



ALABAMA A&M AND AUBURN UNIVERSITIES

Multimedia Publishing Procedures

Urban Affairs & New Nontraditional Programs Unit

Multimedia Products & Services

1. Text for multimedia projects such as Web sites, compact disks, videos, or high digital versatile/video disks (DVDs) is to be reviewed by the technical editor first before it goes online or is placed in other multimedia formats. The text must be sent to the technical editor first as an electronic file.

Note: If the text is a publication, then please follow procedures for print or Web-based publications.

2. Once the technical editor reviews the text, then Web-based material will be forwarded to the communications specialist.
3. All other text for multimedia projects such as video, DVD, or broadcast television or radio scripts will be forwarded to the Communications & Networking Center (CNC) staff for production.

Note: Additional CNC procedures and forms are provided in Appendix A. Also, remember to obtain a signed copy of the "Videotape Talent Release" form. See Appendix B for Videotape Talent Release form.

CNC staff is capable of producing e-learning products and services for distance learning, videotapes, DVDs, electronic billboards, and PowerPoint presentations. The CNC staff will arrange and provide technical assistance for videoconferences and oversee the security system and other computer and networking hardware/software capabilities of the Urban Affairs Unit and its nine Urban Centers.

4. The communications specialist will design and upload Web pages (text and images) to the appropriate website with input from the author.

Note: For additional information on website development, please consult with the communications specialist and/or review the *Alabama Cooperative Extension System Network Policies and Procedures* that can be found online at <http://www.aces.edu/ctu/techref/policies/web>.

Text for Print or Web-based Publications

Initial Review

1. Research-based publications such as articles, multi-paged bulletins, or curricula are to undergo a peer review by three professionals familiar with the subject matter, but not authors of the publication. Such individuals should include Extension specialists, county agents, faculty members, or other professionals. Reviewers should have ample time to review the publication and are to complete Extension Communications' **Form T** (see Appendix C). This form is to be returned with the reviewed manuscript, and can be downloaded from Extension's website at www.aces.edu/pubs/.

Other marketing and publication relations products such as press releases, flyers, brochures, posters, or guide sheets, for example, are not subject to a peer review. However, all information in the document must be accurate, including facts, figures, phone numbers, and e-mail and/or website addresses. Also, as appropriate, copyright permission must be attained. Authors are required to submit a copy of the copyright permission letter or another form of documentation for verification purposes.

Note: Please avoid sending routine business correspondence such as letters or memos to the technical editor.

2. Once the research-based publication (text) has undergone a peer review, then the (first) author is to complete **UNP-Form A** (see Appendix B) if the publication is to be produced at AAMU. Authors must complete UNP-Form A for all publications, including reprints. **No publications will be reviewed without a supervisor's signature.** Please see the section "Communication Products Produced at Auburn" if you are requesting Extension Communications to produce the publication from start to finish.
3. Text for all print and Web publications is to be submitted in an electronic format to the technical editor. If it is text for a publication, then it should be submitted to the technical editor along with a completed copy of UNP-Form A and/or another designated form (for publications produced by Extension Communications). UNP-Form A can be downloaded from Extension's website at www.aces.edu/pubs. The author should also submit any graphics, figures, or illustrations to accompany the text, such as camera-ready logos, graphs, or tables to the communications specialist electronically if possible.
4. If graphics (photos, figures, illustrations, etc.) are obtained from other sources, then the author is required to see that a release form is signed or that permission is obtained for use. Copies of the **Photography Release** form should be submitted to the communications specialist – keep original on file (see Appendix B).

Note: Please avoid inserting any clipart or other graphic images into the text ahead of time since document design comes later. However, design suggestions are always welcome.

Publication Checklist

- UNP-Form A (or other appropriate form)
 - Electronic copy (CD, e-mail, or flash drive)
 - Artwork (Original drawings, photographs, computer images, charts, maps, graphs, clipart, and permission to use text or images)
 - Design ideas
 - Copyright (Submit permission letter)
5. New publications or other products with printed text **should not** be formatted. The author may propose layout/design recommendations with the communications specialist after the preliminary draft is proofed. The technical editor may also make suggestions on how to format the document.
 6. During the initial review, the technical editor will assign a publication number and place the publication on the polling list at the request of the author only.

