

Extension faculty are responsible for interpreting and providing 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 National Institute of Food and Agriculture.

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 in the following steps:

1. Proposal and Submission Guidelines
2. Peer Review
3. Editing, Design and Layout
4. Marketing and Distribution
5. Publication Review

### 1. 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 two program chairs, the communications manager and the Extension director. (See [UAF Extension Numbered Publication Proposal Form](http://www.uaf.edu/files/ces/comm/PubProposalForm.pdf) at [www.uaf.edu/files/ces/comm/PubProposalForm.pdf](http://www.uaf.edu/files/ces/comm/PubProposalForm.pdf).) Instructional CDs and DVDs that will become numbered publications also require a proposal form. Once the project proposal has been approved, the completed form must be provided to Extension Communications.

Extension Communications prefers to 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 been approved. If the publication has co-authors, a lead author must be designated as the point of contact for Communications.
- 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](http://www.uaf.edu/files/ces/comm/PeerReviewFormExtension.pdf) at [www.uaf.edu/files/ces/comm/PeerReviewFormExtension.pdf](http://www.uaf.edu/files/ces/comm/PeerReviewFormExtension.pdf).)
- Instructional CDs and DVDs must go through the same review and movement of copy process as printed documents if they are to become official, numbered Extension publications. A script or detailed outline of the content must be peer reviewed before any recording begins. Communications will review the final draft and if it has significant variations from the original script, another peer review may be required.
- Extension Communications has developed a publications production specifications guide that provides detailed information on media requirements for submitting documents, artwork, photos, slides and graphics, including copyright information, federally required documentation, indices and use of trademarked and/or brand names in UAF Extension publications. (See [UAF Extension Publication Production Specifications](http://www.uaf.edu/files/ces/comm/PubProductionSpecif.pdf) at [www.uaf.edu/files/ces/comm/PubProductionSpecif.pdf](http://www.uaf.edu/files/ces/comm/PubProductionSpecif.pdf).)

- Submit clean, complete manuscript electronically, as a Microsoft Word file, with SEPARATE files for graphics, tables, artwork, photos and figures.

## 2. PEER REVIEW

Extension publications subject to peer review are:

- new, 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 Publication Categories](http://www.uaf.edu/files/ces/comm/PubCategoriesExtension.pdf) at [www.uaf.edu/files/ces/comm/PubCategoriesExtension.pdf](http://www.uaf.edu/files/ces/comm/PubCategoriesExtension.pdf).) The author(s) will provide Extension Communications with three suggested names, including at least one subject matter expert outside of UAF Extension. To add credibility and avoid the appearance of bias, Extension Communications will select the reviewers and initiate the review process:

- Extension Communications will assign a publication number and designation abbreviation to the document.
- Communications will send the document and a peer review form to each reviewer.
- Reviewers send completed peer review form and comment pages back to [fycit@uaf.edu](mailto:fycit@uaf.edu).
- Communications will send the reviewed publication to the author or lead author and attach copies of reviewers' comments.
- Author or lead author will address the reviewers' comments and provide a clean copy of the manuscript to Communications.

## 3. EDITING, DESIGN AND LAYOUT

It is the intent of Extension Communications to manage all projects in the most efficient, accurate and timely manner; 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:

- An editor will work with the author or lead author to rewrite where needed.
- The document is edited for style, consistency, clarity and readability following established publications standards (See [UAF Extension Editorial Style Guide](http://www.uaf.edu/files/ces/comm/StyleGuideExtension.pdf) at [www.uaf.edu/files/ces/comm/StyleGuideExtension.pdf](http://www.uaf.edu/files/ces/comm/StyleGuideExtension.pdf).)
- The edited publication is sent to the author or lead author in layout form. The lead author may share proofs with co-authors as he or she deems appropriate. If co-authors have suggestions once they see a draft, they are to send those back to the lead author. The lead author will make changes he/she deems appropriate and will provide one corrected copy for Communications.
- The author or lead author reviews the final proof and signs off to print.

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 a final draft in order to assign a number to the publication, authorize final proofing and proceed with printing. Outside contractors or staff must produce publications with software compatible with software used by Extension Communications and provide Communications with electronic files, including artwork, tables, etc.

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.

#### **4. 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 Publications and Media Catalog.
- Post a “new publication” announcement on the Extension website and announce via *e-News*, UAF Extension’s faculty and staff online newsletter, and the UAF faculty/staff newsletter *Cornerstone* as appropriate.
- Work with authors to promote availability via listservs, professional organizations, etc.
- Present at workshops or at appropriate exhibits.
- Send one copy of the publication to each district office within Alaska.
- Send two copies to the Alaska State Library in Juneau.
- Provide courtesy copies to university administrators and/or funding agencies as appropriate.
- Provide courtesy copies to media for promotional purposes.
- Place stock copies on the shelf in anticipation of orders.

#### **5. PUBLICATION REVIEW**

Publications are reviewed on a two- or four-year cycle, depending on the content. If the reviewer requests no changes or minor changes, the publication will be updated with the revision or review date. If the reviewer believes that a publication should be significantly revised, a publication proposal form must be submitted and the revised manuscript will be peer reviewed.