



New Mexico State University
**Author's Guide to
Cooperative Extension
Service Publications**



College of Agricultural, Consumer and
Environmental Sciences

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About The Guide

This Guide intends to establish publication guidelines to assist authors and administrators in the writing, reviewing, and submitting of their manuscripts to the Marketing and Communications department for editing, layout production, and publishing.

These guidelines are meant to facilitate the publication process of your manuscript. Through consultation between authors and administrators, a different review process may be used for some publications. Administrator-approved deviation of these guidelines is acceptable, as long as a critical review of the manuscript takes place before submission to the Marketing and Communications team for editing.

Any NMSU 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 Specialist and County Agents is also strongly encouraged.

Extension Guides and Circulars contain research-based information written and designed to inform or instruct the public. These publications are reviewed every five years by the author or appropriate Extension faculty member(s) to ensure that their content is still valid and up to date.

Types of Publications

New Mexico State University (NMSU) Cooperative Extension Service's (CES) publications provide practical, research-based information written for a general audience in the form of how-to Guides, Circulars, Annual Data Reports, Task Force Reports, and Linebery Policy Center Reports.

Extension Guides: Free-distribution publications, designed to be brief, single concept pieces that can be updated frequently. They are generally written for a non-technical, lay audience.

Extension Circulars: Free-distribution publications with more stable content and more detailed than guides.

Annual Data Reports: Contain the results of yearly insect censuses, economic cost-and-return analyses, or other data collection. They make quantitative data not yet compiled into larger studies available to producers, agents, and specialists.

Task Force Reports: Free-distribution publications that report commissioned studies or the efforts undertaken by interdisciplinary task forces.

Linebery Policy Center Reports: Provide policy analysis that advocates for the beneficial use of natural resources.

Categories

Publications cover a variety of topics, which are organized under 15 general categories:

- Agricultural Mechanics and Engineering
- Agronomy
- Clothing
- Dairy
- Economics
- Family Development
- Family Resource Management
- Food and Nutrition
- Health
- Horticulture
- Livestock and Range
- Water
- Weather & Climate

- Wildlife
- Annual Data Report

Note: If your publication does not fit within our established categories, please contact your department head for assistance. They can help explore the possibility of adding a new category or provide guidance on how to proceed.

Publication Process

1. After finalizing a manuscript, the author (first author for co-authored publications) will submit an electronic copy of the manuscript to their CES department head along with recommendations for three reviewers. Reviewers must include:
 - a. One internal peer reviewer (NMSU)
 - b. One external peer reviewer (outside institution)
 - c. One audience reviewer from the intended audience

Administrators must approve selected reviewers or make suggestions for other reviewers.

2. Once reviewers are agreed upon, CES department heads reach out to them to confirm 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.
3. Reviewers will return their edits on the manuscript, including the CES Publication Review Form, to the department head, who will make any final decisions so that the publication may proceed.
4. Once reviewers' edits are received, authors will then make appropriate changes to the manuscript and submit this revised version and the reviewer's edits to their administrator. If the author decides not to implement a suggested change, an explanation for this decision should be submitted alongside the revised manuscript.
5. Administrators review the revised manuscript. If additional changes need to be made, the manuscript is returned to the author. Otherwise, if the manuscript is approved, the administrator submits a copy along with a signed Manuscript Approval Form to the marketing and Communications department via email to pubs@nmsu.edu.

NOTE: In the case of Revised Publications, the review process is negotiable between authors and the appropriate administrator. If only minor changes are needed, it may be determined that no further review is needed. If significant changes are needed, the manuscript will go through the Guidelines for New Publications.

6. Upon receiving the manuscript, the editor will initiate the editing process using the "Track Changes" feature in Microsoft Word. Any questions or comments regarding the manuscript are documented using the "Comments" function.
7. Once editing is complete, the editor will email the revised manuscript to the author for their feedback. The author may:
 - a. Approve the changes they agree with
 - b. Provide comments or clarifications directly in the document

- c. If author decides not to implement a suggested change, a brief explanation should be provided.

Authors must accept all tracked changes in the document to continue with the publication process.

