



## CES Publication Production Process, 2022

by

**Ana Henke**, Digital Media Supervisor

**Frank Sholedice**, Publications Assistant Editor

04/2022

# Topics to be discussed

- Overview of CES publications history
- Manuscript submission guidelines
  - New CES publications
  - Expired CES publications
- Ordering and distribution procedures
- Writing and copyright guidelines
- Social media promotion and outreach



# Overview of CES Publications History



# A Tradition of Outreach

## Delivering knowledge to New Mexicans for over 100 years

- For over 100 years, the Cooperative Extension Service has produced publications that deliver knowledge and information to improve the lives of New Mexicans.
- **CES publications** provide research-based, how-to information on a host of topics, from gardening to livestock production to food and nutrition. CES publications are used by Extension specialists and county agents in workshops, trainings, and other programming that serves clientele throughout New Mexico.



# Manuscript Submission Guidelines



# Peer reviews should be done before submission

## New CES publication

- Coordinate peer review with department head
- Incorporate reviewer suggestions
- Submit all manuscript files and approval form to publications unit

## Revised CES publication

- No peer review needed unless revisions are substantial (as determined by author and department head)
- Submit all manuscript files and approval form to publications unit

**Author guidelines page:** <https://pubs.nmsu.edu/guidelines/index.html>



College of Agricultural, Consumer and Environmental Sciences  
New Mexico State University • Cooperative Extension Service

### Numbered Publications: Manuscript Approval Form

Submit to: Extension Publications Unit, NMSU MSC 3K, email: pubs@nmsu.edu

Date: \_\_\_\_\_ Author(s): \_\_\_\_\_

Proposed title: \_\_\_\_\_

CES Department Head approval: \_\_\_\_\_ Date: \_\_\_\_\_

Task Force Coordinator approval: \_\_\_\_\_ Date: \_\_\_\_\_

College of ACES Dean approval: \_\_\_\_\_ Date: \_\_\_\_\_

#### Publication categories (Check one)

- ☐ 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
- ☐ Unsure, please advise.

#### CES Publication Types (Check one):

*(Need CES Department Head Approval)*

- ☐ Annual Data Report
- ☐ Circular
- ☐ Guide

#### Task Force Report

*(Needs Task Force Coordinator Approval)*

- ☐ Range Improvement Task Force Report

#### LPC Report *(Needs College of ACES Dean Approval)*

- ☐ Linebery Policy Center for Natural Resource Management

Please post my publication in the following additional categories: \_\_\_\_\_

**This form must accompany the manuscript.**

Rev. 11/21

The **Numbered Publications: Manuscript Approval 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.

Form: <https://bit.ly/37y9ijv>



## 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** or **out-of-date!**

# Review/Revision Options of Expired Extension Publications

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, they 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.*



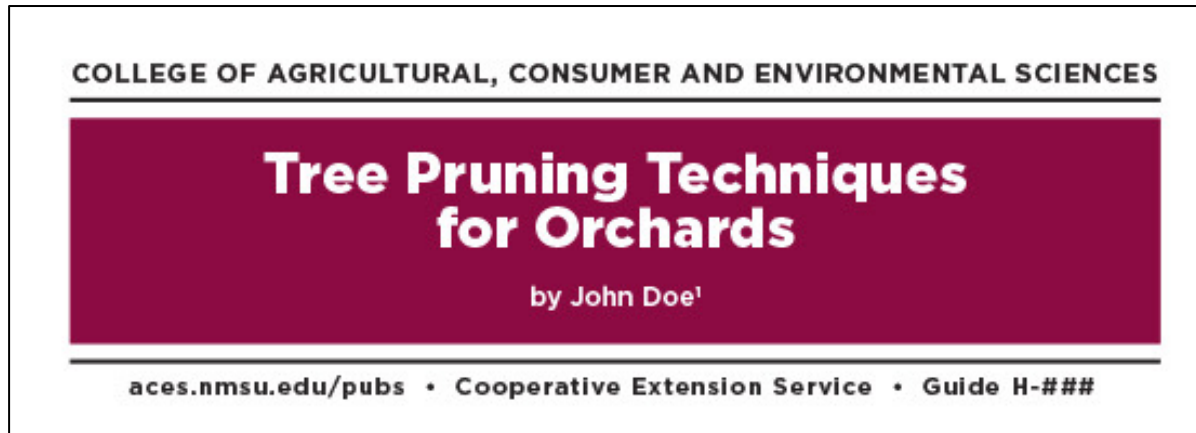
# Review/Revision Options of Expired Extension Publications

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.*



# Review/Revision Options of Expired Extension Publications

- 3. Replacing a 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.



