



Communication and Style Guide

2005–2006

For all K-State Research and Extension employees

A Message From the Director

Dear Colleagues:

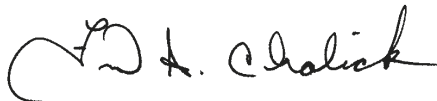
We all communicate daily on behalf of K-State Research and Extension. How we communicate is often as important as what we are trying to say. This guide is presented to help you communicate effectively and reinforce an integrated, professional image.

Part of effective communications is consistency. The more often we present information in a similar manner, the more recall and familiarity we build with our audiences and clientele. In this guide, you will find important points about consistency and style in communications. The closer we follow the suggested guidelines, the stronger we build our image with our customers.

Communications helps build our image and increase awareness. Since we repositioned ourselves as an integrated system in 1996, awareness numbers have continued to increase. In our most recent polls, 60 percent of Kansans were aware of K-State Research and Extension, and 45 percent associated the organization with K-State, which is important because 30 percent of the Kansans have ties to our land-grant university.

The strength of the land-grant system is the interaction among research, extension, and teaching. We need to all work together to get our message about our products to the citizens of Kansas. This publication can help us communicate our message in a meaningful and consistent way.

Sincerely,

A handwritten signature in black ink, appearing to read "Fred Cholick". The signature is fluid and cursive, with a large initial "F" and "C".

Fred Cholick
Dean, College of Agriculture
Director, K-State Research and Extension

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K-State Research and Extension faculty and staff can help increase awareness and understanding of our organization by using consistent terminology and style in communication efforts. To help provide a consistent look to our organization, we have outlined some style guidelines to follow when representing K-State Research and Extension. When in doubt, please follow the guidelines in the Associated Press Stylebook. For more information, please contact Pat Melgares, 785-532-1160, melgares@oznet.ksu.edu, or visit the Web site, www.oznet.ksu.edu/marketing/.

What is K-State Research and Extension?

As the only statewide university network, we generate new knowledge through research and provide practical information, education, and training on issues that Kansans consider important and helpful in improving their lives, organizations, businesses, families, communities, and farms.

What kind of information and training?

Our work affects every aspect of life—from ensuring a plentiful, nutritious, safe, and acceptable food supply, to promoting a desirable quality of life and preserving natural resources. Through science-based programs, we address complex and critical problems and deliver our findings in person or by public presentations, demonstrations, publications, computer networks, CDs, satellite and video technology, newspapers, radio, television, and the Internet.

What gives K-State Research and Extension the ability to address current issues and statewide concerns?

K-State Research and Extension is a short name for the Kansas State University Agricultural Experiment Station and Cooperative Extension Service, a partner in the nationwide land-grant system of universities that was created in the 1860s to educate people from all walks of life and to generate and distribute useful public knowledge. K-State scientists and extension faculty can draw on the expertise and accumulated studies and discoveries of the land-grant system, other universities, state and federal agencies, and industry. Headquartered on campus in Manhattan, K-State Research and Extension includes statewide county/district extension offices, research centers, and experiment fields supported by county, state, federal, and private funds.

Our Mission Statement

K-State Research and Extension is dedicated to a safe, sustainable, competitive food and fiber system and to strong, healthy communities, families, and youth through integrated research, analysis, and education.

Slogans and Logos

The organizational slogan, “Knowledge for Life,” is an abbreviated version of our mission statement. There are no specific rules for its use. The following are offered as suggestions for your consideration:

- For consistency, use the stylized version that appears on page 6 of this publication and shown at right. This type style is *Palatino italic*. Also, note that quotation marks are used around the slogan.
- It is acceptable to use the slogan in other type fonts. If *Palatino italic* type font is not available, it is recommended that you set the slogan in a lighter and italic version of compatible type styles, such as *Times* or *Times New Roman*.
- The slogan has been approved by the university for printing in the bottom right-hand corner of the K-State Research and Extension stationery. Note: Approval was not attained to print the stylized version on the back of business cards.
- The slogan is appropriately used when a longer explanation of the K-State Research and Extension mission would not fit in the space provided (e.g., on posters, newsletters, etc.).
- On publications, the slogan could be useful when placed alone or in an additional line, running beneath our logo and name.
- Do not box the slogan or surround it with other graphic elements. The slogan should clearly be separate from other words, such as the copy in a publication, newsletter, or poster. The simpler, the better.

K-State Research and Extension needs to communicate the professionalism and effectiveness under which we operate. To do that, we need consistency of “corporate image.” One objective of the communications program is to increase awareness of the program name and its identification with Kansas State University.

To capitalize on the positive image of the university throughout the state, K-State Research and Extension adopted the university corporate logo with the Powercat icon.

Licensing of K-State Logos

Kansas State University is the owner of all rights, title, and interest in its name and marks/ logos. Any use of these marks for profit is controlled under a licensing program administered by K-State’s director of licensing.

For questions about logo licensing, contact the director of licensing (assistant vice president for institutional advancement/university relations) at 785-532-6269.

The logo symbol is to be printed in solid black or purple (Pantone Matching System color Pantone Violet). It is inappropriate to print part of the logo in black and part in purple. These colors are not to be screened (lightened as a percentage of the color). Note that it is appropriate to print the logo in another color only when printing a one-color job that is not black or purple.

The university requires that the logo appear on all official university printing. When using the Powercat, the registration symbol ® must appear under the stylized cat head. For more information about quality graphics, please visit www.oznet.ksu.edu/edtech.

“Knowledge
for Life”



Slogan and Logo Clip Art

The Department of Communications Information and Education Technology unit has created a Web site containing images and logos for K-State Research and Extension and the colleges of Agriculture and Human Ecology. You can find these and other helpful information at www.oznet.ksu.edu/edtech/clipart.htm. Any approved updates to these images also can be found at this site. This site also includes disclaimer statements, copyright and photo release forms.



*“Knowledge
for Life”*

*“Knowledge
for Life”*

*“Knowledge
for Life”*

“Knowledge for Life”

“Knowledge for Life”

Copyright Rules

Copyright is a law to protect works created by people. When work from another person is copyrighted, you may or may not be able to use it.