8. During the layout production phase, the author should send any necessary tables (along with accompanying Excel data), graphs, charts, diagrams, photos, illustrations, and/or screenshots. These files must be submitted in JPG, XLS, or TIFF formats.
 - o It is essential to obtain prior permission for any sourced materials. The author must provide documentation of these permissions or forward the relevant emails. All supporting materials should be clearly labeled.
9. Once the layout is produced, the editor will send a proof to the primary author for approval. The author must respond via email to confirm their approval, allowing the manuscript to move the proof to the next stage of production.
10. Once the layout proof is approved, the editor will incorporate all ADA accessibility requirements into the accessibility reports, create metadata for web design, and publish the document on the website.
 - o Upon publication, both the authors and the College of ACES will receive an email notification. This communication will include a link to the publication, a PDF copy, and a schedule for social media promotion.
11. Finally, the publication will be submitted to the university's library through their archives and general collections, the digital archive, and the state library.

Guidelines for Manuscript Components

Text

1. All manuscripts must be submitted as a text file, rich text, or Microsoft Word format.
2. Minimal formatting of the manuscript is preferred to help distinguish sections.
3. On the document's footnotes, add all author bios and double-check for accuracy. Common mistakes include name misspellings and inaccurate titles.
4. The author is fully responsible for accuracy of publication content.

Figures, photos, charts, graphs, and tables

1. Do not insert any of these supplemental materials into the text of your manuscript. Each of these must be sent as separate files (JPG, PNG, XLS, TIFF, PNG).
2. If you generate your tables or charts with Excel or PowerPoint, please provide these files as well. Simple tables and charts may be composed in Word but provide the data you entered to create them.

3. Photos and illustrations must be high-resolution (at least 300 dpi).
4. In the text of the manuscript, please create the caption that will accompany the figure alongside with their appropriate number.

Example:

Raft-based systems consist of Styrofoam rafts floating in troughs filled with fish effluent that has been filtered to remove solid wastes. Plants are placed in holes in the raft with their roots hanging down in the water (Figure 2). In media-based systems, plants are grown in inert planting media, such as gravel, rock wool, sand, or clay pellets, held in containers that are flooded with water from the aquaculture portion of the system (Figure 3).

Figure 2. Raft-based system showing roots hanging down in water. Photo courtesy of R.C. Shultz, Santa Fe Community College.

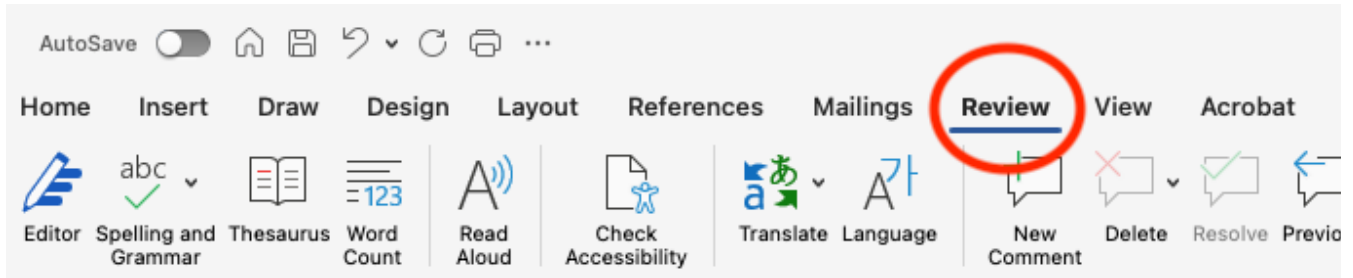
Material from outside sources

1. It is the author's responsibility to obtain Copyright Clearance to use any photos or figures previously published. The editor can assist with the process.
2. You may use a [Copyright Permissions Form for Printed Material](#) or request copyright permissions via email; examples can be found [here](#). Forward all permissions to the editor at pubs@nmsu.edu.
3. When using data from another source (e.g., in a graph), it must be reformulated or manipulated to new purpose. Always cite the original data source.
4. Never reproduce someone else's work word for word, except as a direct quote with attribution.
5. Acknowledge the source of images, data, or diagrams used with permission.