- 4. If a publication is no longer relevant or useful, the expired publication can be deleted from our publication catalog.**

# Review/Revision Options of Expired Extension Publications

5. **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.
6. **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 retain the authorship history of our publications.

If you write a new publication, your name will be listed in any future revision.

**Original authors:** Clay P. Mathis, Extension Livestock Specialist; and Boone Carter, Extension Associate.



**Craig Gifford** is the NMSU Extension Beef Cattle Specialist. He earned his Ph.D. in animal physiology from the University of Idaho. His Extension work provides current research-based information to New Mexico beef producers to enhance profitability and ranch sustainability. In collaboration with county agents, he also organizes the ACES High Certified Calf Programs to promote Beef Quality Assurance practices and add value to New Mexico calves.

**Original Author:** George W. Dickerson, Extension Horticulture Specialist.



**Shengrui Yao** is Associate Professor and Extension Fruit Specialist at New Mexico State University's Sustainable Agriculture Science Center at Alcalde. She earned her Ph.D. in pomology/horticulture at Cornell University. Her research and Extension work focus on tree fruit and small fruit production, conventional and organic production, and orchard floor and soil fertility management.

**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.



**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.

# Submission of Manuscript and Graphics

The department head or lead author can submit the manuscript with accompanying graphics directly to Frank Sholedice at [pubs@nmsu.edu](mailto:pubs@nmsu.edu), along with the **Numbered Publications: Manuscript Approval 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 (title/department).
- 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 email 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.

# Manuscript Components: Spanish translation

**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 to 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  
a manuscript  
should look when  
submitted for  
publishing.

You don't need to  
format it—we'll  
take care of that  
for you!

## Home Garden Strawberry Production in New Mexico

Guide H-324

Shengrui Yao and Robert Flynn<sup>1</sup>

### INTRODUCTION

Strawberries are many people's favorite 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 an easy fruit 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-pH 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

<sup>1</sup> Respectively, Assistant Professor, Sustainable Agriculture Science Center at Alcalde; and Interim Superintendent/Extension Agronomist, Agricultural Science Center at Artesia, New Mexico State University.

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* × *ananassa*) 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–November), it is essential that the plants have a full, well-developed leaf canopy to produce sufficient energy for flower bud 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

A June-bearing strawberry trial with 16 cultivars in two planting systems (matted-row and black plastic-covered) was conducted at NMSU's Alcalde Sustainable Agriculture Science Center from 2011–2013. To evaluate cultivar tolerance to high soil pH, there was no supplemental iron applied until August of the planting year. Later, chelate iron was applied to manage leaf chlorosis. Among the 16 cultivars tested, Mesabi and Kent were the top two cultivars with the highest yield (Table 1).

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

Cultivar	2012		2013		Average	
	g/10 ft.	lb/acre	g/10 ft.	lb/acre	g/10 ft.	lb/acre
Mesabi	6187	14840	7731	18544	6959	16693
Kent	4823	11568	6739	16165	5781	13867
Cavendish	6288	15084	3213	7706	4751	11395
Cabot	3143	7538	2497	5990	2820	6765
Jewel	3090	7411	2166	5196	2628	6304
Brunswick	2596	6228	2395	5746	2496	5987
Darselect	2059	4940	2495	5985	2277	5462
Allstar	1821	4368	1950	4677	1886	4523
Honeoye	1460	3502	1856	4453	1659	3978
L'Amour	1956	4691	1248	2994	1602	3843
Chandler	571	1370	2358	5655	1465	3513
Wendy	1019	2444	1619	3883	1319	3164
Clancy	512	1227	1885	4521	1199	2875
Annapolis	1162	2786	1143	2743	1153	2765
Ovation	1142	2738	934	2239	1038	2489
Earliglow	288	690	532	1275	410	983

Wendy had the worst winter damage in the plastic-covered perennial system. Allstar, Chandler, and Darselect were the

MS Word manuscript

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damage. A northern exposure may help delay bloom in the spring if late frosts are a problem. Earlier production can be achieved by selecting a southern exposure that warms earlier in the spring, but this will also increase the risk of frost damage. Plants may have to be covered with a straw mulch or frost blanket at night to protect them if frost becomes a problem. Locations next to a house are often warmer due to heat generated from the home.

