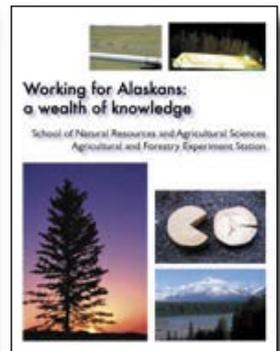
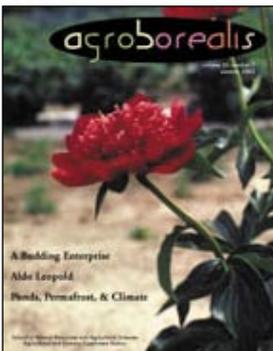
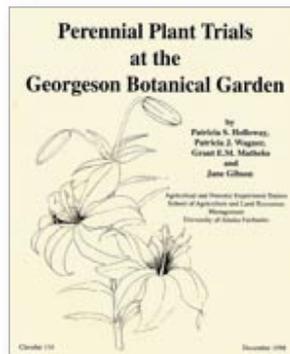


SNRAS PUBLICATIONS MANUAL

a guide
to the AFES publications office
and writing for its publications

2004



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INTRODUCTION

CONGRESS MANDATES THAT ALL RESEARCHERS who receive federal funds must publish research results and distribute them to as wide an audience as possible; these results must also be reported to the federal government.

The AFES/SNRAS Publications Office provides the editing, publishing, and distribution activities that accompany and support these tasks. Agricultural and Forestry Experiment Station publications include several categories of technical publications written for a general or a scientific audience: bulletins, circulars, miscellaneous publications, and research progress reports.

The publications office also produces several nontechnical publications written for a general audience. These include: a twice-yearly science magazine, *Agroboreal*; a newsletter, the *Natural Resource News*; the annual report; and promotional materials such as brochures and posters. The publications office is also the information office for AFES/SNRAS, and writes and distributes press releases, as well as coordinating media outreach with the University Relations Office for UAF.

Many AFES/SNRAS publications are available on line at www.uaf.edu/snras/afes/pubs.html.

PUBLICATIONS OFFICE STAFF

Doreen Fitzgerald

Doreen is the AFES/SNRAS information officer and the publications office science writer. She has a strong background in science and technical editing and writing, as well as journalism and creative writing. She has a master's degree in English from Michigan State University. She is familiar with Microsoft Office, Adobe Acrobat, InDesign, Illustrator, and FrameMaker, as well as other Adobe layout and graphics programs.

Contact information: ext. 5042, fnldf2@uaf.edu

Deirdre Helfferich

Deirdre is the managing editor of the AFES Publications Office and has been actively involved with publishing and design since 1994. She is experienced in editing, layout, and design, particularly using Adobe programs such as Photoshop, Illustrator, InDesign, and PageMaker. She has a degree in foreign languages (French, German, and Danish) from UAF, and is working

toward a BFA in painting.

Contact information: ext. 6923, fndah3@uaf.edu or fynrpub@uaf.edu

Steve Peterson

Steve maintains the computer labs, including the GIS lab, and is the webmaster for SNRAS. He is the school's main contact for information technology and poster printing. He attended the DeVry Institute of Technology in Kansas City, studying telecommunications management, and is currently working toward becoming a Microsoft-certified systems engineer. He is adept at poster printing and is rapidly becoming fluent in website design and maintenance using Macromedia Dreamweaver, Fireworks, and Flash.

Contact information: ext. 7053, fnslp2@uaf.edu

GENERAL OFFICE SCHEDULE & HOURS

The AFES Publications Office is open 8–5, Monday through Friday. The annual publications schedule is as follows for periodicals, roughly:

website reviews	January
research highlights	February
GBG Review	February/March
(research summaries for annual report prior to field season— contact office)	March/April
Natural Resource News	April
spring <i>Agroborealis</i>	May
recruitment packet update	June
GBG Review	July
Natural Resource News	August
publicity posters (fairs)	August
annual report	August/September
Natural Resource News	October/November
GBG Review	November
fall <i>Agroborealis</i>	November/December
holiday card	December

We will adjust or amend this schedule as needed to include other publications, and will send out e-mail announcements of the projected publications list. *Natural Resource News* may appear more frequently than three times yearly, as news requires and time allows. Reminders will also be sent out for each major deadline on *Natural Resource News*, *Agroborealis*, and the annual report.

WRITING STYLE & GENERAL GUIDELINES (PLEASE READ!)

ON THE ROLE OF THE EDITORS:

Our purpose as editors is to help you, the author, say what you intended to say (and not necessarily what you actually wrote) and to help you phrase your writing in a way that makes it concise and clear to the reader, your audience. Thus, the editor is the ambassador between two parties: the writer and the reader.

Our role as editors is most emphatically NOT to interject our own voice, to change your meaning, or to diminish the intelligence of your writing.

ON WRITING BRIEF BREAKDOWNS OF YOUR RESEARCH FOR THE LAYMAN:

1. Brevity is the soul of wit. Or as Thomas Jefferson once said: “The most valuable of all talents is that of never using two words when one will do.”

2. Please write complete sentences.

3. Don't use the passive voice. The work didn't just happen—somebody did it. Although most scientific writing keeps the researcher's presence demurely in the background, writing for the general audience requires an actor, a mover, a person to whom the reader can refer. The active voice is also more concise.

However, the overuse of 'I' can suggest the arrogant omission of all support; thus, the trick is to keep a balance between the two extremes of self-erasure and overbearing superhero, presenting the reader with a reasonable scientist working with others to discover and present useful information.

4. Keep your audience in mind: for the annual report, you are writing largely for the layman. Thirty words per subsection, not too detailed, usually should suffice. (Please see annual report guidelines, page 23.)

For CRIS reports, the readers are other researchers and administrators, but it is important to capture the reader's interest.

5. Many verbs are improperly used as nouns, and vice versa. For example: *Impact* is not a verb. *Affect* is. Others have different meanings when (appropriately used) as different parts of speech. For example: The *effect* of the caffeine in my coffee on my nervous system *affected* my thinking, such that I was unable to *effect* the prompt composition of the sonata.

6.) There are many words similar in spelling with different meanings, such as *adsorb* and *absorb*. Consider whether technical terms need definition within the text, or whether, as in this example, the reader can look them up in the dictionary.

7.) Concise writing is important, both for clarity and for holding the reader's attention. Complex subjects require precision and careful presentation of essential information, which is not necessarily extra verbiage. Consider carefully the needs of your audience, the purpose of the piece you are writing, and the importance of each piece of information. A summary or an overview report, for example, need not include all or even most of the details.

ON WRITING IMPACT STATEMENTS:

An impact statement is a clearly written statement of the problem and the purpose of the research. The audience for impact statements is varied and politically charged. The first reader to consider is the legislative aide. The second reader is the bureaucrat: university administrators, state legislators, and lobbyists. The third reader, especially important in our state, is the general public.

