Topics to be discussed

- Overview of AES/CES publications history and trends
- Expired Extension publications update
- Manuscript submission guidelines
  - Expired Extension publications
  - New AES/CES publications
- Writing and copyright guidelines
- Ordering and distribution procedures
AES/CES Production History*

![Bar chart showing types of publications produced by the AES/CES over different periods.](chart)

- **Guides (1975–2014):** 882 publications
- **Circulars (1915–2014):** 672 publications
- **Research Reports (1955–2014):** 784 publications
- **Bulletins (1890–2014):** 807 publications
- **Tech. Reports (1990–2014):** 46 publications

**Types of Publications**

*Totals through 7/2014.*
AES/CES Production Trends (2000–2013)*

*Data from Jan. to Dec. for calendar years 2000 to 2013. Since many expired CES publications are currently being revised, we expect better revision numbers in 2014.
Popularity of CES Guides by topic and pageviews (Jan. to Dec., 2013)*

NOTE: We now have 87% of our publications in HTML format, up from 62% in 2012. This improves online searchability of our content.

*In 2013, the ACES website received 1,491,801 visits, and 570,717 were to our publications. That means that 38% of all visits came here because of our content. The 570,717 total includes research publications, circulars, welcome pages for all categories listed, and other misc. pages. The totals listed above refer solely to guides listed under each category.
Why is it important that Extension publications be up-to-date?

We are in direct competition with numerous online resources available to the public. However, online sources can often be of dubious quality, while Extension resources are of the highest quality. It is important to maintain this high quality—and the public’s trust—by ensuring that publications are up-to-date.

Our experiences with social media have shown that the public truly appreciates it when we provide them with good information—but they will quickly tell us when our content is in error.
The following slides list the most popular publications (guides) within each category, and indicate which are up-to-date or expired.

We are seeing a steady increase in revision submissions since we began working more closely with departments in 2013 to address this issue. We expect better production numbers in 2014 and 2015.
Clothing (Popularity of up-to-date/expired publications, 2013)¹

Our Most Popular Category!
119,026 total views (21% of total)

¹This is a partial list of the 38 total publications in this category.
Horticulture (Popularity of up-to-date/expired publications, 2013)

1This is a partial list of the 155 total publications in this category.
Agricultural Mechanics & Engineering (Popularity of up-to-date/expired publications, 2013)

- **M-115: Disinfecting a Domestic Well with Shock Chlorination**: 20,471 views
- **M-106: Safe Use of Household Graywater**: 16,536 views
- **M-114: Nitrate in Drinking Water**: 12,753 views
- **M-226: A Low-Cost Water Measuring Device**: 919 views
- **M-116: Treating and Storing Water for Emergency Use**: 2,646 views
- **M-112: Water Quality for Livestock and Poultry**: 100 views

**3rd Most Popular Category!**
51,533 total views (9% of total)

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1This is a partial list of the 14 total publications in this category.
Agronomy (Popularity of up-to-date/expired publications, 2013) 

1This is a partial list of the 85 total publications in this category.
Livestock/Range (Popularity of up-to-date/expired publications, 2013)\(^1\)

\(^1\)This is a partial list of the 95 total publications in this category.
Wildlife (Popularity of up-to-date/expired publications, 2013)

1 This is a partial list of the 42 total publications in this category.
Food/Nutrition (Popularity of up-to-date/expired publications, 2013)$^1$

$^1$This is a partial list of the 52 total publications in this category.
Family Resource Management (Popularity of up-to-date/expired publications, 2013)¹

¹This is a partial list of the 49 total publications in this category.
Water (Popularity of up-to-date/expired publications, 2013)\(^1\)

\[\text{4,394 views} \]

\[\text{9,333 total views (1.64% of total)}\]

\(^1\)This is a partial list of the 13 total publications in this category.
Dairy (Popularity of up-to-date/expired publications, 2013)¹

¹This is a partial list of the 28 total publications in this category.
Economics (Popularity of up-to-date/expired publications, 2013)$^1$