Strawberries prefer full sun, although afternoon shade or shade cloth to reduce sunlight intensity may be needed in southern New Mexico. However, shady locations can cause more vegetative plants with fewer berries and more disease problems.

Avoid planting strawberries after peppers, tomatoes, potatoes, eggplant, or okra, all of which are susceptible to *Verticillium* wilt, which can remain in the soil and affect strawberries. Strawberry plots following sod may have to be treated to control white grub. Sites should also be free of noxious and perennial weeds.

## SOIL PREPARATION

Strawberries grow best in well-drained, sandy loam soils high in organic matter and fertility. Before planting, a soil test for pH and nutrient levels is recommended. Soils should be neutral to slightly acidic (pH 6.5). Plants established on more alkaline soils (pH 7.5 or greater) tend to exhibit signs of iron deficiency (yellowing between leaf veins, or interveinal chlorosis, of younger leaves; see Figure 1). In severe cases, pale leaves become white, turn brown around the edges, and then die. Strawberry plants are also highly sensitive to salts in the irrigation water or soil (salinity). High total salinity causes stunting, marginal leaf scorch, and severe yield reduction. Enough water should be applied to ensure that salts are leached below the root zone.

Strawberry cultivars vary in their adaptation to high soil pH. Among the 16 cultivars tested at Alcalde, Allstar, Chandler, and Darselect were the most sensitive cultivars and should be avoided if other choices are available. Wendy was the most tolerant cultivar to high soil pH; however, its winter hardiness was poor.

Formatted final version

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.

We are now retaining the table grid in the final print version because we're able to convert the table easily into HTML web formatting.

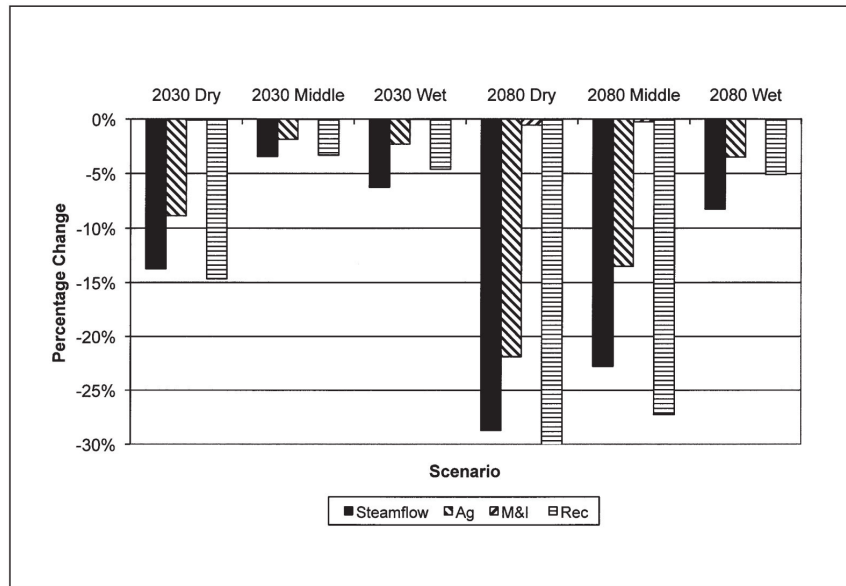
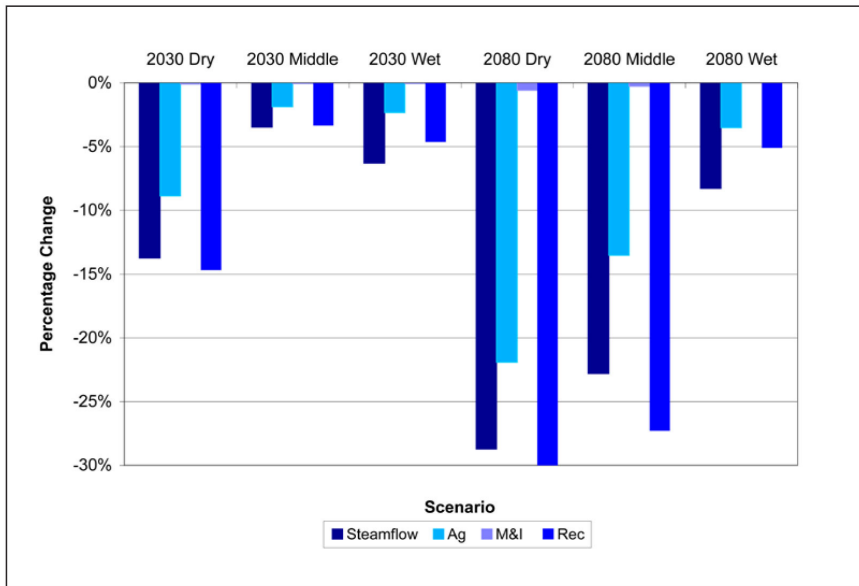
# Manuscript Components: Graphics