ON WRITING FEATURE ARTICLES FOR JOURNALS:

Ordinarily, journals will have contributor guidelines that will include information such as word count, submission format, style, etc. Please contact the AFES Publications Office for a publication number prior to publishing your article, so we can track articles with numbers and your article can be published with the assigned number. Please see External Publications, page 17.

ON WRITING PROGRESS REPORTS FOR USDA:

The audience is anyone who searches the web: fellow researchers, legislative aides, students, and—believe it or not—USDA administrators. The limitation of 3200 characters and spaces compels clarity and succinctness, yet honesty demands completeness.

ON PUBLICATION BUDGET ESTIMATES FOR GRANTS:

When writing grant proposals please include a budget for your publications. The Publications Office can help you estimate the amount of time and the cost of publication. Production time is \$50/hr, editing time is \$40/hr. Please contact us for a time estimate.

PUBLICATIONS PROCESS OUTLINE

- 1) Submit publication
 - Author submits clean, complete manuscript (hard copy and on disk, as an MS Word file) with separate files for graphics and tables
 - Assign publication type (Bulletin, Circular, etc.)
 - Set up tracking info (publication tracking database)
- 2) Review publication
 - Assign reviewers:
 - Bulletin—3 reviewers
 - Circular—2 reviewers
 - RPR—1 reviewer
 - Misc. Pub—2 or 3 reviewers
 - Agroborealis article—reviewed prior to submission, then by editors
 - Back from reviewers
 - Make copies of reviewer forms and comment pages
- 3) Send reviewed publication to author
 - Attach copies of reviewers' comments
- 4) Edit, design, and lay out document
- 5) Send edited publication to author in layout form
- 6) Final proofing
- 7) Determine print specifications
 - Assign publication number
 - Determine print quantity (number of books)
 - Select printer (bid process if sufficiently big job)
- 8) Send to printer or print in-house
- 9) Distribute publication: distribution checklist
 - Mandatory mail list
 - Domestic and International mail lists (Agroborealis, newsletter)
 - Five copies for publication files
 - One copy for archives (master copy)
 - Agro, newsletter copies in faculty/staff boxes (send to Palmer)
 - Literature racks in O'Neill, Dean's Office, and GBG visitor's center
- 10) Publication list, electronic archive, website
 - Add to publication list (FileMaker Pro database)
 - Make archive copy on CD: PDF version and a native file version
 - Add PDF file and cover jpg to website

MANUSCRIPT SUBMISSION

RESEARCHERS SHOULD SUBMIT MATERIAL for print publications as a clean and completed manuscript to the AFES managing editor, indicating the category of publication intended. Publications office staff will then send out the manuscript for review. Reviewers will be provided with a copy of the manuscript, a definition of the publication category, and a comments form. When the review(s) are returned, publications staff will make copies of the reviewers' comments and send them to the author. The author/researcher must then decide which changes to make and address those suggested changes (if significant) that were not made. The publications supervisor will intervene, conferring with the AFES director (if warranted) on any unresolvable issues.

After the researcher makes necessary changes and has addressed comments by reviewers, the researcher will provide the publications office with an updated version of the full manuscript and specify the number of copies the author requires. Submissions should include the following:

- 1) an electronic text file (Word preferred) on Zip disk, CD, or as e-mail attachment;
- 2) separate, individual files for all graphics (or hard copy of graphics), also on Zip disk, CD, or as e-mail attachment (see Image Preparation, below);
- 3) a separate file for each table (not embedded in text) with tables as tab-separated text (unformatted), Word tables, or as Excel files;
- 4) a clean hard copy version of the manuscript with attached graphics.

Electronic files may be submitted via e-mail; if this method of delivery is used, do NOT assume that the files have been received by the publications office unless you receive written confirmation by return e-mail.

After its review, the publications office will edit the manuscript for readability, grammar, and stylebook consistency; prepare it for publication; assign an AFES publication number, and send out a final version to the author for approval. After necessary changes are made, we will oversee printing (working with local printers and going out for bid if required) and mandatory mail list distribution. The author will receive the requested number of publications. The publications office will list the publication title in online and print publication lists.

IMAGE PREPARATION

HARD COPIES (slides, prints) of your images may be brought or mailed to the publications office with your manuscript submission. Publications staff will prepare these images for publication for you. It may be more convenient for you to schedule use of our equipment and scan the hard copies yourself for projects involving many images. However, if you provide electronic images, either using our equipment or yours, then certain requirements for print and for web must be taken into consideration in order for them to be useful (see Image Preparation Glossary for more details, page 8).

FOR PRINT

Printing requires much higher resolution than web publication. Images for print should be submitted in lab color, CMYK, or grayscale mode. CMYK refers to the standard four colors of inks used in printing: Cyan, Magenta, Yellow, and black (K is used to differentiate black from blue). If your image uses more than four ink colors (an additional spot color), please let us know. Spot colors create added expense because they require an additional ink for each one, and arrangements must be made with a printer to obtain them. When possible, please use CMYK only.

Please submit halftone images at 350 ppi resolution at the expected print size or larger. (If the image is larger than needed, we can always reduce the size, but we cannot increase it if the file size is smaller than we need.) Bitmap line art should be submitted at a minimum of 600 ppi, preferably 1200 ppi.

Note that when printing for posters, the resolution may be lower for the expected print size (100 to 150 ppi), because the images will be viewed from a distance. If you are printing on photo quality paper, or wish more detail, then the image quality should be correspondingly higher. Format of images should be in tiff, PDF, Photoshop (psd), or Illustrator (ai). Images may be submitted in JPEG format if of sufficiently high resolution. Do not use Word format for images.

FOR WEB

Web publication requires that images have sufficient information to be displayed correctly on a monitor. Most monitors display at 96 dpi, although older Mac monitors will display at 72 dpi. Images for web should be submitted in RGB or lab color. RGB refers to the light colors emitted by monitors: Red, Green, and Blue.

Please submit halftone images at 100 dpi at the expected display size or larger, using jpeg format. Submit line art at 100 dpi in gif or jpeg format.

Documents in portable document format (PDF) that are posted to the web can be either saved for screen mode or print mode. Screen mode produces a smaller file, and is suitable for most purposes if the viewer wishes to print a copy on a desktop laser printer. Use print mode for documents in which it is important that the images have higher resolution when printed.

GLOSSARY

Understanding certain concepts is important for electronic image preparation. Much of the information below was taken from Adobe Photoshop's Help descriptions.

FILE SIZE: the digital size of an image, measured in kilo- or megabytes of information. File size is proportional to the *pixel dimensions* of an image.

HALFTONE IMAGE: a grayscale or full-color continuous tone image such as a photograph.