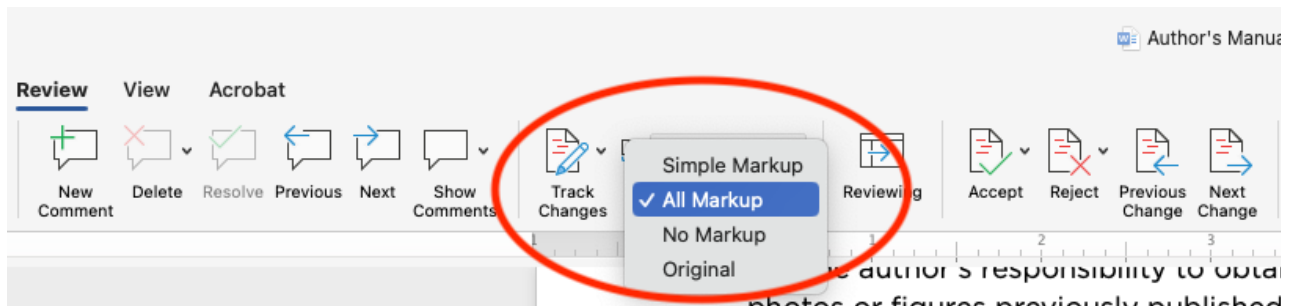
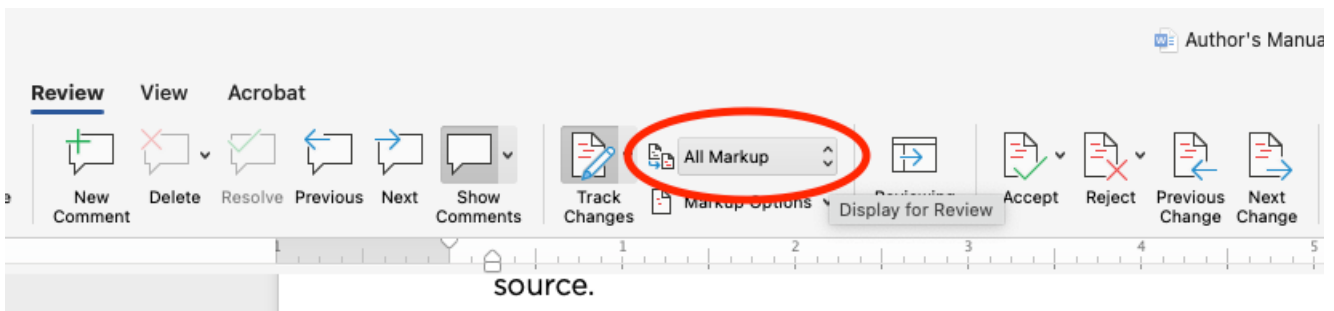
Tracking Changes

The editor will revise and comment on your manuscript using the “Track Changes” function in Microsoft Word. When you open the edited draft, you will be able to see these edits and comments highlighted or in the margins of the document. If you do not see them, take the following steps:

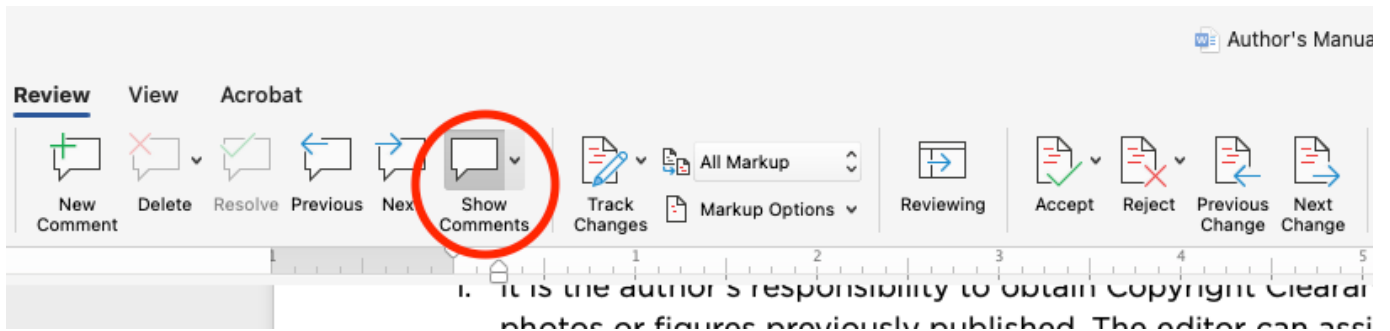
1. Select the “Review” tab at the top of the word document.



