



CTAHR's Publications and Information Office

This advisory is a brief overview of the services provided by CTAHR's Publications and Information Office (PIO). It is intended to inform faculty and staff about what PIO does and how to access PIO's services.

PIO serves CTAHR by advising on strategies and developing materials that aid the college's outreach efforts. CTAHR's outreach efforts are focused on helping people use research-based knowledge to improve their economic status, quality of life, and leadership and life skills. PIO's two main objectives are

- to publicize CTAHR, enhance the college's effectiveness, and improve client awareness of its programs and services
- to enhance CTAHR's impact on the citizens of Hawaii and the global community through effective and timely transmittal of knowledge developed in the college.

PIO approaches these objectives by integrating the skills of its staff in the areas of graphic design, video production, writing, editing, Web application development, and Web design.

Examples of PIO products include displays, banners, signs, posters, program support materials such as brochures and program descriptions, the college Web pages, public outreach periodicals (the annual CTAHR impact report and the *Ko Ka Aina* newsletter), instructional and promotional videos, and publications.

More information about PIO is presented in question-and-answer format below. Inquiries about other matters can be e-mailed to <ctahrpub@hawaii.edu>, or you can call the PIO office at 956-7036.

Frequently asked questions

How do I get assistance from PIO?

Our "request for services" form is known as Form 294; it is available at CTAHR offices or on the Web at <<http://www2.ctahr.hawaii.edu/oc/forms>>. This form must accompany any job materials sent to PIO. Faculty are encouraged to contact PIO staff to inquire and get more information about available services.

What is the timeframe for getting work done?

The answer is job-specific. PIO can meet well planned, mutually agreed upon deadlines. Faculty anticipating the need for assistance should bring PIO into their project proposal process so that a realistic budget and work schedule can be developed.

Are funds available for producing my product?

PIO presently charges for materials and nonlabor costs, with additional charges for reprints.

What is "penalty mail"?

PIO coordinates the Cooperative Extension Service (CES) mailing system known as penalty mail, which uses federal funds to send the official mailings of extension faculty to whom the penalty mail privilege has been granted. PIO provides format elements for CES newsletters, preprinted penalty mail envelopes and package labels, and signature slips for use in mailings not accompanied by correspondence on CES letterhead. Services for bulk mailings (>200 copies) and business reply mailings are available.

What is a CTAHR publication?

PIO publishes works by CTAHR faculty, written mostly for outreach purposes, that range from 1-page documents to books. Most CTAHR publications are available to the public for free in printed and PDF format. Some publications that are expensive to produce due to length or the need for color printing are sold for cost recovery.

Documents printed to convey information for continuing use are considered CTAHR publications and should be processed through PIO. These publications are distributed to the Hawaii Library System, the UH libraries, the National Agricultural Library, and CTAHR-CES offices. CTAHR's publications are "issued in furtherance of Cooperative Extension work" over the name of the dean as CES director. PIO's job is to ensure that such works represent CTAHR well.

In addition to publishing through PIO, extension faculty have two other means of written communication with clients: on their official CES letterhead, and in

newsletters using a prescribed official header and footer that serve a “letterhead” function. In each of these cases, the content of the communication is issued over the signature and official title of the faculty member. Informative documents created for one-time use in this manner are considered correspondence, not publications, and are generally not handled in PIO.

Can my conference or workshop proceedings be a CTAHR publication?

Yes. These documents should be processed through PIO for printing and distribution. The faculty editor is responsible for the content and for providing the camera-ready copy. PIO will advise the editor on layout. Guidelines for preparation of these documents can be found on the PIO Web page (see *Additional resources*).

Can PIO help with program brochures?

Yes. Faculty are encouraged to seek PIO assistance with any program support materials that bear the college’s name.

Where do I get letterhead, etc.?

For UH letterhead and business cards, contact University and Community Relations, Creative Services Office, or go to <<http://www.hawaii.edu/ur/stationery.html>>. PIO provides materials relating to the penalty mail system: CES letterhead, mailing envelopes and labels, and penalty mail signature slips. A digital version of CES letterhead is available on the PIO Web page under “for our employees.” Digital versions of department letterhead are available from department offices.

Where can I find more information about PIO?

In 1997, PIO developed a revision of its policies and procedures that was distributed to faculty. Much of that document is still relevant; it is available from PIO upon request. It included two checklists for use during manuscript preparation and review, which are available online (see *Additional resources*).

What kinds of Web development can PIO provide?

PIO can provide support for virtually all aspects of Website design and development, from consulting to creation to on-going maintenance of pages. Training in software programs used by PIO to create and maintain pages (i.e., Adobe Photoshop and Adobe GoLive) is available.

Whom should I contact to get help from PIO?

Requests for copies of publications and penalty mail materials can be e-mailed to <ctahrpub@hawaii.edu>.

PIO’s interim director is Cathy Chan-Halbrendt.

PIO’s office (Gilmore 119) is maintained by Sharon Tasato, 956-7036, stasato@hawaii.edu.

Other personnel currently are:

Dale Evans, editor, penalty mail officer, Gilmore 121, 956-3092, evans@hawaii.edu.

Miles Hakoda, public relations specialist, graphic designer, Gilmore 111, 956-3093, mhakoda@hawaii.edu.

Doug Hamasaki, media specialist, videographer, Gilmore 122, 956-2164, doughama@hawaii.edu.

Kathy Lu, Web application development specialist, Gilmore 118, 956-5762, xlu@hawaii.edu.

Dale Uno, Web designer, Gilmore 117, 956-7325, duno@hawaii.edu.

Additional resources and assistance

PIO’s Web page: <<http://www2.ctahr.hawaii.edu/oc>>.

Features include listing of for-sale publications and ordering information; current free publications downloadable in pdf format; databases of publications, journal series articles, and theses and dissertations; and links to other CTAHR information resources.

At the bottom of the PIO Web page, in a section “for our employees,” are various materials including:

Preparing research-based information for publication by CTAHR

Format guidelines for conference proceedings

Manuscript checklist for CTAHR authors and reviewers

Form 294, Request for Services.

The CTAHR Show (30 shows so far) airs on cable TV educational channels, usually on Saturdays at 6:30 p.m., including 55 and 21 (Oahu), 12 (central Maui, Molokai, and Lanai), 52 (West Maui), 4 (Hilo), 13 (Kona), and 10 (Kauai); shows change monthly.

Highly recommended:

Communicators guide for federal, state, regional, and local communicators by the Federal Communicators Network; obtain it from <www.fcn.gov>; essential reading for CES faculty; great section on interacting with the media.

Getting from idea to publication; <eesc.orst.edu/agcomwebfile/staff/commhelp/writing/overview.html>; helpful advice for extension authors.