



# Colorado State University

## Extension

### **Publication Guide** (fact sheets, bulletins, publications, books, etc.)

Colorado State University Extension fact sheets, bulletins, publications, and books provide the single largest distribution of CSU research-based information. Through sales at the [University Resource Center](#) and availability online, this information is available to interested local, regional, national and international readers. Fact sheets alone receive well over five million web hits per year and are distributed widely from local Extension offices throughout the state.

### **Fact Sheets and Bulletins**

In general, printed fact sheets are no more than four pages. Bulletins are longer publications that provide more detail on a subject than a fact sheet and are often more technical. Fact sheets and bulletins are research-based, and in general are written for a lay audience.

- Fact sheets and bulletins that *do not contain* original research require three reviewers, assigned by the author, and who provide feedback to the author for revisions.
- Publications (fact sheets or bulletins) *containing* original research require three reviewers and a technical editor on the original manuscript, for content accuracy and relevance.
- All Extension publications require a review cycle, determined by the author.

Topics are determined by author, with input from peers (work team, specialist/community interest/need, etc.). Consider the target audience when writing along with their education and reading level; a 10<sup>th</sup> grade reading level at maximum is suggested. If in doubt, Word has a feature to check the ‘ease of reading’ (Flesch-Kincaid readability test). To learn more, visit <http://office.microsoft.com/en-us/word-help/test-your-document-s-readability-HP010148506.aspx>.

All CSU academic publications, including Extension fact sheets, require initial peer review and periodic author review to ensure the information remains relevant, current and accurate.

### **Online Review Process**

Prior to submitting for review, the author should check the manuscript for grammar and spelling (refer to the [CSU writers style guide](#) for more information). To submit a fact sheet or bulletin for review, go to: <http://csue.expressacademic.org/login.php>.

Authors choose the content area for their publication and suggests reviewers in the ‘comment’ area, but the site administrator, [Ruth Willson](#), assigns reviewers: once reviewers are assigned, the

system generates an e-mail to them, sending out reminders after 21 days if reviews not done. Willson dialogs with author if reviews are not completed to come up with an alternate plan.

After reviews are complete and uploaded to the system, Willson marks submission as accepted and sends comments to author, with a separate e-mail containing the edited documents, to author. The author then determines final manuscript content and uploads it, along with graphics and photographs (minimum 150 dpi, 4 x 6) back to the manuscript review system (FastTracks).

### **Online Publication Process**

The fact sheet category has been determined by author, however the number is assigned when the entire packet is received by [Brit Heiring](#). Edits and undertaken strictly to conform to Associated Press style, and it is processed for layout/design; a draft pdf file to author for approval along with approval sheet.

Once any and all corrections have been finalized, the author is notified to let them know it has been posted.

### **Distribution and Sales of Extension Publications**

Any Extension specialist, agent or other University department can distribute publications out of URC if they provide URC with an IO (internal order) to cover the shipping and handling for the publications. Handling costs are determined by URC, based on size of the shipment.

Any publication paid for out of Extension's publications account must be sold for distribution. Extension no longer prints and distributes free publications; they are online in a print-ready format for on-demand printing.

For archival purpose, copies are sent to the Colorado State Depository (to distribute to other state libraries) and to the National Agriculture Library.

### **Selling Publications Published by Outside Sources/From Authors**

Publications written by an Extension specialist and/or agent can be purchased from the author by Extension. Publications written by an Extension specialist or agent and published through another publisher (e.g. University Press) may be purchased from the publisher by Extension and offered for sale at the URC. Shipping and handling charges apply.