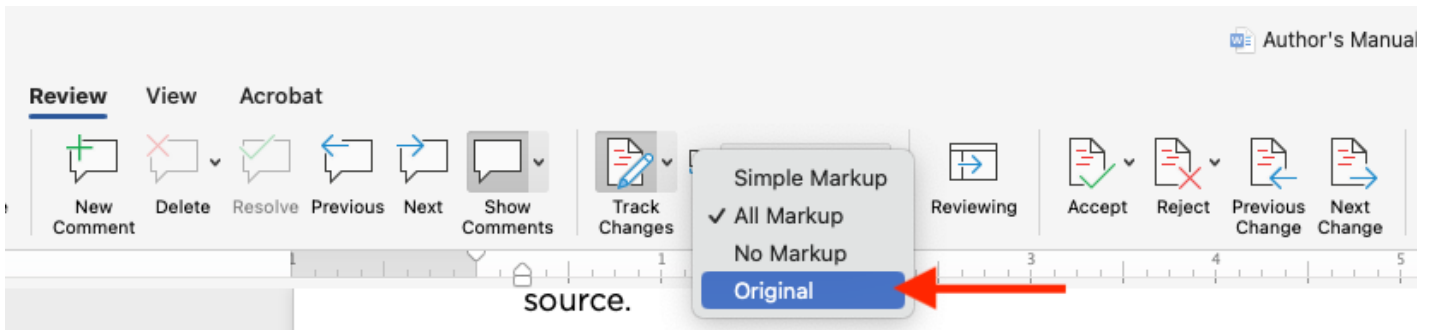
2. To view edits, make sure that “All Markups” are shown by clicking on the arrow next to the “Tracking” option on the menu and selecting the “All Markup” option.



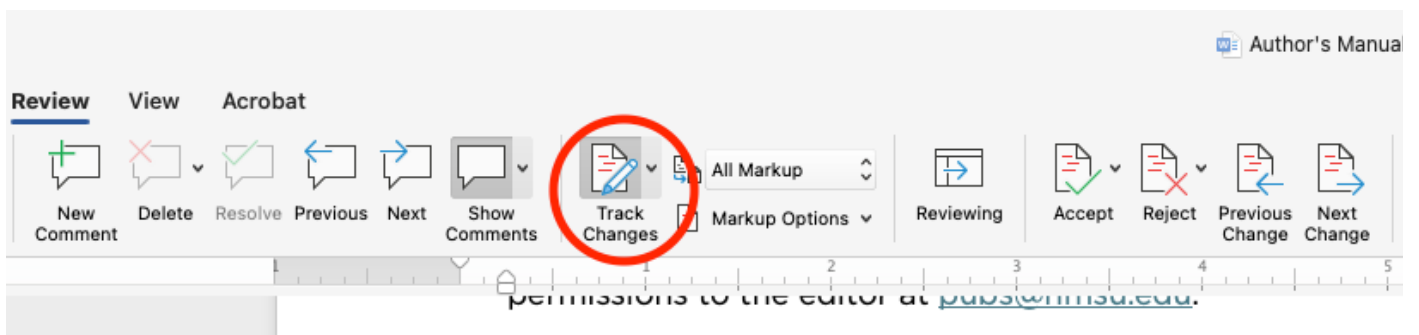
- To view comments, make sure that you select the option “Show Comments” on the menu.