IMAGE RESOLUTION: the number of pixels displayed per unit of printed length in an image. Resolution is measured in pixels per inch, and is commonly expressed as ppi. Image resolution and pixel dimensions are interdependent. The amount of detail in an image depends on its pixel dimensions, while the image resolution describes how much space the pixels are printed over. For example, you can modify an image's resolution without changing the actual pixel data in the image—all you need change is the printed size of the image. Stretching the image's print, or output, dimensions will reduce the resolution, shrinking them will increase the resolution. However, if you want to maintain the same output dimensions, changing the image's resolution requires a change in the total number of pixels, or image data. When printed, a higher resolution image contains more detail, and can be printed at a larger size than a low resolution image of the same screen dimensions.

Increasing the resolution of a low-resolution image while keeping the output dimensions the same (resampling up) only spreads the original pixel information across a greater number of pixels; it does not improve image quality. Doing this is, in effect, asking the program to make up data for your image using only a limited amount of original information. Computers aren't very good at this.

Note: bitmap and vector data can produce different results when you resize an image. Bitmap data is resolution-dependent; therefore, changing the pixel dimensions of a bitmap image can cause a loss in image quality and

sharpness. (Sizing up results in a jaggedy appearance known as *pixelization*.) In contrast, vector data is resolution-independent; you can resize it without fear of pixelization.

LINEART: logos or other images using flat color blocks, or line illustrations.

LINE SCREEN: this refers to the density of lines of ink dots or cells (dot clusters) in a halftone or continuous tone image in printing. Line screen is measured in lines per inch, or lpi. The relationship between image resolution and *printer resolution* determines the quality of detail in the printed image. To produce a good quality halftone image of the highest quality, image resolution should be from one and a half to two times the screen frequency.

Different line screens are used for different media and different quality expectations. For example, newsprint is very absorbent paper and requires a low line screen, about 72 lpi, or else the ink density would be too high and images printed on it would blur. Newsprint cannot support high detail printing. The heavy, glossy, high clay content paper commonly used in art magazines is not as absorbent and is capable of supporting much finer printing, and thus line screens of 150 to 200 lpi or higher are used, with correspondingly higher detail possible.

MONITOR RESOLUTION: the number of pixels or dots displayed per unit of length on the monitor, usually measured in dots per inch, or dpi. Monitor resolution depends on the size of the monitor plus its pixel setting. Most new monitors have a resolution of about 96 dpi. Monitor resolution is important when working with web documents.

Image pixels are translated directly into monitor pixels. This means that when the image resolution is higher than the monitor resolution, the image appears larger on-screen than its specified print dimensions. For example, when you display a 1-by-1 inch, 144-ppi image on a 72-dpi monitor, it appears in a 2-by-2 inch area on the screen.

PIXEL DIMENSIONS: the number of pixels of information along the height and width of a bitmap image.

PRINTER RESOLUTION: dots per inch, or dpi, of ink printed on the page by a printer. Most desktop *laser printers* have a resolution of 600 dpi. The *Agrobo-real* is printed on commercial machines, imagesetters, which have a resolution of 1200 to 2400 dpi or higher. Higher resolution printers are capable of producing finer detail in the final printed image.

Ink jet printers produce a microscopic spray of ink, not actual dots; however, most desktop ink jet printers have an approximate resolution of 300 to 720 dpi. The large format plotter in the publications office is a high-end ink jet printer that prints at approximately 600 to 1200 dpi.

DISCLOSURE

IF THE AUTHORS of any SNRAS/AFES publication are associated with a grant agency or business whose products, facilities, or other assets are used in the research described, the authors must disclose that fact and the nature of their relationship with the business. This information must be included as a note in the submitted manuscript. Always provide funding agency credit if applicable. This statement appears on all SNRAS/AFES publications: The University of Alaska Fairbanks is accredited by the Commission on Colleges of the Northwest Association of Schools and Colleges. UAF is an AA/OO employer and educational institution.

DISTRIBUTION

WE MAINTAIN A MAILING LIST of people and agencies who have expressed interest in AFES publications. However, we also rely on the author's knowledge of a publication's user groups and welcome help with marketing. Copies of AFES publications are also sent to various libraries, databases, and periodicals. The publications office will keep five copies of each publication on file to fill publication requests, and will also maintain one permanent master copy.

The publications office does not currently distribute faculty articles that were published in professional journals or other non-AFES outlets. However, we do maintain file copies and a database of these articles/publications as we receive them. (See External Publications, page 17.) The publications office also maintains a scrapbook of stories from the *Fairbanks Daily News-Miner* that feature the school or experiment station.



ELECTRONIC/ONLINE PUBLISHING

ALL AFES PUBLICATIONS will be published as HTML documents or as downloadable PDF (Adobe Acrobat) files on the SNRAS/AFES website, at www.uaf.edu/snras/afes/pubs. This is secondary to the print publication process and will be accomplished when there is available staff time to convert and upload the publications.

Web publications are subject to the same standards as all AFES-published work, and in most cases are simply PDF versions of the printed publications. The SNRAS web coordinator (Steve Peterson), with support from publications office staff, maintains the SNRAS/AFES main web pages, including the publications section of the site. Faculty and researchers are encouraged to maintain individual pages (providing links to the SNRAS website).

Department web teams work with the web coordinator to provide text and appropriate, attractive graphics for the site. Web page designs are drafted by the web coordinator and these teams. The managing editor (Deirdre Helfferich) is responsible for final editorial and design review, with an eye toward maintaining a website consisting of complementary, consistent pages and subsections.

Online publishing separate from print publishing has its own considerations, not least of which is accessibility. As a public institution, the university is required by law to maintain handicapped-accessible websites. For more information on this, contact Steve Peterson in the publications office, or Gretchen King at University Relations, extension 2786. Web guidelines are available at www.uaf.edu/univrel/guide/web. Other considerations are navigability, consistency with other SNRAS web documents, and the design's clarity and usefulness to the viewer. Web images should be in GIF (for lineart, logos) or JPEG (photos) format at 96 dots per inch (dpi) resolution. Articles or abstracts in online peer-reviewed journals are considered in the same light as those in print journals. Simple posting of data to the web is not equivalent to publication in an online peer-reviewed journal. Please see the CBE for information on citation of online posts for websites, articles, databases, and other posts.

Approximately once a year, publications staff will ask researchers to review any faculty pages and electronic publications located on the SNRAS website to determine if they require revision, are OK as is, or have served their useful life and should be taken off line.