A common pitfall is to simply use the information and give credit to the original author. That does not give you a right to use the information. Here's some examples:

- An extension agent uses a one-panel cartoon in a newsletter, with credit to the artist.
- A workshop host shows a video of a weekly television cooking show.
- A teacher copies a book chapter to use as a handout for students.
- A presenter at a meeting copies a Web picture to use in a PowerPoint talk.

Unless the person obtained prior permission from the creator of these works, all of these are infringements of copyright. **In most cases, you must receive written permission from the author or company who owns the copyright.**

Some copyrighted items are available for use without permission because they fall into a category known as the "Public Domain," such as

- Works published before January 1, 1923.
- Works published between 1923 and 1978 that did not contain a valid copyright notice.
- Works published between 1923 and 1978 for which the copyright was not renewed.
- Works authored by employees of the federal government.
- Works that the copyright owner has freely granted to the public domain.

Guidelines for educators to use copyrighted work in the classroom or other educational setting are known as "Fair Use" rules. In order for educators – including extension professionals -- to use copyrighted material without asking permission, they must pass the Four Fair Use Factors test:

Factors

- 1) What is the character of the use?
- 2) What is the nature of the work to be used?
- 3) How much of the work will you use?
- 4) What effect would this use have on the market for or value of the copyrighted work?

Fair Uses

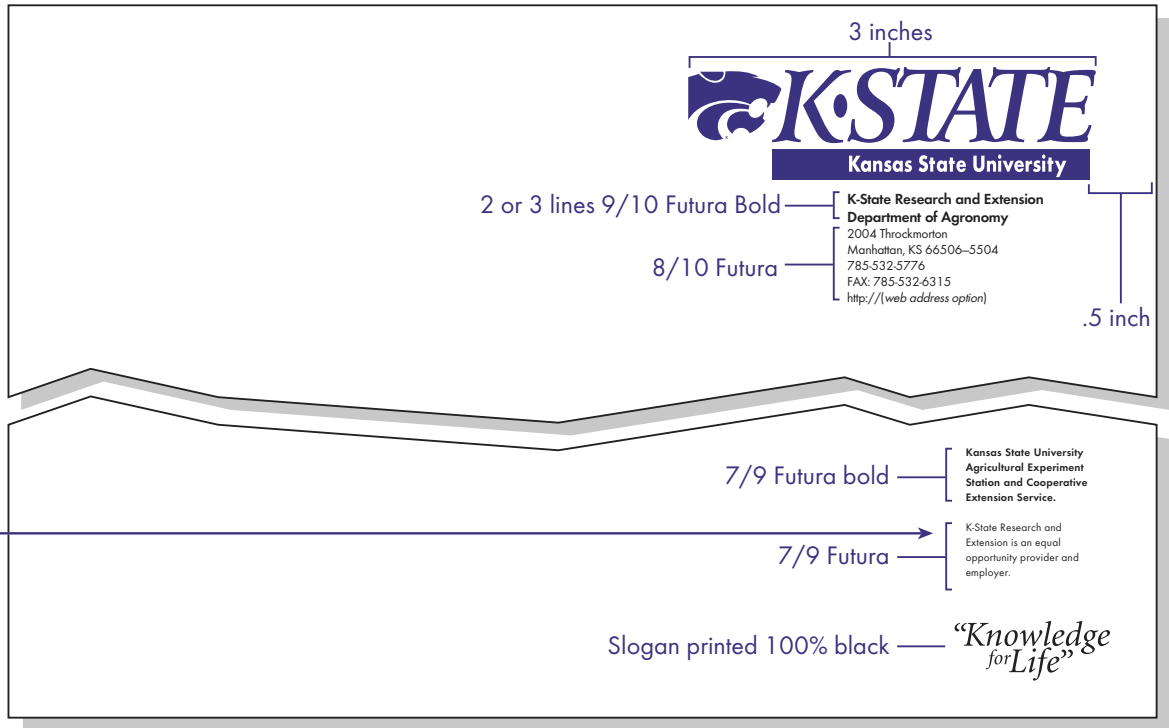
Nonprofit or educational
Fact or published
"Small amounts"
No effect on market value

"Fair Use" is not easily defined. There is no specific number of words, lines, or notes that may safely be taken without permission.

Acknowledging the source of the copyrighted material does not substitute for obtaining permission. Also, remember that "fair use" is a U.S. legal principle that has no parallel in many other countries.

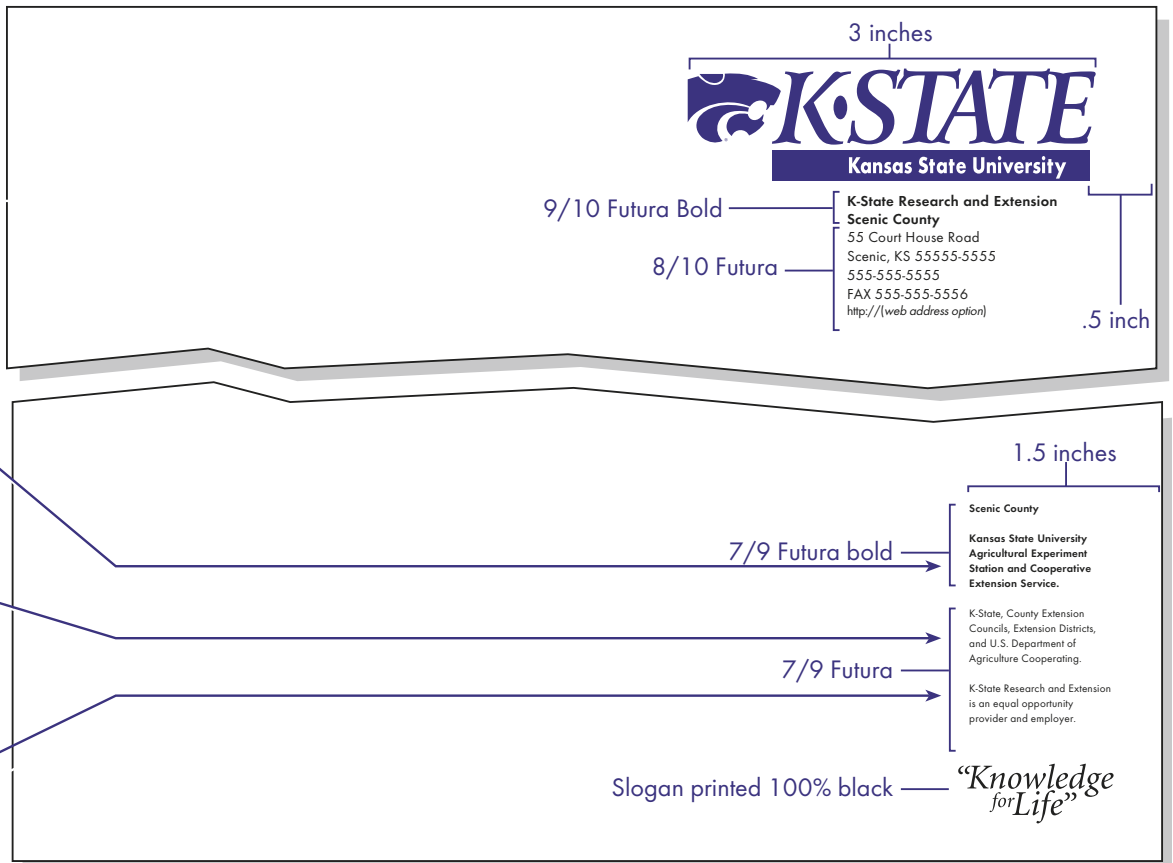
For more information on copyrights, please visit <http://www.copyright.gov> or visit the frequently asked questions section of the K-State Intellectual Property Information Center at www.k-state.edu/academicservices/intprop/faq.htm.

