



UAF EXTENSION NON-NUMBERED PUBLICATIONS POLICY

The purpose of this policy is to establish guidelines for publishing and distributing non-numbered publications. Many of the information tools used to educate the public and our clientele about Extension programming do not go through the same peer review as numbered publications. However, it is expected that all Extension faculty and staff as well as vendors, contractors, for hire professionals or volunteers producing Extension communication materials will conform to UAF Extension graphic identity policy:

<http://www.alaska.edu/uaf/ces/comm/graphicid.xml>.

Non-numbered publications items include: fliers, brochures, newsletters, promotional and marketing tools.

Depending on the publication and intended audience UAF Extension Communications will determine which of the following must be included:

- Responsible faculty name
- Contact information
- Extension logo, prominently shown on the front page
- Date
- Extension web address: www.uaf.edu/ces
- Phrase America's arctic university
- Extension indicia
- UAF AA/EO statement: should be placed in small print at bottom of a page or the back of publication

The University of Alaska Fairbanks is an affirmative action/equal opportunity employer and educational institution.

or

UAF is an AA/EO employer and educational institution.

An Annual review process by the responsible faculty would apply so that the public is assured that information is still relevant and up-to-date.

Five copies of non-numbered publications need to be sent to Extension Communications for archive, including two for submission to the Alaska State Library.