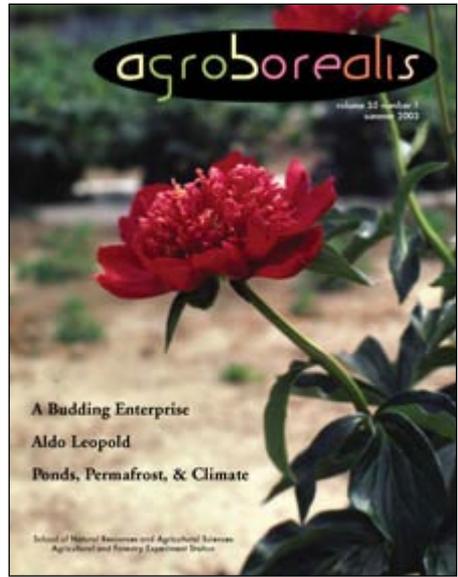
PUBLICATION CATEGORIES

AGROBOREALIS—

The publications office publishes *Agroborealis* biannually. The magazine features newsworthy research, profiles, activities, human interest articles, historical overviews, editorials, and so on. The fall edition has in the past sometimes functioned as the annual report, with selected research project features, research summaries, funding information, and publications for the previous year. (see Annual Report, opposite page)

The target audience for *Agroborealis* is general and nontechnical. The magazine can be used to enhance recruitment, inform key policy makers and user groups, and promote the school and experiment station. This magazine is written and edited following the *Chicago Manual of Style*. *Agroborealis* is essentially a public communications tool for the school and the experiment station (audiences are both internal—AFES/SNRAS and other employees, retirees, alumni—and external—public officials, farmers, resources managers, FFA organizations, high school career counselors, and the general public).

The publications office is responsible, with input from the dean/director, for planning issues, writing or gathering information and graphics for articles, design and layout, publication, and dissemination. Most articles for the magazine are written by or in cooperation with publications office staff. When faculty submit articles for *Agroborealis* publication, the articles should already be checked by a reader other than the author. The author is responsible for factual accuracy; the publications office edits all articles. The author will have the opportunity to proof the edited article.



NATURAL RESOURCE NEWS—

This is the newsletter for SNRAS/AFES, and is written using Associated Press style. The newsletter includes short features and photos, describing recent research highlights, SNRAS/AFES activities and events, and any other recent newsworthy items. Information on employee updates, student news, awards, and so on appear in a section entitled Notes. The newsletter is written for the most part by the publications office, but ideas, notes, and article and photo submissions by faculty, staff and students are welcome.

Natural Resource News is currently published every three to four months, and like *Agroborealis*, is for both internal and external audiences.

ANNUAL REPORT—

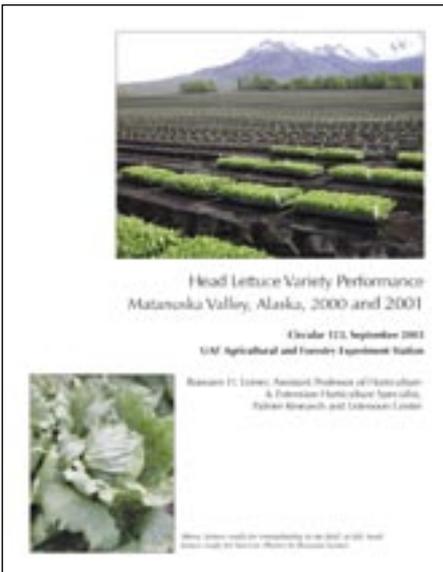
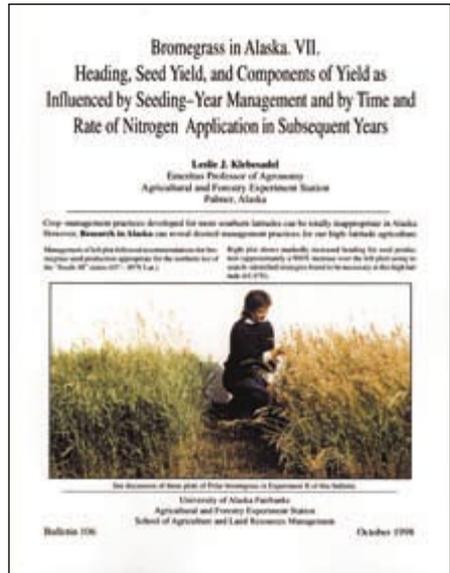
The annual report includes financial information required in reporting to funding agencies, features selected research projects, updates research summaries, and lists publications for the previous year. **It is used as a source for many other reports** required by the University of Alaska and other institutions and agencies. It includes a faculty and emeriti listing. Writing guidelines for the annual report appear in the appendix of this manual, on page 23.



BULLETIN—

A bulletin presents results, analyses, and conclusions arising from formal studies or experiments, and is a scientific or technical report of substance and significance. Sections should include a description of the experimental procedure or methods, data and results obtained, analyses, and conclusions drawn. The results it reports are final; material should be significant and useful over a long period. **The target audience for bulletins** is the scientist or the educated lay person. Material should adhere strictly to a stylebook chosen by the author (typically the Council of Biology Editors style manual, *Scientific Style and Format*).

A manuscript submitted for publication as a bulletin will go through a silent review process by two or three technically qualified peers. *Note:* Typical review period is one to two months, depending on the bulletin and availability of qualified reviewers.



CIRCULAR—

A circular summarizes research that can be applied, but is not conclusive enough for publication in a scientific journal or experiment station bulletin, or the information is of value in the short term. Circulars often present information about ongoing or inconclusive applied research and experiments, such as variety trials. Although similar to the bulletin, a circular should be written in a style suitable for its specific audience (for

example, greenhouse growers). A circular may consist of secondary information or be a bulletin or journal article summary. Avoid technical language and overly structured prose.

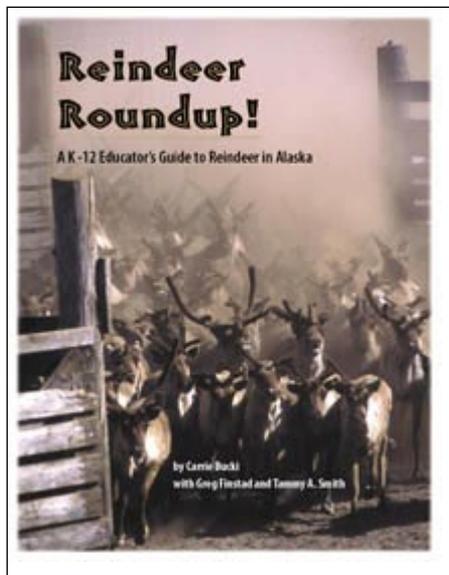
A manuscript submitted for publication as a circular will go through a silent review process by one or two technically qualified peers.

RESEARCH PROGRESS REPORT—

RPRs are used to publish observational or interim information and preliminary, tentative, or fragmentary results. They include information on materials, methods, and data to date. It is appropriate to publish annual updates, until final research results can be published as a bulletin or circular. RPRs contain practical information in simple, readable style and should be limited to about four to eight pages. A manuscript submitted for publication as an RPR will go through a silent review process by one or two qualified peers.

MISCELLANEOUS PUBLICATION—

A miscellaneous publication may summarize research about a topic or an issue dealing with natural resources. It may cover such topics as natural research areas, proceedings from workshops or conferences, or the compilation, review, and synthesis of data. Examples of these publications range from the very nontechnical, such as promotional materials for the school and its departments, to research highlights aimed at administrators



and legislators, to curricula for teachers in the public schools, to the more technical, such as natural research area reports aimed at resource managers versed in scientific research. Essentially, a publication that does not fit into other categories may be published as a miscellaneous publication.

