

Idaho Green Thumb How-to

What They Are

- A subset of Extension bulletins
- Brief fact sheets containing standard elements and limited word counts
- Provide basic how-to horticultural information

Audience

- Homeowners
- Gardeners
- Small-acreage farmers

Format

- Title. No subtitles.
- At-a-glance box.
 - A series of succinct, summarizing bullet points.
 - 110 words max.
- Body copy with no more than two levels of headings.
 - 1,000 words max.
 - Subtract 120 words for each one-column figure or table.
- Optional. Figure (photo, illustration, chart, graph) with detailed caption. Include credits and permissions for photos, illustrations, and other material not created by the author.
- Optional. Table with title.
- The primary format is an online publication (HTML) for ADA compliance, generally also created in designed PDF for printing

What They Aren't

- Marketing materials (see [CALs Communications](#))
- Lengthy or exhaustive publications on a given topic (for more lengthy publications see [Extension Bulletin Series](#))
- Highly technical research papers (see [Research Bulletin Series](#))
- Curricula, lesson plans, or classroom activities
(See [Extension Curricula Series](#))

QUESTIONS?

UI Extension Publishing staff are always happy to discuss your options with you. Contact us at calspubs@uidaho.edu or 208-885-7982