



PUBLICATION 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

UAF EXTENSION COMMUNICATIONS POLICIES AND PROCEDURES

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