- 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**,” <https://bit.ly/3Et14oY>

# Manuscript Components: Charts & Graphs



Charts 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)

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.**

# Manuscript Components: Charts & Graphs

A

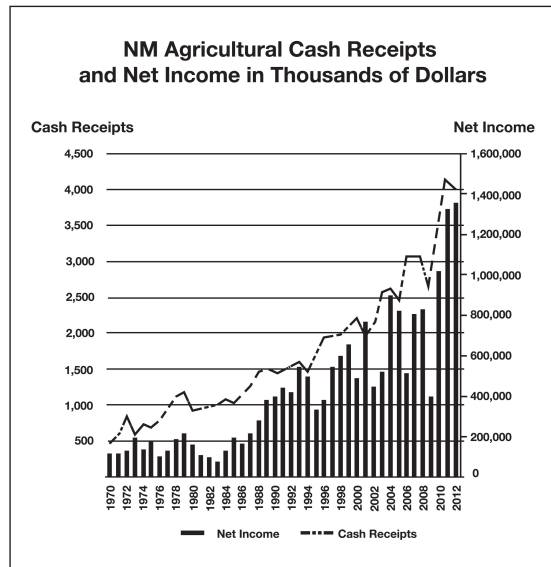


Figure 1. New Mexico agricultural cash receipts and net income, 1970–2012.

B

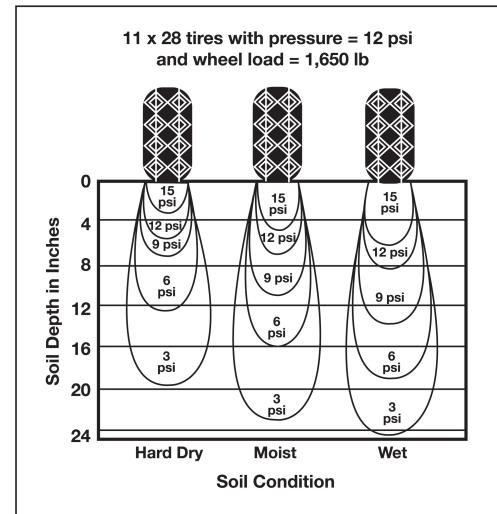


Figure 8. Soil compaction under different soil moisture conditions (Adapted from Soehne, 1958).

C

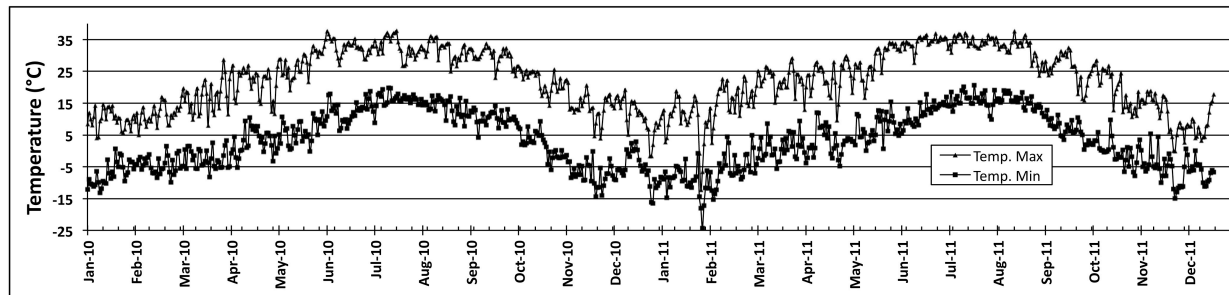


Figure 6. Ambient temperature measured at South Valley Farm C.