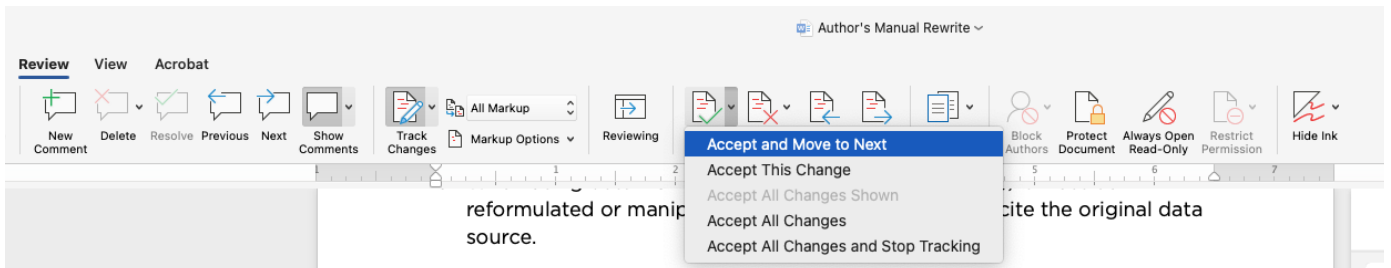
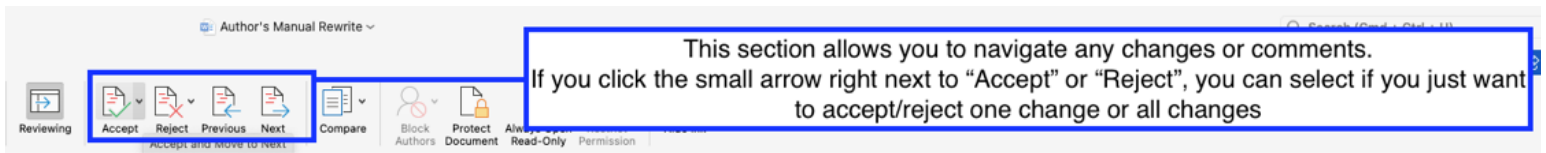
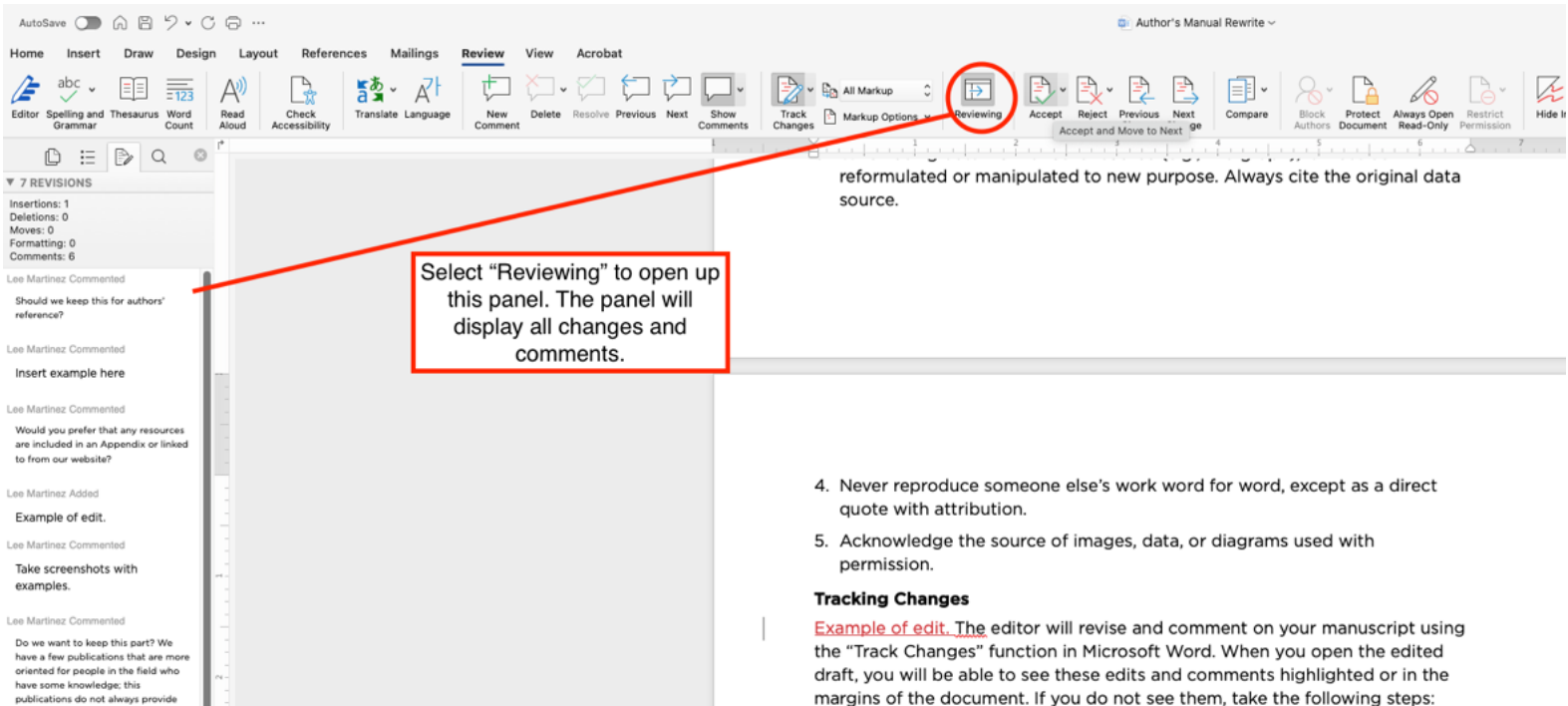
- Always verify that the “Track Changes” option is selected, so that any new changes you make can be recorded.