Stationery for K-State Research and Extension



As of 10/24/97, all K-State Research and Extension stationery must include the nondiscrimination statement.

Stationery for County, District, and Area Offices



Full and complete name of the organization.

The phrase “K-State, County Extension Councils, Extension Districts, and U.S. Department of Agriculture Cooperating.”

The nondiscrimination statement.

Correspondence

Suggested Letter Format

Uniformity in our correspondence is important to our image. These standards carry the visual identity of K-State Research and Extension. This is our “face” to the world.

The redesign of the K-State stationery with the university corporate logo in the upper right-hand corner means that we must reassess letter margins, in particular. Following are suggested type, fonts, and margins for page 1 and subsequent pages of a letter.

Header: K-State logo with "K-State" text and "Kansas State University" in a purple box. Contact info: K-State Research and Extension, Kaw Valley Experiment Field, Experiment Field Road, Scenic, KS 66555-5555, 555-555-5355, FAX 555-555-5556.

Annotations: "1 1/4" aligned with bottom of logo (variable spacing depending on length of letter)" with a vertical double-headed arrow. "1 3/4" with a horizontal double-headed arrow. "1" with a horizontal double-headed arrow. "1" with a vertical double-headed arrow. "Ragged right" with a vertical dashed line. "Left justified" with a vertical dashed line.

Text:
Date January 1, 2006
Inside Address Bill Specialist
Department of Communications
Umberger Hall
Manhattan, KS 66506-3402
Dear Bill:
Body The organizational slogan, "Knowledge for Life," plays a prominent role in our marketing effort. There are no specific rules for its use. The following are offered as suggestions for your consideration:
Left justified For consistency, use the stylized version that appears on the inside back cover of this publication. This type style is *Palatino italic*. Also, note that quotation marks are used around the slogan.
It is acceptable to use the slogan in other type fonts. If *Palatino italic* type font is not available, it is recommended that you set the slogan in a lighter and italic version of compatible type styles, such as Helvetica, Times, or Palatino.
The slogan has been approved by the university for printing in the bottom right-hand corner of the K-State Research and Extension stationery. Note: Approval was not attained to print the stylized version on the back of business cards.
The slogan is appropriately used when a longer explanation of the K-State Research and Extension mission would not fit in the space provided (e.g., on posters, newsletters, etc.).
On publications, the slogan could be a useful bit of information when placed alone or in an additional line, running beneath our logo and name.
Do not box the slogan or surround it with other graphic elements. The slogan should clearly be separate from other words, such as the copy in a publication, newsletter, or poster. The simpler, the better.
Sincerely,
Dan Doe
Dan Doe
Soil Scientist

Footer: Kaw Valley Experiment Field
Kansas State University
Agricultural Experiment
Station and Cooperative
Extension Service.
K-State, County Extension
Councils, Extension Districts, and
U.S. Department of Agriculture
Cooperating.
K-State Research and Extension is
an equal opportunity provider
and employer.
"Knowledge
for Life"


E-mail

Electronic mail is a professional document and recordable correspondence. Use it with care. While it has many uses, e-mails are sent too quickly without proofing or considering the tone of the message. Your e-mails represent K-State Research and Extension, just as our other communications do.

Suggested Memo Format

Internal memos may be less formal, but they must still be professional. Printed memos should follow the same format as for business letters, except that the inside address typically has a “date,” “from,” and “subject” entry, as shown below.

Since the tone of a memo is informal, you do not have to include a salutation (such as “Dear ...”). Memos are generally short, concise documents. If you must use a second page, use the same guidelines as for formatting a business letter. For long reports, consider using the memo only to introduce the attached report, not to outline its contents. The same principles also apply to electronic memos (e-mail).

