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University Statements and Penn State Style Tips

This document contains some basic information about the statements required on publications and how to properly identify county and regional offices. For complete information, see the most recent edition of the Penn State Style Manual (sent to county and regional offices annually; also available on the Web at <http://www.psu.edu/ur/PUBS/style/index.html>), or contact Eston Martz at (814) 863-3587 or ecm3@psu.edu

Identifying county offices:

Placing the county name in front of the words Cooperative Extension omits the Penn State connection. The full name of the organization is preferred.

Penn State Cooperative Extension in Mercer County, *not*
Mercer County Cooperative Extension

Outreach and Cooperative Extension, or Cooperative Extension?

With the exception of the regional offices and the Outreach and Cooperative Extension Center in Mifflin and Juniata Counties, all county offices should be referred to as Penn State Cooperative Extension offices, *not* Penn State Outreach and Cooperative Extension offices.

Penn State Cooperative Extension in Berks County, *but*
Penn State Outreach and Cooperative Extension, Southeast
Region

Funding statement: used on extension and research publications. This statement should always appear when other sources of funding are cited.

Penn State College of Agricultural Sciences research, extension, and resident education programs are funded in part by Pennsylvania counties, the Commonwealth of Pennsylvania, and the U.S. Department of Agriculture.

Disclaimer—used on research or extension publications as appropriate.

Where trade names appear, no discrimination is intended, and no endorsement by Penn State Cooperative Extension is implied.

Authorization statement for penalty mail: use only on extension publications; not needed on extension newsletters or letterheads where penalty mail requirements are already met.

Issued in furtherance of Cooperative Extension Work, Acts of Congress May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture and the Pennsylvania Legislature. T. R. Alter, Director of Cooperative Extension, The Pennsylvania State University.

Accommodation statement: use on publications that describe a specific program or event (e.g., conference, workshop, or recruitment brochures) that encourages participation. The name and phone number must be included of a person who can look into accommodation for people with special needs.

Penn State encourages persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation or have questions about the physical access provided, please contact _____ in advance of your participation or visit.

Alternative format statement: place on all University publications as a separate paragraph above the affirmative action statement. The type size should be larger than the affirmative action statement, but need not be as large as the text copy.

This publication is available in alternative media on request.

Affirmative action statements: use long version on all publications that exceed one page...

The Pennsylvania State University is committed to the policy that all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy or by state or federal authorities. It is the policy of the University to maintain an academic and work environment free of discrimination, including harassment. The Pennsylvania State University prohibits discrimination and harassment against any person because of age, ancestry, color, disability or handicap, national origin, race, religious creed, sex, sexual orientation, or veteran status. Discrimination or harassment against faculty, staff, or students will not be tolerated at The Pennsylvania State University. Direct all inquiries regarding the nondiscrimination policy to the Affirmative Action Director, The Pennsylvania State University, 328 Boucke Building, University Park, PA 16802-5901, Tel 814-865-4700/V, 814-863-1150/TTY.

...or short statement on short (one side of one page) publications.

Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce.

Cooperative Extension Penalty Mail Statements

For Penn State Cooperative Extension penalty mail, the following statements must appear at the bottom of the first page:

An Equal Opportunity University

**Penn State, U.S. Department of Agriculture, and Pennsylvania
Counties Cooperating**

In addition to the statements above, see pages five and six of this document for a complete list and correct placement of other statements required for Penn State Cooperative Extension Penalty Mail.

PENNSSTATE



College of Agricultural Sciences • Cooperative Extension

HorticultureNews

Centre County

Example of penalty newsletter (self mailer)

TOP OF FIRST PAGE:

- Penn State mark
- "College of Agricultural Sciences • Cooperative Extension" on same line
- Title of newsletter

BOTTOM OF FIRST PAGE, ON SAME LINE (8PT TIMES ROMAN)

- An Equal Opportunity University
- Penn State, U.S. Department of Agriculture, and Pennsylvania Counties Cooperating

Example of penalty newsletter (self mailer)

BACK PAGE

- Trade name disclaimer (as needed)
- Alternative format statement
- Accommodation statement (as needed)
- Nondiscrimination statement (long version)
- Name, title, and signature of person with penalty mail privilege
- College marketing statement
- Mailing surface (inverted so that fold is located at the bottom)

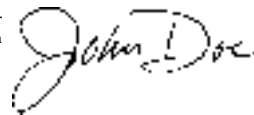
Where trade names appear, no discrimination is intended, and no endorsement by Penn State Cooperative Extension Service is implied.