**A—CR-675: Agriculture’s Contribution to New Mexico’s Economy** by Joel Diemer, Terry Crawford, and Michael Patrick (2014)

**B—CR-672: Understanding and Managing Soil Compaction in Agricultural Fields** by John Idowu and Sangu Angadi (2013)

**C—RR-787: Alfalfa Evapotranspiration in Albuquerque’s South Valley** by Aquiles Saz, A. Salim Bawazir, Zohrab Samani, and Rhonda Skaggs (2014)

# Manuscript Components: Photos

A



*Figure 7. Ripening pistachio fruits.*

B



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

**A—Guide H-310: Fruits and Nuts for New Mexico Orchards** revised by Shengrui Yao and Richard Heerema (2014)

**B—Guide B-715: Are You Ready To Own a Horse? Basic Essentials of Equine Ownership** by Jason Turner, Patrick Torres, and Tom Dominguez (2014)

# Manuscript Components: Photos



*Figure 10.* Five-year-old hybrid poplar during the winter of 2007–2008.



*Figure 11.* East end of the 2003-planted hybrid poplar trial after five growing seasons.



*Figure 12.* Aerial view of 2005-planted hybrid poplar biomass trial.

**BL-805: Ten Years of Poplar Research at NMSU's Agricultural Science Center at Farmington** by Michael K. O'Neill, Robert F. Heyduck, Samuel C. Allen, Kevin A. Lombard, Dan Smeal, and Richard N. Arnold (2013)

(Photos submitted by authors.)

# Manuscript Components: Photos

In addition to accepting photos from authors, we also have a large collection of stock photos covering a wide variety of topics that are available for use in AES/CES publications. Let us know the topic of your publication and we'll see if we have images available. Here are a few examples of photos we've already used in Extension publications.



© Arne9001 | Dreamstime.com



Figure 1. Black-tailed jackrabbit. (© Martha Marks | Dreamstime.com)



© Nataliya Arzamasova | Dreamstime.com



© Photographerlondon | Dreamstime.com

# Manuscript Components: Screen Captures

Solar Resource: The average amount of sun light in your area		
<b>Step 1:</b> Select your state (NM, AZ, CO, UT, NV) using the drop-down menu.		
<b>Next:</b> Enter the "Latitude" of the location where you plan to put your solar well using the state's reference map below and the drop-down menu. Click on the "Time Period" green cell to get a menu for the part of year you will be grazing - choose "Summer" for <b>ONLY</b> summer watering, "Winter" or "All-Year" - see *NOTE1 below. The next green cell "Tracker or Tilt Angles" allows you to choose the angle at which the solar panels will be tilted - see *NOTE2.	Latitude 31 Time Period* Summer Tracker or Tilt Angles Latitude Insolation at given latitude 6.60 kWh/day	Select your State: <b>New Mexico</b>
<b>Step 2:</b> Once Total Daily Insolation is calculated, move on to the next sheet titled Daily Water Requirement.	<b>Total Daily Insolation 6.60 kWh/day</b>	
<small>*NOTE1: Use the drop-down menu to choose Summer, Winter, or All Year. A "Winter" entry provides the most conservative solar numbers. Choose Summer if you are only pumping during the summer months. Typically summer values are 20-35% different than winter values. *NOTE2: Enter "Latitude" if you plan to tilt the PV panels at a fixed angle equal to the latitude of your location. Enter "+/- 15°" if you plan to change tilt angles based on winter or summer seasons (Lat+15° for Winter and Lat-15° for Summer). Enter "1-Axis Tracker" if you plan to use a 1-axis tracker. See user manual for more discussion.</small>		

**CR-671: Solar-Powered Water Pump Design Spreadsheet**  
**Version II: User Manual**  
by Thomas Jenkins (2014)

Collaboration with the College of Engineering.