Note: After polling, if the total poll count is 2000 copies or less, then the publication will be listed online (in the database) as WEB ONLY. Polled publications may be housed at and distributed from Extension Communications.

7. The technical editor will also review the changes with the (first) author and send the text of numbered publications only to Extension Communications for a preliminary review. This step is necessary to make sure the publication complies with current Extension style or editorial guidelines.
8. After the preliminary edit(s), the technical editor will submit the electronic copy of the draft to the communications specialist for design.

Layout/Design

1. The communications specialist is responsible for designing (formatting) publications or other products with input from the (first) author and/or technical editor. Once the product is completely formatted, the communications specialist will submit it to the technical editor for a second review.

Note: The Communications staff at AAMU will be sensitive to the suggestions of the author; however, the suggestions or recommendations must be consistent with editorial policies, procedures, document design standards, and other current methodologies for both text and design within Extension. The overall goal is to produce a *quality* publication that effectively meets Extension standards and the needs of its intended audience.

Second/Final Reviews

1. The technical editor and author will review the product text and design.
2. If approved by the author, then the author will sign-off on the product at the bottom of UNP-Form A. The technical editor will submit the final draft to the communications specialist. The communications specialist will make any necessary revisions and print two camera-ready copies and submit them to the technical editor.

Note: This is the final quality control check to make sure all specified revisions are made. The technical editor will note when the product was completed and keep a copy on file.

3. Authors are to complete UNP-Form A for unnumbered publications or products as well although these products are reviewed in-house only. In such cases, the technical editor and (first) author will conduct final reviews only. If approved by the author, the author signs-off on the product as ready for reproduction at the bottom of UNP-Form A.
4. The technical editor submits the draft to the communications specialist.
5. The communications specialist will make the revisions, print two camera-ready copies, and return copies to the technical editor.

Revised/Reprinted Publications

1. If a research publication has not been used within a five-year period, the content material should undergo another peer review by three subject-matter experts, particularly if there have been significant changes in the field due to technological advances or other factors. In this case, please follow the same procedures for new publications.
2. All reprints are first submitted to the technical editor along with UNP-Form A. The technical editor will review the publication or product and make changes accordingly. All revisions are reviewed with the (first) author only.

Note: If an unnumbered publication is to become a numbered publication, the technical editor will assign a UNP number and send the text to Auburn for a preliminary review.

3. The technical editor will submit the revised draft to the communications specialist.
4. The communications specialist will make the changes and return the draft to the author.
5. The author reviews the document and returns it to the technical editor. If approved by author, then the author signs the bottom of UNP-Form A to have the publication reproduced.
6. The technical editor then submits the publication to the Print Shop or the appropriate vendor if the work is outsourced.

In-house Printing

1. Once the publication/product is designed and approved by the author for reproduction, then the technical editor completes a **Print Instruction Form** (see Appendix B) and submits a camera-ready copy to print manager. A copy of the Print Instruction Form is also submitted to the coordinator of fiscal affairs if the product is printed in-house. The technical editor keeps the second camera-ready copy on file.

Note: Staff must avoid dropping materials off directly to the print manager for reproduction without a Print Instruction Form. It's important to document all work produced and distributed in-house.

2. The print manager will reproduce the product according to specifications on the Print Instruction Form. **Multicolor copying should be submitted two weeks in advance.** The Print Shop will make up to 200 copies of color copies. Additional copies will only be made for special events.

Note: Four-color process printing is not an in-house capability; however, multicolor photocopying can be done. In either case, the (first) author should inform the technical editor and/or the communications specialist in advance so that color separation can be done.

Four color-press publications will be outsourced if funds are available. It is a good idea to discuss printing options with the print manager, the technical editor, and/or the communications specialist in advance.

In addition, the Print Shop can do off-set printing and fold, hole punch, and bind (spiral, saddle, and gummed) publications or other products.

3. The print manager will contact the technical editor or designated person when the job is completed. Extra publication copies will be stored on the shelves in the Print Shop.