A manuscript submitted as a miscellaneous publication may go through a silent review process by one to three technically qualified peers, depending on the nature of the manuscript.

OTHER PUBLICATIONS

The Georgeson Botanical Garden and the publications office share distribution and funding responsibilities for garden-related publications. The *Georgeson Botanical Garden Review* is published quarterly. The *Review* is written by Georgeson Botanical Garden staff and then forwarded to the publications office for final editing and publishing. The GBG staff is responsible for distribution of the *Review*, with the exception that the publications office retains copies for the mandatory mail list plus six file copies. The publications office pays for printing one issue of the *Review* annually, and may pay for other issues as budget allows.

The GBG also produces a series of Notes. These publications are public service fact sheets, produced by the garden staff as demand warrants, and edited by the publications office. Those directly related to research projects are usually funded by the publications office.

Posters

Posters increasingly are used as part of conference presentations or abstracts. All posters should have the SNRAS/AFES name and the University of Alaska Fairbanks logo or name on them. (For further information or to obtain copies of the logos, go to www.uaf.edu/univrel/guide/logo.) Steve Peterson is the primary contact for printing posters on the publications office's large format Hewlett-Packard plotter. This printer prints on rolls up to 42" wide and 100' long. Because of the demand for poster printing and the potential for file bugs and peculiarities, please schedule your poster two weeks before you need it, bringing your file in to the publications office ten working days before your required publication date. If brought in later than this, the publications office cannot guarantee that your poster will be finished by the date specified, particularly when operating under deadline for other publications.

Poster files should be brought to the publications office on CD or zip disk, or submitted via e-mail or ftp. Please see Technical Support and Poster Tips, below.

Poster Tips

- 1) You can use PowerPoint for simple layouts, or if you're working from a PowerPoint Presentation. However, PowerPoint was not designed as a print program, and may not print some things correctly (for example alignment, certain symbols).

- 2) We strongly recommend using a graphics program such as Adobe Illustrator to ensure accurate printing, or for complicated layouts. Embed images and fonts (or create outlines of your fonts) in the poster file, or provide them to the publications office with your poster file.
 - 3) Think in terms of visual elements rather than text.
 - 4) Tailor text and photos to the audience.
 - 5) Use top to bottom, left to right, boxes or columns for text.
 - 6) Stick with one alignment scheme (left, right, or center); every element should align with something else. This helps to keep your poster from being confusing to the eye.
 - 7) Limit text length—in general, use text blocks of 100 words or less.
 - 8) Keep tables and graphics clear and simple.
 - 9) Use maximum contrast (font, type size, color, background).
 - 10) Use a resolution of 100 to 150 dpi for photos at the image size the photo will be printed at, otherwise your images may print with a jaggedy or pixelated look.
 - 11) Avoid very small type.
 - 12) Avoid large blocks of reverse type (light type on a dark background).
- Note:* For traveling, laminate a 36"-wide poster to fit a standard poster tube, or use briefcase-sized panels.

External Publications

The publications office maintains a database of all publications by faculty, both those produced by the SNRAS/AFES publications office and those by other organizations and publishers. **Please notify the publications office** when publishing or submitting works, including to online journals or when posting data, such as genetic sequences, in an online database.

An abstract of any publication related to the faculty member's work should be forwarded to the publications office for our files and for assignment of a publication number. Please contact the AFES Publications Office for a publication number prior to publishing your article, so we can track the article and it can be published with the assigned number.

Journal of Irreproducible Results and Similar Publications

The publications office also maintains a database of abstracts of spoofs, extraordinary experiments, and likely prospects for the *Journal of Irreproducible Results* or the Cold Fusion Award. Please forward citations and tables of contents to the publications office for entry into this database.

OTHER PUBLICATIONS SUPPORT

ILLUSTRATIONS AND SCANNING

The publications office can provide limited graphic support, including image scans (slides, prints, linear), and placement of graphics (for example, Illustrator files). For scanning, the author should supply original images or high-quality copies. Recommended programs for graphic work include Adobe Photoshop and Adobe Illustrator. Should you have numerous images to scan, it may be possible to schedule time for use of the publications office scanners.

SNRAS DEAN AND AFES DIRECTOR SUPPORT

The publications office provides direct support for any promotion or informational requirement. We are the support office for the school and experiment station. Examples of a support publication for the Dean's Office are the 2003 program highlights piece sent to legislators and administrators, *Working for Alaskans: a wealth of knowledge*, and the 2004 *Strategic Plan*.

RECRUITMENT

The publications office provides direct support to the SNRAS recruitment coordinator. This includes advertising and display design, recruitment brochures, and promotional activities. An example of a recruitment publication is the 2003 guide, *Careers in Natural Resources and Agricultural Sciences*.

SNRAS/AFES ACTIVITIES AND EVENTS

The publications office can produce high-quality brochures, flyers, certificates, and advertisements. Publications office staff can provide creative, design, or editorial support for these and similar products as needed. There are several events that may require publicity, such as the Forest Sports Festival, miscellaneous seminars and panel discussions, or school potlucks. UAF hosts a booth at the Tanana Valley Fair every year, in which SNRAS participates and for which the publications office prepares promotional material. The Georgeson Botanical Garden hosts several fundraising events year.

OTHER PUBLICATIONS OFFICE ACTIVITIES

MEDIA RELATIONS

The publications office staff includes the information officer for SNRAS/AFES. This position acts as spokesperson for the school and experiment station and is the primary contact for disseminating information to local print and broadcast media. Contact the publications office with news and story ideas. All stories regarding the school are submitted via the Publications Office to the UAF Newsroom (on line). Major stories will be released in cooperation with University Relations Office. Plan for news releases and story ideas in advance to allow for meeting media deadlines.

News releases can cover (but are not limited to) personnel changes and awards, activities promoting the school and experiment station, grants and funding, major research projects, workshops and meetings, notable publications, and so forth. Publications staff will route news releases and media information to outlets such as the *Fairbanks Daily News-Miner*, the UAF *Cornerstone*, the UAF Newsroom, and KUAC. These contacts will be expanded to include other media outlets as appropriate. For major events that lend themselves to visuals, we will also contact the assignment reporters for the local television stations. We submit story ideas to UAF and information for the Experts Guide.

PUBLIC INFORMATION

Publications office staff respond to information requests from other universities, state and federal agencies, members of the public, and any other persons or organizations interested in SNRAS/AFES. This may take the form of responding to phone calls, filling publication requests, or directing interested parties to subject matter experts.