		$1\frac{1}{4}''$ aligned with bottom of logo (variable spacing depending on length of letter)	
			Kansas State University K-State Research and Extension Kaw Valley Experiment Field Experiment Field Road Scenic, KS 65555-5555 555-555-5555 FAX 555-555-5556
Date			
			If not using letterhead, put MEMO at the top either centered or along left margin.
			April 1, 2005 (Use full date or accepted abbreviation, not numerals.)
Inside Address	TO:	Maxine Green, Extension Associate	
	FROM:	James White, Project Coordinator	
	SUBJECT: (preferred to RE:)	Project Evaluation Meeting Set for April 15	Ragged right
Body		Be concise, the subject line can influence whether the memo is read and where it will be filed.	
Left justified		The Project Evaluation Committee will meet on April 15, 2004, at 2 p.m. in room 212 of the Scenic County Courthouse. The committee will review (1) meeting frequency, (2) meeting attendance, (3) goals established, and (4) goals accomplished. The meeting agenda is attached.	$1\frac{3}{4}''$
$1''$		A good memo has three parts: introduction, body, and closing. The introduction should be brief, not more than six lines, and should summarize the contents of the message. In the body of the memo, the sender can provide details about the items mentioned in the introduction. When additional ideas or questions are buried in the body of a memo, the reader is less likely to respond with all the information the sender wants. Taking a little more time to state your purpose clearly in the introduction may eliminate the need for follow-up messages. The closing wraps up details and summarizes.	
		Memos are the bare bones of communication. They are used as internal communications among members of a group or organization. Because the members have much in common, the “Dear So-and-So” and “Sincerely yours” are omitted. However, you should include reference initials, enclosure notations, and copy notations as you would for a letter.	
		jlw	
		Enclosure	
	cc:	Charles Lavender	
			Kaw Valley Experiment Field Kansas State University Agricultural Experiment Station and Cooperative Extension Service. K-State, County Extension Councils, Extension Districts, and U.S. Department of Agriculture Cooperating. K-State Research and Extension is an equal opportunity provider and employer.
			“Knowledge for Life”
			$1''$

Publications

Organization name

The organization should be referred to, on first reference, as “Kansas State University Agricultural Experiment Station and Cooperative Extension Service.” On all following references, the organization should be referred to as “K-State Research and Extension.” Please avoid using other variations of this title.

University references

Always refer to the university as Kansas State University on first reference. K-State should be used on second reference. Do not use KSU unless space limitations require the abbreviation, because of the similarities between KSU and KU.

County offices

County offices should be referred to, on first reference, as “K-State Research and Extension, Scenic County.” On second reference, the county can be referred to as “Scenic County Extension.” Capitalize the word “county” only when it appears as part of the name of a specific county. When referring clientele to county offices, please state it as “Contact your local K-State Research and Extension office.”

County agents, specialists, and researchers

County agents should be referred to as “Scenic County (subject field) agent.” Reference to K-State Research and Extension should be included elsewhere in the publication. Lead county agents should be referred to as “county director, K-State Research and Extension.” Multicounty, area, and state specialists should be referred to as “K-State Research and Extension (subject field) specialist.” Researchers should be referred to as “K-State Research and Extension (subject field) scientist.”

Internet terminology

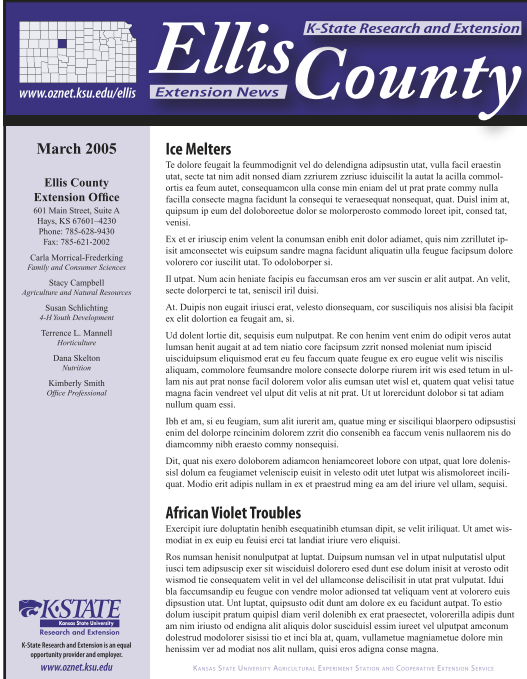
With the increasing use of Internet and Web technology, new terms and slang are constantly being invented. To provide consistency for common terms, K-State Research and Extension recommends the following:

download	World Wide Web	online
e-mail	Web page	Internet
home page	Web site	intranet
multimedia	LISTSERV	Webmaster

In addition, Web and e-mail addresses in publications should be italicized, not underlined. For other style questions regarding the Internet, go to *webopedia.com*.

Publication Appearance – Front Cover

Publications prepared by K-State Research and Extension personnel are required to display the K-State logo and full name of the organization on the front cover. The K-State logo or the K-State Research and Extension name should be placed at the top of the front cover so it is visible from a display rack. It is recommended that the organization's full name be placed at the bottom of the page.



Ellis County
K-State Research and Extension
Extension News

www.oznet.ksu.edu/ellis

March 2005

Ellis County Extension Office
601 Main Street, Suite A
Hays, KS 67601-4230
Phone: 785-626-9430
Fax: 785-621-2002

Carla Morrill-Frederking
Family and Consumer Sciences

Stacy Campbell
Agriculture and Natural Resources

Susan Schlichting
4-H Youth Development

Terrence L. Mannell
Horticulture

Dawn Slichton
Dairies

Kimberly Smith
Office Professional

Ice Melters

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African Violet Troubles

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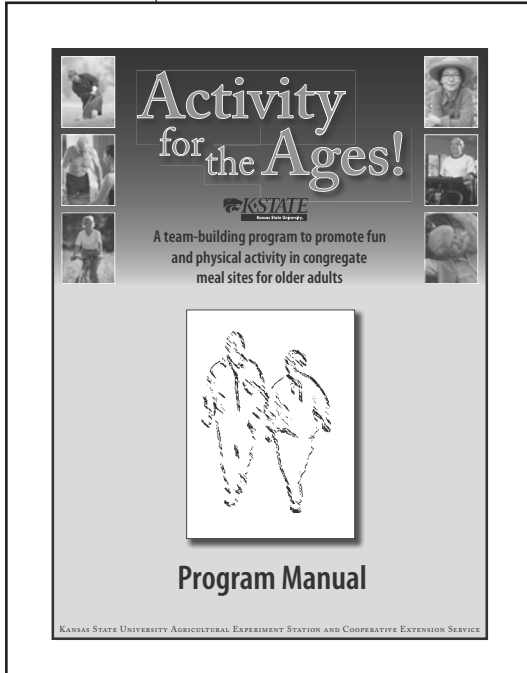
K-State Research and Extension is an equal opportunity provider and employer.
www.oznet.ksu.edu

KANSAS STATE UNIVERSITY AGRICULTURAL EXPERIMENT STATION AND COOPERATIVE EXTENSION SERVICE



BOURBON COUNTY K-STATE
Research and Extension

www.oznet.ksu.edu
620-223-3720




Activity for the Ages!

