

This policy establishes 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, to maintain the professional level of our publications, it is highly recommended that you ask Communications to proof these publications. It is also 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.uaf.edu/ces/media/comm/graphicid) at [www.uaf.edu/ces/media/comm/graphicid](http://www.uaf.edu/ces/media/comm/graphicid).

Non-numbered publications items include, but are not limited to:

- Informational items (I) – newsletters, workshop materials, conference proceedings
- Promotional items (P) - marketing and promotional brochures and fliers

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

- Responsible faculty name (I)
- Contact information (I, P)
- Extension logo, prominently shown on the front page (I, P)
- UAF logo (I, P)
- Date (I)
- Extension toll-free number: 1-877-520-5211
- Extension web address: [www.uaf.edu/ces](http://www.uaf.edu/ces) (I, P)
- Phrase “America’s Arctic University” (I, P)
- Extension indicia (I, P)
- UAF AA/EO statement: should be placed in small print at bottom of a page or the back of publication (I, P)

*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 is recommended 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.

For all non-numbered publications, the electronic file, including artwork, should be sent to Extension Communications. This is for ease of future updates or printing.