TECHNICAL SUPPORT

The publications office offers several support services to faculty, staff and students (with prior approval from instructor or major professor). The office maintains the following equipment:

- 1) A high-quality large-format printer* for posters (basically a giant color inkjet printer). This printer can print posters on either 36-inch wide or 42-inch wide paper. Paper may be available in high gloss (photo quality,

36 inches wide only) or matte surface. There is currently no charge for SNRAS/AFES personnel for poster printing. Cooperative Extension Service staff and faculty may also use this service free of charge, with preference in scheduling given to SNRAS/AFES personnel. However, you will need to make your own arrangements to have posters laminated—we suggest Date-Line or Graphic North for lamination (note: currently none of the print services in Fairbanks can laminate posters larger than 36" width).

- 2) A color laser duplex printer, capable of printing on paper up to 11" by 17" (useful for small posters or for creating newsletters and other multiple page documents with pages at 8.5" x 11"). Departments or individuals requesting frequent or large jobs using this printer will be required to help support the cost of ink cartridges.
- 3) A film recorder* for transferring computer images (PowerPoint, JPEGs, Illustrator files, and so forth) to 35 mm slide film. The typical application is for backing up PowerPoint presentations.
- 4) A small color inkjet printer that can print color transparencies (another alternative for backing up PowerPoint presentations) and 8.5" x 11" color photos.
- 4) A high-end flatbed scanner for slides, prints, lineart and so forth. The scanner is for use by publications staff; however, we make this scanner (and its associated Macintosh computer) available on a limited basis for use by faculty, staff, and students. Contact publications office staff for scheduling and training.
- 6) Various cameras, both film and digital. Cameras may be checked out for one day at a time, and must be returned by the end of the same workday or at a later date by special arrangement. Cameras may not be lent to another party—all persons to use a camera must make arrangements directly with the publications office and pick up or return the camera directly from the publications office. Borrowers are responsible for obtaining their own videotapes and for the safety of the equipment. The publications office does have limited slide film available that may be used by borrowers.

*For print jobs on the large-format poster printer or film recorder, please schedule all jobs at least ten working days before your print date. Files should be delivered at this time, unless special arrangements have been made with publications staff. Files can be delivered on Zip disk, CD, or by e-mail attachment.

COMMONLY USED STYLE MANUALS

WRITING AND GRAMMAR GUIDES:

- 1) *The Elements of Style, Fourth Edition*. William Strunk, Jr., E.B. White, Roger Angell. 2000. Pearson Allyn & Bacon.
- 2) *Lapsing Into a Comma. A Curmudgeon's Guide to the Many Things That Can Go Wrong in Print—and How to Avoid Them*. Bill Walsh. 2000. McGraw-Hill/Contemporary Books.
- 3) *The Deluxe Transitive Vampire: the Ultimate Handbook of Grammar for the Innocent, the Eager, and the Doomed*. Karen Elizabeth Gordon. 1993. Pantheon Books.
- 4) *Eats, Shoots & Leaves. The Zero Tolerance Approach to Punctuation*. 2004. Lynne Truss. Gotham Books.
- 5) *The Chicago Manual of Style*. 14th or 15th edition. 1993. University of Chicago Press.
- 6) *Manual for Writers of Term Papers, Theses, and Dissertations*. 1996. University of Chicago Press (often called the “baby Chicago” style manual).

SCIENTIFIC STYLE:

- 1) *Scientific Style and Format. The CBE Manual for Authors, Editors, and Publishers*. Sixth edition. 1994. Cambridge University Press.
- 2) *Publication Manual of the American Psychological Association*. 2001. American Psychological Association.
- 3) *MLA Handbook for Writers of Research Papers*. 1999. The Modern Language Association of America.
- 4) *The Thesis and the Book*. Ian Montagnes, ed. 2000. University of Toronto Press.

NEWSPAPER STYLE:

- 1) *The Associated Press Stylebook and Briefing on Media Law*. 2000. Associated Press.
- 2) *The Associated Press Stylebook for Alaska*. 1994. Epicenter Press.
- 3) *Guide to UAF Editorial Style. University of Alaska Fairbanks*. Available at www.uaf.edu/univrel/guide/style.

LOCAL PRINTING AND TECHNICAL SERVICE PROVIDERS

ON CAMPUS:

AFES Publications Office. 305 O'Neill. Contact: Steve Peterson (posters, computer help), 474-7053, Doreen Fitzgerald (media relations, editing), 474-5042, or Deirdre Helfferich (design and layout, publications scheduling), 474-6923.

Center for Academic Technology. 343 Rasmuson Library. Contact: Michael Scott, 474-7296.

Digital Design Center. 201 Elvey. Contact: Deborah Coccia, 474-7250.

Rasmuson Photo Lab. 349 Rasmuson Library. Contact: Richard Veazey, 474-6344.

Printing Services. 131-143 Bunnell. 474-7316.

OFF CAMPUS:

Date-Line Copies. 3677 College Road. 479-3831.

Provides xeroxing, color laser printing (large and small format), and lamination services.

Graphic North, Inc. 157 Old Steese Highway. 452-1907.

McCauley's Reprographics. 3510 International Street. 452-8141.



APPENDIX 1: ANNUAL REPORT GUIDELINES

WRITING GUIDELINES FOR THE ANNUAL REPORT

The Annual Report includes the following information:

FINANCIAL STATEMENT

GRANT STATEMENT (will include awardees, amounts, and project titles)

STUDENT STATISTICS, THESES, AND AWARDS

CALENDAR YEAR FACULTY/RESEARCHERS' PUBLICATIONS LISTING

FACULTY LISTING

RESEARCH REPORTS (from each SNRAS department, ARS, & BECRU)

The reports are grouped under the following categories:

- Geographic Information
- High-Latitude Agriculture
- High-Latitude Soils
- Ecosystems Management
- Natural Resource Use and Allocation

Please provide the following:

1) Brief info for each research project you worked on during the calendar year. Below is a guide for the information on your research projects. Please include this information for each project. You may hand your reports in early to avoid having to write them during field season. If you have not already given us your project titles, please do so ASAP. The final report deadline is July 31, but it helps us considerably to have this information right away. If your reports are not submitted by this date, you run the risk of not having your research listed in the annual report.

Research Project Report:

- project title
- investigators
- purpose
- approach
- progress
- impact

2) A list of your publications for the calendar year (IMPORTANT: please indicate which type of publication they are!)

Publications list:

(Publications that are available in the professional literature)

- Abstracts
- Books or Book Chapters

Contract Reports
Databases or Online Posts (not websites or online journals)
Journal Articles and Notes (peer reviewed)
Poster or Conference Abstracts (if accessible to a literature search)
Proceedings
Published Book Reviews
Theses
Web Pages (not simply postings to web logs or websites; we seek actual online articles & publications)
Miscellaneous Publications (includes magazine articles or other nonpeer-reviewed articles)
AFES Publications
 Agroborealis articles
 AFES Bulletins
 AFES Circulars
 AFES Newsletters
 AFES Research Progress Reports
 AFES Miscellaneous Publications

Publications may include such items as posters or presentations, if accompanied by an abstract or other accessible literature. Do not include citations of reports in the previous year's annual report.