K-STATE
Kansas State University

A team-building program to promote fun and physical activity in congregate meal sites for older adults

Program Manual

KANSAS STATE UNIVERSITY AGRICULTURAL EXPERIMENT STATION AND COOPERATIVE EXTENSION SERVICE



K-State Research and Extension
Making an Impact

K-State Research and Extension engages with Kansas people and Kansas communities by working with them on their issues, in their neighborhoods, in ways they can understand, through education to improve the quality of their lives.

Kansas 4-H – 100 Years and Growing

Kansas 4-H Youth Development will kick off a yearlong centennial celebration in September at the Kansas State Fair in Hutchinson.

One program leading 4-H into its second century is Spacech, supported by the Federal Aviation Administration, K-State College of Technology and Aviation, the Kansas CosmoSphere and the Wichita Exploration Place. The program sent 10 Kansas participants to 2004 KidVenture, sponsored by the Experimental Aircraft Association in Oshkosh, Wis. The group taught Kansas 4-H Spacech skills in an international forum involving more than 6,000 youths and adults. The Kansas 4-H Aerospace program has become known for quality work and for providing the largest number of volunteers – including Ben Schwantes of McPherson, who recently won a national aerospace award for KidVenture.

‘Walk Nazi’ leads Kansans on eight-week, 423-mile march

Since its beginning in 2002, the K-State Research and Extension “Walk Kansas” program continues to inspire thousands of lethargic couch potatoes to get up and start moving – and at least one to rigorously motivate his team to maintain their commitment.

Walk Kansas, an easy and inexpensive fitness program, was developed to encourage people to increase physical activity. Although walking is stressed because it doesn't require a special time, place or equipment – running, bicycling, swimming, dance and step aerobics, yoga, Pilates, weight training and team sports also count toward the accumulation of “miles” walked. The eight-week program encourages teams of six (family, friends, coworkers) to log miles – or equivalent minutes – of physical activity to cover the 423 miles across the state. Program costs vary slightly from county to county but are usually \$10 or less per participant. Walkers receive a mileage log and newsletters with food, nutrition and health tips during the program. Since its 2002 introduction with 43 counties and more than 7,000 people participating, Walk Kansas has grown to involve more than 18,000 participants in almost all of the state's 105 counties.

The “Walk Nazi”? One participant's husband decided he, too, needed regular exercise, and joined his wife's Walk Kansas team. He became affectionately known among team members as the “Walk Nazi” for his commitment to keeping everyone on target. Even after the official eight-week program ended, he kept walking – and lost 40 pounds.

K-STATE
Kansas State University
Agricultural Experiment Station and Cooperative Extension Service
www.oznet.ksu.edu

Publication Appearance – Back Cover

If you have questions about publication appearance or non-discrimination statements, contact Nancy Zimmerli, 785-532-1148, nancyz@ksu.edu. K-State Research and Extension publications and brochures must include the following nondiscrimination information on the back cover:

Kansas State University Agricultural Experiment Station and Cooperative Extension Service, Manhattan, Kansas

K-State Research and Extension is an equal opportunity provider and employer.

Issued in furtherance of Cooperative Extension Work, Acts of May 8 and June 30, 1914, as amended. Kansas State University, County Extension Councils, Extension Districts, and United States Department of Agriculture Cooperating, Fred A. Cholick, Director.

When invitations are extended for program participants, the following statement is required:

Kansas State University is committed to making its services, activities, and programs accessible to all participants. If you have special requirements due to a physical, vision, or hearing disability, contact LOCAL NAME, TELEPHONE NUMBER, or Clyde Howard, Director of Affirmative Action, (TTY) 785-532-4807.

In news items and other small publications, it is appropriate to use the following nondiscrimination statement:

K-State Research and Extension is an equal opportunity provider and employer. Kansas State University, County Extension Councils, Extension Districts, and the U.S. Department of Agriculture Cooperating.

Recommended layout

Back of typical three-panel brochure

Back of 8 1/2" x 11" page

**Kansas State University
Agricultural Experiment Station
and Cooperative Extension Service
Manhattan, Kansas**

K-State Research and Extension is an equal opportunity provider and employer.

Issued in furtherance of Cooperative Extension Work, Acts of May 8 and June 30, 1914, as amended. Kansas State University, County Extension Councils, Extension Districts, and United States Department of Agriculture Cooperating, Fred A. Cholick, Director.

Kansas State University is committed to making its services, activities, and programs accessible to all participants. If you have special requirements due to a physical, vision, or hearing disability, contact John Doe, Extension Specialist, 785-555-5555.

Kansas State University Agricultural Experiment Station and Cooperative Extension Service, Manhattan, Kansas

K-State Research and Extension is an equal opportunity provider and employer.

Issued in furtherance of Cooperative Extension Work, Acts of May 8 and June 30, 1914, as amended. Kansas State University, County Extension Councils, Extension Districts, and United States Department of Agriculture Cooperating, Fred A. Cholick, Director.

Nondiscrimination Statements

For brochures, etc., containing invitations to attend programs

Kansas State University is committed to making its services, activities and programs accessible to all participants. If you have special requirements due to a physical, vision, or hearing disability, contact LOCAL NAME, PHONE NUMBER or Clyde Howard, Director of Affirmative Action, Kansas State University, (TTY) 785-532-4807.

Kansas State University Agricultural Experiment Station and Cooperative Extension Service

K-State Research and Extension is an equal opportunity provider and employer. Issued in furtherance of Cooperative Extension Work, Acts of May 8 and June 30, 1914, as amended. Kansas State University, County Extension Councils, Extension Districts, and United States Department of Agriculture Cooperating, Fred A. Cholick, Director.

For numbered publications

Brand names appearing in this publication are for product identification purposes only. No endorsement is intended, nor is criticism implied of similar products not mentioned.

