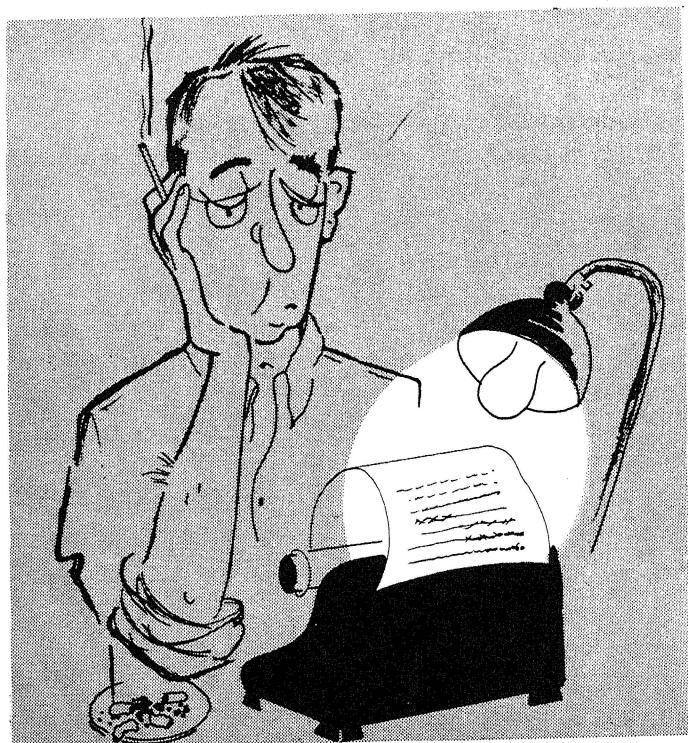


AUTHOR'S GUIDE for PUBLISHING



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**UNIVERSITY OF MISSOURI
COLLEGE OF AGRICULTURE**

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AUTHOR'S GUIDE for PUBLISHING

Experiment Station Research

—PAUL GWIN

Results of research are of little value until communicated to the people who can use them. Frequently, these people are other scientists—your colleagues—working on related projects. Just as often, the beneficiaries of your research may be the industry that can make practical application of it—farming, meat packing, dairy manufacturing, machinery manufacturing, or other.

The Experiment Station has different series of publications designed to reach these different audiences. Your specialized field also has one or more journals you and your colleagues use in communicating with each other.

The Outlets and How to Use Them

JOURNALS

1. Consult freely with your colleagues when organizing and writing articles for professional journals.

2. Submit two copies of the article to your Department Chairman with a completed *Journal Paper Authorization* form.

Most departments have the article reviewed by one or more people in the field involved. Your Department Chairman will sign the authorization and submit the approved manuscript to the Director of the Experiment Station.

3. The Director will assume that the manuscript has been carefully reviewed within the Department(s). If he decides that further review in related Departments is advisable he will designate reviewers and send the manuscript to them.

A completed copy of this journal authorization form should accompany each journal manuscript.

Experiment Station - Extension Division	
JOURNAL PAPER AUTHORIZATION	
I. Procedure for Handling Journal Papers:	
Two copies of a journal paper must be submitted to the Dean's Office. They must be accompanied by a set--four copies--of this authorization form.	
A paper must have the approval of the department chairman on this form.	
The Editor's Office will assign a journal number to the paper only after administrative approval from the Extension Division or College of Agriculture.	
After the journal number has been assigned, the Editor's Office will return the original to the author and the second copy will be forwarded to the Agricultural Library for a permanent record. The four copies of the authorization will be distributed to the author, department, Dean's Office, and the Editor's Office after the paper has been approved.	
The first page of both copies of each journal paper should have one of the following two footnotes typed at the bottom of the page depending upon whether it is an (1) Experiment Station or (2) Extension Division paper.	
1. Contribution from the Missouri Agricultural Experiment Station. Journal Series Number _____ Approved: _____	
2. Contribution from the University of Missouri Extension Division. Journal Series Number _____ Approved: _____	
II. To be completed in Department:	
Department of _____	
Title of journal paper _____	
To be published in _____	
Author _____	
Research project number (Experiment Station only) _____	
Approved _____	
Department Chairman _____	Date _____
III. To be completed in Dean's Office:	
Approved _____	
Dean, Director _____	Date _____
IV. To be completed in Editor's Office:	
Number assigned to paper _____	
Form Number 86 - Revised	
NCR Paper---No carbon needed.	
Editor's Office's copy	

