UAF Cooperative Extension Service
Communications Policies & Procedures

Includes publication policies and procedures, office policies and procedures, and forms

February 2018
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INTRODUCTION AND OVERVIEW

This manual contains policies and procedures specific to publications, videos and internet content. Topics include authorship and publication credits, deleted publications, graphic identity, production specifications for print and video, and editorial guidelines.

Cooperative Extension Service Mission:

Cooperative Extension Service is an outreach educational delivery system supported by a partnership between the United States Department of Agriculture and the University of Alaska Fairbanks.

The Cooperative Extension Service Mission is to interpret and extend relevant research-based knowledge in an understandable and usable form, to encourage the application of this knowledge to solve the problems and meet the challenges that face the people of Alaska, and to bring the concerns of the community back to the university.

Extension Outreach and Communications contributes to the successful completion of this mission by:

1. Providing consultation and support services for faculty and staff in the design, editing, production, distribution and marketing of news, information, and promotional and educational materials to internal and external audiences;
2. Enhancing access to information for internal and external audiences by creating and maintaining an effective and informative website based on approved and universal web standards; and
3. Creating, maintaining and routinely updating Extension's databases for timely, efficient and accurate distribution of Extension publications, news releases, announcements and targeted mailings, and maintaining and using a statewide relational database system to manage Extension's clientele, special events and fund-raising activities.

Important addresses and email addresses

Mailing Address: P.O. Box 756180
Fairbanks, AK 99775-6180

Physical Address: 308 Tanana Loop
University of Alaska Fairbanks
Fairbanks, AK 99775

Outreach and Communications Phone: 474-5211/ 1-877-520-5211
Extension Director’s Office Phone: 474-7246
Fax numbers: 474-2631 (Outreach and Communications Unit); 474-5139 (State Office); 474-6971 (Director’s Office)

Extension web page: www.uaf.edu/ces
SNRE web page: www.uaf.edu/snre
eNews email: snre-enews@alaska.edu
Outreach and Communications e-mail: snre-comm@alaska.edu
Web email: snre-web@alaska.edu
NUMBERED PUBLICATION PROCESS

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 presented in a concise, clear and consistent manner. Most Extension publications are aimed at a lay audience and should not be written in an overly scientific or academic style. To meet this objective, UAF Extension Outreach and 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 director of Outreach and Communications. (See UAF Extension Numbered Publication Proposal Form at 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 Outreach and Communications.

Extension Outreach and Communications accepts material for publication in the following manner:

- A completed publication proposal form must be provided to Extension Outreach and 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 Outreach and 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 at www.uaf.edu/files/ces/comm/PeerReviewFormExtension.pdf.)

- Instructional CDs and DVDs must go through the same review 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. Outreach and Communications will review the final draft and if it has significant variations from the original script, another peer review may be required.

- Extension Outreach and 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 in this manual.)

- 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 in this manual.) The author(s) will provide Extension Outreach and 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 Outreach and Communications will select the reviewers and initiate the review process:

- Extension Outreach and Communications will assign a publication number.
- Outreach and Communications will send the document and a peer review form to each reviewer.
- Reviewers will send completed peer review form and comment pages back to snre-comm@alaska.edu.
- Outreach and 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 Outreach and Communications.

3. EDITING, DESIGN AND LAYOUT

It is the intent of Extension Outreach and Communications to manage all projects in the most efficient, accurate and timely manner; therefore, Extension Outreach and 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, video production professionals 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 in this manual.)
- 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 coauthors 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 Outreach and 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 Outreach and 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 Outreach and Communications.
and provide Outreach and Communications with electronic files, including artwork, tables, etc. Outsourced graphic design, writing and editing must comply with established UAF Extension Outreach and 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 Outreach and 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 eNews, 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.
PRODUCTION SPECIFICATIONS

Please contact Extension Outreach and Communications well in advance of any anticipated, critical deadlines for completion.

SUBMISSION FORMAT

Extension Outreach and Communications will only accept documents in the following manner:

- Submit an editable electronic file by email, CD or DVD or upload to Google Drive. Contact Outreach and Communications for help with sending files that are too large to email.
- Submit SEPARATE files for graphics, tables, artwork, photos and figures. NO EXCEPTIONS. A hard copy of formatted tables, including tables in Excel, must also be provided.

Word Document Submission

- Documents should be prepared using Microsoft Word, double-spaced with one-inch margins on all sides.
- Tables should support principal points and provide essential data that cannot be presented in text or graphs. Tables should be understandable when considered apart from the text. Data should not be put in a table if it can be explained adequately in a few sentences of text. If the document has more than one table, number the tables and refer to them consecutively.
- Submit original Excel files used to create tables, or if submitting electronically, as a tab-delimited text file. Entries should be separated with tabs, not spaces; entries do not have to line up in vertical columns.
- Place all tables together at the end of the text file or in a separate file. In the text, indicate (on a separate line) approximately where the table should fall, such as “Place Table 1 here.”

Artwork, photos, slides, illustrations and graphics

- Don’t write on original art or figures.
- Electronic images for print must be high quality and calibrated correctly. Graphic file will be accepted in the following formats: Excel, EPS, TIFF and high-resolution JPEG and GIF.
- Digital photos: When photos are taken with a digital camera, the largest and highest-quality resolution must be used. This allows for the use of photos in print as well as in electronic media. The best practice is to set the camera to the highest resolution and turn the digital zoom off. The minimum physical specifications for digital images are:
  - Minimum pixel dimensions = 1600x1200 @ 72 DPI (Highest resolution on a 2.0 mega-pixel camera)
  - JPEG, TIFF or RAW format. Shoot in the RAW format if your camera has the capability.
- When photos are scanned, they should be scanned to the following specifications (standard 35mm photo)
  - TIFF format
  - 300 DPI
  - 3072x2040
- For artwork, photography or figures that are not your own, provide complete source information. Indicate in writing that you have permission for use, or furnish a photocopy of the letter of permission.
• All photos and/or digital images with human subjects MUST be accompanied with a signed, dated and completed Extension model release form, available from UAF Extension Outreach and Communications website.

• If the work was outsourced, provide the name and contact information of the contractor in case questions arise during the layout and design phase.

• Provide an illustrations list with credits and captions, if needed, and assign a number to each illustration.

• Number items according to sequence of appearance in the text, e.g., “Figure 1, Figure 2,” etc.

• Indicate placement of your illustration, artwork or photography in the text, e.g., “Place Figure 1 here.”

INDICIA with AA/EO STATEMENT
All UAF Extension publications will contain the following statement: “Published by the University of Alaska Fairbanks Cooperative Extension Service in cooperation with the United States Department of Agriculture. The University of Alaska Fairbanks is an affirmative action/equal opportunity employer and educational institution.”

Numbered publications will include this copyright statement at the end of the required indicia: “©2016 University of Alaska Fairbanks.”

DISCLAIMER STATEMENTS
If the document mentions registered trade names of products, do not use the “registered” or TM ™ symbol in the text. This standard disclaimer must be included: “To simplify information, trade names of products have been used. No endorsement of named products by the University of Alaska Fairbanks Cooperative Extension Service is intended, nor is criticism implied of similar products that are not mentioned.”

LOGOS
Consistent use of the Extension logo is essential in providing internal and external constituents with an easy way to immediately recognize and know our organization, locally, statewide and nationally. The Extension logo clearly identifies the critical connection to UAF and represents us as a single entity with statewide outreach responsibilities.

The uniform implementation and use of the logo in print and electronic communications is crucial to the image Extension presents within the university and to public. UAF’s outreach and community engagement role is filled in part by Extension faculty and staff in support of UAF’s land-grant mission of teaching, research and service. See UAF Extension Logo Policy for logo specifications in this manual.

OFFICIAL COLORS
The traditional colors of UAF are blue and gold, represented in print by Pantone™ or PMSTM (Pantone Matching System) colors as shown below. These colors must be used in the Extension logo when using full color. The traditional colors should be converted to hexadecimal codes for display in multimedia and web projects. The official colors for apparel are golden yellow, royal blue and navy, as well the supportive colors of white, black and gray.

UAF blue
UAF Extension Communications Policies and Procedures

Pantone Plus 647 C for print (for 2-color printing)
CMYK: 96 54 5 27 (for 4-color/full color process printing)
RGB: 35 97 146 (for web and screen)

UAF yellow
Pantone Plus 116 C for print (for 2-color printing)
CMYK: 0 14 100 0 (for 4-color/full color process printing)
RGB: 255 205 0 (for web and screen)

FONTS
Graphically, consistent use of fonts goes a long way in projecting a unified institutional image. Trebuchet and Minion Pro are recommended for UAF Extension print, signage and multimedia publications. In some cases, the alternative fonts of Helvetica and Times New Roman can be substituted.

Trebuchet • Trebuchet Bold
Helvetica Light • Helvetica Bold
Minion Pro • Minion Pro Bold
Times New Roman • Times New Roman Bold

COPYRIGHT
Materials (specific concepts, words, graphics, photographs) that are not original creations of the author, whether protected by a copyright or not, must clearly carry credit reference to the original creator and publisher. It is the author’s responsibility to gain written permission for use of such items and the permission must be submitted to Outreach and Communications with the manuscript. The author’s program area or unit must pay any costs incurred for the use of such material.

Materials adapted from publications of another author must give credit clearly to the original author and publisher. Written permission must accompany the manuscript. Permission for such reprinting must be submitted to Extension Outreach and Communications before reprinting. Any published materials that the University of Alaska Fairbanks Cooperative Extension Service makes available on the web that contain original concepts, words, graphics and photographs must have copyright permission.
Video Production Process

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 videos 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 videos be accurate and presented in a concise, clear and consistent manner. To meet this objective, UAF Extension Outreach and 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 process for all official, numbered UAF Extension videos is outlined in the following steps:

1. Proposal and Submission Guidelines
2. Script/Content Development
3. Peer Review
4. Video Acquisition (shooting), Editing, Design and Layout
5. Marketing and Distribution
6. Video Review

1. Proposal and Submission Guidelines

Before preparing new or substantially revised material as an official, numbered Extension video, a proposal form must be submitted and signed by two program chairs, the director of Outreach and Communications and the Extension director. (See UAF Extension Video Proposal Form at www.uaf.edu/files/ces/comm/VideoProposalForm.pdf.) Instructional CDs and DVDs that will become numbered videos also require a proposal form. Once the project proposal has been approved, the completed form must be provided to Extension Outreach and Communications.

Extension Outreach and Communications accepts material for publication in the following manner:

- A completed video proposal form must be provided to Extension Outreach and 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 Outreach and Communications.
- Extension videos 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 Video Script Peer Review Form at uaf.edu/files/ces/comm/video/VideoScriptReviewFormExtension.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 videos. A script or detailed outline of the content must be peer reviewed before any recording begins. Outreach and Communications will review the final draft and if it has significant variations from the original script, another peer review may be required.
- Extension Outreach and Communications has developed a videos 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 videos. (See
UAF Extension Video Production Specifications in this manual.

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

2. PEER REVIEW

Extension videos subject to peer review are:
- New, numbered videos
- Numbered videos undergoing major revisions
- Videos never included in the review process and requiring a number

Videos will undergo peer review by one to three reviewers, depending on the type or scientific complexity. (Refer to UAF Extension Publication Categories in this manual.) The author(s) will provide Extension Outreach and 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 Outreach and Communications will select the reviewers and initiate the review process:
- Extension Outreach and Communications will assign a publication number.
- Outreach and Communications will send the video and a peer review form to each reviewer.
- Reviewers will send completed peer review form and comment pages back to ces-pubs@alaska.edu.
- Outreach and Communications will send the reviews to the author or lead author.
- Author or lead author will address the reviewers’ comments and then work with the video producer in Outreach and Communications to make the changes.

3. PRE-PRODUCTION, PRODUCTION AND POST-PRODUCTION

It is the intent of Extension Outreach and Communications to manage all projects in the most efficient, accurate and timely manner; therefore, Extension Outreach and 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, video production professionals. The process is as follows:
- An editor will work with the author or lead author to rewrite the script where needed.
- The document is edited for style, consistency, clarity and readability following established video standards (See UAF Extension Editorial Style Guide in this manual.)
- The edited script is sent to the author or lead author in draft 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 Outreach and Communications.
- The author or lead author reviews the final proof and signs off to begin production.

Grant-funded, numbered videos 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 Outreach and 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 videos with software compatible with software used by Extension Outreach and Communications and provide Outreach and Communications with electronic files, including artwork, tables, etc.

Outsourced graphic design, writing, production and post-production must comply with established UAF Extension Outreach and 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 video is finished, Extension Outreach and Communications will oversee marketing and distribution as follows:

- If the video is to be sold on DVD, pricing is determined 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 eNews, 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. VIDEO REVIEW
Videos are reviewed on a two- or four-year cycle, depending on the content. If the reviewer requests no changes or minor changes, the video will be updated with the revision or review date. If the reviewer believes that a video should be significantly revised, a video proposal form must be submitted and the revised manuscript will be peer reviewed.
**Video Production Specifications**

*Please contact Extension Outreach and Communications well in advance of any anticipated, critical deadlines for completion.*

Fast, cheap or good. Pick two, because you can’t have all three.

**Types of video programs**

- How-to/process videos — This type of video shows how to do something. It might be quick and simple or it might be more involved
- Information videos — This type of video teaches about a subject, such as financial planning or nutrition.
- Animation — Depending on the type of animation, this can be quite involved.
- Vlog (video blog) — An ongoing discussion about a particular subject that is added to on a regular basis.
- News story/video news release — A video to inform about an event or newsworthy person or topic
- Presentation — Like TED Talks
- Testimonials — Statements from supporters about a program, idea or product
- Personal profile — A video that describes a person, often in their own words
- PSA (public service announcement) — A short 30- or 60-second video that informs about issues important to the public, e.g., invasive plants or recycling.
- Documentary — A video that provides a factual record or report of an event or idea.
- Organizational videos — Lets the world know how our organization works and what it can do for them.

