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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.

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. 3434, 1000 E. 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.
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 [www.uwyo.edu/cessupport](http://www.uwyo.edu/cessupport) 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
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
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.

<table>
<thead>
<tr>
<th>Size in pages</th>
<th>Front and back cover</th>
<th>Inside pages</th>
<th>Fold and staple</th>
<th>Total per bulletin</th>
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<td>1.65</td>
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<td>8 pages</td>
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<td>12 pages</td>
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**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.
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.
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.