

What are the benefits of PNW publishing?

Pacific Northwest (PNW) Extension materials include electronic and printed publications, software programs, CDs, DVDs, videos, packages, and other media.

Items carrying a PNW designation are published jointly by the University of Idaho, Oregon State University, and Washington State University.

Joint writing, editing, and production have several benefits:

- Permit all three states to tap faculty and staff expertise throughout the region.
- Prevent conflicting recommendations in bordering areas.
- Ensure wider review and greater validity of materials.
- Save author, editor, multimedia producer, and designer time.
- Prevent duplication of effort.
- Reduce per-copy costs by about one-third for printed materials.

PNW publishing basics

All three states must approve content for PNW publishing. If the publication is to be printed, at least two states must purchase supplies.

Materials usually are produced by the institution of the author, senior author, or chair of the authors' committee. Manufacturing costs are shared equally among the three institutions on a per-copy basis.

If a project is developed jointly by authors in more than one state, the senior author or chair of the authors' committee provides leadership.

Authors can reduce production delays by setting deadlines for reply, listing counterparts in other states who should review the material, avoiding repeated review, delegating details to the lead author's state, and scheduling meetings or conference calls to reduce correspondence.

Editorial Committee

July 2008

Idaho

Diane Noel
Educational Communications
College of Agricultural
& Life Sciences
University of Idaho
Moscow, ID 83844-2332
Phone: 208-885-6999
Fax: 208-885-9046
E-mail: dnoel@uidaho.edu

Oregon

Andrea Dailey
Extension & Experiment Station
Communications
Oregon State University
422 Kerr Administration
Corvallis, OR 97331-2119
Phone: 541-737-0808
Fax: 541-737-0817
E-mail: andrea.dailey@oregonstate.edu

Washington

Dora Rollins
Extension Communications
& Educational Support
Washington State University
Pullman, WA 99164-5912
Phone: 509-335-2843
Fax: 509-335-3006
E-mail: drollins@wsu.edu

AN AUTHOR'S GUIDE TO PACIFIC NORTHWEST EXTENSION PUBLISHING

Extension
Services of

University of Idaho

Oregon
State University

Washington
State University



An author's guide to Pacific Northwest Extension publishing

How do I initiate a PNW?

Individual authors, groups of authors from one or more states, or editors in one or more states can initiate a PNW-numbered project. There are numerous ways to develop a tristate product; groups of authors sometimes divide responsibilities, having each author take part of the writing and development. It may mean several projects written by a different author, or a single product with portions by different authors.

Materials that are good candidates for PNW publishing contain information that is relevant and accurate for all three states or can be modified to apply to the tristate region. Existing, single-state materials with regionwide value also may be proposed for PNW publishing. Length or size of the product is not a criterion.

What is the editor's role?

By delegation of the Extension directors, the PNW cooperative is overseen by a committee of three editors, one each from University of Idaho, Oregon State University, and Washington State University. Editors meet as a committee twice a year to update the status of proposals, recommend action, and review policy.

What are the editor's responsibilities?

- Evaluating, adopting, and introducing new technology to expand the cooperative's effectiveness.
- Administering PNW procedures and policy.
- Ensuring agreement exists on each project's need and content by verifying that authors address each institution's comments on proposals.
- Overseeing the status of projects by routing correspondence appropriately.
- Attending author meetings when major new proposals are discussed. Usually, the editor in the state where the meeting is held attends the meeting.
- Identifying which materials should be available only online.

- Reviewing online-only materials to be sure they are revised or declared out of print as appropriate.
- Managing warehouse inventories so items are reprinted, revised, or declared out of print in a timely manner. For existing copies, editors purchase quantities from each other's institutions as needed to ensure the three warehouses run out of stock at the same time so no state is left with outdated copies.

The PNW publishing process

1. The author makes a proposal through his or her editor at the author's university. The editor is responsible for ensuring the originating institution's review process is completed before forwarding the proposal.
2. The editor sends a copy of the proposal to the editors in the two other institutions. Manuscripts or related content should be in final, though unedited, form. In some cases, authors may ask editors to share an outline rather than a manuscript.
3. The editors share the proposal with faculty at their institutions, who evaluate and decide whether their institution is interested in co-producing. If so, they note any requested content changes and notify their

editor in writing. If the proposal was an outline, the reviewers may suggest changes and ask to see the revised proposal.

4. The author and editor make the required changes, or explain reasons for not doing so to the two other institution's representatives. Revised manuscripts are shared on request.
5. The author's institution edits, illustrates, and designs the product.
6. *If publishing online only*, the producing editor prepares the electronic format, places it on the appropriate webserver, and shares the URL with the two other editors.
7. *If publishing in physical form*, the editor in the producing institution estimates the production cost, sets the sales price, and asks for purchase orders from the other two editors. In many cases, states order 2-year supplies.

The author's institution is responsible for the initial publishing, reprinting, or revising as needed. It also handles bulk-quantity sales and national marketing, if any. *If the product also is online*, the editor shares the URL with the two other states.

8. If the author leaves the producing institution and expertise is available at one of the other PNW institutions, that institution may assume the lead role in future revisions, pending agreement by the editors and authors.