- If you would like to print the document without any edits or comments, click on the arrow next to the “Tracking” option, and select “Original” from the dropdown menu.



- Go through the document and review each edit, choosing either to accept or reject each change using the buttons on the “Review” tab. Select the “Reviewing” button to display all changes. Buttons should read “Accept” or “Reject”. If you are satisfied with all changes, you can accept all by clicking the arrow next to the “Accept” option and selecting “Accept All Changes” from the dropdown menu.



Writing Style

CES Publications are meant to be instructional and informative in nature. These publications are written for a general audience that may or may not have previous knowledge of the topic. Here are a few guidelines to keep in mind while writing your manuscript:

General Guidelines

- Maintain a neutral, instructional tone. The language should be clear, direct, and free from jargon unless the term is defined. Avoid overly complex sentences.
- Use the active voice when writing. In the active voice, the subject of a sentence performs an action:

Example of active voice: She submitted the manuscript for review.

Example of passive voice: The manuscript was submitted for review.

- Use gender-neutral words when referring to professions. For example, dairy producer instead of dairyman.
- Use plural nouns with plural pronouns or by eliminating gender specific pronouns. Avoid awkward constructions like (s)he or he/she.

Example:

Initial sentence: Each 4-H student showed his/her project horse in the halter division.

Corrected sentence: The 4-H students showed their project horses in the halter division

or

Each 4-H student showed a project horse in the halter division.

Terminology and Spelling

- Consistency in terms. Once you choose a term or phrase (e.g. “variety” vs. “cultivar”), use it consistently throughout the manuscript.
- Chile vs. Chili
 - Use “chile” to refer to the crop, the plant, the vegetable, or the sauce.
 - Use “chili” to refer to the ground beef stew.
- Remember the “ñ”
 - Doña Ana, not Dona Ana
 - Piñon, not Pinon
- Capitalize taxonomic divisions and italicize genus and species when referring to an organism. After the first reference, abbreviate genus.

Example:

- First reference: *Phytophthora cinnamomic*
- Consecutive references: *P. cinnamomic*
- When referring to a disease that contains a genus name, capitalize the genus name, but use normal type for the whole disease name.

Example: Phytophthora root rot.

- Refer to our country as the United States or the U.S. Do not use America or the USA.

Example: “The United States cattle industry” or “The U.S. cattle industry”.

- Specify the state for locations outside New Mexico (e.g., Moscow, Idaho; Hudspeth County, Texas). Within New Mexico, use town or county names alone (e.g., Tucumcari, Sierra County). If a university name includes the state, omit it for clarity: Texas A&M University in College Station, but Cornell University in Ithaca, New York.
- Capitalize the names of established regions but use lowercase for directional or generalized names.

Example: Capitalize "Northern New Mexico" as it is an established region but use lowercase for "southern New Mexico."

Capitalize "Rio Grande Valley," but use lowercase for "valley of the Rio Grande."

Symbols and Numbers

- Use the percent sign (%) rather than writing out “percent” in both text and figures, except when referring to the measurement in general.

Example: The percentage of students entering NMSU from farming or ranching backgrounds increased substantially in the 2080s. In 2076, only 26% of NMSU students had participated in state FFA clubs while in high school. By 2089, that number was 77%.