Publications from Kansas State University are available on the World Wide Web at: www.oznet.ksu.edu

Contents of this publication may be freely reproduced for educational purposes. All other rights reserved.

In each case, credit INSERT author name, INSERT publication title,
Kansas State University, INSERT month and year.

Kansas State University Agricultural Experiment Station and Cooperative Extension Service

<u>PUB #</u>	<u>MONTH YEAR</u>
--------------	-------------------

K-State Research and Extension is an equal opportunity provider and employer. Issued in furtherance of Cooperative Extension Work, Acts of May 8 and June 30, 1914, as amended. Kansas State University, County Extension Councils, Extension Districts, and United States Department of Agriculture Cooperating, Fred A. Cholick, Director.

For unnumbered publications

Brand names appearing in this publication are for product identification purposes only. No endorsement is intended, nor is criticism implied of similar products not mentioned.

Contents of this publication may be freely reproduced for educational purposes. All other rights reserved.

In each case, credit INSERT author name, INSERT publication title,
Kansas State University, INSERT month and year.

Kansas State University Agricultural Experiment Station and Cooperative Extension Service

K-State Research and Extension is an equal opportunity provider and employer. Issued in furtherance of Cooperative Extension Work, Acts of May 8 and June 30, 1914, as amended. Kansas State University, County Extension Councils, Extension Districts, and United States Department of Agriculture Cooperating, Fred A. Cholick, Director.

***NOTE:** The above statements are shown at a larger size for readability. When used in print, the statements can be reduced as small as six point (6 pt.) type.

Example of a Newsletter Mail Panel

K-State Research and Extension Local Office Address



A B RESIDENT
123 BRIGHTSIDE LN
SCENIC KS 66555-5555

The U.S. Postal Service requests that addresses be all capitalized, not punctuated, and use the 9-digit ZIP code.

Half page
fold here

Additional copy
can fill this area



Donna Agent
Donna Agent
County Extension Agent

- Include:
- The name, extension title and signature.
 - The words K-State Research and Extension boldly displayed.
 - The phrase "K-State, County Extension Councils, Extension Districts, and U.S. Department of Agriculture Cooperating."
 - The nondiscrimination statement.

K-State Research and Extension
Scenic County
55 Court House Road
Scenic, KS 66555-5555

K-State, County Extension Councils, Extension Districts, and U.S. Department of Agriculture Cooperating.

K-State Research and Extension is an equal opportunity provider and employer.

News Articles, Columns, and Releases

Contact: Mary Lou Peter-Blecha, 785-532-1164, mlpeter@oznet.ksu.edu, www.oznet.ksu.edu/news/

News writing follows a journalistic style, which varies from publication style in some aspects. The primary goal of news writing is to provide concise information in as short a format as possible without sacrificing readability or accuracy. For all news writing style questions, refer to the Associated Press Stylebook. An exception of this is the word “Extension,” which is capitalized when referring to K-State Research and Extension.

The same guidelines apply to news releases sent via e-mail, which is the preferred delivery method for most newspapers and magazines.

The Anatomy of a News Release

Letterhead: Clearly identify the organization.

Headline: Make it brief and to the point.

Body: Use 11 pt. type, 1.5 line spacing. Justify copy left; not right. Answer **Who, What, When, Where, Why, and How** as quickly as possible.

The End: Symbolized by -30- in news releases.


Boiler Plate: Paragraph describes the organization and its mission.

Contact: Always include contacts and phone numbers.

Statement of Nondiscrimination: Required by law for a public entity.

News and Features

From Kansas State University Agricultural Experiment Station and Cooperative Extension Service



Kansas State University

Research and Extension
Department of
Communications
News, 113 Umberger Hall
Manhattan, KS 66506-3402
785-532-5806 FAX: 785-532-6458
www.oznet.ksu.edu/news

Mailed: January 1, 2006

Beef Cattle Handbook Now Available

MANHATTAN, Kan. - Having timely information on hand just became a lot easier for beef producers.

A newly published Beef Cattle Handbook is available at local Extension offices in Kansas on CD-ROM. The disk includes more than 145 articles and Extension bulletins that can help in running a beef operation, from management to markets, stewardship to genetics and more.

The information is provided by K-State Research and Extension beef specialists Dave Stock and Jane Herd, agricultural economist Susan Market and entomologist Dan Moth.

The handbook can be ordered by calling Carol Bizzy in the K-State Department of Biological and Agricultural Engineering, (785) 555-1234; or by e-mail to cbizzy@oznet.ksu.edu. The CD-ROM costs \$25. A print version also is available for \$50.

-30-

K-State Research and Extension is a short name for the Kansas State University Agricultural Experiment Station and Cooperative Extension Service, a program designed to generate and distribute useful knowledge for the well-being of Kansans. Supported by county, state, federal and private funds, the program has county Extension offices, experiment fields, area Extension offices and regional research centers statewide. Its headquarters is on the K-State campus in Manhattan.

Bob Smith, News Coordinator
K-State Research and Extension

Animal Sciences
Jane Herd is at 785-555-4321

-----“Knowledge for Life”-----

K-State Research and Extension is an equal opportunity employer and provider. Kansas State University, County Extension Councils, Extension Districts, and U.S. Department of Agriculture Cooperating.

Other Style Issues

acronyms - acronyms and abbreviations should be spelled out, unless the audience is familiar with the term. For example, USDA, artificial insemination, Total Maximum Daily Loads.

and/& - “and” should be spelled out in all examples. The ampersand (&) should not be used.

comma series - When listing three or more items in a publication, a comma should precede the “and.” In the case of news releases and columns, follow Associated Press style, which does not use a comma before “and.”

Telephone numbers - Telephone numbers should be listed using parentheses or dashes: (785) 632-5804 or 785-532-5804. Periods should not be used: 785.532.5804.