Please use **CBE style** for your list of publications (see Chapter 30, Citations and References, of the CBE for further information). The CBE can be found on line at: <http://www.monroec.edu/depts/library/cbe.htm>.

The deadline for submitting the research projects reports and publications for the annual report is July 31. We need information on all AFES-affiliated research projects for the calendar year, as well as a list of any publications you had from January 1 to December 31.

All other projects will be briefly described in short notes (of about 100 words) in a condensed version of the format used in the previous issues.

Please note:

-- **IF YOU WILL BE UNAVAILABLE DURING JUNE OR JULY** due to field research, **please hand in your reports early, by March 31**, or contact the publications office before leaving campus to make submission arrangements.

-- For submissions received by July 31, we will provide you with drafts of your edited project reports for comment, prior to final publication.

-- Information not submitted by August 15 may not be included in the annual report, at the discretion of the (SNRAS/AFES) Dean and Director.

Thanks in advance for your submissions.

RESEARCH REPORTS OUTLINE—ANNUAL REPORT

For each AFES-affiliated research project you worked on during the previous calendar year (January 1 to December 31), please provide the following information, broken out into sections as outlined below:

Note: submissions should be about 100 words long, excluding titles and names of investigators, and written in magazine (AP) style for a general, nontechnical audience. Please contact the publications office for style questions or examples. Submissions that grossly exceed this word limit may be extensively edited/revised, or sent back to the author for a rewrite.

PROJECT TITLE

NAMES OF INVESTIGATORS

PURPOSE (*What is the reason for the research? what is the hypothesis or question being asked?*) (One or two sentences describing the objective or problem being addressed, in nontechnical language.)

APPROACH/METHOD (*What is the approach taken in the experiment or other research method?*) (One or two sentences summarizing the methods used or experiments undertaken, again in nontechnical language, where the project was, and other pertinent information.)

PROGRESS/RESULT (*What progress was made during the calendar year?*) (One or two sentences describing significant results or progress.)

IMPACT/IMPLICATIONS (*What is the impact of this research?*) (One or two sentences describing the potential benefits from the work, and its importance.)

Items to be included: USDA-funded work, research that occurred during the calendar year (2003 work was reported in 2004), projects by researchers from ARS, BECRU, SNRAS, and AFES.

SAMPLE RESEARCH REPORTS:

Carrot variety trials

Grant Matheke, Patricia Holloway, Janice Hanscom

purpose

Carrot trials were begun in 2001 to identify new cultivars useful in home and market gardens.

approach

Sixteen carrot cultivars were evaluated for yield and fruit size using a randomized complete block design over a three-year period. Taste tests were also performed.

progress

Yield was statistically comparable for each year among the four cultivars of baby carrots tested and among the twelve cultivars of large carrots tested. However, we observed large differences in yield in both groups of cultivars among test years. In the taste test the cultivar Nelson, an early nantes type carrot, was preferred for taste, texture, and appearance by a majority of participants.

impact

These trials indicate to growers that the choice of a cultivar from among those tested can be made on the basis of individual preference, because it probably will not greatly affect yield.

Mapping burn severity in interior Alaska using satellite imagery

Justin Epting, Dave Verbyla

purpose

Mapping burn severity is important in assessing the potential regeneration of major browse species such as willow and aspen. However, most algorithms for estimating burn severity from satellite imagery have been developed primarily in warm regions at low latitudes. Our objective was to test these algorithms under Alaska conditions.

approach

We used satellite imagery from four wildfire burns in interior Alaska to generate maps of burn severity using the thirteen algorithms. The maps of burn severity were then compared with field measurements to determine which algorithm was best for these Alaska burns.

progress

The Normalized Burn Ratio was consistently the best algorithm to map burn severity. The accuracy of burn severity estimates improved when un-forested areas were ignored in the mapping.

impact

We confirmed that the Normalized Burn Ratio would be useful across the interior Alaska region, with only slight modifications required for each individual burn. By using Normalized Burn Ratio as a standard technique for mapping burn severity, researchers and managers could compare different burns from different locations and times in interior Alaska.

Estrus synchronization of musk ox cows

M.P. Shipka, M.C. Sousa, Janice E. Rowell

purpose

Muskox bulls are dangerous and difficult to manage during the breeding season. During the harem period, a producer has limited ability to handle the cows for feeding or health reasons. In an effort to shorten the harem period, we investigated the use of progesterone to synchronize estrus (time of ovulation) in muskoxen.

approach

This study started on August 1, 2002. We used Controlled Internal Drug Releasing (CIDR) devices to synchronize estrus in female muskoxen. Blood samples were analyzed for progesterone, and were used to establish the timing of ovulation, estrous cycle length, synchrony of estrus among cows and, in the bred group, pregnancy. Also, radiotelemetry provided additional information on mounting activity and estrous behavior in the bred group.

progress

The modified CIDR coupled with bull introduction resulted in close synchrony of estrus. Eight of nine cows conceived during one week. Radiotelemetry correctly identified breeding activity among those muskox cows with 100 percent accuracy.

impact

This study demonstrates the effectiveness of using modified cattle CIDRs for estrus synchronization in muskox cows and that synchronization successfully shortened the harem period without loss of fertility. We have also clearly demonstrated the accuracy and effectiveness of radiotelemetry for the remote identification of estrus and breeding.



APPENDIX 2: STYLE GUIDE

FACILITIES & ACRONYMS

AFES

Agricultural and Forestry Experiment Station

Delta farm: Delta Junction Field Research Site

Fairbanks farm: Fairbanks Experiment Farm

Georgeson Botanical Garden (on the Fairbanks Experiment Farm)

Palmer: Palmer Research and Extension Center

Palmer farm: Matanuska Experiment Farm

Point MacKenzie farm: Point MacKenzie Field Research Site

ARS

Agricultural Research Service

Alaska Plant Materials Center

Subarctic Agricultural Research Unit

BECRU

Boreal Ecology Cooperative Research Unit

CESU NETWORK

Cooperative Ecosystem Studies Units Network

North and West Alaska Cooperative Ecosystem Studies Unit

GLOBE

Global Learning and Observations to Benefit the Environment

OLCG: Observing Locally, Connecting Globally program

IGERT

Integrative Graduate Education and Research Traineeship Program

RR&A: Regional Resilience and Adaptation

LTER

Long Term Ecological Research sites

Bonanza Creek Experimental Forest (part of the LTER network,

established by the National Science Foundation)
Caribou/Poker Creeks Research Watershed (managed by UA Water
& Environmental Research Center)

SNRAS

School of Natural Resources and Agricultural Sciences

STYLE SHEET & PITFALLS

The AFES Publications Office uses three main style manuals for its publications: the AP Stylebook for Natural Resource News and press releases; the Chicago Manual of Style for the Agroborealis and publications aimed toward the general public; and the CBE Scientific Style and Format guide for scientific publications such as research reports and bulletins. Below are specific words, phrases, or citation issues that are exceptions to the above styles and constitute a house style for the publications office.