Penn State encourages persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation or have questions about the physical access provided, please contact John Doe at (814) 555-0000 in advance of your participation or visit.

This publication is available in alternative media on request.

The Pennsylvania State University is committed to the policy that all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy or by state or federal authorities. It is the policy of the University to maintain an academic and work environment free of discrimination, including harassment. The Pennsylvania State University prohibits discrimination and harassment against any person because of age, ancestry, color, disability or handicap, national origin, race, religious creed, sex, sexual orientation, or veteran status. Discrimination or harassment against faculty, staff, or students will not be tolerated at The Pennsylvania State University. Direct all inquiries regarding the nondiscrimination policy to the Affirmative Action Director, The Pennsylvania State University, 201 Willard Building, University Park, PA 16802-2801, Tel 814-865-4700/V, 814-863-1150/TTY.

Address editorial comment to John Doe,
Penn State Cooperative Extension, Willowbank
Building, Bellefonte, PA 16823



John Doe
Extension Agent

Official Business

COOPERATIVE EXTENSION SERVICE
U.S. DEPARTMENT OF AGRICULTURE
THE PENNSYLVANIA STATE UNIVERSITY
217 Agricultural Administration Building
University Park, Pennsylvania 16802

Example of penalty self mailer for presorted standard rate (formerly bulk rate)

- Set up as shown below

COOPERATIVE EXTENSION SERVICE
U.S. DEPARTMENT OF AGRICULTURE
THE PENNSYLVANIA STATE UNIVERSITY
217 Agricultural Administration Building
University Park, Pennsylvania 16802
OFFICIAL BUSINESS
PENALTY FOR PRIVATE USE, \$300

EQUAL OPPORTUNITY EMPLOYER

PRSRT STD
POSTAGE & FEES PAID
USDA
PERMIT NO. G268

PENNSSTATE



A Newsletter for Pete's County 4-H Program



4-H Horticulture News

A Good Bad Example



Example of old penalty letterhead

TOP OF FIRST PAGE:

- Penn State mark
- “College of Agricultural Sciences” in the first block
- “Cooperative Extension” and county name in the second block
- Address in third block below line
- Phone and fax numbers in third block above line
- All type in 8pt/10 Times Roman

BOTTOM OF FIRST PAGE, ON SAME LINE (8PT TIMES ROMAN)

- An Equal Opportunity University
- Penn State, U.S. Department of Agriculture, and the Pennsylvania Counties Cooperating

Note: The penalty letterhead must always be mailed in an official penalty mail envelope.
To be eligible to use this letterhead one must be granted penalty mail privilege.



Example of new penalty letterhead

TOP OF FIRST PAGE:

- Penn State mark
- “Cooperative Extension” and county name in the first block
- Address in second block below line
- Phone and fax numbers in third block below line
- All type in 8pt/10 Times Roman

BOTTOM OF FIRST PAGE, ON SAME LINE

- “College of Agricultural Sciences” at the bottom left corner
- An Equal Opportunity University
- Penn State, U.S. Department of Agriculture, and the Pennsylvania Counties Cooperating

Note: The penalty letterhead must always be mailed in an official penalty mail envelope.
To be eligible to use this letterhead one must be granted penalty mail privilege.



RELEASE

I hereby grant to The Pennsylvania State University and its representatives, employees, agents and assigns, the irrevocable and unrestricted right to use, reproduce and publish photographs of me, including my image and likeness as depicted therein, which are identified in Appendix "A" hereto, for editorial, trade, advertising or any other purpose and in any manner and medium; to alter the same without restriction; and to copyright the same. I hereby release The Pennsylvania State University and its trustees, officers, employees, agents, legal representatives and assigns from any and all claims, actions and liability relating to its use of said photographs.

IN WITNESS WHEREOF, the undersigned, intending to be legally bound hereby sets their hand and seal the date written below.

(Date)

(Signature)

(Print Name)

(Address)

(Telephone)