Resources for style and grammar- Reference Links: <http://www.copydesk.org/references.htm>

Words on Words: <http://www.copydesk.org/words/> **The Slot:** <http://www.theslot.com>

Rules That Aren't: <http://www.theslot.com/rules.html> **Language Corner:** <http://www.cjr.com/tools/lc/>

OWL (Online Writing Lab): <http://owl.english.purdue.edu/>

Departments, Centers, and Fields

Below are the correct names of the departments, centers, and fields within K-State Research and Extension, divided by college. Please be sure to use the complete, correct name when referring to these offices. For other services and laboratories not listed below, please refer to the current K-State Research and Extension directory www.oznet.edu/library/misc2/roster.pdf.

Departments

College of Agriculture

Agricultural Economics

Agronomy

Animal Sciences and Industry

Communications

Entomology

Grain Science and Industry

Horticulture, Forestry and Recreation

Resources

Plant Pathology

College of Arts and Sciences

Biology (Division not Department)

Biochemisty

Sociology, Anthropology, and Social Work

Statistics

College of Engineering

Biological and Agricultural Engineering

Chemical Engineering

Civil Engineering

Extension Energy Service

College of Human Ecology

Apparel, Textiles, and Interior Design

Family and Consumer Sciences

School of Family Studies and Human

Services

Hotel, Restaurant, Institution Management

and Dietetics

Human Nutrition

College of Veterinary Medicine

Anatomy and Physiology

Clinical Sciences

Diagnostic Medicine/Pathobiology

Food Animal Health and Management Center

Research Centers

Horticulture and Forestry Research-

Extension Center (Olathe)

John C. Pair Horticultural Center (Haysville)

Southeast Agricultural Research Center

(Parsons, Columbus, Mound Valley)

Western Kansas Agricultural Research

Centers (Tri-Center Operations)

Agricultural Research Center-Hays

Sandyland (St. John)

Northwest Research-Extension Center

(located near Colby)

Southwest Research-Extension Center

(located near Garden City and

includes Tribune)

Department of Agronomy

Experiment Fields

East Central (Ottawa)

Harvey County (Hesston)

Kansas River Valley (Topeka, Rossville)

Irrigation (Scandia)

North Central (Belleville)

Pecan (Chetopa)

South Central (Hutchinson)

South Central Annex (Wellington)

Others

Community Health Institute

4-H Youth Development

Food Science Institute

Kansas Farm Management Association

A complete listing of departments, centers, and fields can be found in the K-State Research and Extension directory at www.oznet.ksu.edu/main/directory.asp

Informational Signs

The first impression of an organization is often its signage. Consistency and repetition of visual identity are important. They contribute to a lasting, good impression of the organization.

Vehicle Sign

Every time one of K-State Research and Extension's vehicles is outside of the garage, it can be a tool for helping people learn our organization's name.

K-State Research and Extension is working with Thomas Sign Advertising to provide self-adhesive and magnetic vehicle signs for our car and truck fleet. The signs will consist of a purple preprinted K-State logo and the words "Research and Extension" on a white background. Individual county office name will appear directly below the logo (example at left).

Departments, area offices, experiment fields, and research centers will be identified as "Research and Extension" only and will not require additional lettering. An order form for vehicle signs is located on page 23 of this guide.

Indoor Signs

Indoor signs can be placed on or beside the office door. Signs are often the public's first impression of K-State Research and Extension and should be produced professionally.

A source for purchasing engraved durable plastic indoor signs, similar to the one illustrated, is K-State Division of Facilities. For more information, contact the engraving shop at 785-532-2049.



Outdoor Signs

Outdoor signs should be large enough to be read easily from a distance of 50 to 100 feet. The usual recommended dimensions are 3 feet by 5 feet or larger. Again, black or Pantone Violet (K-State official purple) lettering on a white background is recommended.



Specialty

All materials produced by K-State Research and Extension need to be professional and use the logo appropriately. Some advertising specialty items are available centrally from the marketing office. To order materials online, go to www.oznet.ksu.edu/marketing/catalog.htm. While we cannot supply all the specialty items you may want, we can help you locate additional items for specific K-State Research and Extension programs in your area. For assistance, contact Pat Melgares (melgares@oznet.ksu.edu).



Web Page Guidelines

Contact: Neal Wollenberg, 785-532-1147, nealw@oznet.ksu.edu; Amy Hartman, 785-532-6379, ahartman@oznet.ksu.edu; or Gerry Snyder, 785-532-1179, gsnyder@oznet.ksu.edu, www.oznet.ksu.edu/webbuilder/, iet@oznet.ksu.edu or www.oznet.ksu.edu/edtech

Many visitors use the K-State Research and Extension Web site each day to gather news and information on a wide range of topics. A professional look and consistent navigational elements are important to help customers find what they need and further improve K-State Research and Extension's credibility and brand awareness.

As with publications and news releases, our organization should be clearly identified throughout the Web site. To help with this goal, K-State Research and Extension's Webmaster has created a page header consisting of carefully arranged images and links. There are several choices of header background images and new background images can be created upon request to suit the design or subject matter needs of a particular Web site.

It is extremely important that headers are inserted correctly with their coding intact. Detailed Web information and guidelines, including headers and logos, can be obtained from the K-State Research and Extension Webmaster, or from the WebBuilder Web site, www.oznet.ksu.edu/webbuilder/.



Advertising and External Hyperlinking

As with print publications, endorsement of commercial products is not allowed. If it's absolutely necessary to mention, picture, or hyperlink a commercial product or company, follow the print publication disclaimer guidelines on page 12.

Hyperlinking to commercial sites or organizations promoting a viewpoint may indicate an endorsement or influence in the eyes of the visitor. Instead, hyperlink to quality material on government or educational Web sites whenever possible. Studies show that linking to reputable sources increases the perception of a Web site's validity.

As with print publications, information on our site may be freely used for educational purposes only. Companies and organizations are welcome to link to our material; however, they should not alter the information or represent it as an endorsement.

Tips for Building Web sites

Design for easy scanning

- Select legible fonts
- List information in order of importance
- Keep line lengths short
- Use headlines and subheads to break up your text
- Use bullets and numbered lists
- Highlight key words
- Provide visual navigation and accessibility

Be concise

- Group your content
- Tighten your paragraphs

Department of Communications Resources

Contact: Kris Boone, 785-532-5804, kboone@ksu.edu

www.communications.ksu.edu

The Department of Communications provides comprehensive communications and marketing expertise for K-State Research and Extension (Kansas' merged Agricultural Experiment Station and Cooperative Extension Service) and the College of Agriculture, in addition to serving as home to 65 agricultural communications and journalism and 80 agricultural education students. The department comprises the following units, designed to meet the communication needs of K-State Research and Extension.