**Ways to get your videos out there**

- Broadcast television — It usually costs money to air videos but may be free for PSAs and on public television.
- Instagram videos — Online Instagram videos are 3 to 60 seconds long.
- YouTube videos — The most popular online video site. Allows long videos with the right permissions. Can also build playlists with multiple videos on the same topic.
- Vimeo videos — Vimeo doesn’t limit the length of videos uploaded, but does limit how much you can upload. With a free account you can upload 500MB/week and up to 25GB a year. Paid plans offer larger limits for between $5 and $50 a week.
- Facebook videos — If using Facebook to air your video, upload directly to Facebook rather than linking to Facebook from other video sites like YouTube, Vimeo or Instagram.
- Use them in a PowerPoint, Keynote or Zoom presentation.
- Display them on a screen as part of a trade show or conference booth.

The content expert or grant PI is responsible for creating the editorial content of videos done by Extension Outreach and Communications.

Extension Outreach and Communications is responsible for designing and creating compelling videos from the editorial content provided by the content specialist.
SUBMISSION FORMAT
Extension Outreach and Communications will only accept materials in the following manner:

- Submit an editable electronic file by email or CD. Contact Outreach and Communications for help with sending files that are too large to email.
- Submit SEPARATE files for graphics, tables, artwork, photos and figures.

Word Document Submission

- Documents should be prepared using Microsoft Word in a three-column script format. Columns are:
  - Primary visuals — the main content that the viewer will SEE
  - Audio — the words (and music and sound effects) the viewer will HEAR
  - Graphic or additional elements — any additional graphics that would be laid over the primary visuals, e.g., titles, secondary video, identifiers (AKA “lower 3rds”), logos

Artwork, photos, slides, video formats, illustrations and graphics

- Don't write on original art or figures.
- Graphic files for videos must be high quality and calibrated correctly. Graphic file formats will be accepted in the following formats:
  - BMP
  - GIF
  - JPEG
  - PNG
  - PSD (static and layered)
  - RAW
  - TGA
  - TIFF
- Electronic artwork created for videos should use the RGB color model (not CMYK, which is designed for print).
- Digital photos: When photos are taken with a digital camera, the largest and highest quality resolution should be used. This allows for the use of photos in print as well as in electronic media. The best practice is to set the camera to the highest quality and resolution. Because it eliminates detail if used, turn any digital zoom off.
- The HD video frame is 1920x1080 pixels. The minimum physical sizes for digital images are:
  - for photos that fill the frame: 1920x1080
  - for photos that would start full frame and then be zoomed in on (the “Ken Burns effect”): dimension of the part that would be zoomed in to should be at least 1920x1080 with additional size to define the zoomed out frame.
- For use in videos shoot digital photos in the JPEG or RAW format. As the RAW format has much more detail and allows more adjustment, shoot the RAW format if your camera has the capability.
- When photos are scanned, they should be scanned to the following specifications (standard 35mm photo)
  - TIFF format (if there will be concurrent print publication)
  - JPG or PNG (if to be used only in video)
  - 300 DPI
  - 3072x2040
• For artwork, photography or figures that are not your own, provide complete source information. Indicate in writing that you have permission for use, or furnish a photocopy of the letter of permission.
• All photos and/or digital images with human subjects MUST be accompanied with a signed, dated and completed Extension model release form, available from UAF Extension Outreach and Communications website.
• If the work was outsourced, provide the name and contact information of the contractor in case questions arise during the design and editing phase.

INDICIA with AA/EO STATEMENT
All UAF Extension videos will contain the following statement: “Published by the University of Alaska Fairbanks Cooperative Extension Service in cooperation with the United States Department of Agriculture. The University of Alaska Fairbanks is an affirmative action/equal opportunity employer and educational institution.”

Numbered videos will include this copyright statement at the end of the required indicia: “©2017 University of Alaska Fairbanks.”

DISCLAIMER STATEMENTS
If the document mentions registered trade names of products, do not use the “registered” or TM ™ symbol in the text. This standard disclaimer must be included: “To simplify information, trade names of products have been used. No endorsement of named products by the University of Alaska Fairbanks Cooperative Extension Service is intended, nor is criticism implied of similar products that are not mentioned.”

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OFFICIAL COLORS
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**UAF blue**
RGB: 35 97 146 (for web, screen and video)

**UAF yellow**
RGB: 255 205 0 (for web, screen and video)
UAF EXTENSION COMMUNICATIONS POLICIES AND PROCEDURES

FONTS
Graphically, consistent use of fonts goes a long way in projecting a unified institutional image. Trebuchet and Minion Pro are recommended for UAF Extension print, signage and multimedia publications. In some cases, the alternative fonts of Helvetica and Times New Roman can be substituted.

Trebuchet • Trebuchet Bold  Helvetica Light • Helvetica Bold
Minion Pro • Minion Pro Bold  Times New Roman • Times New Roman Bold

COPYRIGHT
Materials (specific concepts, words, graphics, photographs) that are not original creations of the author, whether protected by a copyright or not, must clearly carry credit reference to the original creator and publisher. It is the author’s responsibility to gain written permission for use of such items and the permission must be submitted to Outreach and Communications with the manuscript. The author’s program area or unit must pay any costs incurred for the use of such material.

Materials adapted from publications of another author must give credit clearly to the original author and publisher. Written permission must accompany the manuscript. Permission for such reprinting must be submitted to Extension Outreach and Communications before reprinting. Any published materials that the University of Alaska Fairbanks Cooperative Extension Service makes available on the web that contain original concepts, words, graphics and photographs must have copyright permission.
Video Script/Production tips

PLANNING YOUR PRODUCTION
Pre-production is possibly the most important part of the production process. It includes:

- Developing the message or main focus of the video
- Defining the audience for the piece
- Determining what your message is
- Determining how you'll deliver your message
- Writing the script
- Defining location(s) where the video will be shot
- Defining what props or costuming might be needed

It pays to take your time on pre-production, because having all the details lined out/up allows you to focus on the message without wondering if you have everything you need.

SCRIPT WRITING TIPS

- Find videos done in a style similar to what you envision, pay attention to how they're scripted and try to emulate the style.
- Consider your audience. How will you communicate the material in a matter that makes sense to them?
- Consider your objectives. What visuals do you need to reach your objectives? What are your key points?
- Make sure the information or story flows in a logical order.
- Include information about potential shooting locations, especially if there is more than one or travel will be required.
- Think visually. The words are important, but having the right way to represent a concept or scene can make or break a production. Rather than doing one long shot, break it up into smaller components using the wide/medium/close shot progression.

SCRIPT SUBMISSION FORMAT

Extension Outreach and Communications will only accept scripts in the following formats:

- Submit an editable electronic file by email or on a CD or thumb drive. Contact Outreach and Communications for help with sending files too large to email.
- Scripts are most easily submitted using Microsoft Word, in a two or three column table format. See the example below, or view script examples here.
- For the visual column of the script, use the following shot size descriptor acronyms:
  - WS – wide shot
  - MS – medium shot
  - CU – close up
  - ECU – extreme close-up
- Generally the shot sequence is WS – start wide to establish the scene, MS – use a closer shot to further define the subject, CU sometimes followed by an ECU – to show detail
- The lower 3rd refers to the lower one-third of the screen. The space is typically used to identify the person being shown in the video.
Artwork, photos, slides, illustrations and graphics

- Electronic images used in videos must be high quality and calibrated correctly. Graphic file formats will be accepted in the following formats: PNG and high-resolution JPEG and GIF using an RGB color model. Images in a CMYK color model are for print and are not appropriate for video.

- Digital photos: When photos are taken with a digital camera, shooting at the largest image size and highest quality is more desirable. This allows for the use of photos in print as well as in electronic media. The best practice is to set the camera to the highest resolution and turn the digital zoom off. For best image quality the minimum physical specifications for digital images are:
  - For a full-frame image, the pixel dimensions are 1920 W x1080 H
  - For graphics or photos that are used at less than full-frame, remember that the full frame is 1920x1080, so size images to be the proper size without having to zoom in on them
  - For photos that start full frame and are zoomed in for emphasis or start zoomed in and zoom out to reveal (both known as “the Ken Burns effect”, for the historical documentary filmmaker) recognize that for best quality, zoomed-in pixel dimension should be 1920x1080. This means, depending on the level of zoom, you may need to start with a larger image than 1920x1080
  - When shooting photos to use in a video, use JPEG or , if your camera has the capability, the RAW format.
  - Convert RAW format photos to JPEG or PNG for use in videos.

- When photos are scanned, they should be scanned to the following specifications (standard 35mm photo)
  - Use JPEG or PNG format using an RGB color model
  - At least 72 DPI
  - 1920x1080 unless a “Ken Burns” effect is desired, requiring a larger image

- For artwork, photography or figures that are not your own, provide complete source information. Indicate in writing that you have permission for use, or furnish a photocopy of the letter of permission.

- All photos and/or digital images with human subjects MUST be accompanied with a signed, dated and completed Extension model release form, available from UAF Extension Outreach and Communications website.
If the work was outsourced, provide the name and contact information of the contractor in case questions arise during the layout and design phase.

**TIPS FOR THE DAY OF THE SHOOT**

- Shooting can take a lot of time – about 1 hour per minute of finished product. Make sure you are well rested for the day of the shoot, as it can be tiring.
- Be familiar with your script. A teleprompter is available if needed.
- Wear solid colors without checks, stripes or patterns. Patterns, especially small or detailed ones, can make the video image jitter and can be distracting. Pastel colors work best with green and blue being the colors that are most accurately represented. Generally avoid red, as it is the hardest color for video cameras to duplicate. If you have Extension or SNRE branded clothing, wear it!
MODEL RELEASES

Though you may have the legal right to take someone's photo, it does not mean taking their photo is ethically right if they do not wish to be photographed. Be respectful of others in the way you would like them to be respectful of you.

A model release form is not about granting permission to take the photos but rather to publish them.

SNRE must follow all the rules for photo/video model releases that have been defined by UAF.

From University Relations:
“Photos in UAF presentations, publications, signage and advertising in print and/or online must have the consent of identifiable individuals on a signed model release. Permission of persons obviously posing for a photo is implied, so no release is needed in such instances. Other exceptions include photos of individuals participating in a public performance (theater, athletics, dance, etc.) or public crowd shots in which no individual is singled out.”

4-H members do not require a release because a photo release is part of the forms used to sign up for 4-H.

In general, it’s a good practice to add a photo/video release form to any new signup form that is created. That way, every person who signs up for a class or club has already signed a release. The photo release component of the signup form should be the default, but it should also give the signer the opportunity to opt out if they desire.

You may need a property release to use photos of private property, such as a business.

Once photos have been taken and releases collected, the releases need to be filed in a way and a place where they can be easily accessed and matched with the associated photos. The releases should be kept as long as the photos have potential to be used. Or, more simply, if the photo is in your library, the release should be retained.

The university owns photos taken by employees while they are working.

When in doubt, it’s wise to get a release. Find the SNRE photo/video model release here: www.uaf.edu/files/ces/comm/ModelReleaseExtension.pdf
AUTHORSHIP AND PUBLICATION CREDITS POLICY

Extension publications carry the official sanction of the director of the University of Alaska Fairbanks Cooperative Extension Service. To assure that Extension publications have technical validity, the following policy relating to authorship will be observed:

- Extension faculty educators and professional staff with subject matter expertise may write Extension publications.
- Extension publications may also be written by individuals from outside of Cooperative Extension if they meet a need that cannot be satisfied by an Extension faculty member.
- Researchers for the UAF Agricultural and Forestry Experiment Station may be senior or sole authors of Extension publications, on approval of the Extension director or director's designee.
- If Extension expertise exists, the Extension faculty educator will be asked to co-author such publications with researchers to help ensure that publications are appropriate for nonscientific audiences.
- In unique situations where unpublished results of research are reported in Extension publications, the publication should be co-authored with the researcher or research team and Extension faculty educators where appropriate.
- Publications originally produced in other states or by other sources and adapted for use in Alaska will carry the name of the Extension faculty educator responsible for adapting the work. The publication will clearly note that the work has been adapted from another publication.
- Program chairs have the responsibility to recommend to the director or director’s designee the qualifications of Extension faculty and other authors as they relate to proposed Extension publications. Program chairs will work with prospective authors to determine if the planned publication meets the need of an Extension audience. The director or director’s designee will determine if a proposed publication will be produced as an official Extension publication based upon the recommendation of the program chair, the relative need for the publication and the availability of funding.

PUBLICATION CREDITS

The original author of a publication should always be given proper credit. A history file of publication reviews and revision is kept by Extension Outreach and Communications, including past titles, revisions and reviews.

New Publications:

The author's name and title (but not academic degree) will be prominently displayed on the publication. Extension faculty educators authoring publications to report results of UAF Agricultural and Forestry Experiment Station research will give full credit to the researcher or team and to Experiment Station publications resulting from the research project.

Authors of new publications will be credited by name only on the front page.

Example:

*by Leslie Shallcross*

Name is point larger than the text. 12 point is largest.
If text is Times New Roman, do it in Times New Roman.
If text is Minion Pro, do it in Minion Pro.
A second credit will be listed on back page with their title.

Leslie Shallcross, Extension Faculty, Health Home and Family Development.

When publications were originally produced by another source, the credit block should list the adaptor and credit the original source.

Example:

Bob Gorman, Extension Faculty, Natural Resources and Community Development. Adapted with permission from Tough Times II, Washington State University Cooperative Extension.

It is the responsibility of the Extension faculty educator assigned to a publication to ensure that proper permission and credit is given for materials adapted from other sources for use in Alaska.

Reprinted Publications:
No change in credit is necessary. The reprint date is only noted in small type within the publication for internal tracking.

Reviewed or Revised Publications (when the author is with UAF Extension):
A publication has been reviewed when a faculty member looks it over and makes no changes. A publication has been revised if any change, large or small, has been made to the publication.

No change in credit. The review or revision date (month, year) will be included in tag line at the bottom of the publication.

