Sharing your knowledge by publishing educational materials is an important responsibility of Extension subject matter specialists. It takes careful planning and hard work to get from a publication concept to an excellent finished product. To simplify the process, understand your responsibilities as an Extension author.

1. Submit proposals
   • AgriLife Communications solicits proposals each fall for projects you plan to do in the coming year.
   • Your plans are included in our production schedule. During the year, planned projects have priority over unplanned projects.

2. Prepare manuscripts carefully.
   • Write for the intended audience.
   • Get peer reviews.
   • Do pilot testing (if planned).
   • Get permission to use any copyrighted material in your manuscript.
   • Gather the graphics you will need. Photos should be 300 dpi. Submit photos and graphics as individual files in their native formats; do not embed them in your manuscript.

3. Submit your project on time.
   • AgriLife Communications will give you a submission date, based on the delivery date you request on your proposal.
   • Complete a D-1403 form and have your program leader sign it. Submit the form with your manuscript and all graphics.
   • Communicate clearly about any specific format/design requests you have.
   • Be prepared to discuss your distribution plans for the publication.
   • Make sure the editor has complete information about your project.

4. Work with the editor to finalize the manuscript.
   • The editor will edit your manuscript and send it for your approval. Return it promptly with your comments and suggestions.
   • Understand that the editor’s role is to make sure the writing is appropriate for the intended audience, follows established style, and is clear and correct.

5. Check proofs quickly and carefully.
   • After your project has been designed you will receive proofs. Check them carefully and return them quickly.
   • Clearly mark any corrections that are needed.
   • Do not rewrite or revise extensively at the proof stage.
   • The editor will receive a final proof from the printer and you may be asked to check it as well.

6. Help the editor distribute your publication as planned—through the AgriLife Extension Bookstore or other channels.