- Spell out numbers one through nine (1-9), except in measurements or when grouped for comparison with numbers 10 or above.
- Use numerals for 10 and above, except when they begin a sentence.
- Spell out ordinals “first” through “ninth” but use 10th, 11th, etc.
- For numbers 1,000 and above, use a comma to set off the thousands position. Use figures with millions and billions: 2.6 million.
- Use numerals for any number that precedes a standard unit of measure: 5 mg or 17 hr.
- No space between degree symbol and degree unit in temperatures. Example: 20°C not 20° C

- Write out fractions. Do not use the glyphs used by Word's autoformat: 1/2 not ½. Fraction glyphs cannot be read by some e-reader devices.
- Omit trademark symbols. (®, ™). When trademarked names appear in publications, we include a brand name disclaimer.

Figures and Tables

- Use title style capitalization for table titles.
- Use sentence style capitalization for figure titles and for headings within figures and tables.
- Number figures and tables by their order of reference in the text and be sure to refer to each figure or table either in parenthesis or as part of a sentence.
 - In parenthesis example: Plants are placed in holes in the raft with their roots hanging down in the water (Figure 2).
 - In sentence example: The per acre costs and returns table summarizes the gross return and the various expense categories necessary to calculate the measures of return described in Figure 1.

Abbreviations

- To ensure clarity and readability, please minimize the use of abbreviations and acronyms. Use them only when they are widely recognized or conventional.
- Avoid using multiple abbreviations or acronyms in a single sentence or paragraph to prevent "alphabet soup."
- Write out acronyms or abbreviations the first time they are mentioned, followed by the acronym/abbreviation in parentheses. Afterward, use the acronym or abbreviation alone.
 - First mention: The National Agricultural Statistics Service (NASS) mentions...
 - Next mentions: NASS reported...
- When reporting measurements in the text, units of measure should be abbreviated, but write out uncommon units on first use.
 - First use: 10 deciSiemens per meter (dS/m)
 - Next uses: 20 dS/m
- Abbreviate inches with a period at the end to avoid confusion (in.). Other measurements, imperial or metric, do not take a period (L, ml, cm, ft, hr, cwt). Pound/pounds is always abbreviated as lb (not lb. or lbs.). Use "ft" and "in." instead of ‘ and “.
- Spell out fully the names of months.

- When using the names of months alone or with a year, use Month Year (without a comma to separate them). Example: January 2020.
- Use the format Month Day, Year. Example: January 1, 2020.

Punctuation

- Always include the Oxford or serial comma.
 - Correct: Red, white, and blue.
 - Incorrect: Red, white and blue.
- Use only one space after periods and colons.
- Punctuation marks should be placed inside parentheses when they are part of the enclosed content. If the punctuation is not part of the content within the parentheses, it should be placed outside."

Example:

Correct: "She bought apples (which were on sale)."

Incorrect: "She bought apples (which were on sale.)"

- For cultivar names, use single quotation marks ('Roma') unless the name is immediately preceded or followed by the word cultivar (cultivar Roma).
- For cultivar names only, sentence punctuation goes outside the quotation marks ('Rome Beauty', 'Golden Delicious', and 'Granny Smith').
- Use punctuation as normal after URL, except in your references section where the final period can be omitted.
- The items in a bulleted list need not be punctuated if introduced by a complete sentence followed by a colon.
- Items in a bulleted list should be punctuated if introduced by a sentence fragment where the bullet items form a complete sentence, or if one of the items itself is a complete sentence.

Citations and Endnotes

We recommend a modified version of the current APA Style manual (Ed. 7) for your citations.

In-text citations are indicated by superscript numbers, which correspond to a numbered reference list at the end of the document. This approach is designed to enhance readability for the general audience our publications are aimed for.

The reference list itself adheres to standard APA guideline, ensuring consistency and clarity in source attribution.

- In-Text Citations
 - Use superscript numbers placed next to the relevant reference. These numbers will correspond to entries in the reference list, functioning similarly to endnotes.

Example:

In-text citation:

Renier et al. reported that poisoning cases in horses were often associated with changes in ownership or stable environment¹.