Examples:
Revised May 2016
Reviewed June 2016

Reviewed or Revised Publications (when the author is no longer with UAF Extension):
Extension Outreach and Communications will consult with program chairs to recommend an appropriate Extension faculty educator to review the publication. The reviewer or reviser will be given credit in this way:

Milan Shipka, Extension Livestock Specialist. Originally prepared by Ken Krieg, former Extension Livestock Specialist.

The review or revision date (month, year) will be included in tag line at the bottom of the publication.

If the original author has left UAF Extension, his or her name will be removed from the front page when the publication is reviewed or revised for the first time and added to the credit block on the back.

Example:
Kari van Delden, Extension Faculty, Health, Home and Family Development. Originally prepared by Kristy Long, former Extension Foods Specialist.

Only when the revision is so extensive that very little or none of the original content or wording remains should an original author’s name be removed from a publication.

OTHER CREDITS
For artwork, photography or figures not produced by the author, faculty educator and/or an employee of UAF Cooperative Extension, a complete listing of source information must be provided. Permission for use of other source material must be provided in writing or a photocopy of the letter of permission. The usage agreement regarding rights to use artwork, photography or figures in subsequent printings or revisions of the same publication will be placed in the publication history file. For artwork, photography or figures produced by the author, faculty educator and/or any employee of UAF Cooperative Extension, no credit line will be given.
Deleted Publications Policy

The decision on whether to delete a numbered publication is made by Outreach and Communications in consultation with the author/sponsor and department chairs. Reasons for deletions include, but are not limited to, dated materials, a lack of public demand for publication or changing faculty expertise. A publication may be deleted if no current faculty member feels qualified to review it.

After a publication is deleted, notice will be provided in the SNRE eNews. The announcement will provide instructions on whether offices should dispose of the publication or make the remaining supply available to the public. That determination will be made based on concerns about outdated information. Once a publication is deleted, it should not be reprinted and distributed. Outreach and Communications will provide district offices with an annual spreadsheet of current publications.

At least one copy of all deleted publications will be kept in Outreach and Communications publication history files. In certain cases, deleted publications may be made available for non-public, educational purposes with the permission of the director of Outreach and Communications. Questions about deleted publications may be directed to Outreach and Communications at snre-comm@alaska.edu or 907-474-5211.
**NON-NUMBERED PUBLICATIONS POLICY**

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 Outreach and 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 in this manual.

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, Extension Outreach and Communications will determine which of the following must be included:
- Responsible faculty name (I)
- Contact information (I, P)
- Extension and/or SNRE logo, prominently shown on the front page (I, P)
- UAF logo (I, P)
- Date (I)
- Extension toll-free number: 1-877-520-5211 (I, P)
- Extension web address: www.uaf.edu/ces (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)

**Example:**
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.

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

This policy establishes guidelines for publishing newsletters. It is expected that all Extension faculty and staff as well as vendors, contractors or volunteers producing Extension communication materials will conform to UAF Extension graphic identity policy in this manual.

- The nameplate (banner on the top front of a newsletter that identifies the publication) needs to have the Cooperative Extension logo on the left side of the nameplate. The logo should be no smaller than 1½ inches across. The UAF for Youth logo may be used alone in the nameplate but it is recommended that the Extension logo also be used.
- There can be a second logo on the right side of the name of the newsletter in the nameplate if that is needed.
- 4-H newsletters must have the 4-H emblem or UAF for Youth logo in the right-hand corner of the banner.
- The rest of the publication information should be reversed out of a solid band at the bottom of the nameplate, or placed directly under the solid band.
- Body copy of the newsletters should have two or more columns for increased legibility.
- For a more professional look, don’t use more than two text fonts or two or three headline fonts. For readability, text should be black. Use color, boxes, graphics, etc. only when appropriate.
- The UAF logo needs to be on the bottom of each newsletter in the lower left corner of the first page. It can be downloaded from www.uaf.edu/universityrelations/guidelines/logos. A version of the UAF logo without the text below is an acceptable alternative variation. See the newsletter example linked at the bottom of the page.
- More information about UAF’s graphic standards can be found at www.uaf.edu/universityrelations/guidelines/logos.
- To maintain consistency in our publications, please use the UAF Extension Editorial Style Guide in this manual.
- Send completed newsletters to snre-comm@alaska.edu to be reviewed by Outreach and Communications. Please allow reasonable time for review.
- Required newsletter indicia: “Published by the University of Alaska Fairbanks Cooperative Extension Service in cooperation with the United States Department of Agriculture. The University of Alaska Fairbanks is an affirmative action/equal opportunity employer and educational institution.”
- The return address mailing panel needs to have consistent wording and use the Cooperative Extension logo.
**Graphic Identity Policy**

This policy defines uniform standards of quality and visual identity for the University of Alaska Fairbanks Cooperative Extension Service. Standardized use of this policy is essential in projecting a single, unified identity of UAF Extension programming and outreach statewide and nationally. Any electronic or print communication that represents UAF Extension, including fact sheets, fliers, office correspondence and/or web pages, as well as communications used for promotion of workshops or special events, district or office newsletters and/or paid advertising, must adhere to this policy.

Non-numbered publications do not go through the same, formal peer review process as numbered publications. However, it is expected that all Extension faculty and staff, as well vendors, contractors, for-hire professionals or volunteers, producing Extension communications materials will adhere to this graphic identity policy and follow established guidelines for non-numbered publications.

Extension's graphic standards require the consistent use of design elements, including the use of logos, colors and recommended typefaces as outlined in the UAF Extension Logo Policy. Consistency in use and application of graphic standards, along with the UAF Extension Editorial Style Guide, UAF Extension Web Policy and standards relating to stationery, business cards and signage, are essential and required components of UAF Extension's graphic identity.

**Stationery**

Letterhead and envelopes contribute to presenting Extension’s graphic identity clearly and consistently. A stationery package has been developed by Extension Outreach and Communications and is to be used by all Extension offices statewide. Personalized stationery is not allowed because it competes with and obscures Extension's visual identity.

Official Extension stationery, including electronic letterhead and envelopes, may be ordered through Extension Outreach and Communications by contacting Outreach and Communications’ office coordinator, at 474-5211 or snre-comm@alaska.edu.

**Electronic letterhead options**

- **Letterhead 3-color header**
- **Letterhead 1-color header**
- **SNRE letterhead 1-color header**
Electronic letterhead options for 4-H

Signage
Standardized use of approved Extension signage is required for all state, district and affiliate offices in Alaska. Consistent and uniform use of signs contributes to broader recognition and understanding of Extension as the service and outreach unit of the University of Alaska Fairbanks with statewide responsibilities.

Building signs are identified as those that serve primarily as exterior identification; they may be freestanding near the street (in accordance with local zoning laws), on a building’s facade or located near the primary entrance to the building. For visibility and legibility, building signs should be at least 4 feet by 8 feet.

Office signs are identified as those intended for internal use only, such as on the inside or side of building and office doors, windows or directional signs within a building. Signs used internally should be no larger than 2 feet by 4 feet and can be mounted on foam core for presentation.

For consultation on developing office signs or for assistance in ordering official Extension signage, contact Outreach and Communications’ office coordinator at 474-5211 or snre-comm@alaska.edu.

For more information on Extension’s graphic identity policies, see Logo Policy and Logos, Web Policy and the Editorial Style Guide in this manual.
Required information on numbered print/web publications:

1. Banner for regular numbered pubs:

![Sample banner for regular numbered publications](image1)

FRM-00390

![Sample banner for regular numbered publications](image2)

2. Include web/phone information, centered, above line with author credit on the back page. Times New Roman bold or Minion Pro bold 12/14.4 pt.:

   www.uaf.edu/ces or 1-877-520-5211

3. Indicia/copyright: Times New Roman or Minion Pro 8 pt.

   Published by the University of Alaska Fairbanks Cooperative Extension Service in cooperation with the United States Department of Agriculture. The University of Alaska Fairbanks is an affirmative action/equal opportunity employer and educational institution.

   ©2016 University of Alaska Fairbanks.

4. Tracking information:

   Left: date first printed/initials of original author /date printed or reprinted:

   2-12/JS/6-16

5. Publication information on right, bottom:

   “New (month/year)” for new publications
   “Reviewed (month/year)” for publications reviewed but no changes
   “Revised (month/year)” for publications with small or large revisions

   Back page sample:

   www.uaf.edu/ces or 1-877-520-5211

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Sarah Lewis, Extension Faculty, Family and Community Development

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10-16/SL/10-16

New October 2016

February 2018
Authorship block: Times New Roman or Minion Pro 10 point
Information block (if necessary) below authorship block, indicia and line below indicia: Times New Roman or Minion Pro 8 point

Acknowledgement of Support and Disclaimer (NIFA)
Along with the current NIFA identifier, the following acknowledgment of NIFA support must appear in the publication of any material, whether copyrighted or not, and any products produced in electronic formats (e.g., World Wide Web pages, computer programs, etc.) which is substantially based upon or developed under this award:

“This material is based upon work supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under Award No. [enter the applicable award number here].”

In addition, all publications and other materials, except scientific articles or papers published in scientific journals, must contain the following statement:

“Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.”

Site for NIFA logos: www.nifa.usda.gov/about/offices/nifa_logo.html.

Product disclaimer:
To simplify information, trade names of products have been used. No endorsement of named products by the University of Alaska Fairbanks Cooperative Extension Service is intended, nor is criticism implied of similar products that are not mentioned.

Required information on DVD/CD labels:
1. Title
2. Extension logo
3. 00 number
4. website
5. Affirmative action statement: The University of Alaska Fairbanks is an affirmative action/equal opportunity employer and educational institution.
6. Statement and date: DVD produced by UAF Extension Outreach and Communications June 2007
7. Publication number (if it is numbered)
8. Grant information, if required: This material is based upon work supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under Award No. (fill in number).

Optional information:
Number of minutes (running time)

Designations within publication series:
Agriculture and Natural Resources
- Agricultural Business Management ABM
- Farm Structures and Greenhouses FSG
- Field Crop Production and Soil Management FGV
- Forestry and Woodlot Management FWM
• Ground Water Quality GWQ
• Horticulture and Home Gardening HGA
• Livestock Production and Marketing LPM
• Pest Management PMC
• Workshop Proceedings MWP

Community Resources and Economic Development
• Community Resource Development CRD

4-H
• 4-H AKH

Energy Education and Housing
• Energy Education and Management EEM
• Housing Construction and Maintenance HCM
• Housing Construction Plans HCP (inactive)
• Radon RAD
• Safety and Alaska Living SAL

Home Economics and Consumer Science
• Clothing Construction and Maintenance CCM
• Family Resource Management FRM
• Food, Nutrition and Health FNH
• Parenting and Child Development PCD

Partner Publications
• ACEP PAR
• SNAP/ACAAP (Climate change) ACC

Other Publication Designations
• Non-numbered Product/Publication NNP
• ?? (Other Source) MAK
• ?? (Other Source) MGA
• Midwest Plan Service (Other Source) MWPS
• ?? (Other Source) NRAES
• Pacific Northwest (Other Source) PNW
• Forestry Publications (Other Source) R10
BUSINESS CARD POLICY

Outreach and Communications no longer produces/provides business cards; however, the following guidelines will help you determine what to put on individual business cards in addition to the Cooperative Extension logo.

**Recommended information:**
Name — Use the name you prefer to go by.
Title — Faculty may refer to themselves as faculty or agent.
Program area — Use the program area (no abbreviations) under the name if the title is faculty or agent. See exceptions below.

Example:
Leslie Shallcross
Health, Home and Family Development Faculty (or Agent)

If faculty members have a title that is more specific, they may choose to use that instead of being identified with a specific program.

Example:
Karen Petersen
Community Development Agent
or
Heidi Rader
Tribes Extension Educator

With specialists, program area is optional.

Example:
Art Nash
Extension Energy Specialist

**Optional information:**
Academic or professional credentials — Faculty may include academic credentials or professional credentials on business cards if they wish.

Examples:
Milan Shipka, Ph.D. (not Dr. Milan Shipka, Ph.D.)
Leslie Shallcross, M.S., RD

Professor rank — If faculty wish to include their professor rank below their name, Extension title and program area, they may, but it is not required.

Example:
Stephen Brown, Ph.D.
Agriculture and Horticulture Faculty (or Agent)
Professor (optional)
Telephone number
Email address

Business card samples:
Web Policy

This policy establishes minimum guidelines that ensure the same high standards for University of Alaska Fairbanks Cooperative Extension Service web pages that exist for Extension's printed publications. This policy has been developed to improve usability, content management and institutional branding through consistency in design, navigation structure and functionality of Extension's web pages.

The web is one of the most visible and important ways in which Extension communicates with its numerous internal and external audiences. Official Extension websites and web pages are defined as those residing under the Extension account on the University of Alaska Fairbanks server or those that represent the employee in his or her primary role as a UAF Cooperative Extension Service faculty or staff member. The following policy and guidelines apply to all faculty and staff of Extension acting in an official capacity for UAF Extension and/or using UAF Extension resources. All such web pages will comply with the following policies:

A. Extension web pages will be governed by the University of Alaska Fairbanks Web Guidelines at www.uaf.edu/universityrelations/guideline/web by the Cooperative Extension Service’s Web Policies and all other applicable policies of the University of Alaska.

B. Any web page hosted under the Extension account that violate applicable policies will be removed from the web by the director of Outreach and Communications.

C. Any web pages not housed on the UAF server but representing an employee in his or her primary role as a Cooperative Extension Service employee that violates applicable policies must be brought into compliance or removed from the web by the sponsoring employee. Any questions regarding these policies should be directed to the Extension Outreach and Communications director.

