary will distribute the copies.

The editor will prepare and distribute a media release that will include ordering information. The editor will also notify all CES personnel of the release of each publication via e-mail. This notification will include a link to the publication on the web.

The webmaster will post the publication to the Web.

Print quantities

C&T will print enough of each publication to be distributed to the author(s) and libraries unless there are other indicators. Other indicators include, but are not limited to, available grant money for a larger distribution, historical documentation that larger quantities will be sold, and special requests by the author(s) that are supported by a needs assessment and approved by the funding sources.

Pricing

Prices for catalog titles will be established at an amount sufficient to cover the cost of production

5

and distribution of Resource Center publications without engendering any profit to the revolving account funding the publication. Publications will be retailed at the currently published price.

Size in pages	Front and back cover	Inside pages	Fold and staple	Total per bulletin
4 pages	1.65	.20	.15	2.00
8 pages	1.65	.40	.15	2.20
12 pages	1.65	.60	.15	2.40

Distribution

County offices may order directly from the Resource Center for resale copies at the catalog price. Offices should order only what they know they will sell, as there will be no returns. All new publications will be available on the Web and will be distributed quarterly if needed to each county office at no cost.

The editor, graphic designer, bindery, and file will receive one copy each.

Three copies will be sent to Coe Library for shelving. Two copies will be sent to the Wyoming State Library.

The Resource Center will keep two copies. (Publications Distribution form in Appendix F.)

The C&T manager will send a cover letter (*Appendix G*) and two copies of the publication to each author.

The webmaster will post an abstract and/or a downloadable file (in full color) to the college publications Web page.

Marketing

C&T editors will issue a media release for each publication produced.

CES and AES will purchase an annual advertisement, funds permitting, listing the **most** popular bulletins and the ordering information, in select state and regional newspapers and agriculture publications. A flyer advertising these publications will be included in the three major College of Agriculture mailings each year, again funds permitting.

Publications catalog (MP-7R)

An updated, hard copy catalog will be produced by C&T each January and distributed to all UW College of Agriculture departments and to all state extension offices in the U.S. Twenty-five copies will be sent to each Wyoming county extension office.

C&T 7/02-Revised 2/04

6

All publications (hard copy and Web only) will be listed in the catalog. Web only will be noted.

An on-line catalog will be placed on the Web and updated throughout the year as new publications are produced or existing ones go out of print. Ordering information, such as the price for a hard copy and the e-mail address, will be on the Web page.

World Wide Web

College of Agriculture Web pages will contain an abstract for all publications. Most publications will be on the Web in their entirety. Large publications that require a long time to download will be indicated.

C&T also provides Web only publishing to College of Agriculture authors. It should be noted, however, that authors who select Web only publishing are still obligated to fill out the proper forms and go through the peer review, editing, and graphic design processes. If a publication is not printed, the overall publications process is shortened by approximately two days. There is no cost to the author/or department, or funding source if a hard copy is not printed.

Publications are not to be posted to the Web without going through both the usual review process and the editing and formatting process. Posting of draft texts reflects poorly on the university, the college, and the departments. The general public is unlikely to differentiate between publications that are draft and those that have been through the required process. The college wants to ensure the content is appropriate and accurate before it is presented to clientele. Anyone posting draft materials on the Web will be asked to remove them.

The reprint publication process

When the Resource Center secretary determines that the supply of a title is low, the author or subject matter specialist will be sent a *Request for Reprint* form (*Appendix D*) with a cover letter (*Appendix C*).

The author or subject matter specialist for the publication will forward a copy of the *Request for Reprint* form to the administrative funding source for approval.

If the publication project is large and/or expensive, the author may be required to do a needs survey of county offices prior to approval.

When all signatures have been obtained, the approved *Request for Reprint* form and a copy of the publication or a revised manuscript will be returned to the publications staff.

Out-of-print or revised publications

Titles may go out of print or need to be revised for a number of reasons. For instance, a title may no longer support a current plan of work, it may contain obsolete information, or its distribution may be so low that it's not worth stocking.

7

Periodically, an author/or subject matter specialist will receive a copy of an out-of-date publication, a *Request for Reprint* form, and a letter (*Appendix C*) asking him or her to indicate whether the publication should be re-edited and re-formatted, reprinted with minor changes, revised completely, or removed from inventory.