On reference list:

1. Renier, A.C., P.H. Kass, K.G. Magdesian, J.E. Madigan, M. Aleman, and N. Pusterla. 2013. Oleander toxicosis in equids: 30 cases (1995–2010). *J Am Vet Med Assoc*, 242:540–549. <https://doi.org/10.2460/javma>.

- Reference List
 - General guidelines:
 - Use APA citation format (7th edition as of 2024) for our reference lists.
 - The reference list should appear at the end of the manuscript.
 - Every source you cite in the paper must appear in your reference list.
 - Authors' last names are provided first. Authors first and middle names are written as initials. This format should be given for all authors (up to 20).

Example:

The reference entry for a source written by Anna C. Renier should begin with Renier, A. C.

- Separate each author's initials from the next author in the list with a comma. Use an ampersand (&) before the last author's name.

Example:

The reference entry for a source written by Anna C. Renier, Philip H. Kass, K. Gary Magdesian, John E. Madigan, Monica Aleman, and Nicola Pusterla should be:

Renier, A.C., Kass, P.H., Magdesian, K.G., Madigan, J.E., Aleman, M., & Pusterla, N.

- If there are 21 or more authors, use an ellipsis (but no ampersand) after the 19th author and then add the final author's name.

Example:

Author, A., Author, B. Author, C., Author, D., Author, E., Author, F., Author, G., Author, H., Author, I., Author, J., Author, K., Author, L., Author, M., Author, N., Author, O., Author, P., Author, Q., Author, R., Author, S... Author, Z.

- Organize the list by alphabet starting with the last name of the first author of each work.

Example:

ALastname, A. A. (2015). *Title of book*. Publisher.

BLastname, B. B. (2020). Title of article. *Title of journal*, vol.(issue), page numbers. DOI

CLastname, C. C. (2021). *Title of book*. Publisher. DOI

- For multiple articles by the same author, or authors listed in the same order, list the entries in chronological order, from most recent to earliest.

Example:

ALastname, A. A. (2020). *Title of book*. Publisher.

ALastname, A. A., & BLastname, B. B. (2019). *Title of book*. Publisher.

ALastname, A. A. (2015). *Title of book*. Publisher.

- Whenever possible, cite the most recent information available. If a source is more than 10-15 years old, try to find a more recent source.
- If there is no date given, use (n.d.).

Example:

ALastname, A. A. (n.d.). Title of article. *Title of Publication*. Retrieved on 2024, October 5, from URL

- Use the following examples for citations in the reference section:

Book:

Lastname 1, A. A., Lastname 2, B. B., & Lastname 3, C. C. (Year of publication). *Title of work: Capital letter also for subtitle*. Publisher Name. DOI (if available)

Chapter or article in an edited book

Lastname, A. A., & Lastname, B. B. (Year of publication). Title of chapter: Capital letter also for subtitle. In E.E. Editor & F.F. Editor (Eds.), *Title of work* (pp. pages of chapter). DOI (if available)

Journal article

Lastname, A. A., & Lastname, B. B. (Year of publication). Title of article. *Title of Journal, Vol.*(issue), page numbers. DOI (if not available, include the website's URL).

Online source

Lastname, A. A. (Year, Month Date). Title of article. *Title of Publication*. Retrieved on Year, Month Date, from URL

Extension Publication

Lastname, A. A. (Year of publication). *Title of publication* (Publication number). Publisher.

Multimedia

Video:

Person or group who uploaded video. (Date of publication). *Title of video* [Video]. Website host. URL

Film:

Director, D. D. (Director). (Date of publication). *Title of film* [Film]. Production company.

Conclusion

By adhering to these guidelines, authors can ensure their manuscripts are clear, accurate, and effectively communicate research-based information to a general audience. Collaborative efforts between authors, administrators, and the Marketing and Communications team will enhance the publication process, fostering high-quality outputs that contribute to the community's knowledge and well-being. We encourage all authors to embrace these standards while also being open to innovative approaches that may arise in the publication journey.

For further assistance or inquiries, please contact the editor at pubs@nmsu.edu. Thank you for your commitment to excellence in educational outreach.

This guide was last updated on March 2024



New Mexico State University
BE BOLD. Shape the Future.

To find more resources for your business, home, or family, visit the College of Agricultural, Consumer and Environmental Sciences on the World Wide Web at pubs.nmsu.edu.

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