*Figure 3. Solar Resource sheet.*

**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 as 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.

# Ordering and Distribution Procedures



# Publication Production/Distribution Process

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, an ADA-compliant PDF will be posted to the ACES website (<https://pubs.nmsu.edu/index.html>) 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.)**

# Publication Ordering Process

**To order printed copies, you will need to submit the PDF to the printer for processing.**

If you work on the Las Cruces campus, you can place your print order with these local NMSU-contracted vendors:

**Del Valle Design and Imaging:** [www.delvalleprintinglc.com](http://www.delvalleprintinglc.com)

**Presley Printing and Mailing:** [presleypm.com](http://presleypm.com)

For the complete list of NMSU-contracted print vendors, go to [print.nmsu.edu](http://print.nmsu.edu).

If you work at a county office in another city, you can use these printers or you may work with a local printer in your community.

# Writing Guidelines



# 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*

# Writing Guidelines: Negatives to affirmatives

**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*

# Writing Guidelines: Nominalizations

conformity	conform
dependence	depend
enforcement	enforce
incorporation	incorporate
opposition	oppose
reduction	reduce
regulation	regulate

*Garner's Modern American Usage*, Bryan A. Garner

# Writing Guidelines: Active verbs

Proper fitness clothing and footwear should be worn to prevent injury.

- **Wear proper fitness clothing and footwear to prevent injury.**

Senescence of the leaves is triggered by ethylene.

- **Ethylene triggers leaf senescence.**

Applications of a desiccant should be made when more than 80% of the bolls are open.

- **Apply desiccants when more than 80% of the bolls are open.**

# Copyright Guidelines



# 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 a few exceptions: public domain works, works with a Creative Commons license, and fair use.

# Copyright Guidelines: Public domain

## Public domain works are not protected under copyright

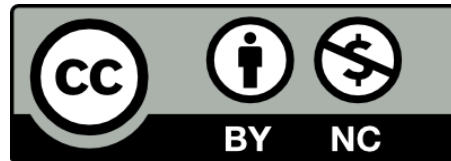
- U.S. Government works
- Works published in U.S. before 1923

*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: Creative Commons

Creative Commons is a “some rights reserved” alternative to existing copyright laws. It allows content creators to specify ways in which their content can be used that would ordinarily be against copyright law, such as sharing and modifying. At a minimum, Creative Commons licenses **always** require that you provide attribution to the original source.

[creativecommons.org/faq/](https://creativecommons.org/faq/)



# 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

## For

<b>Purpose</b>	instruction, research, personal, comment/criticism, transformative
<b>Nature</b>	published work, factual, non-fiction
<b>Amount</b>	excerpt, clip, portion
<b>Market Effect</b>	one or a few copies, no market impact, stimulates market, no license

## Against

any commercial use, publication, public distribution
unpublished work, creative/artistic work, consumable
entire work, or if portion used is the “heart of the work”
hurts market, license is in place, multiple copies not for education, repeated use

# Copyright Guidelines: Fair use factors

**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 factors

- Reproducing photos in your conference poster does **NOT** qualify as fair use. Generally, we must always seek permission to reproduce something unless it is in the public domain or has a Creative Commons license.
- 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 the copyright holder and secure permission.
- ALWAYS cite/attribute sources of copyright-protected, public domain, and CC-licensed 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: What about text?

Direct quotes of a sentence or less are set in quotation marks with a citation and page number for the quote (unless the source is online and has no page number).

For longer quotes, a hanging indent is also used to separate them from the main text.

Many people worry that growing older means losing the ability to remember, think, or reason. Memory loss is not normal in later life, but some change in the ability to recall recent information is common. This may be because “old memories” stored in the brain interfere with the recall of new information.

“Think of your brain as a library in which you are looking for a particular book. If it is a young library with only a few books, the one you seek will be easy to find. If it is an older library full of thousands of books, finding a particular book will take longer. But the book is still there if you will take the time to look for it. Patience may be required to locate a certain book in a large and full library.’ – Vicki Schmall and Clara Pratt” (Lederer, 2001, p. 135)

# Copyright Guidelines: Copyright status

- Google Image Search allows you to search for images with specific licenses, including licenses that allow for reproduction. On the Google Image Search page, click on “Tools” and then “Usage rights.”
- 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: Copyright status

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.