D. It is critical that all of Extension’s web pages and websites meet the highest standards in terms of timely, accurate and up-to-date content as well as ease of use and accessibility. Extension’s credibility as a reliable resource for information is eroded when the Extension website does not meet minimum standards. When used consistently, the following required elements on each Extension web page create a unified look and reflect positively on Extension, the university and our federal partners. The minimum standards for all Extension websites are:
   - Navigational links to the Extension home page
   - Extension logo and approved, official customized alternate UAF web banner
   - AA/EO statement (required)
   - Last modified date (required)
   - Hypertext link to the email address of a contact person for the site (required)
   - Address and phone/fax numbers for the district office, affiliate office, program area, etc. (required)

E. Faculty web pages are those that represent the individual faculty member in his or her primary role as a Cooperative Extension Service employee. Faculty web pages will carry the following items:
   - Navigational links to the Extension home page
   - Name
   - Title
   - Office address
UAF Extension Communications Policies and Procedures

- Email
- Phone
- Credentials/educational background
- Page’s last modified date
- Other recommended items
  - links to projects
  - papers/publications
  - professional affiliations
  - photograph of faculty member

F. Faculty and/or program specialists assume full responsibility for all posted web content.
G. Photocopies of copyright clearances and model releases for any text, graphics, images, video, audio or documents used that are not in the public domain should be sent to Extension Outreach and Communications.
H. Use of UAF and Extension’s name, trademarks, official logos and other copyrighted materials must be in accordance with their policies.
I. Faculty web pages may not be used for commercial purposes, sales or money-making ventures except those authorized by the director of Outreach and Communications.
J. Documents posted online are subject to the same Extension policies and standards as print publications. Accordingly, it is expected that proper attention will be given to spelling and grammar as defined in the UAF Extension Editorial Style Guide in this manual.
K. It is strongly encouraged that all faculty, staff and their contractors use software approved by the director of Outreach and Communications. This will allow for ease of design, construction, maintenance, transfer and training between units.
L. Extension accepts no responsibility for external links, and a standard disclaimer statement will be posted: “Disclaimer: Some websites to which the website provides links for the convenience of users, are not managed by the Cooperative Extension Service. Extension does not review, control or take responsibility for the content of these sites, nor do these sites implicitly or explicitly represent official positions and policies of Extension.”
M. Extension web pages may not:
  - Violate copyright, libel, obscenity or other local, state or federal laws.
  - Contain information that is for commercial or private business, advocacy or political purposes.
  - Contain information or graphics that are pornographic, obscene, injurious, harassing, misleading or defamatory.
  - Contain content that provides information about how to commit any criminal or illegal act.
LOGO POLICY AND LOGOS

Consistent use of the Extension logo is essential in providing internal and external constituents with an easy way to immediately recognize and know our organization, locally, statewide and nationally. The Extension logo clearly identifies the critical connection to UAF and represents us as a single entity with statewide outreach responsibilities. Download Extension logos at www.uaf.edu/ces/media/comm/logos. For UAF logo standards and logos, see www.uaf.edu/universityrelations/guidelines/logos.

The uniform implementation and use of the logo in print and electronic communications is crucial to the image Extension presents within the university and to the public. UAF’s outreach and community engagement role is filled in part by Extension faculty and staff in support of UAF’s land-grant mission of teaching, research and service.

Logo Specifications
The triangle icon, combined with the signature, sometimes referred to as logotype, is specifically designed to identify Extension.

The name “University of Alaska Fairbanks,” initials “UAF” and the UAF logo are trademarks of the University of Alaska Fairbanks.

The triangle icon, Extension signature and UAF signature can be used as a stand-alone logo WITHOUT the UAF logo, but use of both logos is recommended for most publications. The triangle icon and Extension signature can be used without the UAF signature (shown below) ONLY if the UAF logo also appears on the same page of the print or electronic publication.

The UAF for Youth logo may be used as a stand-alone logo, but use with the Extension logo is recommend-
For print publications and newspaper ads, any of the following may be used: black/white (grayscale), two-color blue (lighter blue is a 40 percent blue tint) and full-color blue/gold.

The ONLY OTHER APPROVED LOGOS for use are the Professional and Workforce Development logo and the Family Nutrition Program logo. NO NEW LOGOS will be accepted.

Official Colors
The traditional colors of UAF are blue and gold, represented in print by the colors shown below. These colors must be used in the Extension logo when using full color. The traditional colors should be converted to hexadecimal codes for display in multimedia and web projects. The official colors for apparel are golden yellow, royal blue and navy, as well as the supportive colors of white, black and gray.

<table>
<thead>
<tr>
<th>UAF blue</th>
<th>UAF yellow</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone Plus 647 C for 2-color print</td>
<td>Pantone Plus 116 C for 2-color print</td>
</tr>
<tr>
<td>CMYK (96 54 5 27) for full-color print</td>
<td>CMYK (0 14 100 0) for full-color print</td>
</tr>
<tr>
<td>RGB (35 96 146) for web and screen</td>
<td>RGB (255 205 0) for web and screen</td>
</tr>
<tr>
<td>Hex: 236192</td>
<td>Hex: FFCD00</td>
</tr>
</tbody>
</table>

Fonts
Consistent use of fonts goes a long way in projecting a unified institutional image. Trebuchet and Minion Pro are recommended for UAF Extension print, signage and multimedia publications. In some cases, Helvetica/Times New Roman can be substituted.

Trebuchet Regular • Trebuchet Bold
Minion Pro Regular • Minion Pro Bold
Helvetica Regular • Helvetica Bold
Times New Roman • Times New Roman Bold

UAF Cooperative Extension logos for download
For guidelines for usage of Extension logos, refer to UAF Extension Logo Policy.

Do not alter the logos in any way. If you need an oversize logo or an acceptable variation, please contact Extension Outreach and Communications.

Formats
GIF: This pixel-based format has limited color range, which keeps the file size small, allows one color (of 256) to be transparent; best for use in websites.

TIFF: Best for print materials.

PNG: Best choice for use with Microsoft programs (e.g., Word, Powerpoint); allows one color to be transparent. It can also be used in websites.

JPG: Not transparent: best for use on very dark backgrounds.
<table>
<thead>
<tr>
<th>GIF</th>
<th>TIFF</th>
<th>JPG</th>
</tr>
</thead>
<tbody>
<tr>
<td>(RGB for web)</td>
<td>(CMYK for print)</td>
<td>(Not transparent, best for very dark backgrounds)</td>
</tr>
</tbody>
</table>
UAF Extension Communications Policies and Procedures

Publication Categories

Six general categories of publications are produced for distribution to the general public in support of Extension programs. They are the guide, bulletin, manual/handbook, electronic media and miscellaneous. The descriptions of the categories are as follows:

GUIDE — A guide is a “how-to” or simple fact sheet on a single topic intended for a general and non-technical audience. Guides may include photos or illustrations and are limited to no more than four pages (two pages front and back). Guides generally require review by only one peer expert.

BULLETIN — A bulletin covers technical subjects that involve greater depth and detail or require more illustrations, tables or photos than a guide. The subject is broader or of greater length than is possible with the limited space of a guide and is written for a specific audience, such as home canners, livestock producers, potato growers or gardeners. The length is generally limited to no more than 20 pages, but can be as few as four pages. A bulletin will go through a review process by two technically qualified peers.

MANUAL/HANDBOOK — A manual or handbook is written for a lay or professional audience and relates comprehensive, research-based information to practical techniques that the reader can use. Manuals typically include information on all current practices in a given subject area and are of lasting practical value. A manual will go through a review process by two or three technically qualified peers. In some cases, the manual may go through a silent review process by one or two technically qualified peers external to UAF Cooperative Extension.

ELECTRONIC MEDIA — Instructional CDs, DVDs, applications and online videos must go through the same review and process as printed documents if they are to become official, numbered Extension publications (see Numbered Publication Process). A script or detailed outline of the content must be peer reviewed before any recording begins.

MISCELLANEOUS — Miscellaneous publications do not fit into other categories of educational publications and documents. Examples include workshop proceedings, project completion reports, promotional publications explaining the breadth and depth of Extension programming, publications on a specific aspect of the management of the Extension organization, annual reports or overviews of what Extension does. These materials are subject to internal review by Extension Outreach and Communications.
# UAF Extension Communications Policies and Procedures

## Records Retention and Archiving

### Records Retention Schedule

* = Cross-referenced with UAF's General Administrative Retention and Disposition Schedules available at: [www.alaska.edu/records/records/rds/admin-info](http://www.alaska.edu/records/records/rds/admin-info)

<table>
<thead>
<tr>
<th>Quick Reference Number</th>
<th>Record Type</th>
<th>Description/ Notes</th>
<th>Retention Period</th>
<th>Storage Instructions</th>
<th>Disposition Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. AWARDS</td>
<td>A. Certificates and plaques</td>
<td>May be paper or digital records as well as physical plaques like 4-H Fair winners kept on display in office</td>
<td>Permanently keep summary list of winners, selection/eligibility criteria and funding source(s)</td>
<td>Documents with signatures should be secured; water/fireproof storage or digital preferred</td>
<td>Recycle bios, shredded acceptance or denial letters, unclaimed certificates etc.</td>
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<td></td>
<td>B. Lists of winners</td>
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<td>C. Nomination/selection materials</td>
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<tr>
<td></td>
<td>D. Other related award records and documentation</td>
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<tr>
<td>II. COMPLAINTS (see item 90)*</td>
<td>A. From clients, to be handled by agents</td>
<td>May include contact information, narratives of complaints, and records of subsequent actions taken</td>
<td>1 year after resolution</td>
<td>Secure — contains confidential information</td>
<td>Securely shred</td>
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<tr>
<td></td>
<td>B. From staff, to be handled by supervisors (does not include harassment or discrimination complaints to be handled as grievance cases by UAF)</td>
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</tr>
<tr>
<td>III. CORRESPONDENCE (see item 71)*</td>
<td>A. Executive correspondence</td>
<td>“reading files” or extra copies of memos, letters, and faxes that may be used for reference and/or reporting</td>
<td>3 years</td>
<td>Secure if contains confidential information</td>
<td>Securely shred confidential information (fax cover sheets can be recycled)</td>
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<tr>
<td></td>
<td>B. Interoffice emails, memos, faxes, etc.</td>
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<tr>
<td></td>
<td>C. Intraoffice emails, memos, faxes, etc.</td>
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<td></td>
<td>D. Correspondence with clients (keep thank-you notes to supplement review materials)</td>
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<tr>
<td>IV. ENROLLMENTS</td>
<td>A. Camp registrations</td>
<td>May include permission slips, medical disclosures, and payment information</td>
<td>Permanent summary info for reporting and ongoing year counts; 3 years all others</td>
<td>Secure — contains confidential information</td>
<td>Securely shred</td>
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<tr>
<td></td>
<td>B. Current 4-H member/leader enrollments</td>
<td></td>
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<tr>
<td></td>
<td>C. Past 4-H member/leader enrollments</td>
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<td></td>
<td>D. HHFD, ag, etc. class rosters</td>
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</tr>
<tr>
<td>V. EMERGENCIES (see item 81)*</td>
<td>Procedures for evacuations, bomb threats, extreme weather, etc.</td>
<td>plans specific to your office should be updated by you every two years</td>
<td>Keep until superseded by an updated procedure</td>
<td>Post/make accessible in common area or make sure all employees have copy</td>
<td>Recycle</td>
</tr>
<tr>
<td>VI. EQUIPMENT (see item 52)*</td>
<td>A. Inventories</td>
<td>May include delivery orders, warranties, correspondence about, and maintenance records</td>
<td>Keep for life of equipment plus four years in case of need for legal claims</td>
<td>Secure if contains signatures and receipts</td>
<td>Securely shred</td>
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<tr>
<td></td>
<td>B. Invoices</td>
<td></td>
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<td></td>
<td>C. Maintenance agreements</td>
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<tr>
<td></td>
<td>D. Owner’s manuals</td>
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<tr>
<td>VII. FACULTY REVIEWS</td>
<td>All employment-related reviews of UAF Extension faculty</td>
<td>Includes supporting materials and comments by reviewers</td>
<td>Until next review + as long as is useful to administration and management + 3 years</td>
<td>Director’s office maintains secure electronic copy; Originals back to faculty</td>
<td>Securely shred extra copies</td>
</tr>
</tbody>
</table>