$^1$This is a partial list of the 23 total publications in this category.
Family Development (Popularity of up-to-date/expired publications, 2013)¹

¹This is a partial list of the 14 total publications in this category.
Health (Popularity of up-to-date/expired publications, 2013)\(^1\)

\(^1\)This is a partial list of the 31 total publications in this category.
Expired publications must be reviewed by a specialist/agent in that field. Since existing publications have already been peer reviewed, revised publications generally do not need to be peer reviewed again. The only exception is if the content will be significantly revised. Review/revision options available:

1. **Content OK, no revisions.** If the reviewer feels the content is still good, he/she can send an email to the publications unit with approval to reprint the publication. The reviewer is credited on the first page of the publication (e.g., “Reviewed by John Doe”), while previous authors/reviewers are credited at the publication’s end.

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**Tree Pruning Techniques**

H-156

Reviewed by John Doe

Cooperative Extension Service • College of Agricultural, Consumer and Environmental Sciences
2. **Minor revisions necessary.** For minor revisions (e.g., new website addresses, new pesticide recommendations, updated best practices), we will give the reviewer an MS Word file to work with. Authors then submit revised publications to us for processing. *If minor revisions are made, the author is credited on the first page of the publication* (e.g., “Revised by John Doe”). *Previous authors/reviewers are credited at the publication’s end.*
4. **Replacement of publication.** If a publication needs to be completely reworked but the content is still useful, we can delete the original publication from our catalog and assign a new number to the reworked manuscript. Since this is considered a new publication, the reviewer is considered the original author, and a peer review will be necessary. We recommend that a new title be developed for the publication as well.

![Tree Pruning Techniques for Orchards]

**Cooperative Extension Service • College of Agricultural, Consumer and Environmental Sciences**

5. If a publication is no longer relevant or useful, the expired publication can be deleted from our publication catalog.
6. **Determine the stability of the content.** If it is very stable, we can review it again in ten years, while publications with less-stable content would continue to be reviewed every five years. **Please let the publications unit know if the publication should be reviewed again in five or ten years.**

7. **Review publications for safety first.** If any publication is unsafe but the content is still of value, we will remove it from the web until it is revised. If content is safe and adequate but needs revision and there is no specialist available, we can remove the PDF from the web along with the expiration date from the HTML version, and then leave the HTML posted until it can be revised.
We also retain the authorship history of our publications.

Guide I-105: Osteoporosis (Rev. 2013)

Original authors: Bruce Jacobs, Extension Health Specialist; and M. Ann Bock, Professor, Human Nutrition.

Sonja Kaukel is Assistant Professor and Extension Community and Environmental Health Specialist in the Department of Extension Family and Consumer Sciences. She earned her B.S. at NMSU and her M.S. and Ph.D. at Texas Tech University. Her Extension programs focus on health and wellness—physical, mental, spiritual, and environmental.

Circular 374: New Mexico Range Plants (Rev. 2011)

Original authors: Charles W. Gay, Jr., Extension range management specialist; and Don D. Dwyer, professor of range management. Subsequent revisions by Robert E. Steger, Extension range management specialist; Stephan Hatch, assistant professor of range management; and Jerry Schickedanz, coordinator, Range Improvement Task Force and former Dean and Chief Administrative Officer of the College of Agricultural, Consumer and Environmental Sciences.

Circular 457: Home Vegetable Gardening in New Mexico (Rev. 2014)

Original author: Ricardo Gomez, Extension Horticulturist. Subsequently revised by James R. Sais, Extension Horticulturist; and George W. Dickerson, Extension Horticulture Specialist.

Stephanie Walker is Extension Vegetable Specialist, and has extensive experience in the food processing industry. Her primary research interests include genetics and breeding of chile peppers, vegetable mechanization, enhancing pigment content, post-harvest quality, and irrigation efficiency. She works to help commercial vegetable growers enhance the sustainability and profitability of their operations through collaboration, experimentation, and information sharing.

