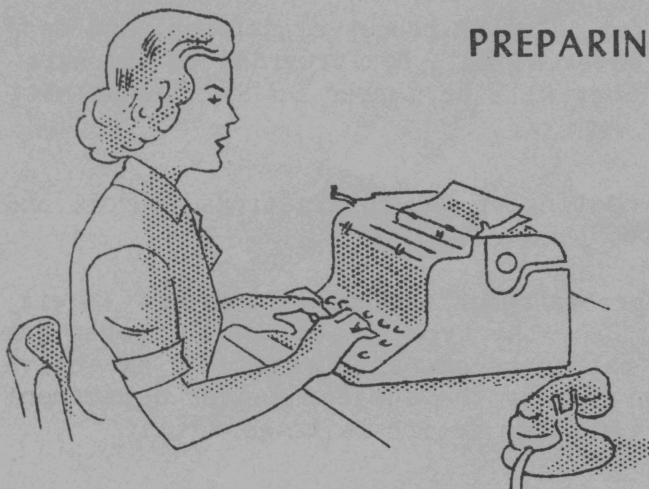


PREPARING AN EXTENSION PUBLICATION



The printed word is a powerful teaching instrument in Extension work. With a few basic rules your job of writing a publication can result in personal satisfaction and at the same time you will be rendering a real service to the people with whom you work.

Do These Things Before You Begin Writing:

Determine the need for writing about certain subjects through

- *Personal authoritative knowledge
- *Requests from agents and individuals in the field
- *Talks with your state leader
- *Talks with department heads and research personnel.

Think about the style or approach you will use. Keep in mind who will use the publication.

Describe briefly the proposed publication in Section 1 of your D-210. Suggest the purpose of the publication and estimate the number of copies needed. D-210's are to be filled out in triplicate and they may be ordered from the Agricultural Information Office.

You Are Now Ready To Begin Writing:

Write a tentative draft; assemble possible photographs; arrange for art work; and discuss subject matter with the head of your department and others concerned.

Submit a rough copy and proposed illustrative suggestions to the Agricultural Information Office for editing. Discuss with the editor your ideas concerning the makeup of this publication.

Again check the subject matter with your department head or persons concerned for accuracy and approval. Department head should indicate approval by signing all three copies of the D-210. This is required for reprints the same as for new or revised publications.

Five copies of the manuscript should be typed if the publication is to be printed by letterpress; two copies if it is to be multilithed or mimeographed. Read the copies carefully for meaning, spelling and punctuation. Make necessary corrections before sending the copies to the state leader. Consult the Agricultural Information Office as to the printing process to be used.

Attach the copies to three D-210's, filled out with proper signatures, and send to the appropriate state leader. This material will be forwarded to the Agricultural Information Office where the copy will be marked up for the printer and estimates of printing costs will be obtained.

The manuscript will be considered at a meeting of the Publications Council and the author will be notified of the action taken.

The author will be contacted when page proofs reach the editor's desk. It will be his responsibility to check proofs. Once the type is set and the pages are made up, changes in layout or subject matter become expensive. If extensive changes are necessary they must be approved by the subject matter department head and the Publications Council before further action is taken.

TEXAS AGRICULTURAL EXTENSION SERVICE
G. G. GIBSON, DIRECTOR, COLLEGE STATION, TEXAS