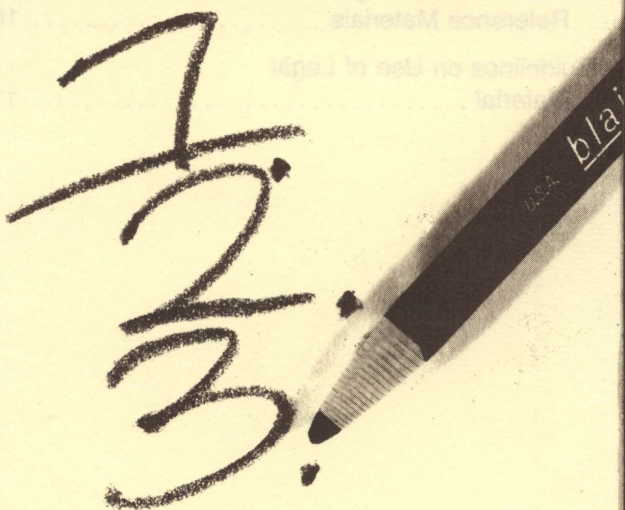


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# Steps in Preparing an Extension Publication



**Texas  
Agricultural  
Extension  
Service**

The Texas A&M  
University System

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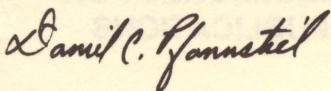


## FOREWORD

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

Preparing materials for publication is an important responsibility of Extension subject-matter specialists as well as other headquarters staff members. Experience proves that where supporting publications exist in a program area, specialists and county Extension agents achieve greater educational impact and help more people to make more desired changes.

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

- Personal knowledge about the most urgently needed information in your specific area;
- Requests from agents and other clientele;
- Conferences with your project group supervisor/coordinator, state program leader, department head, co-workers and research counterparts;
- Review of current publications available to *avoid duplication* of subject-matter coverage.

## APPROVAL PROCEDURES FOR NUMBERED PUBLICATIONS

### NEW PUBLICATIONS

See *Section 1, D-210, Approval Form for Publishing Materials*.

1. Fill in the blank labeled "date submitted." (This is the date your approval form and outline or rough draft are submitted to your project leader.)
2. Fill in the blank for "desired delivery date." This information is helpful to all individuals involved in the approval process.
3. Be sure to fill in the "uniform file code" blank...
4. Carefully word the justification statement pointing out the specific need, audience and program support of this publication.

5. Please note the blank for checking that approved chemical labels are attached. This applies primarily in the agricultural subject areas.

Authors should always indicate how the proposed publication cost is to be funded. Blanks in *Section 1* provide space for this information. (For example, Expanded Nutrition Program materials are funded from a budget allocated specifically to this program.) For publications funded from the Extension publications fund, check the blank labeled "TAEX" regular.

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.

When *Section 1* of the D-210 is completed, attach a draft of the manuscript. At this point, you may need to visit with your project group supervisor/coordinator (when applicable), department head (when applicable) and state program leader concerning the publication's purpose, content and target audience. Obtain their signatures of approval in *Section 1*.

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

Once *Section 1* of the D-210 has been completed, you will begin to work with an assigned editor on detailed plans for the manuscript and illustrative material. Specific art and printing specifications are confirmed in subsequent steps through joint conferences with the assigned editor, artist and author.

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

The copy has been edited and checked thoroughly by the author and co-workers as deemed necessary.

The author/s and editor have made final plans for illustrations, format and cover design.

In *Section 2* of the D-210, the assigned publications editor enters specifications and costs for printing the publication. Editorial approval is indicated by the signature of the associate editor-publications. Once *Section 2* is completed, the

manuscript, attached to the set of D-210's, is forwarded immediately to your state program leader.

*Section 3* of the D-210 must be completed before full authorization is given to proceed with printing production. Signatures required in this section are those of your program leader, the director and the assistant director for fiscal affairs.

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

## REPRINTS AND REVISIONS

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

2. Immediately upon receipt, the author should review the past history and current inventory of the publication. Next, the author should complete the lower part of D-778, indicating recommendations for reprinting, revising or discontinuing.

3. The author sends a copy of D-778 to his project group supervisor/coordinator, state program leader and the associate editor-publications. One copy should be retained for author 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 and submit a copy of the manuscript with the set of D-210's. A printed copy of the *most recent issue* of the publication also should be attached to the D-210's. For *reprints only*, the project leader and state program leader may elect to sign the D-210's in *Sections 1* and *3* at the same time. A history of the reprint or revision is provided by the publications office.

## **APPROVAL PROCEDURE FOR UNNUMBERED MATERIALS**

Certain unnumbered materials require approval from your project group supervisor/coordinator in *Section 1* 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 binders for looseleaf materials
7. Questionnaires and surveys
8. Handouts or mailouts for short-term use (not including teaching plans or examples of teaching methods)
9. Materials for organizations and groups outside the Texas Agricultural Extension Service.

Further approval may be needed because of *special funding, editorial assistance* or specifications that require production assistance *outside* Extension's reproduction and distribution facility. Contact the associate editor-publications for more information

## **SCHEDULING PUBLICATIONS**

Normally, it requires about 3 months for manuscripts to be processed and ready for delivery. The complexity of each proposed publication and unavoidable delays along the way make it impossible to set definite benchmarks for delivery.