Christopher D. Allison is Department Head of the Department of Extension Animal Sciences and Natural Resources at NMSU. Chris earned his Ph.D. in range science from Texas A&M University. He is a range management specialist with interest and expertise in range animal nutrition, grazing management, and plant toxicology.

aces.nmsu.edu/pubs/ • twitter.com/NMExtensionPubs • facebook.com/NMSUExtExpStnPubs
In the last couple of years, we’ve been working closely with department heads to help us assign these expired publications to specialists or county agents. Quite a few are currently assigned and being revised; however, many are not.

If you’re interested in assisting us with the review and revision of our expired publications, please contact us and we’ll verify that the publications you are interested in reviewing are not currently assigned to someone else. If they are, we’ll find you others in the same topic area to review.

REMEMBER: If the content of an expired publication—currently online—is still USEFUL and STABLE, all we need from the reviewer is an email saying it is good as is and we can reissue it. It’s that simple!
Manuscript Submission Process

Before the manuscripts for NEW publications are submitted to our unit for publishing, they must go through a peer review process.

- For CES pubs (this includes Water Task Force Reports), please follow the “CES Publication Review Guidelines”: http://bit.ly/1ANnC05
- and use the “CES Publication Review Form”: http://bit.ly/1w2lKyy
- For AES pubs, Steve Loring (sloring@nmsu.edu), AES Associate Director, coordinates peer reviews.
- For Range Improvement Task Force and NM Chile Association reports, contact program coordinators about peer review process.
CES Publication Review Guidelines

The Cooperative Extension Service has established the following publication review guidelines to assist authors and administrators in reviewing manuscripts for publication through University Communications. These guidelines are to serve as suggested processes and are not meant to be taken as policy. Through consultation between authors and appropriate administrators, a different review process may be used for some publications. Administrator-approved deviation from these guidelines is acceptable as long as a critical review of the manuscript takes place before submission of the manuscript to University Communications for editing.

Any New Mexico State University employee may write a Cooperative Extension Publication. Employees without official CES appointments are encouraged to co-author publications with CES employees. Publication collaboration between Extension Specialists and County Agents is also strongly encouraged.

Extension guides and circulars contain information that, while it may be research-based, is primarily designed to inform or instruct the public. These publications are reviewed every five years by the author or appropriate specialist to ensure that their content is still valid and up-to-date. If an author is considering producing a publication that reports on completed research results or that is more technical or in-depth than a typical CES publication, that author may wish to consult publishing through the Agricultural Experiment Station.

Guidelines for New Publications:

1. After the manuscript is written, the author (first author for co-authored publications) submits an electronic copy of the manuscript to their CES department head along with recommendations for three reviewers – one internal peer (NMSU), one external peer (outside of NMSU) and one intended audience reviewer. If the author(s) does not have an official extension appointment, the manuscript must be submitted to the appropriate CES department head considering the subject matter of the manuscript. Administrators must approve selected reviewers or make suggestions for other reviewers. Water Task Force publications should be submitted in the same manner to the Water Task Force Coordinator. Authors wishing to publish Range Improvement Task Force publications or New Mexico Chile Association publications should contact the appropriate Administrator for review process information.
2. Once reviewers are agreed upon, authors contact the reviewers and ask of their willingness to review the manuscript. Authors should provide reviewers with an electronic copy of the manuscript, an electronic copy of the CES Publication Review Form, and a timeline for the review process. If selected reviewers are unwilling or unable to review the manuscript in an appropriate time frame, the author should consult with their Administrator and select a substitute reviewer.
3. Reviewers return their comments, including a completed CES Publication Review Form, to the author.

CES Publication Review Form

PURPOSE: The review committee advises the authors and the administration in evaluating manuscripts proposed for publication by the Cooperative Extension Service. The committee conducts a critical, scholarly review of the manuscript and (1) recommends whether or not the manuscript should be published, (2) determines if the manuscript needs abridgment, expansion or corrections before publication, and (3) helps ensure accuracy of interpretation and adequacy of presentation.