Duplicating Center

Contact: Greg LeValley, 785-532-1158, glevalle@ksu.edu

www.communications.ksu.edu/duplicating

The duplicating unit provides quick copy of letters and informational and educational materials; offset printing of announcements, brochures, booklets, and similar materials; and related services such as cutting, folding, drilling, collating, stitching, perfect binding, and shrink wrapping. For production scheduling, types of printing available, and printing costs, contact the duplicating unit at 785-532-5816.

Information and Educational Technology (IET)

Contact: Larry Jackson, IET, 785-532-6270, ljackson@ksu.edu, support@ksre.ksu.edu

www.ksre.ksu.edu/techweb

IET provides leadership in the adoption of new technologies, including networking, distance learning, multimedia, electronic publishing, and information management. IET also gives technical and training support for hardware, software, and Internet issues. Consulting services help with network design and management; instructional design for distance learning and multimedia development; information management; and software development.

Marketing

Contact: Pat Melgares, 785-532-1160, melgares@ksu.edu

www.ksre.ksu.edu/marketing

The marketing staff can assist with marketing planning and projects, as well as produce or help in the production of marketing materials. They also create teams of other communication professionals to produce nonroutine projects that involve marketing, public relations, communications, and unnumbered publications. Assistance also is available for special events, editing, special news features, advertising, displays, and photographs.

News Media Services

Contact: Elaine Edwards, 785-532-5851, elainee@ksu.edu

www.ksre.ksu.edu/news

The news staff writes articles on such K-State Research and Extension topics as management tips for agriculture; improving interpersonal and family relations; food safety; environmental issues; horticulture; and more. Staff members distribute news stories to print and broadcast media outlets. The news staff also responds to queries from news reporters and puts them in contact with K-State Research and Extension specialists or researchers. News updates, Thursday news briefs and agricultural and horticultural calendars of events are available on the unit's Web site, www.ksre.ksu.edu/news/.

The K-State Radio Network is a free audio service from K-State Research. Programs and audio features are distributed via satellite, CD, and the Internet to radio stations throughout Kansas and the United States, and are also available to the general public at <http://www.kstateradionetwork.com>.

The television staff produce educational videotapes, video DVDs, public service announcements, and digital video material for multimedia and the Internet. Services include consulting with content specialists to provide direction for a program, script writing, videotaping, developing computer graphics, animations, and editing the final video product.

Professional photography services also are available. To order photos online, go to <http://kstatephoto.zenfolio.com/>.

Publications and Distribution Center

Contact: Nancy Zimmerli-Cates, 785-532-5805, nancyz@ksu.edu

www.communications.ksu.edu/publications

To view publications, go to www.ksre.ksu.edu/library

The projects of the publications unit range from one-page fact sheets to full-color books. Services provided include professional editing and design of publications for both print and electronic media; posters, signs, and displays; training in the techniques of newsletter design; and collaboration with other units on multimedia projects and distance-learning projects.

The publications unit also provides information about K-State Research and Extension stationery and logo policy, language for disclaimers, copyright, basics of editing and proofreading, and publication production.

More than 3,000 K-State Research and Extension publications and videos can be ordered through the distribution center by campus and county offices or the public for a minimal fee. Full mailing list, packing, and mailing services are available.



PUBLICATIONS / VIDEOS ORDER FORM

**K-State Research and Extension
Department of Communications**
Production Services
24 Umberger Hall
Manhattan, KS 66506-3402

DATE: _____

BILL TO:

SHIP TO: (If different than "BILL TO")

NAME (ORDERED BY)

NAME

ORGANIZATION

ORGANIZATION

ADDRESS

ADDRESS

CITY

CITY

STATE

ZIP

STATE

ZIP

PHONE

PHONE

PURCHASE ORDER #	SALES TAX ID #

ITEM NUMBER	QUANTITY	PUBLICATION TITLE

RETURN POLICY

Returns will be accepted only from county offices, area offices and departments. No returns will be accepted for videos, CD-ROMs or software. Publications must be returned within 60 days of ship date, in original condition and include a copy of the original invoice. A credit will be issued to your account at the regular price, less a return fee of 25% of the catalog price (\$5.00 minimum).

Shipping: Large orders (over \$200) are shipped UPS. Other packages are shipped 4th Class unless indicated.

- Campus
 Pickup
 1st Class
 UPS
 Fed Express

**Kansas State
University Agricultural
Experiment Station and
Cooperative Extension
Service**

K-State Research and Extension is an equal opportunity provider and employer.

OFFICE USE ONLY		
Order #	Entry Date / By	Filled By

K-State Research and Extension Vehicle Sign Order Form

K-State Research and Extension is working with Thomas Sign Advertising of Manhattan to provide self-adhesive and magnetic vehicle signs for our car and truck fleet. The signs will consist of a purple preprinted K-State logo and the words "Research and Extension" on a white background. The individual county office name will appear directly below the logo (see sign 1). Departments, area offices, experiment fields, and research centers will be identified as "Research and Extension" and will not require additional lettering (see sign 2).

Signs are ordered in sets of two. Cost for self-adhesive vinyl sign set is \$17. Magnetic sign set costs \$33. Add \$10 for shipping in both instances.



Sign 1



Sign 2

County Office, department, area office, experiment field, or research center name		

Address		

City	Zip	Phone

Name of person placing order	Phone	
	Sets of self-adhesive vehicle signs: _____@ \$17= \$ _____	
	Sets of magnetic signs: _____@ \$33= \$ _____	
	Shipping: \$ 10 _____	
	Total cost: \$ _____	

County offices: Use this box to clearly print additional wording to be on vehicle signs.		

Please mail this order form and payment to:

Thomas Sign Advertising
1515 Fair Lane
Manhattan, KS 66502
785-537-2010



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