**Figure 5.** Exercises such as pushups and crunches use your body's weight for resistance. (© Suprijono Suharjoto | Dreamstime.com)



**Figure 3.** The “Golden Rice” variety (left) has been engineered so the rice kernels produce beta carotene, which can help reduce vitamin A deficiencies. (Photo courtesy of International Rice Research Institute.)



**Figure 4.** Dorper lambs (photo by Steve Byrns, Texas A&M AgriLife Communications).

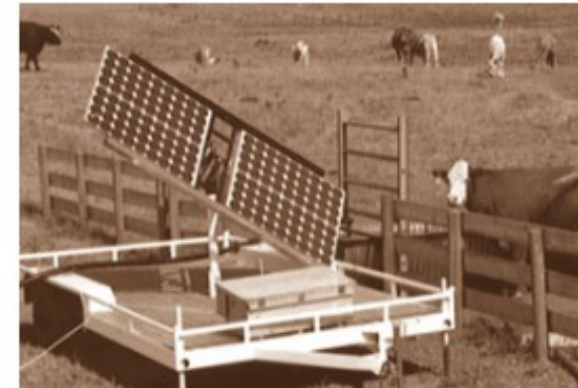
Examples of photos used in Extension publications with image sources cited.



**Figure 11.** Fragrant water lily (*Nymphaea odorata*) (photo courtesy of Rebekah D. Wallace, University of Georgia, Bugwood.org).



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**Figure 4.** PV modules mounted to trailers can be easily oriented and moved based on water needs. (Photo from National Renewable Energy Labs, 1997.)

