

Cooperative Extension Guidelines for Printed Material

All Extension personnel, both on- and off-campus are requested to abide by these guidelines.

- The written material is at the appropriate reading level for the intended audience.
(Writing an article or bulletin for the public is very different than writing for your academic peers. Keep in mind that the public may not be familiar with our jargon, so limit or explain this as much as possible. Spell out all acronyms the first time you use them.)
- The writing style is clear and concise.
(Write concisely, but provide explanations when needed. Do not assume that the public knows processes or methods commonly used in academic settings.)
- The material is well organized and logically presented.
- The title, subtitles and headings catch the reader's interest and guide the reader through the subject.
- The material is edited for grammar, errors and accepted usage.
- The material fulfills its stated purpose.
- The words or logos of Arizona Cooperative Extension and University of Arizona are placed prominently on the publication. The indicia is also included.

- Citation documentation in the correct format for the intended audience.
When writing for the public, use endnotes rather than placing citation information in the text. Citation information in the text can be very distracting. You may choose to use the Chicago, APA, or MLA style of citations, but be consistent and use only one style per publication.

An endnote documenting the first reference to a source should include full bibliographical details. Subsequent citations to the same source may use a short form.¹

When an endnote contains not only the source of material in the text, but related substantive material as well, the source comes first. The additional material may start a new sentence or may be separated from the source by a semicolon, depending on the nature of the material.²

- Text and graphics, including photographs, are given proper citation or credit.
- Graphics help “tell the story” and do not just fill space.
- Photographs in the material are appropriate and fulfill the intended purpose. Photo release forms have been obtained and are on file within your unit.
- Copyright issues have been considered.

1. University of Chicago Press. *The Chicago Manual of Style; The Essential Guide for Writers, Editors, and Publishers*. 14th ed. (Chicago: The University of Chicago Press, 1993), 501.

2. Ibid.