



Author's Guide to Pacific Northwest Extension Publishing

Oregon State University • University of Idaho • Washington State University

PNW publishing basics

Pacific Northwest (PNW) Extension publishing encompasses printed and electronic bulletins as well as DVDs, online calculators, and other printed and electronic educational materials. Items carrying a PNW designation are published jointly by University of Idaho Extension, Oregon State University Extension Service, and Washington State University Extension. Publishing rights, however, are retained by the originating institution. All three Extension services must approve the content of PNW products.

What are the benefits of PNW publishing?

- Gives each of the publishing institutions access to faculty expertise in the other two states.
- Ensures wider distribution of valuable information.
- Prevents conflicting recommendations in bordering areas.
- Encourages rigorous peer review and the production of high-quality materials.
- Prevents duplication of effort.
- Provides an opportunity for authors to collaborate with Extension faculty in other states.
- Reduces per-copy costs for printed materials.

What makes a good candidate for PNW publishing?

Information that is relevant and accurate in all three states or that can be modified to apply to the tristate region is suitable for PNW publishing. Existing single-state materials with regionwide value also may be proposed for PNW publishing.

Doesn't PNW publishing take a long time?

PNW publishing can take a little longer than single-state publishing because the content must be peer reviewed at all three institutions. However, institutions have just 5 weeks to complete this review, and the originating institution is free to withdraw the proposal from further consideration as a PNW title if reviewers miss this deadline. In that case, the work would be published solely by the originating state.

PNW Extension publishing committee

Each of the three states' Extension directors delegates one editor to represent their institution on a committee for oversight and administration of PNW publishing. The committee meets twice a year to update the status of PNW publishing proposals, recommend action, and review policy. These editors also are available to attend author meetings to provide information and advice about PNW publishing.

PNW publishing process

- Individual authors from any of the three participating institutions, groups of authors from one or more institutions, or editors can initiate a PNW publication. Before the content can be officially proposed for PNW publishing, it must already have been reviewed and accepted for publication by the originating institution. Groups of authors designate a corresponding author, and the corresponding author's affiliation determines which state will be the originating, or "lead," institution.
- The editor at the originating institution sends the content proposed for PNW publishing (normally a manuscript) to the editors at the two other institutions. Manuscripts and related content should be near-final drafts, though unedited. In some cases, authors may ask editors to share an outline rather than a manuscript.
- Editors at the receiving institutions share the proposed content with faculty experts, who evaluate it and decide whether to support it for PNW publishing. Reviewers note any content changes that they recommend or require and respond in writing to their editor, who in turn responds to the originating institution's editor. If the proposal was an outline, reviewers may suggest changes and ask to see the actual content when it has been developed.
- The author makes the content changes required by the other institutions and may consult directly with reviewers to clarify suggestions or resolve differences. Revised manuscripts are shared on request. If the author and reviewers have irreconcilable differences over content, the originating institution may withdraw the proposal from further consideration as a PNW title.
- The originating institution edits, designs, and publishes the content and then notifies the other states when the title is available. Printing costs typically are shared equally among the institutions on a per-copy basis.
- The originating institution is responsible for reprints and revisions and handles bulk-quantity sales and national marketing, if any.

PNW publishing committee

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