# Extension Bulletin Series (BUL)

**What They Are**
- Practical and research-based, bulletins enable readers to solve problems and develop skills.
- These are educational, "teaching" publications.
- They teach about a topic and/or how to do something.
- Content is current, authoritative and generally unavailable from other sources.

**Audience**
- General public
  - Sub-populations of the general public
- Other Extension educators
- Industry workers (loggers, farmers, childcare workers, etc.)

**Format**
- Length, format, writing style and design are functions of the bulletin's audience and purpose
- We generally follow a standard bulletin template, but unique designs are available when applicable
- Rarely include text citations or reference lists as appropriate
- Further Reading sections include only those items that help fulfill the bulletin's purpose
- Primary format is usually an online publication (HTML) with the option for a print option as applicable (PDF)

**What They Aren't**
- Marketing materials (see CALS Communications)
- Impact Statements (see Impact Statements)
- Highly technical research papers (see Research Bulletin Series)
- Curricula, lesson plans, or classroom activities (See Extension Curricula Series)

## QUESTIONS?
UI Extension Publishing staff are always happy to discuss your options with you. Contact us at calspubs@uidaho.edu or 208-885-7982

# Idaho Green Thumb How-to

**What They Are**
- A subset of Extension bulletins
- Brief fact sheets containing standard elements and limited word counts
- Provide basic how-to horticultural information

**Audience**
- Homeowners
- Gardeners
- Small-acreage farmers

**Format**
- Title. No subtitles.
- At-a-glance box.
  - A series of succinct, summarizing bullet points.
  - 110 words max.
- Body copy with no more than two levels of headings.
  - 1,000 words max.
  - Subtract 120 words for each one-column figure or table.
- Optional. Figure (photo, illustration, chart, graph) with detailed caption. Include credits and permissions for photos, illustrations, and other material not created by the author.
- Optional. Table with title.
- The primary format is an online publication (HTML) for ADA compliance, generally also created in designed PDF for printing

**What They Aren't**
- Marketing materials (see CALS Communications)
- Lengthy or exhaustive publications on a given topic (for more lengthy publications see Extension Bulletin Series)
- Highly technical research papers (see Research Bulletin Series)
- Curricula, lesson plans, or classroom activities (See Extension Curricula Series)

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# Research Bulletin Series (RES)

**What They Are**
- Publications that present the research from Hatch Projects
- Published in collaboration with the Idaho Agricultural Experiment Station

**Audience**
- Scientific peers of the authors
- Others with highly technical knowledge of the subject

**Format**
- Typically present the results of plant variety or management trials without accompanying conclusions or recommendations
- Layout files are often prepared by the authors, with Extension Publishing providing only the cover.
- We recommend that authors consult with the Extension Publishing graphic designer on layout before getting started

**What They Aren't**
- Marketing materials (see CALS Communications)
- Impact Statements (see Impact Statements)
- Educational publications for the general public (see Extension Bulletin Series)
- Curricula, lesson plans, or classroom activities (see Extension Curricula Series)

**What if my research is not from a Hatch Project?**
Extension Publishing currently does not publish the results of original research in a highly technical format. We recommend publishing with another research journal like the Journal of Extension.

**QUESTIONS?**

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# Extension Curricula Series (ECS)

**What They Are**
- Sets of teaching materials intended to guide instruction
- Individual lesson plans or activities

**Audience**
- Primary Audience: Extension educators, 4-H volunteers and leaders, and other instructors/teachers
- Secondary Audience: specific learner audiences
  - For example: 4-H youth, adult learners, etc.