4. The Director signs the authorization and sends it with the two manuscript copies to the Agricultural Editor's Office. There the article is given a number in the Station's Journal series. One copy is sent to the University Library for permanent filing and the original is returned to the Department.

5. The author sends the approved manuscript to the journal.

COLLEGE OF AGRICULTURE PUBLICATIONS

Here are descriptions of the publications series being used by the Experiment Station and Extension Service of the College of Agriculture. These outlets are under continuous review and changes may occur.

Experiment Station

Three series of publications are issued by the Experiment Station. They are:

1. *Research Bulletins*. Main circulation of these bulletins is to university and other science libraries of the world. At the libraries they are usually bound and made a part of permanent reference material. Other research workers and graduate students in your field comprise most of the readers.

The format isn't fixed. Different projects sometimes require different treatment. The normal outline is given under Writing Tips for Authors.

Writing for Research Bulletins can be technical (picture yourself explaining to a colleague) but, as a matter of self-preservation, keep reports as short and simple as possible to save reading time for yourself and your colleagues. The reports are usually on completed projects or a completed phase. One advantage Research Bulletins have over journal articles is that they allow more detailed coverage of the work.

2. *Station Bulletins*. This is a channel for relaying information on a new finding to persons that can make practical use of it. For example, development of an improved method of preserving meat and results of tests with the method could be reported to meat packers and retailers in a Station Bulletin. Tests of a promising new method of tending or harvesting a crop could be reported directly to farmers

or county agents and other agricultural educators in one of these bulletins.

Such bulletins should be easy to read—avoid technical jargon. Also, keep them short and to the point for busy readers. No set format can be prescribed for this series because each audience and subject will require different treatment.

3. *Special Reports.* This series is used most for progress reports on research but it also serves as the channel for miscellaneous publications that do not fit the Research Bulletin or Station Bulletin series.

Extension Service

Experiment Station researchers can also use the Extension Service publications to inform wider audiences of new findings. When an Experiment Station worker writes one of these, he generally co-authors it with an Extension specialist. The approval of Extension Project Leaders concerned is required. Here are the series offered:

1. *Extension Circulars.* Most of these are how-to-do-it or similar informative publications. They should be easy to read and written in simple, light style for a specific audience. (Examples: beef producers, dairymen, dairy manufacturers, or young homemakers or accomplished housewives.) The size is not fixed, although most recent circulars have been 8½ x 11 inches.

2. *Extension Folders.* This series is used frequently in conjunction with campaigns, special programs, or other situations requiring large circulation at low cost. The folders usually promote a new idea or practice. Usual format is two folds of a 9 x 12-inch sheet giving six 4 x 9-inch pages or panels (three on each side).

3. *MU Guide Sheet.* Designed to go in the 8½ x 11 looseleaf *Missouri Agricultural Guide*. This is a reference book, primarily for county agricultural agents and other educators in the agricultural field. Agents file extra copies of individual sheets, however, to hand out to farmers and others seeking information. Guides are two or four-page publications, generally telling how to do a single process.

4. *Extension Manual.* These give a more thorough “text book” coverage of a subject than other Extension series. They usually contain some of the “whys” as well as the “how” and are useful for reference on a subject.

How to Get Your Manuscript Published



The steps that follow apply to all of the College of Agriculture series just listed. The publications are paid for out of either Experiment Station or Extension Division funds and require Departmental and either Station or Extension approval. The mechanics of getting a manuscript approved and printed are as follows:

1. *Preparation of Manuscript.* Have manuscript typed double spaced on 8½ x 11-inch typing paper. Only one copy need be submitted for printer (*you will want one for your file for safety*).

