



## UAF EXTENSION NUMBERED PUBLICATIONS PROCESS

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Extension faculty are responsible for interpreting and extending relevant research-based knowledge in an understandable and usable form to the public. The quality of Extension's publications reflects upon our credibility and on the image of Extension faculty and staff statewide, the University of Alaska Fairbanks and the Cooperative State Research, Education, and Extension Service.

It is essential that all UAF Extension publications be accurate and be presented in a concise, clear, and consistent manner. To meet this objective, UAF Extension Communications provides consultation and support for faculty and staff in the design, editing, production, and distribution of educational, promotional, and/or instructional materials for internal and external audiences.

The publications process for all official, numbered UAF Extension documents is outlined as follows:

- I. Proposal and Submission Guidelines
- II. Peer Review
- III. Editing, Design, and Layout
- IV. Final Proofing and Print Specifications
- V. Marketing and Distribution

### **PROPOSAL AND SUBMISSION GUIDELINES**

Before preparing new or substantially revised material as an official, numbered Extension publication, a proposal form must be submitted and signed by the program chair, communications manager and Extension director (See UAF Extension Publication Proposal Form). Once the project proposal has been approved, the completed form must be provided to UAF Extension Communications.

Extension Communications will only accept material for publication in the following manner:

- A completed publication proposal form must be provided to Extension Communications as soon as the project has received approval by the Program Chair
- Extension publications subject to peer review (see below) will only be accepted after the proposed document has been approved, the peer review process is complete, and signed peer review forms are submitted. (See UAF Extension Peer Review Form)
- Submit clean, complete manuscript, in hard copy and electronically, as an MS Word file with SEPARATE files for graphics, tables, artwork, photos, and figures. NO EXCEPTIONS.
- Extension Communications has developed a publications production specifications guide that provides detailed information on media requirements for submitting documents, artwork, photos, sides and graphics, including copyright information, federally required documentation, indices, and use of trademarked and/or brand names in UAF Extension publications. (See UAF Extension Publications Production Specifications)

### **PEER REVIEW**

Extension publications subject to peer review are:

- new, numbered publications
- grant-funded numbered publications
- numbered publications undergoing major revisions
- publications never included in the review process and requiring a number

Documents will undergo peer review by one to three reviewers, depending on the type or scientific complexity of the publication (refer to UAF Extension Publications Categories). The author(s) will provide Extension Communications with three suggested names. To add credibility and avoid the appearance of bias, Extension Communications will select the reviewers and initiates the review process:

- Extension Communications will assign a publication number and designation abbreviation to the document. (See UAF Publication Production Procedures)
- editor sends the document and a peer review form to each reviewer
- reviewers send completed peer review form and comment pages back to Editor
- editor sends reviewed publication to author and attaches copies of reviewers comments

### **EDITING, DESIGN AND LAYOUT**

It is the intent of Extension Communications to manage all projects in the most efficient, accurate and timely matter; therefore, Extension Communications will determine if some or all parts of the project will be outsourced to off-campus vendors or contracted to on-campus graphic designers, editors, or desktop layout professionals. The editing, design and layout of the document will follow this process:

- editor works with the author(s) to write, rewrite where needed
- document is edited for style, consistency, clarity and readability following established publications standards (See UAF Extension Style Guide)
- edited publication sent to author in layout form
- final proofing with author and sign off to print
- determine print quantity, print specifications and selection of printer

Grant-funded, numbered publications can be contracted out or produced by district office staff, however, the same procedures for proposal approval, peer review, editing and layout must be followed. Extension Communications MUST review and approve the final draft in order to assign a number to the publication, authorize final proofing and proceed with printing. Outside contractors or staff must be able to produce publications with software compatible with Extension Communications.

Outsourced graphic design, writing, and editing must comply with established UAF Extension Communications graphic standards and editorial style guides. These guides must be provided to contractors along with the document if it is outsourced.

### **MARKETING AND DISTRIBUTION**

Once the document is received from the printer, Extension Communications will oversee marketing and distribution as follows:

- determine pricing based on market value
- list the publication in the UAF Extension Publication Catalog
- post a "new publication" announcement on the Extension web site and announce via *e-News*, UAF Extension's faculty and staff on-line newsletter, and the UAF faculty /staff newsletter *Cornerstone* as appropriate
- work with authors to promote availability via listserves, professional organizations, etc.
- present at workshops or at appropriate exhibits
- one copy of the publication will go to each district office within Alaska
- two copies go to the Alaska State Library in Juneau
- courtesy copies may be provided to university administrators and/or funding agencies as appropriate
- courtesy copies may be provided to media for promotional purposes
- stock copies are placed on the shelf in anticipation of orders