**Format**
- The final design can vary depending on the scope of the project and the target audiences
- All curricula include the following elements:
  - Title Page with author names and affiliations
  - Introduction/Overview
  - Course goals and learning objectives
  - Lesson plans/instructor notes
  - Lesson learning objectives
  - Estimated time to deliver
  - Required materials
  - References and credits
- *Please note that the Idaho Master Gardener Handbook has its own format and template (See Master Gardener Handbook)*

**What They Aren't**
- Online courses (see Extension Multimedia Series)
- Instructional videos (see Educational Video Series)
- Recorded webinars (contact Extension Publishing for more information)

**QUESTIONS?**

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# Master Gardener Handbook

**What They Are**
- The Idaho Master Gardener Handbook is a part of the Extension Curricula Series
- Gardeners throughout Idaho use this basic gardening handbook as their text in the Master Gardener classes

**Audience**
- Idaho Gardeners

**Format**
Each chapter of the Master Gardener Handbook includes the following elements:
- Chapter title
- At least 3—5 learning objectives
- Text in paragraph (not outline) form
- Subheadings. Use as many levels as necessary. Headings and subheadings serve much the same function as the abandoned outline style.
- Text citations for tables and figures
- Detailed captions for figures, titles for tables
- NO in-text references to further readings
- NO in-text references to specific pages in other chapters. When those other chapters are revised, the references may be incorrect.
- Further readings (optional). Include only those resources with considerable longevity such as books, websites (not individual web pages), maps and so on. Do not include UI Extension bulletins or fact sheets; these are listed in the online publishing catalog.

**Prior Approval Required**
The content of the handbook, including identification of new chapters and those in need of revision, is the responsibility of the UI Extension horticulture team and the Idaho Master Gardener Program Handbook Committee (all potential submissions require prior approval).

**QUESTIONS?**

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# Educational Video Series (EVS)

**What They Are**
- Animated or live-action videos
- Teach about a topic or how to do something
- The video version of the Extension Bulletin Series

**Audience**
- General public
  - Sub-populations of the general public
- Other Extension educators
- Industry workers (loggers, farmers, childcare workers, etc.)

**Format**
- Extension Publishing designer adds any on-screen text or graphics
- Extension Publishing designer adds the branded intro, title frame, and outro to the video
- Posted on CALS YouTube channel
- Link to video listed in our online catalog

**What They Aren't**
- Interactive videos (See Extension Multimedia Series)
- Online courses (See Extension Multimedia Series)
- Narrated PowerPoint presentations
  (See Extension Multimedia Series)
- Recorded webinars (contact Extension Publishing for more information)
- Marketing materials (see CALS Communications)

**QUESTIONS?**

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# Extension Multimedia Series

## What They Are
- Peer-reviewed, online, a-synchronous, interactive learning experiences
- Can include:
  - Interactive videos
  - Online courses with assignments, quizzes, and tests administered online
  - Interactive learning modules

## Audience
- General public
  - Sub-populations of the general public
- Other Extension educators
- Industry workers (loggers, farmers, childcare workers, etc.)

## Format
- Interactive learning experiences are accessed through Destiny One and content is housed in the UI CAPE instance of Canvas
  - Assignments, discussion boards, quizzes, and tests are created in Canvas
- They are linked in our online catalog
- Interactive learning modules are created in Adobe Captivate by an Instructional Designer and accessed through Canvas

## What They Aren't
- Educational videos with no interactive component (see Educational Video Series)
- Sets of teaching materials intended to guide instruction (see Extension Curricula Series)

## QUESTIONS?
UI Extension Publishing staff are always happy to discuss your options with you. Contact us at calspubs@uidaho.edu or 208-885-7982

# Pacific Northwest Publications

**What They Are**
- Any publication that applies to Idaho, Oregon, and Washington (*excluding Research Bulletins*)

**Audience**
- General public
  - Sub-populations of the general public
- Other Extension educators
- Industry workers (loggers, farmers, childcare workers, etc.)
- Residents of Idaho, Washington, and Oregon

**Format**
- The format is the same as the initial type of publication (BUL, ECS, EVS, EMS)
- Project proceeds through the UI peer-review process and then goes through an additional peer review process with OSU and WSU
- Final publication is listed in all three schools' online catalogs

**What They Aren't**
- Publications whose content only applies to Idaho, or Idaho and one other state (OR or WA)
- Marketing materials (see CALS Communications)
- Impact Statements (see Impact Statements)
- Highly technical research papers (see Research Bulletin Series)

**QUESTIONS?**

UI Extension Publishing staff are always happy to discuss your options with you. Contact us at calspubs@uidaho.edu or 208-885-7982