

# KPN Information for Authors

## Mission Statement

*The purpose of KPN is to disseminate timely articles about pest management issues in Kentucky, including:*

- *Upcoming meeting and training opportunities*
- *Timely disease, pest and weed issues and recommendations for practitioners*
  - *Pest management issues affecting commercial agriculture, consumers, or public health*
  - *IPM, biological, cultural, mechanical, organic and chemical control recommendations*
  - *Weather patterns affecting pest management risk or management*
  - *Invasive, adapting, and resistant pests, diseases, and weeds*
  - *Summaries of new relevant research with application/management implications*
  - *New pest management Extension publications, media, and educational tools*
- *Pesticide and nutrient management, regulation, and safety information*
  - *Resistance management*
  - *Off-site movement, pollinator protection, water quality, food safety*
  - *Endangered and threatened species*
  - *Applicable to all pesticide applicator categories*
- *Monitoring and pest management risk information **with** control recommendations*
  - *Trapping, weather patterns, regional scouting reports (more than 1 location)*
- *PDDL, weed, and insect diagnostic reports and messaging*
- *New technology for agriculture and pest management*
  - *Predictive models, equipment, decision making tools, apps, and websites*
- *Extension Announcements*
  - *New faculty, specialists, and associates*
  - *Retirements*
  - *Responsibility changes*
- *Providing context /actionable information for topics that have high public interest*
  - *Mushrooms, woolly bear caterpillars, worldwide insect decline, etc.*

## Article Submission

### General information

- **Deadline for articles:** 10 AM each Tuesday (Lexington time)
- **Submit articles to [kypestnews@uky.edu](mailto:kypestnews@uky.edu).** Do NOT submit articles to Cheryl's e-mail address only.
- Articles will go online at <http://KentuckyPestNews.wordpress.com> and will be available to readers as soon as the articles are posted Tuesday afternoon (generally around 4:00 PM).
- E-mail notification re: new articles is sent to subscribers each Wednesday at 6:00 AM. (If there are no new articles since the last e-mail notification, no e-mail is sent).
- Articles written by graduate students must be co-authored by a faculty member.

**Writing for Online** (very helpful slide presentation on writing online content)

- [http://www.slideshare.net/jenj/writing-for-online-audiences?ref&fb\\_ref=Default](http://www.slideshare.net/jenj/writing-for-online-audiences?ref&fb_ref=Default)

## Article format

- Submit articles as a Word document (either docx or doc format.)
- Font size and font color do not matter.
- Submit each separate article as a separate Word file.
- **EACH & EVERY article should include:**
  - **Crop category:** at the top left or right of each article (see category list on the last page)
  - **Title of the article:** use title case; capitalize the words that would be capitalized in a book title.
  - **Author(s) name(s):** include at the end of the article; e.g., By Chery Kaiser
  - **Author(s) professional title(s):** e.g., Plant Pathology Extension Specialist; Entomology Extension Specialist, etc.
- Picture(s) are optional. Place them (a thumbnail size is fine) in the document where you want them to appear in the article (generally, after the reference in the text) and assign them a figure number. Use top and bottom text wrap (i.e. text should not wrap around the photo). See the section below for more details on submitting pictures.
- Include a caption for each separate picture; multiple images cannot share one caption. Font size or color do not matter. Do **not** place captions in text boxes or use the Word caption feature.
- Do not use the Word endnote or footnote feature; include these as regular text at the end of the article.

## Article content

- Be sure the article content is in accord with the mission of KPN.
- Before submitting an article, have a colleague review/proof it to help reduce the number of spelling, grammatical, and typographical errors in the submitted article.
- Articles needing minor grammatical or punctuation edits will be posted with those corrections without running them by the author.
- Articles in which one or more significant changes are being suggested by the editor will be sent back to the author for their approval prior to posting.
- Articles requiring considerable editing or those that do not fulfill the mission of KPN will be returned to the author (cc their Extension Coordinator). Once the issue is resolved at their end, the article can then be resubmitted either for that week's posting or a future one.