## **JOINT AND COAUTHORED PUBLICATIONS**

1. If a manuscript is to be published jointly by two or more services, approval from Extension for its

participation must be obtained by following the same steps as for an Extension publication.

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

3. Coauthorship in manuscript preparation is encouraged where it strengthens and expedites Extension publications.

4. Appropriate acknowledgment of contributions to Extension publications is made.

5. While research provides the basis for content, rarely does an Extension publication result from one specific research effort. Courteous consideration of fellow professional workers should determine acknowledgment other than coauthorship.

## **PURCHASE OF OUTSIDE PUBLICATIONS**

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

## **INSTRUCTIONS FOR PREPARING 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. Place sketches for art on separate sheets of paper rather than placing them within the copy.

Copy for each table should appear on a separate  $8\frac{1}{2} \times 11$ -inch sheet of paper.

5. Do *not* attempt to arrange illustrations in the typed manuscript. The publications editor counsels 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.

## **GUIDELINES FOR AUTHORSHIP**

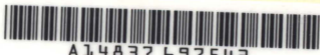
Proper and accurate publication authorship is important both to the Texas Agricultural Extension Service and to the individual staff member.

The following guidelines are to assist authors, editorial personnel and administrators in more consistent authorship designation to insure appropriateness and fair treatment to all contributors.

1. Authorship normally is dependent upon the amount and type of contribution an individual has made to the writing task. Other contributions, such as reviews, critiques, data organization or illustrative material, may be credited in a statement of acknowledgment.

The staff member bearing the major responsibility for the writing and overall development of a publication should be considered the senior author, and his name should be listed first in the authorship copy.

2. The number of authors in a given publication should be limited to two or three (unless authors involved represent more than one project group, agency or university etc.).
3. Names of authors no longer on the Extension staff (including deceased) should be removed from the authorship in subsequent reprints. It is strongly encouraged that these individuals be credited in an acknowledgment indicating their



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involvement in the original manuscript preparation. If no current staff member had direct input in the manuscript preparation, listing of the agency name should serve as authorship.

4. When a current staff member revises a publication originated by a former staff member, the current staff member should be listed as author. If a sufficient amount of the original material remains in the revision, acknowledgment should be given to the original author. The current staff member must make this determination.
5. At times, graduate students or Extension assistants may write Extension publications under close supervision by a staff member. In such cases, their names may be included in the authorship, but *not* as senior authors.

Undergraduate students should never be given the responsibility for writing Extension publications and will *not* be listed in the authorship. A credit line indicating their contribution would be appropriate. Before initiating any project involving undergraduate students, staff members should clarify this policy with the students and the appropriate supervisors.

## **GUIDELINES FOR CITING REFERENCE MATERIALS**

The following are guidelines for the kinds of references most often cited in Extension publications. Not all publications will require references, but some may require one or more of the types of references defined as follows.

Listings for references beyond the following guidelines will require review and approval by the appropriate program leader or supervisor.

1. **RESEARCH AND OR QUOTATIONS** — technical articles, basic research, journal articles, basic textbooks, quotes from widely recognized authorities in industry, government, society, etc.

These types of references are used primarily to justify statements and lend credibility and

authenticity to the publication. These references would be information not readily available to the typical Extension clientele. The number listed usually would be less than five. A list of references used, but not cited, should be filed in the author's files or subject-matter group files.

2. **SUGGESTED READING** — Extension subject-matter publications, USDA publications and other materials easily accessible to the interested reader. The number listed usually would be less than five.
3. **RELATED MATERIALS** — Extension publications, charts, record forms, contest judging forms, 4-H member guides and leader guides in the same project area etc. These materials would be readily available from county Extension agents and limited to closely related subjects.

## **GUIDELINES ON USE OF LEGAL MATERIAL**

Educational materials that contain legal information are occasionally needed to support Extension programs. However, care must be taken to ensure that Extension does not publish any materials that could be construed to provide legal advice and service. To protect our clientele and the Extension Service, the following guidelines are provided:

1. No blank legal forms of any nature should be published. This is to protect the lay public that may not fully appreciate the precise circumstances under which these forms should and should not be used, and therefore may cause substantial economic loss if used improperly.
2. All publications containing legal material, such as citing cases, referring to a specific law or statute or interpreting a law, should be authored or co-authored by a member of the State Bar of Texas. The publication will carry a notation identifying one of the authors as a member of the State Bar.
3. Each publication should contain a disclaimer

which points out that the purpose of the publication is to provide educational information rather than giving specific advice, and that such specific legal advice should be obtained only from an attorney. The following is an example:

*This publication is not to advise you of the validity of your contracts. The purpose is to provide educational information. Specific legal questions should always be directed to your attorney.*

4. Questions and interpretations about these guidelines will be referred to the associate director who will counsel with a representative of the Unauthorized Practice Committee of the State Bar to determine the appropriateness of the Extension publication in question.

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

Cooperative Extension Work in Agriculture and Home Economics, The Texas A&M University System and the United States Department of Agriculture cooperating. Distributed in furtherance of the Acts of Congress of May 8, 1914, as amended, and June 30, 1914.