Title of publication:

Authors:

Proposed Publication Series (check one box): (explanation of publications can be found at: http://www.cahe.nmsu.edu/pubs/guidelines/num_pubs2.html)

- Guide
- Circular
- Water Task Force Publication

Yes No N/A

Does the title describe the contents?

Is the topic of publication clearly defined?

Is the information of sufficient relevance to merit publication?

Is the information clear, concise and in logical order?

Is the topic addressed at the appropriate level for the intended audience?

Are references or resources provided reliable and legitimate sources?

Are illustrations or images clear and relevant to the information presented?

Other suggestions/comments:

Recommendations (check one):

- Approve for publication
- Publish after author considers the reviewers’ comments
- Resubmit revised manuscript for second review
- Do not publish

Reviewer: ____________________________ Date: ______________

Approved March 2009
The Numbered Publications: Request for Approval of Manuscript Form must be signed by the appropriate department head or program coordinator and submitted to the publishing group as an indication that the proper review process has been completed and that the report has been approved for publication.

Extension Publications
The department head or lead author can submit the manuscript with accompanying graphics directly to me or Frank via email, along with the **Numbered Publications: Request for Approval of Manuscript Form**.

Experiment Station Publications
The manuscript must be submitted to **Steve Loring** directly. He will submit the manuscript and accompanying graphics to us after the peer review has been completed, along with the abovementioned form.

We will then work with the lead author directly during the processing of the publication.
Manuscript Components: Text

• Submit manuscript text as an MS Word document (.doc or .docx).
• Do not format the document to look like the finished publication. We just need a double-spaced document with 1-inch margins.
• Please **do not embed** photos, charts, or Excel spreadsheets in the text file. Submit these as separate files.
• Include author information in footnote.
• Label and title all figures and tables and reference them in the text.
Revision tracking and file management

- Editor will edit and comment on your manuscript using Track Changes in MS Word.
- Review manuscript, respond to queries, accept or reject all changes.
- Return file to editor as an e-mail attachment.
- Before you review the edited manuscript, save the file under a new name to distinguish between different versions of the manuscript and avoid confusion.
- Do not submit multiple versions of the same manuscript for editing—submitted manuscript must be final version.
If an author or program would like to get a publication translated, they will need to do the following:

- Submit the English text to our group for editing. After the text has been finalized, the author must contact the translator directly for an estimate of the translation cost and pay for the translation from their own funds. *(Note: They may also contact their department head and the CES Director’s office for possible financial assistance.)*
- We can recommend a translator for you.
- Once the text has been translated, the author needs to forward the text to our editor, who will then proceed with processing.
Example of how manuscript should look when submitted for publishing.

Home Garden Strawberry Production in New Mexico

Guide h-324
Shenual Tao and Robert Flynn

INTRODUCTION
Strawberries are a very popular fruit and are always popular at local farmers’ markets and roadside stands. They are one of the most common small fruits grown in home gardens and are easy to grow. Strawberries are not only attractive and flavorful but also nutritious. A cup of strawberries has only 55 calories, but will supply more than the daily recommended requirement of vitamin C. A bed of 25-50 strawberry plants will produce enough berries for an average-sized family for fresh eating and some preserves.

Strawberry plants grow best with a long growing season of daily maximum temperatures of 70-75°F. In the U.S., commercial strawberry production is concentrated in Florida and California, where optimal temperatures are achieved for several months. In northern New Mexico, the cold winter and high elevation limit the length of the growing season, while in low-elevation areas of southern New Mexico, the high daytime temperatures in summer make growing strawberries a challenge. Some strawberries also do not perform well in high-elevation soil. Nevertheless, not all strawberries respond the same to high soil pH and elevation. To help people choose the best cultivars for northern New Mexico, a strawberry cultivar trial was conducted at the Alcalde Sustainable Agriculture Science Center from 2011 to 2013. The cultivars differed greatly in their cold hardiness, tolerance to high soil pH, and yield potential. With careful cultivar selection, a good fertilizer program, and some frost protection material/equipment, strawberries can grow well in northern New Mexico.