(For MU Guides, have the copy typed 50 characters wide. Then allow approximately 204 lines for a two-page and 425 lines for a four-page Guide, minus space for any illustration.)

Put tables and figures on pages separate from the copy—they go different routes in the printing plant. Type figure captions in sequence on typing paper at the end of the manuscript; number the backs of the figures.

Our style for use of numbers is the usual newspaper one of spelling out one through nine and using figures for 10 and above.

For other style questions, refer to a style book such as the Government Printing Office Style Manual or the Turabian or Campbell style manuals. Many journals have a style sheet for their publication which they will furnish on request.

2. Submit the first (ribbon) copy of your manuscript to your Department Chairman with a Publication Printing Authorization (see page 9). Pads of the blanks are available from the Editor's Office. Fill in top section and check mailing lists at the bottom. Consult with publications editor if you need help in determining series, mailing list, and numbers needed. In the case of an Extension publication, obtain Project Leader's signature on the authorization before sending manuscript to the Department Chairman.

As with the journal article, most Departments will have the manuscript reviewed by one or more people in the field involved.

3. The Department Chairman signs the authorization and submits it with the approved manuscript to the Editor's Office.

4. The editor fills in the second section of the authorization and obtains a cost estimate and approval of the Director of the Experiment Station. In approving your manuscript the Director will assume it has been carefully reviewed with the Department(s) involved. If he decides further review is advisable he will designate reviewers and send the manuscript to them. The editor then edits the manuscript, checks his editing with the author if there are changes that run the risk of altering meaning, and takes the manuscript to the printer.

5. After the copy is set in type and the illustrations are completed, galleys and other parts are returned to the editor, who then pastes them into a dummy page proof. *This page proof is sent to you for a thorough check, including proofreading.* Return corrected proof to Editor's Office.

6. The editor takes proof back to the printer for corrections, checks a final proof to see that corrections are made, and approves the publication for "going to press."

7. The senior author should receive a dozen copies as soon as the publication is off the press. Other bulletins will be mailed by the mailing room as indicated on the authorization blank. If you have additional mailing lists, send them to the mailing room or obtain extra copies of the publication to mail from your office. The mailing room address is: Mailing Room, Technical Service Building, 417 South Fifth Street.

AG EDITOR'S COPY

Date Submitted _____

Date Needed _____

COLLEGE OF AGRICULTURE
PUBLICATION PRINTING AUTHORIZATION

To be filled in by Department:

Title _____	SERIES (Check one) Research Bul. _____ Station Bul. _____ Special Report _____ Circular _____ Youth Cir. _____ Folder _____ Guides _____ Other _____	No. (Ed. Supply) _____ _____ _____ _____ _____ _____ _____
Author _____ Dept. _____		
Fund or project _____		
Number copies _____		
(See distribution lists below-consult with editor)		
Approval- _____		
-for School of Home Economics _____		
-for Agriculture _____		

Approval-

-for School of Home Economics

-for Agriculture

_____	_____
Subject Matter Specialist	Project Leader
_____	_____
Asst. State Leader	Dept. Chairman
_____	_____
Director	Assoc. Dean for Experiment Station or Extension

Printing instructions and cost estimate.
(To be filled in by Editor's Office)

Size _____ No. pages _____ No. halftones _____ No. drawings _____
 Ink _____ Body Stock _____ Cover Stock _____
 No. copies _____ No. Tables _____ Estimated cost \$ _____