# Copyright Guidelines: Copyright status

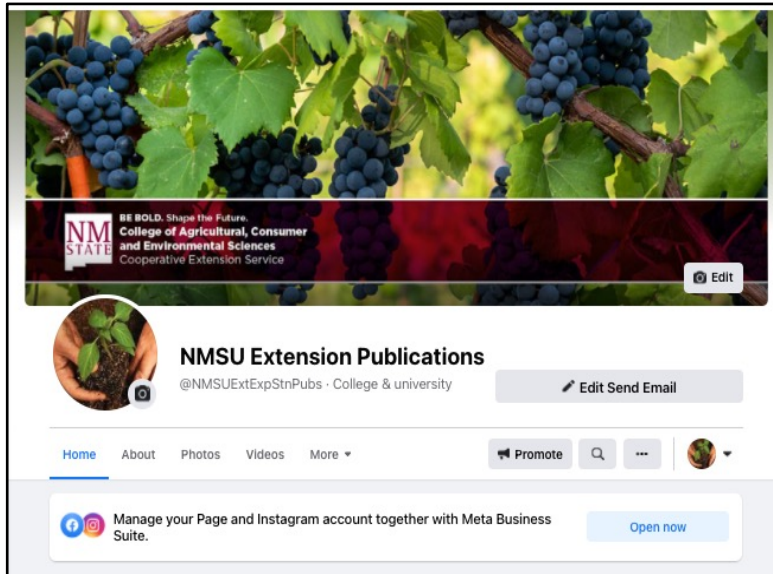
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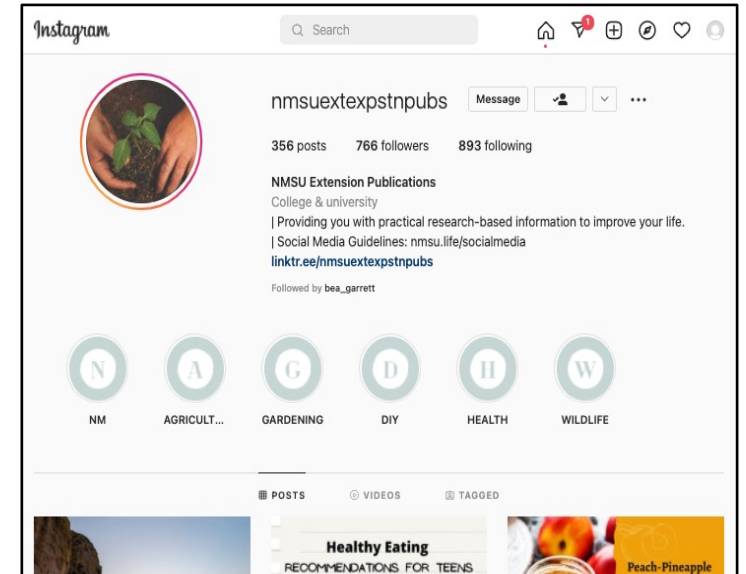
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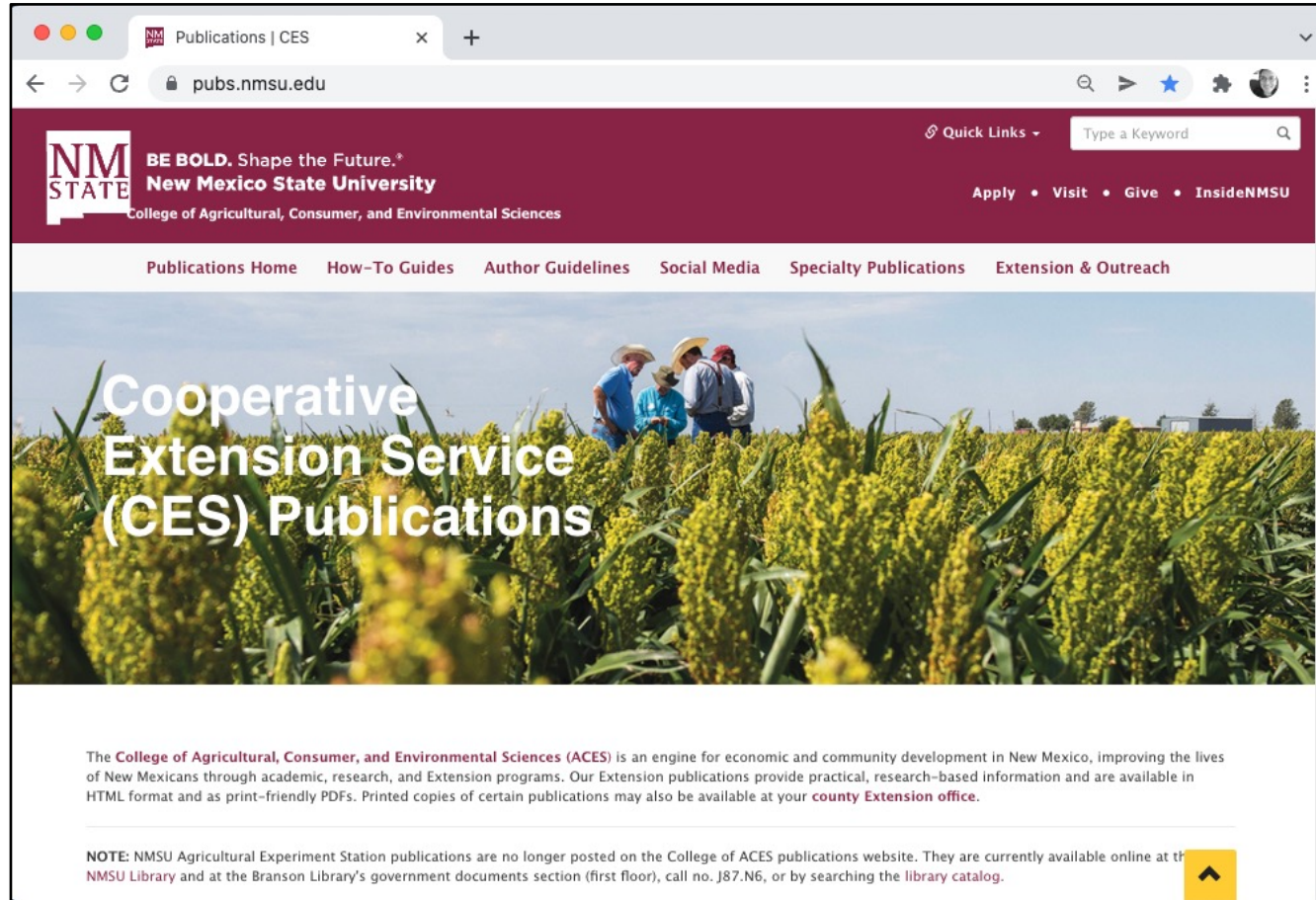
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