If a publication is to go out of print, the counties will be notified with a note (*Appendix K*) asking them to remove it from their shelves. If it is updated, the counties will be asked to remove the old version and replace it with the new.

Other entities reproducing UW CES publications.

The majority of UW CES and experiment station publications are considered public domain and are therefore copyright-free. This means other individuals, agencies, and organizations can reproduce materials and distribute them without violating copyright law. However, if another agency or organization wishes to copy and distribute UW CES or experiment station materials, the UW CES logo should be included on the document. The sentence, "This material was originally developed by the University of Wyoming Cooperative Extension Service for educational purposes." may be added to clarify the source of the material.

8

C&T 7/02-Revised 2/04

9

Comment [rw1]:

1

Appendices

- A ~~ Format and grammatical standards
- B ~~ Publication Proposal, Review, and Approval Form
- B.1 ~ *Peer Review* Form
- C ~~ Cover letter to accompany Request for Reprint
- D ~~ Sample *Request for Reprint* form
- E ~~ Author Approval to Print Publication form
- F ~~ Resource Center Publications Distribution form
- G ~~ Letter to accompany author copies of a publication
- H ~~ Sample *Model Release* form
- I ~~ Sample letter asking permission to reproduce materials
- J ~~ Sample letter regarding Internet references
- K ~~ Sample note to the counties requesting removal and/or restocking
- L ~~ Sample Approval for exception to peer reviewer standards

NOTE: Italicized items are on the WEB in .pdf format for your use. UWYO.EDU/CESSUPPORT/

Appendix A

Format and Grammatical Standards for Documents, Publications, and Bulletins to Be Published by CES Office of Communications and Technology

- 1. Double space all submitted text.
- 2. Use left justification for your page; do not use full justification.
- 3. Use a serif font such as Times Roman or CG Times for body text. Use 12 pt. size only.
- 4. Put only one space after end-of-sentence punctuation, a colon, or a semi-colon, etc.
- 5. Tab at the beginning of a paragraph; do not use the space bar.
- 6. Insert a comma before "and" in a list of items.
- 7. Only use a semi-colon to separate items in a list if one of the items has commas within it.
- 8. Use bold or italic for emphasis; do not underline or use all caps.
- 9. Book and publication titles are to be in italics, article titles in quotation marks.
- 10. Capitalize titles only when they are before a person's name (President Philip Dubois).
- 11. Numbers one through nine are written out, numbers 10 on are numerals. Measurements are always numerals.
- 12. Write out "degrees Fahrenheit," "inches," "pounds," etc. in text.
- 13. Type dates as "August" 1 rather than "1 August."
- 14. Use curly apostrophe and quotation marks.

2

UNIVERSITY OF WYOMING Cooperative Extension Service Communications and Technology Publication Proposal, Review, and Approval

Your review of the attached publication is requested by the author. Your comments are important and appreciated. Thank you.

Author:	Date:
Department:	
Publication Name:	
Publication #:	
Reviewer's Name:	
Title:	
Organization:	
Signature	Date:
Comments:	

C&T 7/02-Revised 2/04

3

UNIVERSITY OF WYOMING Cooperative Extension Service Communications and Technology Publication Proposal, Review, and Approval

Publication Number	
(Assigned by CES C&T)	

General information

Contact Person:	
Author(s):	
Proposed title:	
Funding Source	Type of Publication
Grant	Bulletin
Cooperative Extension Service (CES)	Manual/Field Guide/Report (MFR)
Agricultural Experiment Station (AES)	Miscellaneous Publication (MP)
4-H	
Proposed Format	Distribution Method
Bulletin	WEB Only (If compatible)
Brochure/flyer/fact sheet	Print Only
Poster	Print & WEB (if compatible)
Other	
Does any of the text for this publication come fro If yes, please attach copyright permission Publication status: New publication Major revision (Please attach a copy of the old Is this publication part of a series? If yes, which one?	n. publication.) Yes No
Revision schedule: 2 yrs 4 yrs	N/A
Will this manuscript recommend pesticides? Yes No	o
If yes, please have the following completed:	
Pesticide recommendations have been reviewed and ap	proved.
Pesticide	
Target Completion Date:	

Needs assessment:

Does this publication support a Plan of Work?	Yes N	lo	N/A
If yes, please list the POW title.			
What is the educational objective of this publication	?		
What is the expected impact of this publication?			
Are you aware of any extension publication(s) prodestion supplement this publication? Yes		0	substitute for or
If yes, what would it cost to acquire them?	_		
Have you checked with colleagues in other states to bulk supply of the title? Yes	o see if they woul No	ld be intereste	ed in purchasing a
If yes, please describe			
nting specifications:			

Printing specifications: Number of photos and/or figures:

Estimated number of typed double-spaced manuscript pages: _____

Estimated cost to complete publication (See chart below.):

Size in pages	Front & back cover	Inside pages	Fold & Staple	Total per bulletin
4 pages	1.65	.20	.15	2.00
8 pages	1.65	.40	.15	2.20
12 pages	1.65	.60	.15	2.40

(Contact the graphic artist for assistance, if necessary.)

What are your plans for marketing and distribution of the publication?

An abstract must be included with this packet.

Author signature:	Date
Reviewed by: 3 reviewers (separate form available for eac	h signature.) See Form B.1
Internal Reviewer Name:	Date
Internal Reviewer Name:	Date
External Reviewer Name:	Date
Approved by:	
Department head:	Date
Associate dean:	Date
C&T manager:	Date

UNIVERSITY OF WYOMING Cooperative Extension Service Communications and Technology Publication Peer Review

Your review of the attached publication is requested by the author. Your comments are important and appreciated. Thank you.

Author:	Date:
Department:	
Publication Name:	
Publication #	
Reviewer's Name:	
Title:	
Organization:	
Signature	Date:
Comments:	

Appendix C - Letter to accompany Request for Reprint



Cooperative Extension Service College of Agriculture Communications and Technology P.O. Box 3354• Laramie, WY 82071-3354 (307) 766-2540 • fax (307) 766-3998 • www.uwyo.edu

TODAY'S DATE

To:

From: Dee Bixby, Resource Center

It has come to my attention that the publication MP-85 *Insect Guide: Field Crops* was last printed July 1985. The Resource Center has _____ copies on the shelf at this time. We have sold _____ in the last five years.

I would appreciate your reviewing this publication and determining if it should be re-edited and reformatted, reprinted with minor changes, revised completely, or allowed to go out of print.

I have included a *Request for Reprint* form for your convenience. Please indicate your decision, sign the form, and return it to the Office of Communications and Technology by ______.

The University of Wyoming and the United States Department of Agriculture cooperate. The University is an equal opportunity/affirmative action institution.

_Request for Review of Outdated Publication _Request For Reprint Of Out Of Stock Publication

Pub. No		Date	
Title			
Author(s)			
Date Originally Printed:		Number Printed:	
Number Sold in last 5 years		Copies Currently in Stock:	
Date last reviewed:		Copies in Stock at that time:	
Number sold since last review: FUNDING SOURCE:	CES	AES	4-H
FUNDING SOURCE.	CES	AES	4-11
Number requested for reprir	ıt:	_ Estimated cost to reprint	t: \$
Resource Center clerk			_ Date
Approval of Request to Restatus.	print: If author is no long	er available, the department	head will determine reprint
Content okay, leave	as is, review again in		
* Any of the following choic	es will necessitate purging	current stock. Cost of	f purge:
Content okay, re-ec	lit, re-format, distribute. (o	nly if inventory is depleted)	
Author will revise of	completely and initiate new	Publication Proposal, Revie	ew, and Approval Form.
Publication obsolet	e, remove from consumer o	catalog and resource center s	helf and web site.
Author(s)			Date
Department Head			Date
Associate Dean		ApprovedNot Appro	oved Date
C&T Manager			Date
Resource Center inventory	y information: (To be com	pleted by Resource Center c	lerk after decision is made.)
IF REPRINTED:			
IDR, FPO or PO	Date ordered	Quantity	v ordered
Consumer Cost	Total cost	Individu	al cost
Date received	No. received		
IF PURGED:	No. received		

 Date purged
 Number purged
 Cost of purge

Appendix E - Author Approval

Office of Communications and T	Technology
Author Approval	00

Publication number ______.

Title: _____

Proof seen and approved for printing by *(author)*:

If there are errors discovered after you sign this form, reprinting will be your responsibility.

Date: _____

.....

Office of Communications and Technology Author Approval

Publication number ______.