## Submitting pictures

- **Submit photo files separately:** In addition to a thumbnail or small version of the picture inserted in the Word document, submit the individual photo file(s) separately (see below regarding naming files). Be sure the photo file submitted has been cropped the way you want it for the article.
- **Picture formats:** Pictures must be JPG, PNG, or GIF (*not* BMP or TIF)
- **Minimum photo size:** Photos should be at least 300 pixels wide for best viewing.
- **Naming image files:** Name photo files ***based on the article topic followed by the figure number; do NOT name them by using the figure number first.*** For example, "tobacco blue mold Fig 1" or "emerald ash borer Fig 1" and "emerald ash borer Fig 2." Additional descriptive words can be added at the end of the filename, after the figure number (e.g. "tobacco blue mold Fig 1 symptoms"). Keep filenames brief.
- **Photo credits:** Include a photo credit at the end of each figure's caption *within the Word document* (therefore, not needed in the photo filename). Photo credits should include the name of the photographer and their affiliation. Some image sources, such as Bugwood.org, require additional information, provide that as well. Make sure photos from other sources (not yours) are being used with permission.

## Tables

- I recommend using Excel to create your tables, and then copying them into Word.
- If the table is large, complicated, and or includes color, it might be best to also submit it as an image (jpeg or png file), just as you would photo files.

## Including additional resources

- When including a reference to additional online resources, provide the following information:
  - Full title of the publication
  - Publication number (if there is one)
  - University or source (if not UK)
  - URL
- If including a reference to a book or publication that is not available online, detailed information (title, author, date, edition number, publisher, number of pages, etc.) should be provided.

## Late articles

- E-mail (kypestnews@uky.edu) no later than 10 AM Tuesday if you will be submitting one or more late articles, and indicate the approximate time the article(s) will be submitted.

## Tips from the Editor

- If you want to re-submit an article that had been previously posted and there are no changes, you can submit the article title and KPN posting date in lieu of a full article. The earlier article will be re-posted that Tuesday (same article, new date).
- Explain an acronym the first time it is used (even common ones, like UKREC, KDA, and EPA).
- Avoid the use of “we” in articles. It is ambiguous; much more so when the article only has one author. Instead, say specifically who is being discussed. For example, instead of “we recommend,” use “UK recommends” or “researchers recommend.”
- Avoid the use of scientific jargon or terminology unless it is explained.
- Avoid the use of math/scientific symbols (e.g. < or >)
- Whenever possible, if using the metric system or measurement, include a conversion to English units.
- Use sub-headings to break up longer sections of text so it is easier to read or scan.
- Use bullets for lists.

<b>KPN Categories</b>	
ANNOUNCEMENTS	Meetings, conferences, critical/urgent info
BENEFICIAL INSECTS	e.g. lady bug beetles; predator insects
FEATURED PUBS & VIDEOS	New or revised Extension pubs/videos; timely pubs not featured recently
FORAGES	Alfalfa, clover, forage grasses, etc.
FOREST TREES	
FRUIT	Small fruit, tree fruit
GENERAL PESTS	Articles about insects/insect relatives that affect numerous commodities/sites
GRAINS	Corn, sorghum, soybeans, wheat, etc.
GREENHOUSES/HIGH TUNNELS	
HEMP	
HERBS	
HOUSEHOLD PESTS	
HUMAN PESTS	
INSECT TRAP COUNTS	
LANDSCAPE TREES & SHRUBS	Commercial and residential landscape woody ornamentals
LANDSCAPES	General landscape issues not confined to any specific commodity
LAWN & TURF	
LIVESTOCK PESTS	
NURSERY CROPS	
NUT CROPS	
ORNAMENTALS	Herbaceous ornamental plants (e.g. flowers, bedding plants, hanging baskets, etc.), plus vines and ground covers
PESTICIDE TOPICS	
PET PESTS	
PLANT DISEASE DIAGNOSTIC LAB	Diagnostic Lab highlights, submitting samples, etc.
TOBACCO	
VEGETABLES	

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