



UW

Extension
Communications & Technology

PUBLICATIONS PROCEDURES AND GUIDELINES MANUAL

MISSION STATEMENT

UW Extension's Office of Communications & Technology (C&T) supports the UW College of Agriculture and Natural Resources (CANR), UW Extension (UWE), and the Wyoming Agricultural Experiment Station (WAES) by disseminating research-based educational information. C&T helps create and distribute written materials that are educational, accurate, readable, attractive, and developed to meet the specific needs of Extension, WAES, and college clientele.

DEVELOPING PUBLICATIONS

Responsibility for the development of publications starts with the author(s). The publication process begins when the material is ready for C&T's assistance.

PUBLICATION PROCESS

See flowchart, [page 4](#).

1. Submit a Publications Request online at <http://bit.ly/uwe-projects>. This online form requires the following:
 - a. Delivery date for final product
 - b. Grant spending deadline (if applicable)
 - c. Project approval form signed by department head. See example, [page 5](#).
 - d. Two to three sentence abstract
 - e. Keywords (minimum three)

DOWNLOADABLES AT UWE EMPLOYEE RESOURCES

- Department head publication approval form
- Peer review form
- Model release form
- Project acceptance form
- Formatting and grammar standards list

- f. Three signed peer review forms. At least one of the reviewers must be external to the College of Agriculture and Natural Resources. See example, [page 6](#). Not needed for miscellaneous, non-peer reviewed documents.
 - g. Manuscript as a Word document (*Publisher files are not accepted*)
 - i. The manuscript is to be assembled in order, paginated, and include indicators and instructions for insertion of graphics and/or photos if appropriate.
 - ii. C&T maintains a standard for formatting and grammatical style. UWE employee resources for a list of those standards.
 - h. Link to a Google Drive or Dropbox folder containing high-resolution images, graphics, and copies of all release forms. Images and graphics embedded in Word and PowerPoint are not high-resolution.
 - i. If a publication contains photographs of people and any of them are recognizable, the author must obtain a signed release from the people in the pictures. See example, [page 7](#).
 - ii. The author must receive written permission to reprint and distribute any material or artwork published by another agency, extension organization, or private publisher. Include a copy of the written permission.
 - iii. If a publication contains Excel charts, graphs or tables, include the Excel file with the other documents.
2. C&T will contact the lead author to review the project request.
 3. Once the project is agreed upon, the project editor will review the document and return an edited version to the author for review and revisions.
 4. The project designer will create the layout and send it to the author for review and revisions until the author is satisfied with the final version. The final version will be proofread and approved by all authors. The lead author submits the Project Acceptance form signifying all authors have proofread and approved the publication. See example, [page 8](#).
 5. The publication is ready for distribution and marketing.
 - a. An ADA-accessible PDF will be added to Extension's online publications database. Epub and HTML formats may also be created.
 - b. The project editor will send out a press release.
 - c. The publication will be promoted on social media.
 - d. Print copies for archive purposes are sent to the Wyoming State Library and UW Library Technical Services and are filed in C&T's archives. One copy will be provided to the author.
 - e. C&T can arrange for additional print copies if the author provides funding to cover printing and distribution costs.

INTERNET REFERENCES

References in a manuscript must be current at the time of publication. References or site URLs that change or disappear after a bulletin is published will be updated by the author before reprinting.

The follow disclaimer will be included using the author's name, address, phone number, and email address as contact information in instances of publications containing website references:

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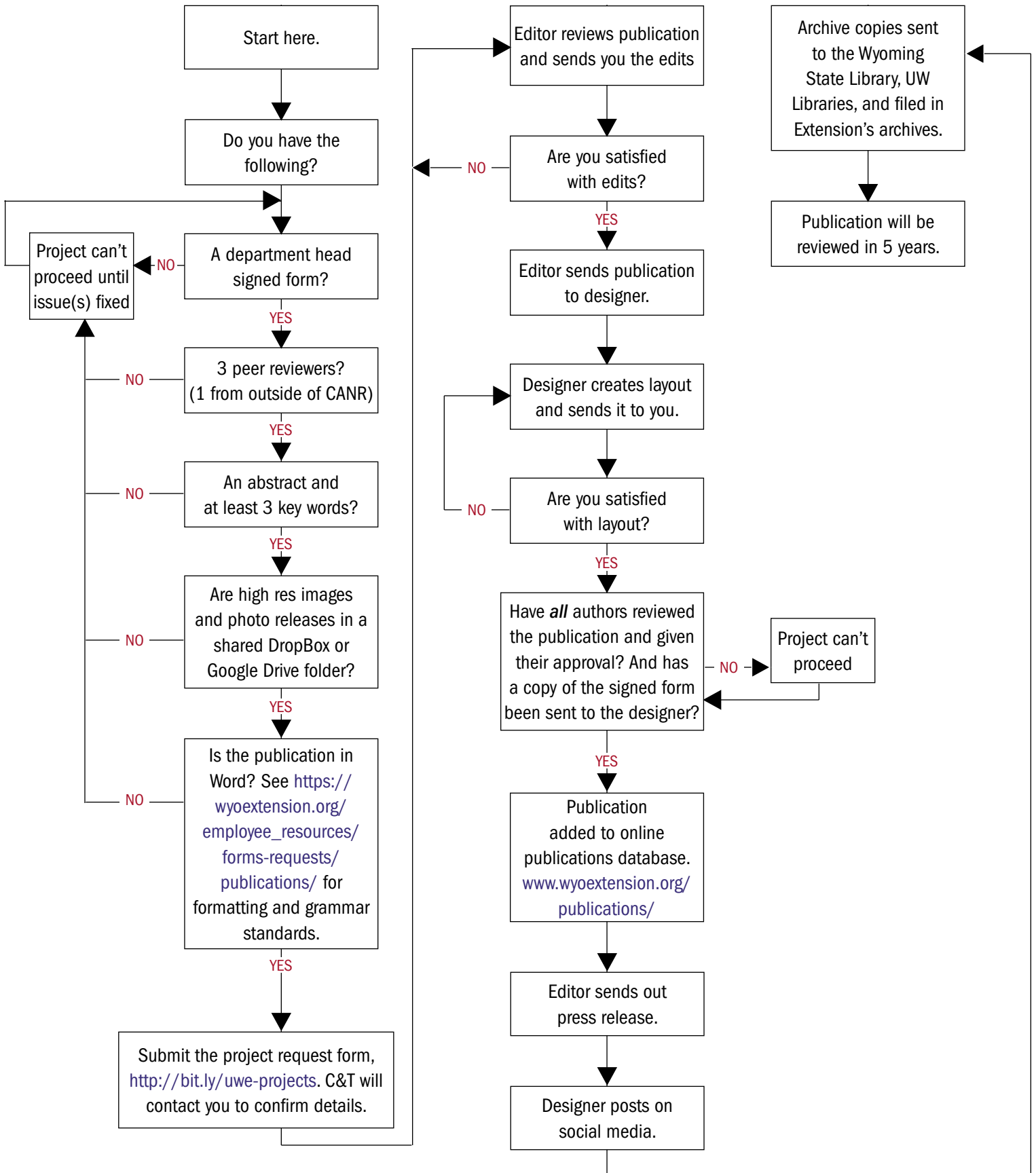
REVIEWING AND REVISING PUBLICATIONS

Each publication will be reviewed every five years. The lead author will be asked to indicate whether the publication should be re-edited, reformatted, and republished or removed from the online publications database. Titles may need to be removed from the database or 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 it does not warrant revising. If an author does not respond to the request for review, the publication will automatically be removed from the [online publications database](#). Removing an item from the online publications database simply archives the information and removes it from public access; *the information is not deleted*.

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THE PUBLICATION PROCESS



EXAMPLE FORM: DEPARTMENT HEAD PUBLICATION APPROVAL



Communications and Technology Department Head Publication Approval

Contact Person _____

Email _____

Phone _____

Author(s) _____

Publication Title _____

Contact Person Signature _____

Date _____

Abstract (2–3 sentences) _____

Keywords (3 words minimum) _____

Department Head Approval _____

Department Head Signature _____

Date _____

EXAMPLE FORM: PEER REVIEW



Extension
Communications & Technology

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

Author _____

Email _____

Phone _____

Date _____

Publication Title _____

Reviewer _____

Title _____

Organization _____

Signature _____

Date _____

Comments

EXAMPLE FORM: MODEL RELEASE



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(Signature)

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EXAMPLE FORM: PROJECT ACCEPTANCE



Project Acceptance Form

I acknowledge that I, and all co-authors, have reviewed this publication including, but not limited to, text, graphics, charts, tables, bibliography, and confirm this publication is complete and ready for distribution.

Lead Author Name _____

Email _____

Phone _____

Publication Title _____

Lead Author Signature _____

Date _____