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STEPS IN PREPARING an extension PUBLICATION

TEXAS AGRICULTURAL EXTENSION SERVICE
THE TEXAS A&M UNIVERSITY SYSTEM
Daniel C. Pfannstiel, Director, College Station, Texas

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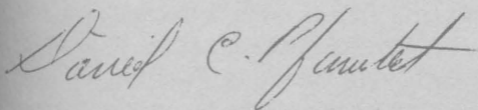
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FOREWORD

Publications prepared and distributed by staff members of the Texas Agricultural Extension Service continue to be very important in communicating useful information to Texas citizens. A well prepared publication can be an efficient and effective means of communicating timely and factual information to large numbers of people.

Extension publications provide a bridge of communication from the mind of the writer to the person reading the material. Each writer must consider both the purpose of the communication and the reader's needs. It is not enough, however, to write something so that it merely can be read. The degree to which communication occurs depends upon the degree to which the words represent the same meaning for the reader as they do for the writer.

Publications can play a key role in developing and carrying out Extension educational programs. Effective printed materials provide subject-matter information to support programs and reinforce other teaching methods and techniques. They also provide enduring reference sources of information for staff and clientele when relevant facts are needed.



Daniel C. Pfannstiel
Director

STEPS IN PREPARING AN EXTENSION PUBLICATION

The preparation of materials for publication is an important responsibility of Extension subject-matter specialists, as well as other headquarters staff members. Experience has shown that where supporting publications exist in a program area, specialists and county Extension agents are able to achieve greater educational impact and to effect more desirable changes in people.

Because time, effort and funding required to produce an Extension publication are significant, *first give careful thought to determining its need.* You can do this through:

- Personal knowledge in your specific area;
- Requests from Extension agents and other clientele;
- Conferences with your Extension project leader, administrative supervisor, department head, co-workers and research counterparts;
- Review of current publications available to *avoid duplication* of subject-matter coverage.

PROCEDURE FOR OBTAINING APPROVAL OF NUMBERED PUBLICATIONS

NEW PUBLICATIONS

See Section 1, D-210, *Approval Form for Publishing Materials*. Fill in the blank labeled "date submitted." (This means the date your approval form and outline or rough draft is submitted to your project leader.) In the blank labeled "Priority No.," fill in the priority number that corresponds with the number listed for this specific publication on your current D-503C, *Publications Planned*. There also is a blank which should indicate the "desired delivery date." This date should correspond to that indicated in the D-503C, *Publications Planned*. This information will be helpful to all individuals involved in the approval process.

When *Section 1* of the D-210 is completed, a detailed outline or rough draft of the contents should be attached. At this point, you may need to visit further with your project leader, department head (when applicable) and supervisor concerning the publication's purpose, content and target audience, as well as possible approaches in writing and illustrations.

A conference with the associate editor-publications about editorial assistance and methods of production is encouraged to clarify steps in art and printing production.

Extension authors should always indicate how the proposed publication cost is to be paid. Blanks in *Section 1* provide space for this information. (For example, Expanded Nutrition Program materials are funded from a budget that is allocated specifically to this program. The blank labeled "other" would be used in this instance.) For publications funded out of the publications fund, check the blank labeled "TAEX."

At times, authors may want to investigate the possibility of special grants for underwriting the cost of publications. This procedure should be cleared with the appropriate supervisor.

Before proceeding to Section 2 of the D-210, you will be working with an assigned communications specialist-publications (editor) to mutually develop detailed plans for the manuscript and illustrative material. Specific art and printing specifications will be confirmed in subsequent steps through joint conferences with the assigned editor, artist and author.

When proposed publications appear likely to involve an unusually high expenditure, the assigned editor will obtain a "pre-estimate" based on tentative specifications, and forward the D-210 file to the Director's office. The Director's initials in *Section 2* will indicate the probability of final approval, based on definite specifications and a cost quotation. If the Director declines to initial in the designated blank in *Section 2*, the author and editor will seek alternative specifications to lower the cost or the author may elect to withdraw his request.