February 2018
<table>
<thead>
<tr>
<th>Quick Reference Number</th>
<th>Record Type</th>
<th>Description/ Notes</th>
<th>Retention Period</th>
<th>Storage Instructions</th>
<th>Disposition Instructions</th>
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<tbody>
<tr>
<td>VIII. FAIR</td>
<td></td>
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<tr>
<td>A. Buyer lists</td>
<td>Keep final copies only, no need to keep drafts</td>
<td>Collect from all superintendents at fair end, keep for 3 years</td>
<td>Secure if contains personal information</td>
<td>Recycle or shred as appropriate</td>
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<td>B. Exhibitor lists</td>
<td></td>
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<td>C. Market programs</td>
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<tr>
<td>IX. FINANCIAL</td>
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<tr>
<td>A. Accounting records (3 years)</td>
<td>Financial records kept in Extension district offices are copies; business office is responsible for maintaining originals (→ see details in second column)</td>
<td>3 years after date of creation depending on type</td>
<td>Keep in secure, centralized chronologically organized files</td>
<td>Securely shred</td>
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<tr>
<td>B. Bank statements/deposit slips (3 years)</td>
<td></td>
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<td>C. Budgets (4 years)</td>
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<td>D. Fundraising records (3 years)</td>
<td>receipts and receipt books (3 years)</td>
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<td>(See section below for pro-cards)</td>
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<tr>
<td>X. GRANTS</td>
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<tr>
<td>A. Final reports</td>
<td>Application materials may have administrative use for future grants</td>
<td>3 years after the grant end date</td>
<td>Secure any data containing personal information</td>
<td>Securely shred or archive if valuable</td>
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<tr>
<td>B. Progress reports</td>
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<tr>
<td>C. Publication(s) stemming from grant</td>
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<tr>
<td>XI. HISTORY FILES (see item 61)*</td>
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<tr>
<td>A. Audio-visual materials</td>
<td>Useful for creating yearly reports and review files</td>
<td>3 years, then transfer all materials to Extension Outreach and Communications</td>
<td>Keep in centralized, chronologically organized files by area and topic</td>
<td>Extension Outreach and will transfer originals to Archives before disposal of copies</td>
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<tr>
<td>B. Clippings about Extension</td>
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<td>C. Clippings and releases by Extension</td>
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<td>D. Curricula</td>
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<td>E. Photos of Extension events/people/products</td>
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<tr>
<td>XII. INCIDENT REPORTS (see item 84)*</td>
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<tr>
<td>A. Hostile client or employee actions</td>
<td>Includes data on parties involved, dates, times, locations, and responses</td>
<td>Retain 4 years</td>
<td>Store securely in a chronologically organized file</td>
<td>Securely shred</td>
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<tr>
<td>B. Property damage</td>
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<td>C. Security breaches</td>
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<td>XIII. INFO DISSEMINATION</td>
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<tr>
<td>A. Answers to client questions</td>
<td>May be in electronic form or hard copy; Past correspondence may be useful to future clients</td>
<td>Keep as long as necessary to document program impacts</td>
<td>Keep in chronological files; secure if documents contain personal client information</td>
<td>Recycle or securely shred as appropriate</td>
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<tr>
<td>B. Paperwork related to sample identifications</td>
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<td>C. Posters and other public displays</td>
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<td>D. Pressure canner check results slips</td>
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<tr>
<td>XIV. INSURANCE</td>
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<tr>
<td>A. 4-H club and special events insurance forms</td>
<td>May include signed forms, copies of current policies, receipts, and other records and correspondence regarding coverage and claims</td>
<td>Keep media releases permanently; Retain insurance info 3 years after termination of enrollment to show history of coverage</td>
<td>Confidential — securely store. Photos should be coded to indicate permissions</td>
<td>Securely shred</td>
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<tr>
<td>B. Media releases</td>
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<td>C. Proof of coverage-accident, health, liability</td>
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<td>XV. MAILING LISTS</td>
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<tr>
<td>Information sent to both clients and peers, whether by request or direct marketing</td>
<td>Includes telephone records and hard copies of listserv and newsletter subscribers</td>
<td>Keep defunct program/group lists 1 year after separation</td>
<td>Secure-contains personal information</td>
<td>Securely shred</td>
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<tr>
<td>XVI. MINUTES (see item 66)*</td>
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<tr>
<td>A. Extension-related regular meetings</td>
<td>May include non-policy making agendas, minutes, notes, handouts, etc.</td>
<td>3 years or until administrative and management need met</td>
<td>Official copies kept by responsible office or group</td>
<td>Securely shred</td>
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<tr>
<td>B. Extension-related special sessions</td>
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</tbody>
</table>
### UAF Extension Communications Policies and Procedures

<table>
<thead>
<tr>
<th>Quick Reference Number</th>
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</thead>
<tbody>
<tr>
<td><strong>XVII. PERSONNEL FILES</strong> (see item 102)*</td>
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<tr>
<td></td>
<td>A.</td>
<td>Evaluations/reviews</td>
<td>May include transcripts, vacancy announcements, tests, letters, interview ratings, and hiring proposals and approvals</td>
<td>Retain 2 years from date of recruitment closure</td>
<td></td>
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<tr>
<td></td>
<td>B.</td>
<td>Hiring files — interview notes, offer letters</td>
<td></td>
<td>HR will keep required information in personnel file; department should securely file copies for supervisors’ use</td>
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<td></td>
<td>C.</td>
<td>Workloads</td>
<td></td>
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<tr>
<td></td>
<td>D.</td>
<td>Job descriptions and organizational charts</td>
<td></td>
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<tr>
<td><strong>XVIII. PLANNING DOCUMENTS</strong></td>
<td></td>
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<tr>
<td></td>
<td>A.</td>
<td>Proposals for new programs</td>
<td>May include committee reports, blueprints, financial analyses, etc.</td>
<td>Keep copies as long as administratively useful plus + 4 years</td>
<td>Official copy will be kept by appropriate board</td>
</tr>
<tr>
<td></td>
<td>B.</td>
<td>Proposals for new facilities or equipment</td>
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<tr>
<td><strong>XIX. POSTAL RECORDS</strong> (see items 92, 93)*</td>
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<tr>
<td></td>
<td>A.</td>
<td>Postage usage</td>
<td>Detailed lists of dates, balances, and purposes; May include FedEx or UPS as well as USPS</td>
<td>Retain 3 years or immediately following an audit</td>
<td>Keep in centrally located file that may be updated regularly</td>
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<td>B.</td>
<td>Records of mail sent</td>
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<td>C.</td>
<td>Undeliverable mail</td>
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<tr>
<td><strong>XX. POLICIES &amp; PROCEDURES</strong> (see items 67, 68)*</td>
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<tr>
<td></td>
<td>A.</td>
<td>Routine</td>
<td>May include binding directives and rules, manuals, charts, and descriptions of functions and operations</td>
<td>Retain for 3 years after policy is superseded or deemed obsolete</td>
<td>Keep in centrally located file and make sure all affected employees receive notice of changes</td>
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<td></td>
<td>B.</td>
<td>Major</td>
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<tr>
<td><strong>XXI. PROCUREMENTS</strong> (see item 50)*</td>
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<tr>
<td></td>
<td>A.</td>
<td>Contracts — water delivery, professional services, etc.</td>
<td>Includes documentation of consumable supplies for general office use as well as contractual agreements</td>
<td>Inventories should be kept for 1 year to show trends; Contracts should be kept for life of agreement plus 3 years; may dispose of duplicates at any time</td>
<td>Official record of contracts will be maintained by Procurement and Contract Services Office</td>
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<tr>
<td></td>
<td>B.</td>
<td>Equipment purchases/inventory (see 87)*</td>
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<tr>
<td></td>
<td>C.</td>
<td>Lease agreements</td>
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<tr>
<td><strong>PROCUREMENT CARDS (Pro-cards)</strong></td>
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<tr>
<td></td>
<td>A.</td>
<td>Pro-card forms (7 years)</td>
<td>Includes records of and documentation of purchases made with pro-cards</td>
<td>Forms should be kept 7 years, credit card information for 7 years</td>
<td>Records should be kept in the originating office in chronologically organized files by employee name</td>
</tr>
<tr>
<td></td>
<td>B.</td>
<td>Pro-card credit card info (7 years)</td>
<td>(For grant-funded purchases the documents must be kept for 3 years AFTER closing of the grant with the minimum being 7 years.)</td>
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</tbody>
</table>

### XXII. PUBLICATIONS

<table>
<thead>
<tr>
<th>Quick Reference Number</th>
<th>Record Type</th>
<th>Description/ Notes</th>
<th>Retention Period</th>
<th>Storage Instructions</th>
<th>Disposition Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A.</td>
<td>Bulletins, pamphlets and flyers</td>
<td>Includes materials produced by Extension about our programs; does NOT refer to non-Extension or “deleted” publications that are not in current catalog and should already be disposed of</td>
<td>After promotion is over or publication is removed from catalog, keep as long as administratively useful</td>
<td>Keep deleted publications in a separate set of files; electronic versions of promotional materials should include dates in file names</td>
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<tr>
<td></td>
<td>B.</td>
<td>Newsletters</td>
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<tr>
<td></td>
<td>C.</td>
<td>Numbered publications</td>
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<tr>
<td></td>
<td>D.</td>
<td>Program promotional materials</td>
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<tr>
<td></td>
<td>E.</td>
<td>Other</td>
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</tbody>
</table>
# UAF Extension Communications Policies and Procedures

## Quick Reference Number

<table>
<thead>
<tr>
<th>XXIII.</th>
<th>REPORTS (see items 73, 74a)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.</td>
<td>Annual reports (CES)</td>
</tr>
<tr>
<td>B.</td>
<td>Project reports</td>
</tr>
</tbody>
</table>

**Description/ Notes**: Includes documents that describe functions, activities, and events.

**Retention Period**: As long as useful to administration and management.

**Storage Instructions**: After publishing, send history/archive copies to Extension Outreach and Communications. Extension Outreach and Communications will transfer to Archives.

**Disposition Instructions**: Extension Outreach and Communications will transfer to Archives.

## XXIV. RECORD BOOKS

<table>
<thead>
<tr>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>All 4-H projects</td>
</tr>
</tbody>
</table>

**Description/ Notes**: Includes project books, supplements, and photos, along with any feedback, and ribbons.

**Retention Period**: Books should be returned to parent/youth within 3 weeks of judging.

**Storage Instructions**: Keep in 4-H office.

**Disposition Instructions**: Securely shred unclaimed books.

## XXV. SURVEYS

<table>
<thead>
<tr>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informal info gathered from clients</td>
</tr>
<tr>
<td>IRB-approved data sets</td>
</tr>
<tr>
<td>Program evaluations</td>
</tr>
</tbody>
</table>

**Description/ Notes**: May include handwritten feedback or aggregated data.

**Retention Period**: 3 years or longer as required by project.

**Storage Instructions**: Secure storage; follow any stipulations from IRB.

**Disposition Instructions**: Securely shred.

## XXVI. TRANSITORY INFO (see 76, 83)*

<table>
<thead>
<tr>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calendars</td>
</tr>
<tr>
<td>Drafts</td>
</tr>
<tr>
<td>Notes</td>
</tr>
<tr>
<td>Notices</td>
</tr>
</tbody>
</table>

**Description/ Notes**: Items considered “non-records” that are of temporary use and do not have archival value.

**Retention Period**: As long as useful to administration and management.

**Storage Instructions**: At the discretion of the staff generating said transitory information.

**Disposition Instructions**: Recycle.

## XXVII. TRAVEL

<table>
<thead>
<tr>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copies of TAs and TERs</td>
</tr>
<tr>
<td>Mileage reports</td>
</tr>
<tr>
<td>Proof of travel (itineraries, ticket stubs, etc.)</td>
</tr>
</tbody>
</table>

**Description/ Notes**: Includes all records of employee travel for the purpose of conferences, consulting, programs, training, etc.

**Retention Period**: 3 years from date of travel; each employee should keep their own aggregate data for personal records.

**Storage Instructions**: Business office keeps official copies; store district copies securely, filed by date within employee last name.

**Disposition Instructions**: Securely shred.

## XXVIII. VOLUNTEERS

<table>
<thead>
<tr>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications</td>
</tr>
<tr>
<td>Attendance lists</td>
</tr>
<tr>
<td>Background checks</td>
</tr>
<tr>
<td>Contact information</td>
</tr>
</tbody>
</table>

**Description/ Notes**: Includes 4-H leader information, Master Gardener program fulfillment.

**Retention Period**: Keep summary lists permanently; Keep other materials for 2 years after separation.

**Storage Instructions**: Contains personal information — store securely.

**Disposition Instructions**: Securely shred.

## XXIX. WEB FILES (see item 129)*

<table>
<thead>
<tr>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automatic and electronic processing media</td>
</tr>
<tr>
<td>IT general documentation (see 125)*</td>
</tr>
<tr>
<td>World wide web pages (see item 130)*</td>
</tr>
<tr>
<td>Development materials</td>
</tr>
</tbody>
</table>

**Description/ Notes**: May include page content and html, usage and design records, copyrights, snapshots, site maps, server notes, and other misc.

**Retention Period**: Retain software licenses & agreements for 3 years after termination; Retain web pages for 5 years.

**Storage Instructions**: Consult Extension Outreach and Communications unit before posting, removing, or significantly redesigning pages.

**Disposition Instructions**: Permanent deletion.

---

**Important FAQs**:

**Q**: What counts as a “record” and what criteria should I use to determine whether something has historical value?

**A**: A good rule of thumb is that something that helps tell the “story” of your organization is worth keeping. According to the guide about record retention from SkillSoft Corporation (2009), employees should always retain records when the law requires it, when the records document business transactions and/or when the records are needed “to support business operations.” But there is much more to it, since perspectives may differ and we also have to consider where and how long to keep records. Thus, please consult the UAF library archive guide, available upon request from Outreach and Communications.
Q: What do I do with a document that doesn't fit the categories on this list?
A: You can call Extension Outreach and Communications at 907-474-5211 with any questions about records.

Q: If the schedule says to keep something for three years, is it really a problem if I keep it for a shorter or longer time period?
A: The retention periods above are based on known best practices and relevant regulations, and destroying original records before the time listed might mean losing access to materials necessary to provide legal documentation. On the flip side, keeping confidential records after the time limit listed opens your office and the university to litigation if the records are then misplaced, misused, etc. You are responsible for everything that is on file, and auditors will notice if your records are not in order. Thus, it is vital to have a standing policy of cyclical review of records that includes disposal of records whose time is up. Exceptions should obviously be made for records relevant to an ongoing case and/or records that could possibly serve as evidence in a reasonably foreseeable legal matter.

Q: When secure storage is indicated, does that mean the files have to be in a locked cabinet?
A: If you have paper copies, then yes, access to any documents that contain personal client information should be restricted, ideally by locking them in a desk drawer or file cabinet when not in use. For electronic copies, sensitive files should be password-protected and passwords should not be written down in any obvious place. Change passwords as personnel changes to keep files secure. When you’re ready to shred the documents, don’t pile them in an unsecure bin. Keep access restricted until they are ready for transport.

Q: Where can I go if my office doesn’t have the proper equipment to deal with confidential records that require either permanent storage or secure destruction?
A: UAF Records and Information Management offers document imaging and shredding services; call 450-8365 for more information.

Q: What kind of Extension-related stuff is the Archives interested in?
A: The Archives currently has in its collection Alaska Extension correspondence, newsletters, 4-H scrapbooks, photographs and videotapes from 1932-1998. If material is from Extension in another state, the generating Extension is the “office of record” responsible for originals.

Q: Do I need to worry about any other state or university policies or just stick to the Extension-specific policies on this sheet?
A: UAF has a document on data classification, http://www.alaska.edu/records/dataclass/, that describes how to best handle various types of compiled information. It speaks specifically to issues of confidentiality, etc., and it is important for all employees to be aware of and abide by these policies. In addition, UAF’s Records and Information Management maintains the General Administrative Retention and Disposition Schedules available online at www.alaska.edu/records/records/rds/admin-info as well as an important pdf regarding protecting each other and our clients against identity theft: http://www.alaska.edu/records/id-theft/.

