

A QUICK GUIDE TO EXTENSION PUBLICATIONS

OVERVIEW

UTIA Marketing and Communications creates printed and online materials for all four units of the UT Institute of Agriculture. The office offers several publications services:

- Editing.
- Design.
- Completion of order forms and delivery of files to University Printing and Mail Services.

UTIA Marketing and Communications offers creative services free of charge. Printing costs and stock photo purchases will be charged to the account designated by the author and his or her department head. Please note that Printing Services only can bill one account number.

USING EXTENSION PUBLICATIONS IN PROGRAMMING

UT Extension publications cover a broad range of topics. Four types are available:

- PB—More than eight pages.
- SP—Shorter publication, sometimes in the form of a specialty piece.
- W—Web only.
- D—Web-only, template-based publication. Does not require peer review.

Note: Sometimes authors no longer have funding to print a PB or SP. When the piece comes up for review, Marketing and Communications will add “Available online only” to the cover.

To search for Extension publications, visit utextension.tennessee.edu/publications. The page allows you to search and filter by focus area and department. To order printed publications, email utiapubs@tennessee.edu.

RESOURCES FOR SPECIALISTS

Specialists who wish to author an Extension publication will find the UT Extension Publications Manual helpful. The manual covers everything from the peer review process to assigning publication numbers to print authorization forms, which are required for Marketing and Communications to begin editing and design. The manual and print authorization form are located online at utiabrand.tennessee.edu/extension-publication-guidelines. Once the form, text, and photos are submitted to UTIA Marketing and Communications, the project manager will contact the author to discuss next steps.

TURNAROUND TIME

Editing and design time vary by job. Completed publications are posted online and, if printed, are usually stored in Ag Publications and Supply Services.