In *Section 2* of the D-210, certain steps will have been taken before signatures are requested:

- The copy will have had editorial treatment and will have been checked thoroughly by the author and co-workers as deemed necessary.
- Final plans for illustrative materials, including the cover design, will have been made.

The necessary approval signatures in *Section 2* include those of your project leader, department head (when applicable), administrative supervisor and the assigned editor (to show that editorial input has been made).

In *Section 3* of the D-210, the assigned publications editor will list specifications and costs for printing the publication. Editorial approval will be indicated by the signature of the associate editor-publications. Once this section is completed, the manuscript, attached to the set of D-210's, will be forwarded immediately to your administrative supervisor.

Section 4 of the D-210 must be completed before full authorization can be given to proceed with plans for reproduction. The signatures required in this section are those of your administrative supervisor, the director of Extension and the assistant director for fiscal affairs.

The next step is the assignment of a purchase order number in the fiscal office, after which the entire manuscript file will be sent to the associate editor-publications. Publication approval data will be recorded in the publications office and the file will be delivered immediately to the assigned editor. You will be contacted when proofs are available. Authors may request both galley proofs and page proofs.

REPRINTS AND REVISIONS

1. The author will receive four copies of D-778 *Notice of Low Supply of an Extension Publication* from the publications office when the current supply is low.

2. The author should complete immediately the lower part of D-778, indicating recommendations for reprinting, revising or discontinuing.

3. The author should send a copy of D-778 to his project leader, supervisor and the associate editor-publications. One copy should be retained for his files. Completed copies of D-778 *do not constitute authorization* for publishing.

If a publication is to be *reprinted* or *revised*, the author should prepare the manuscript and submit two copies with five copies of D-210. A copy of the *most recent issue* of the publication should be attached to the D-210's. *For reprints only*, the project leader and supervisor may elect to sign the D-210's in *Sections 1 and 2 and 4* at the same time. A history of the reprint or revision will be provided by the assigned editor.

APPROVAL PROCEDURE FOR UNNUMBERED MATERIALS

Certain unnumbered materials require approval by your immediate supervisor and by your project leader in *Sections 1 and 2* of the D-210. A copy of the material must accompany the D-210 form.

The following are examples of unnumbered materials which require D-210 approval:

1. Initial production of letterheads and newsletter copy
2. Speeches by individuals other than Extension staff members
3. Proceedings, programs, tickets, name tags, other registration materials for workshops, seminars, clinics, conferences, etc.
4. Posters, flip charts, maps
5. Certificates
6. Custom-made covers for in-shop produced materials
7. Custom-made binders for looseleaf materials
8. Questionnaires and surveys
9. Handouts or mailouts for short-term use (not including teaching plans or examples of teaching methods)
10. Materials for organizations and groups outside the Texas Agricultural Extension Service.

If further approval is needed because of special *funding, editorial assistance* or specifications that require production assistance *outside* Extension's reproduction and distribution facility, contact a publications editor.

SCHEDULING PUBLICATIONS

Normally, it requires about 3 months for manuscripts to be produced in final form, ready for delivery. The complexity of each proposed publication and unavoidable delays along the way make it impossible to set definite benchmarks for delivery. Refer to your copy of D-503C, *Publications Planned*, for the estimated dates in columns E and F. Unplanned publications or materials *may* have to receive lower priority, depending upon the urgency of the need and the situation.

To correctly fill in D-503C, please refer to D-503C Supplement (*Instructions for Completing the D-503C for State Planning Units in Preparing the 19__-__ Annual Plan of Work*), a copy of which accompanies the Plan of Work form when it is mailed out.

JOINT AND CO-AUTHORED PUBLICATIONS

1. If a manuscript is to be published jointly by two or more services, approval from Extension and its participation must be obtained by following the same steps as for an Extension publication.