A

acronyms: write them out unless used repeatedly (then write out in the first instance)

affect, v.

Alaska, adj.: Alaska voters, Alaska weather; NOT Alaskan weather

Alaska, n.: the 49th state

Alaskan, n.: a resident of Alaska

arctic, adj.: arctic hare, arctic climate

Arctic, n.: circumpolar region of the earth in the Northern Hemisphere,
above approximately 65° N

€

e-mail, n.

e-mail, v.

effect, n.

estrous, adj.

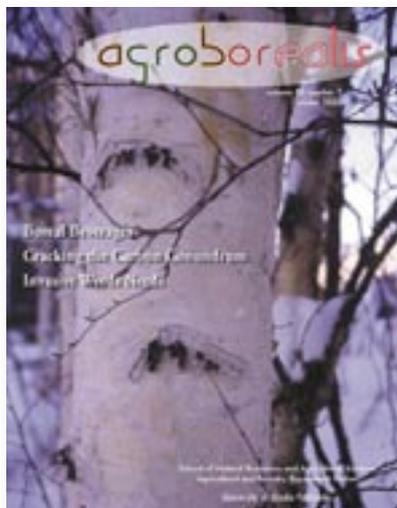
estrus, n.

H

home page

I

impact, n.



interior, adj.: inner; interior Alaska

Interior, n.: region of Alaska; the Interior, NOT Interior Alaska

Internet, n.

N

native, adj.; indigenous to; native plant

native, adj. or n.; person born in the locale; a native Oregonian, a native Fairbanksan, a native of Juneau

Native, adj. or n.; a member of any aboriginal tribe of Alaska; a Native woman, an Alaska Native

O

on line, prep. phrase: the article was on line (compare: the article was in print, the DJ was on air)

online, adj.: online article (compare: the in-print series wasn't as much fun as the old one, now out of print)

W

website, n.

web, n.

World Wide Web, n.

This list of writing pitfalls and clarifications is provided courtesy Stephen Sparrow. It has been modified for the purposes of this manual and is intended as a quick guide to common mistakes and to good writing.

accept(ed): to receive willingly/to admit

I gladly *accept* the challenge of never making these mistakes again.

I was *accepted* to Harvard because my application essay had no foolish grammatical mistakes in it.

except(ed): exclusive of/to exclude

Everybody *except* me made all of these mistakes and lost lots of points on their assignments.

I was *excepted* from extra homework because my writing was exemplary.

affect = verb

The snow on the ground didn't *affect* my driving.

effect = noun

The biggest *effect* of this class is that it makes you extremely smart.

apart: to be separated from something

I hate to be *apart* from my wife.

a part: to be a piece of something

I always wanted to be *a part* of the marching band.

apostrophes are used ONLY in possessives and contractions, NEVER in plurals. “Its” is the ONLY instance where a possessive does not have an apostrophe. “It’s” is a contraction of “it is,” and is never the possessive form of “it.”

border: what a country has

The *border* of the U.S. and Canada is very long.

boarder: one who rents out a room with meals, as in a dormitory at military school.

I ticked off my parents, so I had to become a *boarder*.

could have, or could’ve: don’t ever use “could of”

I *could have* done that.

Avoid contractions in formal writing (i.e., use *could have*).

data, plural

If you torture *data* hard enough, they will confess to anything.

datum, singular

do: to carry out

Do your homework!

due (to): attributable to

If you get a good grade in this class, it will be partly *due to* your attention to the words listed on this sheet.

due: required or expected at a certain time

The train is *due* at noon sharp.

dew: the wet stuff on the grass in the morning

The *dew* on the lawn made my slippers wet.

e-mail: contraction for *electronic mail*

email: glazing technique similar to cloisonnée

etc.: short for Latin “et cetera,” “and so forth”; almost never appropriate in formal writing

e.g.: Latin, “for example”; not appropriate for formal writing

i.e.: Latin, “that is”; again, not appropriate in formal writing

phenomena, plural

phenomenon, singular

their (3rd person plural possessive)

They gave *their* children twenty dollars to be quiet.

they’re (contraction for “they are”)

They’re never going to do that again.

there (description of location)

They’re going to park their car over *there*.

to: preposition indicating a destination

I am going *to* the store.

too: 1) besides, also

I want to go *too*.

2) to an excessive degree; excessively

My office is *too* small.

two: the number between one and three

I have *two* telephones in my house.

sentence fragments

Every sentence must have a related subject and verb. Pretty simple, really.

site: location (includes web addresses)

Farmer Mel’s field is the *site* of the new Wal-Mart.

Our web page is the best *site* for Kutztown photos.

sight: 1) something that is regarded as worth seeing.

If you visit New York, be sure to see all the *sights*.

2) one of the five senses

The painter lost his *sight*.

cite: to quote or paraphrase from a specified, authoritative source

You should always *cite* experts in the field.

your, possessive

Always check *your* spelling and grammar.

you’re, contraction of “you are”

You’re not going to get a good grade if you don’t.

web: a connected set of Internet sites (commonly referred to as *the web*; however, there are many webs, but only one Internet)

website (This is the AFES Publications Office house style; Associated Press style is Web or Web site. If you are writing for a newspaper or other popular journal outside the school, the AP style is most likely the correct form to use.)

*Words, phrases, and marks to avoid in your thesis if Steve Sparrow is on your committee.
(modified for this manual)*

INCORRECT

CORRECT

!

.

acronyms

write them out

approximately

about

conducted (as in conducted the research)

did the research

dangling modifiers

don't dangle 'em

deep depths

great depths or even

better, deep

did (preceding a verb)

effect when you really mean *affect* and vice versa

effects of (in titles)

factorial design

factorial experiment and
the correct experimental
design

the four "Bs"

KISS

gobbledygook

clear English

has been shown

is

I would like to thank

I thank

irregardless

regardless

it is believed

I believe *or* believes

it was decided

I decided *or* decided

jargon (not the same thing as technical language)

myself when you really mean *me*

parameter when you really mean *characteristic, property, or variable*
respectively

split infinitives

don't do it

utilize

use

your when you really mean *you're* and vice versa

Overused or often misused words and phrases

Absolutely

Excellent

Awesome

Very

Paradigm shift

Think outside the box

Near miss (do you really mean near hit?)

Push the envelope

The rest is history

As we speak

This research proves...(science doesn't prove anything)

Other points for good writing from Dr. Sparrow (again, slightly modified)

- Write for the reader.
- Write in the first person using the active voice (despite what your high school science teacher told you, it is correct).
- Don't use overly long or choppy sentences.
- Make sure your tables and figures can stand alone.
- Organize, organize, organize.
- Proofread, proofread, proofread. Then, when you are done doing that, proofread again. Then get someone else to proofread it.