Title: _____

Proof seen and approved for printing by *(author)*: ______

If there are errors discovered after you sign this form, reprinting will be your responsibility.

Date: _____

Publications Distribution

Pub. number	Titl	e				
Author(s) name(s)_						
Where printed Source (Ext or Exp)						
IDR, FPO or PO No Date received Total cost						
Quantity received _	Individual cost Consumer cost					
Distribution date		Number dis	tributed	Beginning inve	Beginning inventory	
County	Normal distribution	Number distributed	County	Normal distribution	Number distributed	
Albany			Sheridan			
Big Horn Basin			Sublette			
Big Horn Lovell			Sweetwater			
Campbell			Teton			
Carbon			Uinta			
Converse			Washakie			
Crook			Weston			
Fremont Lander			Wind River Res			
Fremont Riverton			Archer R&E			
Goshen			Powell R&E			
Hot Springs			Sheridan R&E			
Johnson			Torrington R&E			
Laramie			Editor	1		
Lincoln- Afton			Layout person	1		
Lincoln-Kemmerer			Office copy (for Web & f	file) 2		
Natrona			Bindery	1		
Niobrara			Coe Library	3		
Park Cody			Resource Center	2		
Park Powell			Author(s) EACH	2		
Platte			Wyoming State Libra	ry 2		
			TOTAL WITH ONE AUTHOR	14		

Appendix G - Author Letter

University of Wyoming

Cooperative Extension Service College of Agriculture Communications and Technology Department 3354 • 1000 E. University Avenue Laramie, WY 82071 (307) 766-2540 • fax (307) 766-3998 • www.uwyo.edu

To: Ben Silliman

From: Barb Farmer, Manager CES Communications & Technology

I have attached two complimentary author copies of your bulletin B-1094 *Caring Counts: Supporting a Child on School or Community Projects.* A complimentary copy also has been sent to each county office.

The publication will be accessible on the Web, and we will send a press release announcing its availability to statewide newspapers and trade magazines.

We would appreciate any comments you may have regarding our publication process. If you have suggestions you think would improve this process, please let us know.

Thank you.

Appendix H - Model Release

MODEL RELEASE

I, ____

Print full name

____, do hereby

authorize the University of Wyoming, its agents, successors, and assigns, to use and reproduce photograph(s) in which I appear in official UW publications, and I waive any right that I may have to inspect and approve said photograph (or any copy that may be used in connection therewith) or to receive compensation for the use of said photograph.

Sign full name

Street or box number

City, state, zip code

Date

Sovereign Immunity. The University of Wyoming does not waive its sovereign immunity or its governmental immunity by entering into this Agreement and fully retains all immunities and defenses provided by law with regard to any action based on this Agreement.

Appendix - I - Request for Permission to Reproduce Materials



July 12, 2005

New World Books 5511 South Creek Street Madison, WI 55671

Dear

I am writing to request permission to reproduce materials from the book *Development of the Child from Birth to Age 10* by Sheila Wordsmith, ISBN #574389, published in 1995 by New World Books, pages 100 to 115, as highlighted on the enclosed.

We would like to reproduce this material in a bulletin on child development to be produced by the University of Wyoming Cooperative Extension Service, a non-profit, educational organization based in Laramie, Wyoming, and funded by federal, state, and county governments. The bulletin will be circulated to our offices throughout the state for distribution to our clientele.

Please advise us, by fax, if possible, if we have permission to reprint.

Sincerely,

Happy Educator

Appendix J

[your own letterhead]

July 12, 2005

To: Barb Farmer

From: Department Head Program Leader

I have reviewed the use of Internet references in the publication

_____, by

____·

Although the URLs are not currently accessible and the author has not kept a file of the information, I would recommend the publication be printed.

Appendix K – Request to Counties Requesting Removal and/or Restocking

Office of Communications & Technology Resource Center

Publication #, Title,			
By			
published	,		

will no longer be stocked by the Resource Center because:

it has become obsolete \square

it has been revised \Box

Please remove all old copies from your shelves and/or use the enclosed revised versions to replace them.

Resource Center
Clerk
Date_____

Approval for exception to peer reviewer standards

This publication is approved for release with only two (2) peer reviewers

This publication is approved for release without reviewer external to the College of Agriculture

Department Head	Date
Associate Dean	Date
C&T Manager	Date