2. The cost will be borne proportionately by the services involved, according to the number of copies purchased by each.

3. Co-authorship in manuscript preparation is encouraged where it strengthens and expedites Extension publications.

4. Appropriate acknowledgments of contributions to Extension publications will be made.

5. While research provides the basis for content, rarely does an Extension publication rest

from one specific research effort. Courteous consideration of fellow professional workers should determine acknowledgment other than co-authorship.

PURCHASE OF OUTSIDE PUBLICATIONS

Extension staff members desiring to purchase in quantity a publication produced by another Extension Service or institution should discuss the matter with their project leader, department heads and supervisors. The publications office can assist in transmitting appropriate copy for franking privilege, where applicable, and giving editorial instructions to the source of the publication. For the purchase of outside publications, a D-754, *Request for Equipment or Expendable Supplies*, should accompany the D-210 and copy. A purchase order will be issued by the fiscal office of Extension following approval of the proposed publication by the Director.

INSTRUCTIONS FOR TYPING MANUSCRIPT COPY

1. Always type double-space on one side of an 8½ × 11-inch sheet of paper.
2. Allow at least 1 inch for margins on all sides.
3. Copy for cutlines should appear on a separate sheet of paper, with numbers corresponding to those penciled lightly on the reverse side of the illustrations. Sketches for art should be on separate sheets of paper rather than placed within the copy.
4. Copy for each table should appear on a separate 8½ × 11-inch sheet of paper.
5. Do *not* attempt to arrange illustrations in the typed manuscript. The publications editor will work with the author concerning placement of art and overall layout.
6. The Department of Agricultural Communications follows primarily the style of writing in the U.S. Government Printing Office Style Manual.

A TEST FOR YOUR PUBLICATION

Make It Useful

Write to fit a reader's need; to answer his questions; to inspire his imagination.
Be accurate in your statement.
Be reliable with your information.
Write in readable style.

Make It Beautiful

Keep your copy balanced as to length.
Provide clear, sharp photographs.
Offer clever ideas as to art work.
Keep to one style throughout.

Make It Keepable

Design your publication to
file in a notebook
or
place on a bookshelf
or
hold in the hand
or
attach to equipment
or
remain on a desk.

Make it durable, both as to content and paper.

(Adapted from a release by Lorin F. Wheelwright, 1957, American Association of Agricultural College Editors convention consultant on publications.)

SOME COPY EDITING SYMBOLS

<u>Mark</u>	<u>Meaning</u>	<u>How used</u>	<u>Result in Print</u>
<u>Capital letter</u>	Capital letter	<u>Proper use of</u>	PROPER USE of
<u>Paragraph</u>	Paragraph	reasons. ¶ Most farmers prefer	reasons. Most farmers prefer
<u>Paragraph</u>	Paragraph	reasons. Most farmers prefer	reasons. Most farmers prefer
<u>Lower case</u>	Lower case	Rows / should be	Rows should be
<u>Delete letter</u>	Delete letter	this mi n ute	this minute
<u>Transpose words</u>	Transpose words	minute this	this minute
<u>Transpose letters</u>	Transpose letters	this mi n ute	this minute
<u>Close up space</u>	Close up space	this fa r mer	this farmer
<u>Spell out</u>	Spell out	5 (qt.)	5 quarts
<u>Abbreviate</u>	Abbreviate	5 (quarts)	5 qt.
<u>Set in type, though marked out</u>	Set in type, though marked out	this very minute ^{step}	this very minute
<u>No paragraph</u>	No paragraph	soon.) (Classes begin	soon. Classes begin
<u>Center</u>	Center] Total [Total
<u>Indent right</u>	Indent right	Results:] 5 attended 6 called	Results: 5 attended 6 called
<u>Indent left</u>	Indent left	Results: 5 attended [6 called	Results: 5 attended 6 called

Educational programs conducted by the Texas Agricultural Extension Service serve people of all ages regardless of socioeconomic level, race, color, sex, religion or national origin.

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