BOTANY
Strawberry (Fragaria xananassa) belongs to the rose family (Rosaceae). Its fruit is an aggregate fruit with seeds or achenes embedded on the surface of a swollen receptacle.

Strawberries generally propagate vegetatively by producing runners (stolons). In June-bearing strawberries, runners arise from buds at the base (axils) of the leaves in response to longer days (more than 12 hours of sunlight, which occurs from June to August). Day-neutral varieties generally produce fewer runners, so they should be planted closer together in the bed.

STRAWBERRY TYPES AND CULTIVARS
There are three types of strawberries: June-bearing, everbearing, and day-neutral. They differ primarily in their response to day length, which affects both berry and runner production.

June-bearing
June-bearers develop flowers in the early spring from buds initiated the previous fall under short-day conditions (less than 10 hours of light per day). During the fall (September–October), it is essential that the plants have a full, well-developed leaf canopy to produce sufficient energy for flower bed development. June-bearers tend to out-produce other types of strawberries, but late frosts in the spring can significantly reduce overall yield. Frost protection is highly recommended.
Manuscript Components: Tables

Table 1. Strawberry Yield for 2012 and 2013 of 16 June-bearing Strawberry Cultivars at Alcalde, NM

<table>
<thead>
<tr>
<th>Cultivar</th>
<th>Average 2012</th>
<th>Average 2013</th>
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<td>g/10 kg</td>
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<tr>
<td>Menshi</td>
<td>6127</td>
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<tr>
<td>Kent</td>
<td>6127</td>
<td>13465</td>
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<tr>
<td>Carenthia</td>
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<tr>
<td>Cabot</td>
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<td>Jewel</td>
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<td>Snohomish</td>
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<td>Middletown</td>
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<td>Allaire</td>
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<td>40291</td>
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<td>Kittredge</td>
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<td>Naseby</td>
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<td>Thompson</td>
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<td>Chandler</td>
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<td>Alister</td>
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<td>Perpetual</td>
<td>18127</td>
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</table>

SOIL PREPARATION

Soil preparation is vital for successful strawberry cultivation. The soil should be well-drained and contain adequate nutrients for plant growth. It is important to amend the soil with organic matter to improve fertility and physical properties. Soil pH should be maintained between 6.0 and 6.8 to ensure optimal plant growth. Nutrient analysis should be performed to identify any deficiencies or excesses. Amendments such as compost, manure, or lime may be necessary to correct soil chemistry.

You can submit tables built within the MS Word text document. Go ahead and use the automated table grid option. You can also submit separate Excel (.xls) files for your tables.
Manuscript Components: Graphics

• Do NOT insert graphics into your text file.
• Please submit them as separate electronic files: .jpg, .tif, .png, .xls, .ppt

NOTE: Resolution must be at least 300 dpi for photos and 900 dpi for line art.

For detailed graphics tips, please view the webinar we developed called "Essential Graphics/Design Concepts for Non-Designers,” http://bit.ly/1zU42Ik
Most AES/CES publications are printed in black and white, so please avoid using color as a design feature, especially in graphs and charts. Instead, try using different styles of lines in line graphs, or different textures/patterns of bars or slices in bar graphs/pie charts.

Remember, if someone prints the online, color version from their black/white printer, they may find it difficult to read the chart data. **NOTE: If you are unfamiliar with applying patterns to graphics, we can do that for you.**
A—CR-675: Agriculture’s Contribution to New Mexico’s Economy by Joel Diemer, Terry Crawford, and Michael Patrick (2014)


The chart on previous page from TR-45: Climate Change and Its Implications for New Mexico’s Water Resources and Economic Opportunities by Brian H. Hurd and Julie Coonrod (2008)
Figure 7. Ripening pistachio fruits. (Photo by Richard Heerema)

Figure 1. A well cared for horse in acceptable body condition with access to adequate pasture and forage. (Photo by Jason Turner.)