MAILING LISTS

Cooperative Extension:	No.	All other Extension:	No.	Special Lists:	No.
All staff (Coop. Ext.)	478	All Staff	30	_____	_____
Deans and Directors	5	Deans, Dirs. and Dept. Chair.	9	_____	_____
Admin. Officers	5	Project Leaders	4	_____	_____
Dept. Chairmen	12			_____	_____
Project Leaders	16	<u>Related Agencies:</u>		_____	_____
Spec., Eds., 4-H	54	FHA	68	_____	_____
Home Ec. Spec.	6	SCS	40	_____	_____
Distr. Directors	7	ASC	123	_____	_____
Co. Dirs.	113	AMS	15	_____	_____
Co. Home Econs.	117	ARS	8	_____	_____
Farm Mgt.	48	Voc. Ag.	269	_____	_____
Youth Agents	59	Gen. H. Ec. & Voc. H. Ec.	570	_____	_____
Spec. Agr. Agts.	20	Mo. Libraries	80	_____	_____
Community Dev. Agts.	13	U.S. Libraries	235	_____	_____
		Foreign Libraries	322	_____	_____
County supply (5 per)	570			_____	_____

Publication Printing Authorization blank for College of Agriculture publications.

Writing Tips for Authors



THE TITLE

One of the first steps in preparing an article or bulletin is setting down the title—at least a working title. It helps keep you from wandering off the subject. Put down the general thesis you want to get across to your reader. Then test it with the following criteria:

1. Does the title represent the subject accurately?
2. Are the limits of coverage stated?
3. Is the language meaningful to the intended audience?
4. Is the title concise?

Deadwood: Most of us have the habit of throwing a lot of meaningless phrases into our talking and writing. It helps pad out the time while we're thinking what to say. But in writing, these phrases become deadwood and interfere with comprehension of the meaningful words.

This tendency to pad writing is especially bad in titles because the phrases usually come at the beginning and interfere with processes of storing and retrieving information in libraries. Avoid starting titles with "A Study of," "A Report on," or "An Analysis of." Begin with key words that can be used in filing by subject matter.

ORGANIZATION

Most reports contain three broad classes of material:

1. Front Matter

- Cover
- Table of Contents
- Abstract
- Foreword (if needed)

2. Body

- Briefing
- Evidence
- Evaluation

In the Research Bulletin, this material is usually organized under such headings as:

Introduction

Review of Literature

Materials and Methods

Results

Discussion (Results and Discussion are frequently combined)

3. Appendix

An appendix isn't often used in Extension publications and is frequently omitted from Station publications. However, technical bulletins often have one. It is used to hold useful reference material that would make the text slow and cumbersome to read. The appendix includes such items as: Literature cited, bibliography, tables of data (for graphs in the body), sample calculations, samples of forms used in the investigation, information for secondary readers (definitions of terms, descriptions of equipment).

CONSULT WITH EDITOR

We suggest you visit with one of the agricultural publications editors about the proposed bulletin at this point. The editor can help most after you have drawn up an outline, but before you start writing.

Stick to a businesslike presentation of the facts; concentrate on explaining so the reader will understand. Don't use phony academic phrases in an attempt to impress. It's the mark of an amateur and sticks out like bad grammar. Generally, short words, short sentences, and short narratives are understood best. But don't hesitate to use extra space for illustrations or anecdotes that clarify, explain, or add interest.

ILLUSTRATIONS

Use of photos, diagrams, drawings, and graphs is encouraged whenever they can help tell the story better than words alone.

An Experiment Station photographer is available at no cost to your project to take pictures during any phase of your work. Call Experiment Station photographer, at Technical Education Services, and make the appointment.

Artists are available at Technical Education Services to do finished drawings. Submit rough sketches and samples with your manuscript to guide them.

POINTS TO CONSIDER

These points along with series descriptions and reminders on manuscript preparation, are printed on the back of the author's copy of the *Publication Printing Authorization* for handy reference: (Go over these with editor before writing if possible)

1. Who are you writing for?
2. What do you want them to do? What information do they need to do it?
3. Outline contents concisely and list possible illustrations, including cover.
4. What format fits best—4x9-inch folder, 6x9 or 8½x11-inch bulletin.
5. Allow plenty of time for printing. Quality bulletins with illustrations and attractive layouts take up to four months to produce. (Quicker methods are available but the quality will not be as high.)
6. How many in the intended audience?