In addition to UAF and Extension policies, those handling documents containing personal information should read the stipulations of Alaska’s Personal Information Protection Act (HB 65) available for perus-
al by searching the legislative archives: http://www.legis.state.ak.us/basis/get_bill.asp?bill=HB%20%2065&session=25.

The act gives a definition of what counts as personal information and outlines proper use of credit card information, social security numbers and other sensitive information. For example, any Extension personnel that deal with credit card or debit purchases should be aware that by law any invoices we generate must “truncate” credit/debit card numbers to four digits, and the expiration dates of cards are not allowed to be displayed.

These Extension policies were created in addition to and in accordance with UAF policies. If you need clarification, please contact the Chief Records Officer for Records and Information Management at 907-450-8078.

Q: There is a pretty long list of documents and I don't personally handle all of them. How do I know which person in my office is responsible for approving the filing and/or destruction of a given document?

A: Your office should set aside time to put a plan in writing regarding how often each category of records will be reviewed, who has the authority to review them and who is responsible for disposition, including ordering pick-up and signing destruction certificates.

Q: How do I know for sure that the email or other electronic file I just put in the “Trash” is really deleted for good?

A: Contact the Office of Information Technology, 907-450-8300, to receive training on permanent deletion of electronic files.

Q: What do I do with quality photos that I know are of Extension events, but lack identifying names and/or dates?

A: In past cases, employees have made use of events such as meetings and fairs to display photos with a “Who am I?” heading to encourage the public to help them identify mystery photos. Perhaps past employees from the estimated time period of the photos may be willing to help as well. It is best to have identifying information before turning photographs over to another unit; otherwise, no useful captions can be attached and the promotional and historical value of the photos becomes limited. Use clues from the photos such as any logos (the appearances of which change in documented ways over time) or, in the case of fair photos, themed/decorative elements that may help you identify the time period in question. It is important to identify any persons in the photos because signed releases may be required in order to publish the photo in Extension-related materials.

This document was generated in consultation with other record retention guides and schedules available online from Central European University, Jefferson County Colorado Cooperative Extension, Ohio State University, University of Arkansas EFNEP, University of Wisconsin-Extension, and Washington State University.
Procedures for Archiving Materials (University of Alaska Fairbanks)
The following information on archiving comes from the University of Alaska Fairbanks Archives that explains in detail the kind of information and documents considered for submission.

All Extension offices have developed materials, photographs, publications and other documents that may have outlasted their usefulness but are of value to the history of Extension and the University. Extension has a large collection of materials in the UAF Archives dating back to its beginning as a land-grant university.

Outreach and Communications has worked with UAF Archives on establishing a section for Extension, 4-H and Alaska homemakers clubs. Communications maintains a record of documents and materials that are located in the Archives.

Outreach and Communications requests that all historical items being considered for archiving be sent to the Outreach and Communications office. The material will be reviewed, recorded and packaged for archives. Please do not send material being considered directly to the UAF Archives.

If there are any questions about the materials you have, contact the Outreach and Communications office.

Materials considered for submission:
- Original manuscripts for Extension publications and factsheets
- Photographs and slides with an explanation of subject, person or persons, date and any other information that may be of value
- Letters and correspondence
- Awards and certificate of recognition or honor directly related to Extension, 4-H or homemakers clubs
- Any item that has not been produced elsewhere, e.g., federal publications

Example of materials not to submit:
- Payroll, travel expense reports, timesheets, personnel records, etc.
- Items labeled “confidential”
- Catalogs, equipment manuals, blank forms
- Photos and documents that are faded beyond recognition

Anyone is welcome to visit UAF Archives, located on the Fairbanks campus. There are strict guidelines, such as registering as a guest at the door, and no jackets, purses or briefcases are allowed. No beverages or food items are allowed. There are secure lockers available for personal items. Records requested will be brought to your table and items being reviewed must be kept in plain view of the archives staff members. White cotton gloves are given to visitors to protect the documents. If a person would like a copy of an item, procedures are in place to obtain a photocopy. No archival document can leave the area.

In-House Procedures for Archiving Materials
When sorting materials such as documents and photos, separate according to program area, e.g., home economics, land resources, 4-H and miscellaneous

Homemaker clubs and 4-H have their own sections in the archives.

If it is obvious that the information has been published elsewhere, for example, in federal publications, newspapers and magazines, then recycle. If the information may be useful for in-house or historical purposes, then keep in Outreach and Communications. Newsletters from state and district offices should have been submitted to the library when published. When in doubt it is okay to include a copy.
If photos are not identified, try to note the date and area the photo may be from. If it is not identifiable, it may not be of any value. If the slide or photo is stamped “duplicate” then toss.

If there are several documents by different faculty or authors, make sure they are in individual files labeled with author and date.

All materials should be in files folders, slide boxes or sleeves and be identified. If there are several sheets of slides, there should be an identifying number to correspond with a description on the inventory list. File folders should have a number with the author’s name marked on the file folder.

If there is a small amount of material for one box, it can include all departments except 4-H and homemakers.

Make an inventory for each box. Recording the number and brief description of what is in each file folder or slide sleeve. Include a copy in each box.

Refer to the master list to continue box numbers for Archives. Make a label identifying the box. For example:

Cooperative Extension Service
Agriculture, Energy, etc.
Box 143
(inventory included)

*Apply to the top and side of each box*

When recording on the master list, state the box number, range of date of materials and Extension department. For example:

Box 143, Land resources 1943-1950 photos and manuscripts
File 1, manuscript by Wayne Vandre, Growing houseplants
File 2, photos of greenhouses by Wayne Vandre, Anchorage area, 1943

Ramuson Archives has archive-quality boxes; check for availability.
EDITORIAL STYLE GUIDE

This style guide is designed for University of Alaska Fairbanks Cooperative Extension Service official numbered and non-numbered publications, annual reports and other materials, including news releases and promotional communications. It is based on “The Associated Press Stylebook,” AP’s “Stylebook for Alaska,” “Chicago Manual of Style,” “The CSE Manual for Authors, Editors and Publishers” and the University of Alaska Fairbanks “Editorial Style Guide.”

This style guide covers issues of particular application to UAF Extension and provides writers and copyeditors a guide to help achieve consistency and accuracy for Extension publications, as well as meet accepted publishing standards. For style questions that can't be resolved by this guide, check the UAF style guide at www.uaf.edu/universityrelations/guidelines/writing/editorial. To suggest changes, revisions or additions to this guide, contact Extension Outreach and Communications at 907-474-5406 or snre-comm@alaska.edu.

4-H

Avoid beginning a sentence with “4-H.” Members may be referred to sparingly as 4-H’ers:

The University of Alaska Fairbanks Cooperative Extension Service 4-H program sponsors the Cloverbud 4-H Club.

AA/EEO statement and indicia

All official numbered and non-numbered UAF Extension publications will contain the following statement:

Published by the University of Alaska Fairbanks Cooperative Extension Service in cooperation with the United States Department of Agriculture. The University of Alaska Fairbanks is an affirmative action/equal opportunity employer and educational institution.

Federal law requires the following statement to appear on all UAF print, multimedia and web publications designed for external distribution:

UA is an AA/EO employer and educational institution and prohibits illegal discrimination against any individual: www.alaska.edu/titleIXcompliance/nondiscrimination

Abbreviations

Drop periods whenever possible in acronyms and abbreviations:

USDA
UAF
CES
SNRE
but U.S. (see United States entry)

For companies, associations, organizations, etc., use the official name on first reference. On second reference, an abbreviation, initials or acronym may be used if its meaning will be clear to the reader.

Following AP, do not insert an abbreviation in parentheses following the full name; use the full name
on the first use and the abbreviation later. If clarification is necessary for the reader to make a connection to the abbreviation, do not use the abbreviation at all.

**academic degrees**

Capitalize when a formal title of a degree is given:

> UAF offers Bachelor of Arts degrees in ...

Capitalize and use periods when abbreviating (only on second reference):

> UAF offers B.A. degrees in ...

Preferred: John Smith received a bachelor’s degree in computer science.

UAF offers:

- certificates
- associate degrees (not associate’s degree)
- bachelor’s degrees
- master’s degrees
- educational specialist degrees
- doctoral degrees — Ph.D. (doctor of philosophy)

**acronyms**

Use apostrophe only to show possession:

> The PM’s calendar was full.

Do not use apostrophe to show plural:

> PSAs are great publicity tools.

**address**

The following is the correct mailing address for Extension director’s office:

> Cooperative Extension Service  
University of Alaska Fairbanks  
P.O. Box 756180  
Fairbanks, AK 99775-6180

**advisor**

Not adviser (contrary to AP style).

**Alaska**

Do not abbreviate in text.

**Alaskan**

Use as a noun describing a person not a place. Never “Alaskan city,” for example.

> The Palmer Extension agent is a longtime Alaskan.

**a.m., p.m.**

Use lowercase with periods in between:
The conference will start at 9 a.m.

**Annual Highlights**
“Annual Highlights” is the official annual report of the School of Natural Resources and Extension. The report is written and edited by SNRE Outreach and Communications.

**Arctic, arctic**
Capitalize when using as a noun or an adjective related to the geographic place:

The Arctic is a dangerous and hostile place.

Lowercase when using as an adjective:

If you survive an arctic winter, you deserve to go to the tropics.

**Athabascan**
Not Athabaskan.

**Board of Regents**
Capitalize when using full name:

The University of Alaska Board of Regents met on Wednesday.

Lowercase when not using full name:

The board of regents met on Wednesday.

Takes a singular verb:

The board of regents is meeting on the UAA campus.

**-borne**
Do not hyphenate words with “borne.”

For example: foodborne, airborne, soilborne

**buildings**
The use of the word “building” is optional with room numbers.

Capitalize it if using with a room number:

The conference will be held in 208 Gruening Building.

Use numerals for numbers:

The conference will be held in 208 Gruening.

Lowercase in other instances:

The building was constructed ...

**CSA**
It is acceptable to use the acronym as a noun.

Community-supported agriculture is becoming popular.
Three CSAs operate in Mat-Su.

canceled
Use one "l" not two:

The meeting is canceled due to aliens landing on the Carlson Trust Building in Anchorage.

campuswide
One word, no hyphen:

That email was sent campuswide.
The campuswide distribution was a success.

capital, Capitol
Use capital (lowercase) when referring to the city where a seat of government is located, the case of a letter, or a budget or monetary reference. Use Capitol (capitalized) when referring to a building in which a state or federal legislative body meets.

Juneau is the capital of Alaska. Many consider the Capitol too small and want to build a new one.

capitalization (of building names, offices, etc.)
Capitalize when using full title:

The Kenai Peninsula District Office is located ...
The College of Rural and Community Development is sponsoring ...
The Center for Distance Education ...

Lowercase when not using full title:

The district office is located ...
The college is sponsoring ...
The center ...

catalog
Not catalogue.

chair
Not chairman, chairwoman or chairperson.

city of Fairbanks, city of Anchorage
Don't capitalize city unless referring to the full name as a legal or political entity:

The city of Fairbanks is located in Interior Alaska.
The City of Fairbanks sued the state for interfering in municipal matters.

Colleges, colleges
Capitalize as part of official name:

The College of Rural and Community Development offers ...
The college offers ...

UAF colleges and their abbreviations:
- College of Rural and Community Development (CRCD)
- College of Liberal Arts (CLA)

**Commas**
In most cases, use a comma before the “and” when combining two independent clauses. It is not necessary if the clauses are short.

- We are visiting Washington, and we also plan a side trip to Williamsburg.
- Timothy played the guitar and Betty sang.

In a series, leave out the comma before the “and” unless one of the items in the series has an “and” in it:

- I bought oranges, apples and butter.
- They looked into funding, research and development, and history.

**Cooperative Extension Service**
Spell out on first reference. “Extension” is preferred on second reference, not CES:

- The Cooperative Extension Service provides research-based, practical ...
- The mission of Extension is …

**Corporation**
Abbreviate:
- The Bristol Bay Native Corp. is …

**Course Work**
Two words, not one.

**Dash**
See hyphens and dashes entry.

**Data**
Data can be either a singular or plural noun and requires a singular or plural verb accordingly.

- The data is inaccurate.
- The data have been carefully collected.

**Database**
One word, not two.

**Dates**
Abbreviate months with more than five letters if a day of the month is used.

- The program will begin Jan. 1, 2009.
- The program will begin March 1, 2009.
- The program will take place on April 1, 2009.
Use a hyphen with no spaces when dates are inclusive

The conference will be take place June 1-10, 2009.

Use cardinal numbers, even though they may be pronounced as ordinals. For example:

Thanksgiving is November 25. (Not Thanksgiving is November 25th.)

days of the week
Never abbreviate in text:

The program began Wednesday, Jan. 1, 2009.

degree
Use figures. Use below, not a minus sign, for temperatures below zero:

It was 80 degrees in July and 30 below in October.

Use the degree symbol in recipes and in technical writing. There is no space between the symbol and the number or scale. Do not use an en dash with temperatures in text:

15° to 20°F (-10° to -7°C)
at 41°F (5°C).

dimensions
Use figures and spell out “inches,” “feet,” “yards,” etc.

The Extension display case is 3 feet 4 inches tall.

Hyphenate adjectival forms before nouns:

The 3-foot-4-inch Extension display case is located upstairs on the …

director
Capitalize as part of a title:

When Cooperative Extension Service Director Fred Schlutt arrived …

Lowercase in other instances:

When Fred Schlutt, director of the Cooperative Extension Service, arrived …

District, district
Capitalize as part of official name:

The Cooperative Extension Service Tanana District Office provides workshops …

Lowercase in other instances:

The district provides workshops …

dos and don’ts
Do not use apostrophes:

What are the dos and don’ts?
dollars
Use dollar sign, no decimal:

The cost is $12 per person ...

Dr.
Do not use Dr. as a title when someone has an earned Ph.D., and don’t use Ph.D. after the name. Reserve Dr. for those with medical degrees unless it’s specifically necessary to use Dr. to indicate expertise in a subject as opposed to a lay understanding:

Fred Schlutt is Extension’s director.