Manuscript Components: Photos


(Photos submitted by authors.)
Lead author bios and photos examples

**J. Wendy Brown** is the County Program Director/Home Economist/4-H Agent for Cibola County. She earned her B.S. in human and community services from New Mexico State University and her M.A. in counseling from Western New Mexico University. Her Extension goals are to promote and provide positive education to all youth and adults.

**Tom Downingue** is the Agriculture and Natural Resources Extension agent for Quay County. He earned his B.S. and Master of Agriculture Education at New Mexico State University. A 15-year veteran of Extension education, his goal is to become a well-rounded agent with knowledge and skills in issues pertinent to Quay County residents and New Mexicans.

**Tessa Grassroots** is NMSU’s urban/small farm integrated pest management specialist. Her research interests include integrated control of insect pests, conservation of native pollinators, and the interactions between soil health, plant pests, and biological control agents. Her Extension program provides research-based pest management information to small-scale commercial growers, home gardeners, and landscape professionals.

**Wendy Hamilton** is an Extension Evaluation and Accountability Specialist at New Mexico State University who provides expertise for program development and evaluation. She has worked at four land-grant universities, and has a diverse background in textiles and clothing, adult education, 4-H youth-at-risk, horticulture, evaluation, and grant writing.

**Robert Flynn** is an Associate Professor of Agronomy and Soils and an Extension Agronomist at New Mexico State University. He earned his Ph.D. at Auburn University. His research and Extension efforts aim to improve grower options that lead to sustainable production through improved soil quality, water use efficiency, and crop performance.

**John Iden** is an Extension Agronomist in the Department of Extension Plant Sciences at NMSU. He earned his master’s in agronomy from the University of Göttingen in Germany and his Ph.D. in land management from Cranfield University in the UK. His research and Extension activities are focused on sustainable crop production and soil management in New Mexico.

**Dan Smead** has been conducting water-related research at NMSU’s Agricultural Science Center at Farmington since 1983. Studies have focused on evaluating relationships between crop water use and production (or quality), and development of sprinkler and drip irrigation scheduling recommendations. Dan is a Certified Sprinkler Irrigation Designer and Landscape Irrigation Auditor.

**Allen Torell** is a professor of agricultural economics at New Mexico State University with a joint research and teaching appointment, and has been at NMSU since 1984. He conducts applied research in livestock, range, and ranch economics. He completed undergraduate degrees at the University of Nevada Reno and his Ph.D. degree at Utah State University.

**John C. Wensel** is the Extension veterinarian in the Extension Animal Sciences and Natural Resources department at NMSU. He earned his B.S. from NMSU and his DVM from Kansas State University College of Veterinary Medicine. His work focuses on Veterinary medicine and preventative health programs for livestock producers in southwestern New Mexico.

aces.nmsu.edu/pubs/ • twitter.com/NMExtensionPubs • facebook.com/NMSUExtExpStnPubs
Screen captures can be included in publications, but it is important to understand that they will NOT be of the best print quality. They are only intended be used a graphic reference to a particular software screen or website page. The text in a screen capture is often illegible and will not print clearly.
Try to keep your text short and to the point. Too much can overwhelm your readers and detract from your goals. More is not always better.
Avoid using words:
• That mean little or nothing
• That repeat the meaning of or are implied by other words

Do:
• Replace a phrase with a word
• Change negatives to affirmatives
• Avoid “nominalizations”
Productivity **actually** depends on **certain** factors that **basically** involve psychology more than **any particular** technology.

Productivity depends on psychology more than on technology.

*Style: The Basics of Clarity and Grace, Joseph M. Williams*
Writing Guidelines: Redundancies

Do not try to *predict* those *future* events that will *completely* *revolutionize* society because *past history* shows that it is the *final outcome* of minor events that *unexpectedly* *surprises* us more.

Do not try to predict revolutionary events because history shows that the outcome of minor events surprises us more.