Note: If the product is to be stored at Auburn or distributed state-wide, then the technical editor will make arrangements with the author, the author's assigned secretary, and/or Extension Communications staff accordingly. However, most publications produced by Urban Affairs are housed and distributed by Urban Affairs.

Metro News

Metro News is a quarterly bilingual (English/Spanish) newsletter published by Urban Affairs in October, January, April, and July of each calendar year. It features current information about Extension events, programs, and services, and it provides relevant research-based articles with an urban, global, and new and nontraditional focus.

Note: Only the anniversary issue will be translated into Spanish. However, if there is an article you would like translated into Spanish for a particular program or event; please let us know a month in advance and we will gladly provide a translated copy for you.

To date, *Metro News* is an online newsletter available in **Hyper Text Markup Language (HTML)** and as a portable disk format (PDF) file. However, limited copies of the anniversary issue are printed and distributed each year in October.

1. Authors are to e-mail manuscripts and photos to the technical editor with a minimum of three references as indicated on the deadline schedule. Deadlines usually fall on the first Monday of the preceding month of publication. However, deadlines may vary depending on annual holidays and staff schedules – the editorial staff will make every attempt to ensure the publication is online within the designated month.
2. The average length of material should be 500-700 words.
3. Articles will be returned to the author for final review only if there are significant changes made to the text. Otherwise, it will be sent to the editorial staff for review only.
4. The technical editor will make changes to the text (articles) as suggested by the editorial staff; then forward the text to the communications specialist.
5. The communications specialist will design the text for electronic formats (PDF/HTML) and upload it to the *Metro News* website. The communications specialist will also oversee the translation of text into Spanish.
6. The communications specialist will print two-camera ready copies if the publication is to be printed in hard copy and forward them to the technical editor. The technical editor will follow standard in-house printing procedures and oversee the distribution of the publication.

Summary – Publications

- Author submits electronic copy of text/illustrations to technical editor with UNP-Form A complete with supervisor's signature.
- Technical editor conducts first product review and submits text to Extension Communications at Auburn or to the communications specialist.
- Communications specialist formats/designs publication.
- Technical editor and author conduct second review of the publication of the product's text and design.

- If approved by author, author signs off for production reproduction.
- Communications specialist makes revisions to second draft if necessary and prints two camera-ready copies.
- Technical editor completes Print Instruction Form and submits the publication to the print manager to reproduce.
- Print manager and/or technical editor will notify the designated person when print job is completed.
- Technical editor oversees the distribution of publication.

The average turnaround time for publications is two weeks for numbered, multi-paged documents. However, other factors may come into play, such as:

- Scheduling conflicts of staff due to workload or other commitments
- Design time for intricate illustrations (graphics, figures, tables, etc.)
- Equipment malfunctions or delays in ordering supplies (paper, toner, etc.)
- Publishing procedures not being followed correctly (forgetting to obtain copyright permission or peer review)
- Printer's schedule

Note: The text should always come to the technical editor first and preferably in an electronic format.

The Communications staff will do whatever they can to accommodate the needs of the Urban Affairs staff. However, please remember that a longer lead-time could mean the development of a great versus a good final product.

Communication Products Produced at Extension (Auburn)

1. Publications are now produced at Auburn on a first come, first serve basis.
2. AAMU Extension staff does not have to complete **Forms R, S, or W**. However, staff is required to complete the **Publishing Request Form** if product is being produced solely at Auburn.
3. All publications, regardless of whether they are being sent to Auburn for reproduction, are to be submitted to the technical editor for review. It's important to have a record of all publications produced by Urban Affairs staff with supervisory approval. And, a publication number must be assigned to it.

Note: Extension Communications reviews the text for all numbered publications. However, most numbered publications will be printed in-house or outsourced. All other work such as posters or brochures will be sent to Auburn for scheduling and production at the request of the author only.

References

Alabama Cooperative Extension System. (Extension). *Publishing Request Form*. Extension Communications. Auburn University, Alabama.

Extension. Form t. Extension Communications. Auburn University, Alabama.

Extension. Photography talent release. Extension Communications. Auburn University, Alabama.

Extension. Videotape talent release. Extension Communications. Auburn University, Alabama.

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