Earth, earth
Capitalize when referring to the planet:

The Earth is bigger than the moon.

Lowercase when using as a general reference:

It felt good to dig in the moist earth.

ellipsis
Indicates the omission of words from a quoted sentence. In the middle of a sentence: space, three periods, space.

I always try to do my best … however, nobody’s perfect.

At the end of a sentence: space, one period, space three periods. The first period indicates the end of the sentence.

Spring activities included mud volleyball, and a bonfire. … The chancellor began the festivities with a reception.

e-mail
One word; do not hyphenate.

emeriti, emerita, emeritus
Use emeriti in a plural context:

Engineering emeriti are designing ...

Use emeritus and emerita in a singular context:

Joe Smith, professor of geology, emeritus, was appointed to the committee.
Janet Peters, who was given emerita status in 1991, …

Extension
Capitalize all references. Use instead of “CES.”

(See Cooperative Extension Service entry.)

Extension Outreach and Communications
Extension Outreach and Communications is the official name of the UAF Cooperative Extension Service’s communications unit.
faculty
Use singular faculty:

The faculty is meeting today ...
Faculty members are meeting today ...

farmers market
Do not use apostrophe.

fax
Short for facsimile machine, use lowercase:

To send a fax, follow these instructions ...

first names
Use full name unless nickname preferred by owner:

Charles Ray was named professor emeritus ...

Or if he prefers:

Chuck Ray was named professor emeritus ...

fractions
Spell out fractions when not units of measure. Hyphenate in any part of speech:

One-half of those surveyed said they used wood as an alternate energy source.
By the time they reached Soldotna, two-thirds of the people had been surveyed.
The recipe calls for ½ teaspoon of vanilla and 1 cup of sugar. (see recipe entry)

fundraiser, fundraising
One word. No hyphen.

governmental titles
Abbreviate in the following ways in text:

Gov. Walter J. Hickel ...
Sen. Joe Smith ...
Rep. Ann Jones ...

hyphens and dashes
hyphens: use when separating non-inclusive numbers or in compound nouns. Use to separate ranges of items, such as dates or quantities. Do not use spaces around the hyphen.

My mother-in-law is coming to town. Her phone number is 555-1234.
There will be 30-50 people there.
The event runs Oct. 10-15.

em dash: use in place of commas to set off a section of the sentence that requires special emphasis. Place one space before and after the em dash. (On Mac keyboards, type option+shift+ dash to create an em dash.)

The em-dash — a very important typographical element — should not be overused.
Inc.
Preferred house style is to delete even when part of a corporate name, but if it is retained, abbreviate and capitalize as Inc. Do not set off with commas. Apply the same treatment to other designations such as LLC.

Arco Alaska is an oil company.
or
Arco Alaska Inc. is an oil company.

Institute, institute
Capitalize when part of official title:

The Institute of Arctic Biology ...

Lowercase in other instances:

The institute ...

Interior
Capitalize when referring to the geographical region of Alaska. Refers generally to the Tanana, Yukon and Kuskokwim river valleys.

UAF is located in the Interior. UAF is located in Interior Alaska.

internet
Do not capitalize (internet). Do not abbreviate to “net.”

Legislature
Capitalize when referring to the Alaska Legislature:

The Legislature held a special session last month to ...

-ly words
Do not use a hyphen with –ly words:

UAF offers many privately funded scholarships.

listserv
Avoid if possible this term for an email discussion group. It is the commercial brand name of a particular software program designed for automating email discussions; it is one of the most frequently used, but there are other such programs.

master, master’s
Do not capitalize unless at the beginning of a sentence. Use an apostrophe when modifying a noun; otherwise, use no apostrophe.

His master’s degree means great job prospects.

media and medium
Media is plural and takes a plural verb, and medium is singular:

The media work hard for their money.
This medium is better than the rest.
mission statement
T UAF Extension mission statement is:

The Cooperative Extension Service Mission is to interpret and extend relevant research-based knowledge in an understandable and usable form; to encourage the application of this knowledge to solve the problems and meet the challenges that face the people of Alaska; and to bring the concerns of the community back to the university.

multimedia
No hyphens, all one word.

muskox (singular) and muskoxen (plural)
One word, no space.

Native
Capitalize when referring to Alaska’s Indians, Eskimos and Aleuts:

Alaska Natives have lived in Alaska a long time.

nonprofit
No hyphen:

UAF is a nonprofit institution.

numbers
Spell out one to nine and use figures for 10 and up, except for units of measure and/or casual usage or dialogue:

2 to 3 pounds
6 cents
1/2 inch (see fractions entry)
Add 1 cup of sugar for each 2-3 pounds of fruit. (see recipes entry)
I told you a thousand times, no!

oil pipeline
Don't capitalize:

The trans-Alaska oil pipeline flows south from ...

online
No hyphen.

p.m., a.m.
Don't use all caps:

The conference will start at 9 p.m.

percent
Use numerals and spell out percent; only use symbols in tables:

More than 5 percent of the fish were dead.
Less than 20 percent of the people voted.
recipes
Break out recipes in list and instruction format. Do not write as regular text. Use figures for all quantities in recipes. Do not use abbreviations. Spell out teaspoon, tablespoon, etc.:

Heat 5-6 pounds fruit in 2 cups syrup water. Add 2 tablespoons each of vinegar and salt per gallon. 
To prevent darkening, add 1 teaspoon ascorbic acid in powdered or crystal form.

Rooms
Capitalize when part of a formal name of a room:

The meeting will be in the Wood Center Memorial Conference Room.
The lecture will be in the Globe Room.

School, school
Capitalize when part of official title:

The School of Natural Resources and Extension is located in the O’Neill Building.

Lowercase in other instances:

Some of the school’s professors have offices in the Arctic Health Research Building.

UAF schools and their abbreviations:

School of Education (SOE)
School of Fisheries and Ocean Sciences (SFOS)
School of Management (SOM)
School of Mineral Engineering (SME)
School of Natural Resources and Extension (SNRE)

scientific terminology
For numbered, reviewed publications, Latin (genus, species and subspecies) names of plants and animals are italicized; additional (following) designations (such as “var.” for a variety of a species) are regular type. The genus name is capitalized and the species lowercased (even when it is a proper adjective). After initial use, the genus name may be abbreviated. Common names (except, of course, those that are trademarked or patented) are set lowercase; capitalize only proper nouns and adjectives:

The state flower of Alaska is the Alpine forget-me-not, or Myostis alpetris. The dwarf forget-me-not appears to be a member of the Myotis family, but is actually Eritrichium aretioides.

Abbreviate genetic terms when they are given as part of scientific names. Do not abbreviate them when used in a general sense (“several forget-me-not species”):

species (sp.)
multiple species (spp.)
subspecies (ssp.)
cultivar (cv.)
variety (var.)
forma (f.)
pathovar (pv.) (when given as part of a pathogen name)
For news releases and non-numbered publications, follow AP style and do not use italics or abbreviations (see titles entry).

Signers’ Hall
Not Signer’s Hall. Signers’ Hall is plural since there were many signers of the Alaska constitution in this building.

Southcentral, Southcentral Alaska
The arc between the Gulf of Alaska on the south and the Alaska Range on the north. Capitalize:

- UAA is located in Southcentral.
- The campus is located in Southcentral Alaska.

Southeast Alaska, Southeast, Southeastern
Also known as the Panhandle. The 500-mile region stretching from the southern tip of Prince of Wales island north to the far edge of the Malaspina Glacier on the western side of Yakutat Bay. Capitalize:

- Juneau is located in Southeast.
- It rains a lot in Southeast Alaska.

SNRE Leadership Group
Capitalize and spell out on first reference. Use “leadership group” on second reference.

state of Alaska
In general, don’t capitalize state:

- The state of Alaska is the 49th state in the union.

states
For news releases, web postings, newsletters, numbered publications and Annual Highlights, use Associated Press style, which is to spell out the full name, e.g., Alabama, Alaska, South Dakota, etc.

statewide
Do not use a hyphen and don’t capitalize:

- The statewide office of Extension is located in Fairbanks.

sub-Arctic
Follow UAF and AP style when referring to the geographic region slightly south of the Arctic.

tables
Sources for tables and figures, if needed, should be formatted as author-date citations if reference list or bibliography is used. If reference list is not used, the source may contain full bibliographic information.

telephone numbers
Correct form for off-campus out-of-state calling, as well as all web references:

- Call 907-474-5211 for more information.
temperatures
Use figures. Use below, not a minus sign, for temperatures below zero:

It was 80 degrees in July and 30 below in October.

time of day
Use numerals, no :00

The program will start at 9 a.m. or 9:30 a.m.
The program will start at noon.

Use a.m. and p.m., not uppercase:

The program will start at 9 a.m.

Use a hyphen with no spaces if times are inclusive:

The conference will be held from 9-11 a.m.

titles
Follow UAF style for titles.

For articles, posters, books, columns, exhibits, lectures, unpublished papers, speeches, movies, operas, plays and poems, capitalize and use quotation marks:

The choir sang “Alaska’s Flag Song” after the ceremony.
He introduced Bill Robinson’s lecture, “Leading from the Middle.”

For awards, recognitions, prizes, classes, committees, conventions, course names, journals, lecture series, magazines, certificates, programs, projects, scholarships, seminars, websites and workshops, capitalize but do not use quotation marks:

She received the Extension Agent of the Year Award.
The department is hosting the Festival of Native Arts.
He was appointed to the 2016 International Resources Committee.

trademark symbol (TM) or ™
Do not use in regular copy.

Kirk liked his new UAF sweatshirt, which he often wore with his Levi jeans.
Not: Kirk liked his new UAF™ sweatshirt, which he often wore with his Levi™ jeans.

The trademark symbol is used only on items to be sold or given away as promotional collateral, and applies to the full or abbreviated name of the university and its logos. On commercial or promotional items, use a superscript if possible, otherwise, use parentheses (TM). This standard disclaimer must be included:

To simplify information, trade names of products have been used. No endorsement of named products by the University of Alaska Fairbanks Cooperative Extension Service is intended, nor is criticism implied of similar products that are not mentioned.
URLs
A Uniform Resource Locator is a web address. Leave off the http:// unless there is no www in the address.

Visit www.uaf.edu/ces for more information.
Check your financial aid status online at http://uaonline.alaska.edu.

U.S.
Use periods for abbreviating United States but not USA:

The U.S. is facing a coffee shortage.
Several former Nanook athletes will represent the USA.

vita, vitae
Vita is singular and vitae is plural. Use when referring to a biographical sketch, generally in conjunction with “curriculum,” especially when the information refers to academic history.

Her curriculum vita was outstanding.

web
When “web” stands alone, use a lowercase “w.” This is short for the formal name “World Wide Web” or “WWW.” Avoid use of the formal name, whenever possible, but if it must be used, the “Ws” should be uppercase.

Master Gardener program information can be found on the web.

website
One word, lowercase “web.”

weigh-in and weigh in
Used as a noun, weigh-in is hyphenated.

He wanted to go to the weigh-in.

Used as a verb, weigh in is not hyphenated.

The boy wanted to weigh in his pig.

workforce
One word.

years
No apostrophe:

In the 1960s Extension continued to grow.

Yupik, Yup’ik
In most cases, use Yupik with no apostrophe. Use “Yup’ik” when referring to those from Central or Yukon Kuskokwim Delta regions.
**EDITORIAL CALENDAR**

This editorial calendar is intended to serve as inspiration for social media and blog posts and other publicity and provide ideas for themed events such as workshops. It also should serve as a reminder of events that Extension either holds or attends that happen on a regular basis.

<table>
<thead>
<tr>
<th>Date</th>
<th>Commemorative Days/ Holidays</th>
<th>SNRE/Academic (not exact dates)</th>
<th>Extension (not exact dates)</th>
<th>Other organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 1</td>
<td>New Year's Day</td>
<td></td>
<td>Wintermester</td>
<td></td>
</tr>
<tr>
<td>January 6</td>
<td>National Bean Day</td>
<td></td>
<td>Spring Semester Begins</td>
<td></td>
</tr>
<tr>
<td>January 9</td>
<td>National Apricot Day</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January 20</td>
<td>National Cheese Lover's Day</td>
<td></td>
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<tr>
<td>January 21</td>
<td>National Granola Bar Day</td>
<td></td>
<td></td>
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<tr>
<td>3rd Monday of January</td>
<td>Alaska Civil Rights Day</td>
<td></td>
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<tr>
<td><strong>February</strong></td>
<td></td>
<td></td>
<td>Sustainable Ag Conference</td>
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<tr>
<td>February 2</td>
<td>Groundhog Day</td>
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<tr>
<td>February 14</td>
<td>Valentine’s Day</td>
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<tr>
<td>February 16</td>
<td>National Almond Day</td>
<td></td>
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<tr>
<td>February 17</td>
<td>Mardi Gras</td>
<td></td>
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<tr>
<td>February 22</td>
<td>National Cook a Sweet Potato Day</td>
<td></td>
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<tr>
<td>February 27</td>
<td>National Strawberry Day</td>
<td></td>
<td></td>
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<tr>
<td><strong>March</strong></td>
<td></td>
<td></td>
<td>Spring Break</td>
<td></td>
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<tr>
<td>March 1</td>
<td>Pig Day</td>
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<td></td>
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<td></td>
<td>Come Home to Alaska Program (if it returns in 2017)</td>
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<td></td>
<td></td>
<td></td>
<td>Alaska Dreaming (Summer Sessions Flights Program) (deadline is May 15)</td>
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<tr>
<td><strong>April</strong></td>
<td></td>
<td></td>
<td>PSEP Training</td>
<td>Alaska Wood Energy Conference (every two years)</td>
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<tr>
<td></td>
<td>Food Health Awareness Month</td>
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<tr>
<td></td>
<td>Month of the Military Child Garden Month</td>
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<tr>
<td>April 1</td>
<td>April Fool's Day</td>
<td></td>
<td></td>
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<tr>
<td>April 13</td>
<td>Purple Up for Military Kids Day</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