*Style: The Basics of Clarity and Grace, Joseph M. Williams*
Writing Guidelines: Replace phrases with words

We must explain **the reason for** the delay in the meeting.

We must explain **why** the meeting is delayed.

**In the event that** the information is early, contact this office.

**If** the information is early, contact this office.

*Style: The Basics of Clarity and Grace, Joseph M. Williams*
Except when applicants have **failed** to submit applications **without** complete documentation, benefits will **not** be **denied**.

To receive benefits, submit all your documents.

*Style: The Basics of Clarity and Grace*, Joseph M. Williams
<table>
<thead>
<tr>
<th>Conformity</th>
<th>Conform</th>
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</thead>
<tbody>
<tr>
<td>Dependence</td>
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<td>Enforcement</td>
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<tr>
<td>Incorporation</td>
<td>Incorporate</td>
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<tr>
<td>Opposition</td>
<td>Oppose</td>
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<td>Reduction</td>
<td>Reduce</td>
</tr>
<tr>
<td>Regulation</td>
<td>Regulate</td>
</tr>
</tbody>
</table>

*Garner’s Modern American Usage*, Bryan A. Garner
Writing Guidelines: Active voice

NMSU is a university with dedicated faculty, friendly students, and diverse programs that make it a great place to get a degree.

– Dedicated faculty, friendly students, and diverse programs make NMSU a great place to get a degree.

The fans at the basketball game were screaming and cheering as the Aggies scored the winning three-pointer.

– Fans screamed and cheered as the Aggies scored the winning three-pointer.
Writing Guidelines: Style tips

- Chile, Doña Ana, piñon
- Gender-neutral words—dairy producer
- Southwest, southern New Mexico, Mesilla Valley, Rio Grande Valley
- Title-style caps for tables (cap most words)
- Sentence-style caps for figures (cap first word and proper nouns; punctuate)
- In-text citations: (Doe, 2015), (Doe and Jones, 2015), (Doe et al., 2015)
Copyright Guidelines: Copyright

Copyright is the legal right or “protection” granted to the author or creator of an original work—books, articles, images, songs. The copyright owner has the exclusive right to copy, distribute, or adapt their work.

If you want to reproduce or adapt a copyrighted work, you must get permission from the copyright holder, with two exceptions: public domain works and fair use.
Copyright Guidelines: Public domain

Public domain works are not protected under copyright

- U.S. Government works
- Works published in U.S. before 1923

Even with no copyright protection, you should still cite/attribute public domain works. Never try to pass off someone else’s work as your own.
Copyright Guidelines: Fair use

What is fair use?
An exception to copyright law that allows for reproduction of copyrighted works for certain purposes. If you determine that your use of a copyrighted work is “fair use,” you do not need to get permission from the copyright holder—but you should still cite the source.

How is fair use determined?
By judging each use on four factors: Purpose, Nature, Amount, and Market Effect. These are the same factors the courts use when deciding issues of copyright infringement.
Copyright Guidelines: Fair use factors

Purpose
Your purpose in using the work: instruction, research, personal, transformative, reproduction, for profit, non profit. Educational, non-profit use favors fair use, but does not guarantee it.

Nature
The nature of the copyrighted work: published, unpublished, factual, creative, artistic, “consumable” (e.g., a test or form).

Amount
How much of the copyrighted work do you intend to reproduce/use?

Market Effect
How will your use affect the market for the original work?
## Copyright Guidelines: Fair use factors

<table>
<thead>
<tr>
<th>For</th>
<th>Against</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose</strong></td>
<td>any commercial use, publication, public distribution</td>
</tr>
<tr>
<td>instruction, research, personal, comment/</td>
<td></td>
</tr>
<tr>
<td>criticism, transformative</td>
<td></td>
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<tr>
<td><strong>Nature</strong></td>
<td>unpublished work, creative/artistic work, consumable</td>
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<td>published work, factual, non-fiction</td>
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<td><strong>Amount</strong></td>
<td>entire work, or if portion used is the “heart of the work”</td>
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<td>excerpt, clip, portion</td>
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<td><strong>Market Effect</strong></td>
<td>hurts market, license is in place, multiple copies not for education, repeated use</td>
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<td>one or a few copies, no market impact,</td>
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<td>stimulates market, no license</td>
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Copyright Guidelines: Fair use example

Reproducing a photograph from a website in your conference poster. Fair use?