*Editorial Calendar is intended to serve as inspiration for social media and blog posts and other publicity and provide ideas for themed events such as workshops. It also should serve as a reminder of events that Extension either holds or attends that happen on a regular basis.*
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 22</td>
<td>Earth Day</td>
<td>April 25</td>
<td>National Zucchini Bread Day</td>
</tr>
<tr>
<td>May</td>
<td>Clean Air Month</td>
<td>May</td>
<td>MayMester</td>
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<tr>
<td></td>
<td>Dairy Month</td>
<td></td>
<td>Summer Semester begins</td>
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<td></td>
<td>National Water Safety Month</td>
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<td></td>
<td>National Egg Month</td>
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<td></td>
<td>Memorial Day Holiday</td>
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<tr>
<td></td>
<td>Mothers Day</td>
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<td></td>
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<tr>
<td>May 29</td>
<td>Learn about Composting Day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>National Dairy Safety Month</td>
<td></td>
<td>ACE conference</td>
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<tr>
<td></td>
<td>National Safety Month</td>
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<td></td>
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<tr>
<td></td>
<td>Fathers Day</td>
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<tr>
<td>June 11</td>
<td>Corn on the Cob Day</td>
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<tr>
<td>June 17</td>
<td>Eat Your Vegetables Day</td>
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<tr>
<td>July</td>
<td>National Blueberry Month</td>
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<td>July 3</td>
<td>Eat Beans Day</td>
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<tr>
<td>July 4</td>
<td>Independence Day</td>
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<tr>
<td>July 16</td>
<td>Fresh Spinach Day</td>
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<tr>
<td>July 18</td>
<td>National Caviar Day</td>
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<tr>
<td>August</td>
<td>Fall Semester Starts</td>
<td></td>
<td>Tanana Valley Fair</td>
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<td></td>
<td>National Farmers Market Week (second week)</td>
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<td></td>
<td>National Honeybee Day (third Sunday)</td>
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<tr>
<td>September</td>
<td></td>
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<tr>
<td>September 29</td>
<td>National Coffee Day</td>
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<tr>
<td>October</td>
<td></td>
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<tr>
<td>October 7</td>
<td>National Kale Day</td>
<td>October 16</td>
<td>World Food Day</td>
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<tr>
<td>October 18</td>
<td>Alaska Day</td>
<td></td>
<td>Invasive Species Workshop (end of the month)</td>
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<tr>
<td></td>
<td>Forest Sports Fest</td>
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<tr>
<td>October 31</td>
<td>Halloween</td>
<td>November</td>
<td>Diabetes Awareness Month</td>
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<tr>
<td></td>
<td></td>
<td>November 23</td>
<td>National Eat a Cranberry Day</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Thanksgiving</td>
</tr>
<tr>
<td>December</td>
<td></td>
<td></td>
<td>Christmas/Winter Holidays</td>
</tr>
</tbody>
</table>


**Publication Proposal Form**

Before submitting new or substantially revised material for publication as an official, numbered, peer-reviewed Extension document, please review and complete this form. The questions are designed to help authors define the intended purpose of the publication and will assist in evaluating the need for the publication. If authors are unsure about the answer to some of the questions, please indicate as such. The form should be submitted to Extension Outreach and Communications. If more than one author will be involved in this publication, please indicate a lead author as the primary contact for Outreach and Communications.

**To be filled out by author:**

Lead author: ____________________________________________________________________________________________________________

Contact (address, phone, email): _______________________________________________________________________________________

Co-author(s): __________________________________________________________________________________________________________

Working title of publication: _____________________________________________________________________________________________

Intended audience: ______________________________________________________________________________________________________

Proposed format: Print __________________ DVD/CD ______________ Web only________

Attach a rough draft or detailed outline with your abstract (no more than 100 words):

1. What UAF Cooperative Extension Strategic Plan or Plan of Work goals does the proposed publication support?

2. If the proposed publication does NOT support Extension strategic objectives and Plan of Work goals, why is it important for UAF Cooperative Extension to publish this material?

3. How will you measure the impact of this publication and its success in meeting your stated goals?

4. What is the approximate length (pages of double-spaced text in Word)?

5. Color printing significantly increases both the cost and the attractiveness of a publication. If illustrations, photos, charts, graphs, tables, etc. must be in color, please explain why and provide justification.

6. Can you furnish high-quality art (slides, original drawings or scans at 300 DPI minimum)? Yes ☐ No ☐

*Note*: If copyrighted material or photos of human subjects will be used, written permission must accompany your manuscript when submitted.
7. Approximately how many illustrations, photos, charts, graphs, etc., will be included in the publication?

8. Will new illustrations or photographs need to be created? Yes No Don't know

9. Projected date Extension Outreach and Communications will receive all materials

10. Do you need this publication by a certain date? If so, when? 

(Please allow enough time to produce a quality product. Most publications require six to eight weeks from receipt of all materials, including peer reviews, to delivery of printed copies; small jobs can take less time while larger projects take longer. See Publications Production Specifications for more information.)

11. What is the proposed review cycle? Two year Four year

12. Do you have funds to pay for production and/or printing? If so, how much, and when does grant-funding end?

13. If this publication is based on grant funding, please provide wording for required acknowledgement, if any:

<table>
<thead>
<tr>
<th>Program chair sign-off:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does the proposed publication provide relevant information to intended audience?</td>
</tr>
<tr>
<td>Is there a similar publication already available? If yes, how is this different and what need will this publication fill?</td>
</tr>
<tr>
<td>Does the proposed publication support Extension’s Plan of Work/strategic objectives?</td>
</tr>
<tr>
<td>Does the proposed publication meet priorities identified in the author’s program area?</td>
</tr>
<tr>
<td>Signature ____________________________ Date ____________________________</td>
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<table>
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<tr>
<th>Secondary program chair sign-off:</th>
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<th>Outreach and Communications sign-off:</th>
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<tbody>
<tr>
<td>Signature ____________________________ Date ____________________________</td>
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<tr>
<th>Director’s approval:</th>
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<tbody>
<tr>
<td>Signature ____________________________ Date ____________________________</td>
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</tbody>
</table>

Please forward to snre-comm@alaska.edu
VIDEO PROPOSAL FORM

Before submitting new or substantially revised material for an official, numbered, peer-reviewed Extension video, please review and complete this form. The questions are designed to help authors define the intended purpose of the video and will assist in evaluating the need for the video. If authors are unsure about the answer to some of the questions, please indicate as such. The form should be submitted to Extension Outreach and Communications. If more than one author will be involved in this video, please indicate a lead author as the primary contact for Outreach and Communications.

To be filled out by author:

Lead author: ______________________________________________________________________________________

Contact (address, phone, email): ______________________________________________________________________________________

Co-author(s): ______________________________________________________________________________________

Working title of video: ______________________________________________________________________________________

Intended audience: ______________________________________________________________________________________

Abstract (no more than 100 words):

1. What UAF Cooperative Extension Strategic Plan or Plan of Work goals does the proposed video support?

2. If the proposed video does NOT support Extension strategic objectives and Plan of Work goals, why is it important for UAF Cooperative Extension to publish this material?

3. How will you measure the impact of this video and its success in meeting your stated goals?

4. What is the approximate length of the video (think about proposed delivery format)? __________________________

5. Proposed delivery format (could be more than one): DVD Web Broadcast TV

6. Will this video be part of a series of videos? Yes No

7. What style of video do you intend to produce (instructional/how-to, informational, documentary, public relations, etc.)? Make sure the style is appropriate for the intended audience.

8. What components would make up the video? Live action Graphics Still photos

   Standup (delivered directly to the camera) Pre-existing video Other
9. Do you have possession of and publication rights to all the materials (e.g., location, objects, graphics) that are not video to be shot? Yes No If not, can you acquire those materials? Yes No

10. Would travel be required to shoot the video? If yes, to where? __________________________________________

11. Projected date Extension Communications will receive all materials (script, graphics, etc.): ______________________

12. When do you need to have the finished video in hand?
(Please allow enough time to produce a quality product! Most videos require six to eight weeks from receipt of all materials to delivery of printed copies; small jobs can take less time while larger projects take longer. See Videos Production Specifications for more information.)

13. What is the proposed review cycle? Two year Four-year

14. Do you have funds to pay for production? Yes No
   If the funding comes from a grant, when does it end? ________________________________________

15. If grant funded, does the grant require acknowledgement of the grant in the video (logos, grant numbers, etc.)?
   Yes No If yes, what is the language required? ________________________________________

16. Could you provide sample videos done in a style similar to the style you’d like to produce? Yes No

Program chair sign-off:
Does the proposed publication provide relevant information to intended audience? Yes No
Is there a similar publication already available? If yes, how is this different and what need will this publication fill?

Does the proposed publication support Extension’s Plan of Work/strategic objectives? Yes No
Does the proposed publication meet priorities identified in the author’s program area? Yes No
Signature __________________________________________ Date ________________

Secondary program chair sign-off:
Does the proposed publication provide relevant information to intended audience? Yes No
Is there a similar publication already available? If yes, how is this different and what need will this publication fill?

Does the proposed publication support Extension’s Plan of Work/strategic objectives? Yes No
Does the proposed publication meet priorities identified in the author’s program area? Yes No
Signature __________________________________________ Date ________________

Outreach and Communications sign-off:
Signature __________________________________________ Date ________________

Director’s approval:
Signature __________________________________________ Date ________________

Please forward to snre-comm@alaska.edu
OTHER SOURCE SPONSORSHIP FORM

If you would like to sponsor an existing publication from another source, please fill out this form with information on why the publication is needed, how much it costs and how it can be obtained. Approved publications from other sources will be assigned numbers and be subject to Extension’s publication review process. To be filled out by author:

Title of publication: ________________________________________________________________

Author(s): __________________________________________________________________________

Source of publication: _______________________________________________________________________

Date of publication: __________________________________________________________________________

Why do you want to sponsor this publication? _______________________________________________________

________________________________________________________________________________________

Does Extension currently have any similar publications? ____________________________________________

How much does this cost? ______________________________________________________________________

Review cycle? Two year ______ Four year ______

Date: __________________________________________________________________________________________

Sponsor:

Signature __________________________________________ Date __________________________

Program chair sign-off:

Signature __________________________________________ Date __________________________

Outreach and Communications sign-off:

Signature __________________________________________ Date __________________________

Director’s approval:

Signature __________________________________________ Date __________________________

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Peer Review Form

Name of author(s): ________________________________________________________________

Title of publication: ______________________________________________________________

Reviewer’s name: ________________________________________________________________

To be filled out by reviewer. Please review the enclosed document, keeping in mind the questions below.

Once completed, please return this form and a marked-up version of the enclosed document to:

Mailing address
Cooperative Extension Outreach and Communications
University of Alaska Fairbanks
P.O. Box 756180
Fairbanks, AK 99775-6180

Physical address
Cooperative Extension Service
University of Alaska Fairbanks
308 Tanana Loop, Room 103
Fairbanks, AK 99775-6180

Phone: 907-474-5211
Fax: 907-474-2631
Email: snre-comm@alaska.edu

Will the intended audience be able to clearly understand the text? Yes _________ No _________

Comments:

Is the length of the text about right for the intended message? Yes _________ No _________

Comments:

Is the subject matter accurate and current? Yes _________ No _________

Comments:
If tables and figures are used, are they easy to read and understand?  Yes  No

Comments:

Reviewer Recommendation:

a. □  Recommend to publish
b. □  Recommend to publish with minor revisions (noted on manuscript or listed below)
c. □  Recommend to publish with major revisions (noted on manuscript or listed below)
d. □  Do not recommend to publish (reasons noted below)

Comments:

Name of reviewer: ________________________________________________________________

Signature: ______________________________________________________________________

Title: __________________________________________________________________________

Date: __________________________________________________________________________

Organization/university: __________________________________________________________

Address: _________________________________________________________________________

Phone number: _________________________________________________________________

Email address: __________________________________________________________________

Please forward to snre-comm@alaska.edu
VIDEO SCRIPT REVIEW FORM

Name of author(s): ________________________________________________________________

Title of publication: ______________________________________________________________

Reviewer's name: __________________________________________________________________

<table>
<thead>
<tr>
<th>Mailing address</th>
<th>Physical address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooperative Extension Outreach and Communications</td>
<td>Cooperative Extension Service</td>
</tr>
<tr>
<td>University of Alaska Fairbanks</td>
<td>University of Alaska Fairbanks</td>
</tr>
<tr>
<td>P.O. Box 756180</td>
<td>308 Tanana Loop, Room 103</td>
</tr>
<tr>
<td>Fairbanks, AK 99775-6180</td>
<td>Fairbanks, AK 99775-6180</td>
</tr>
<tr>
<td>Phone: 907-474-5211</td>
<td>Fax: 907-474-2631</td>
</tr>
<tr>
<td>Email: <a href="mailto:snre-comm@alaska.edu">snre-comm@alaska.edu</a></td>
<td></td>
</tr>
</tbody>
</table>

Is the subject matter accurate and current? Yes __________ No __________

Comments:

Is the length of the video right for the intended message? Yes __________ No __________

Comments:

Will the intended audience be able to clearly understand the message the way it is presented? Yes __________ No __________

Comments:
UAF EXTENSION COMMUNICATIONS POLICIES AND PROCEDURES

Do the visuals presented make sense for the subject matter? Are they easy to understand?  
Yes _________ No__________

Comments:

Reviewer Recommendation:

a. □ Recommend to publish

b. □ Recommend to publish with minor revisions (noted on manuscript or listed below)

c. □ Recommend to publish with major revisions (noted on manuscript or listed below)

d. □ Do not recommend to publish (reasons noted below)

Comments:

Name of reviewer: ________________________________________________________________

Signature: ________________________________________________________________

Title: ________________________________________________________________

Date: ________________________________________________________________

Organization/university: ________________________________________________________________

Address: ________________________________________________________________

Phone number: ________________________________________________________________

Email address: _____________________________________________________________

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