**Purpose:** Poster will be displayed and posted on conference website (public distribution) (−). **Purpose:** NO

**Nature:** Published photo (+); creative work (−). **Nature:** MAYBE

**Amount:** Entire photo will be reproduced (−). **Amount:** NO

**Market Effect:** Depends on photo, but probably no market impact (+); potential repeated use if poster is used, displayed, or posted elsewhere (−). **Market Effect:** YES/MAYBE
Copyright Guidelines: Fair use

• Reproducing photos in your conference poster does **NOT** qualify as fair use. We must always seek permission to reproduce something, unless it is in the public domain. Other materials may be different, so always use the four factors to determine fair use. However, publication for public distribution will always weigh against fair use.

• Using materials in a presentation, workshop, or training session favors fair use (as long as the materials are not published or otherwise distributed), but still judge each use with the four factors.

• Document your attempts to find copyright holder and secure permission.

• **ALWAYS** cite/attribute sources of copyright-protected and public domain works.

• **When in doubt, obtain permission!**
Copyright Guidelines: What about text?

Academic writers frequently quote text from other writers without securing permission. Why is this OK?

Such use is almost always considered fair use because it is for the purpose of research or comment/criticism, the work being reproduced is public and factual (e.g., journal articles), the portion of the copyrighted work that is reproduced is usually small, and the effect on the market for the original work is low to non-existent. **Of course you should always provide a citation when reproducing any copyrighted work.**
Copyright Guidelines: Copyright status

- If you use Google Image Search, you can search for images with specific licenses, including licenses that allow for reproduction. On the Google Image search page, click on “Advanced search.” On the Advanced Image Search page, click the “Usage Rights” drop-down menu.

- Some websites have a page that explains how images and other material on the site may be used. E.g., http://www.bugwood.org/ImageUsage.html

- If you can’t find any information on the copyright status, assume that the material is copyrighted. In this case, you need to seek permission from the copyright holder.
Copyright Guidelines: Obtaining permission

Obtaining permission to reproduce a copyrighted source is as simple as sending an email. In your email, provide the following information:

- Your contact information
- Your purpose in reproducing the work
- How the work will be reproduced (e.g., in a publication, in a poster, on a website)
- A link, copy, or description of the work you wish to reproduce

Finally, be sure to expressly ask for permission to reproduce the work. If the copyright holder specifies a way to cite their work, be sure to follow their request.
Public domain or copyright-free images

- Wikipedia public domain image resources

- Center for Invasive Species and Ecosystem Health

- U.S. Fish & Wildlife Service
  [http://digitalmedia.fws.gov](http://digitalmedia.fws.gov)

- NOAA Photo Library

- Creative Commons
  [http://creativecommons.org/](http://creativecommons.org/)
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- Once the manuscript is edited, it will be assigned to a designer and typeset. Then it will be sent to the lead author for final review and approval.

- Once it is approved by the author, it will be posted in PDF format to the ACES website (http://aces.nmsu.edu/pubs/), and we will send out an email to the ACES listserv letting everyone know that a new/revised publication has been completed. **(ALL publications are also produced and posted online in HTML format, and some Extension publications are produced as eBooks.)**

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# eBooks

Our eBooks on iTunes U are regularly listed in the Top Collections category among all NMSU materials!

<table>
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</tr>
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<td>Mythology</td>
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<tr>
<td>Materials for ICAN staff</td>
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<tr>
<td>Water eBooks</td>
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<td>Family Development eBooks</td>
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<td>Livestock and Range eBooks</td>
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We hope you found this workshop useful! Please feel free to contact us at any time.

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