



CITRUS RESEARCH BOARD **Citrograph** MAGAZINE

Author Guidelines

Please read these guidelines thoroughly. Failure to adhere to the guidelines will result in your report being returned to you for a rewrite and/or may delay your project payment.

THE MANDATE OF THE CITRUS RESEARCH BOARD (CRB) IS TO CONTRACT PRODUCTIVE RESEARCH PROJECTS ON BEHALF OF THE CALIFORNIA CITRUS INDUSTRY. THE GROWERS PREFER TO FUND RESEARCH THAT IS ACTIONABLE AND IS SPECIFICALLY DESIGNED TO ENABLE THEIR BUSINESSES TO SURVIVE AND THRIVE.

***Citrograph*, the magazine of the CRB, is a unique publication. It is *not* a peer-reviewed journal, nor is it the same as your technical, detailed report to the CRB Research Department. One of *Citrograph's* primary objectives is to communicate research results to the people who have paid for it. It absolutely must be:**

- ☐ concise;
- ☐ free from scientific jargon (complex, technical processes and/or terms);
- ☐ written in language that can be understood by the general public; and
- ☐ clearly convey the benefit of the research findings to the growers

This magazine is intended for the California citrus growers, so please use ***“layman’s language”*** that many easily be understood by the general public with with explanations and/or a glossary included for any highly technical terminology that is absolutely mandatory. This is especially important for those projects involving biotechnology. The emphasis needs to be on what was discovered or learned and how the findings or product can be put to use.

RESPONSIBILITY

The principal investigator must review and sign off on the article before submission.

ARTICLE CONTENT

- ☐ What was the objective of your research? What problem or issue was it designed to address?
- ☐ In LAY terms, briefly summarize what comprised your research.
- ☐ How will your results impact the California citrus growers? What benefits or changes will they see?



CONTENT

All subhead sections below are listed in the order in which they should appear in your submission.

CRB-FUNDED REPORT

- ☐ If the submission is a CRB-funded report, the upper left-hand corner on the first page should read either:
 - ***CRB-funded Final Research Report***
 - ***CRB-funded Research Progress Report***
- ☐ This flush-left banner should appear bold and italicized.

TITLE

- ☐ Must fit on one line – maximum of 70 characters and spaces.
- ☐ Centered format; 14 pt.; Times New Roman; bold.
- ☐ Should include an active verb.
- ☐ Must be easily understood by the lay audience.
- ☐ Should be interesting/compelling enough to incite readership.
- ☐ If needed, you may use a sub-head below the title.
 - Must fit on one line.
 - Centered format; 12 pt; Times New Roman; bold; italicized; upper- and lower-case.

AUTHORS

- ☐ First and last names of all authors.
- ☐ No titles (these will come at the end).

EXAMPLE: John Doe, Mary Smith and Joseph Johnson

PROJECT SUMMARY

- ☐ All scientific and research articles should begin with a Project Summary.
- ☐ In **layman's** language that can be understood easily by the general public, briefly highlight the premise of the study and its conclusions.

Please ensure that the text of this summary is in italics and separated from the main body of the copy. What issue was your research designed to address? What do your results mean for California citrus growers?

BODY

- ☐ Concluded multi-year projects
 - The write-up should be a comprehensive final report written in lay language (**NO TECHNICAL JARGON**).
 - Include what was done and results.
 - Discuss what the results mean for the California citrus growers.
 - Since this is not a peer-reviewed journal, please do NOT include a “materials and methods” section.
- ☐ Continuing projects
 - The focus should be on the progress made during the past fiscal year or since your last *Citrograph* article.
 - Include some general background information about the project.
 - For additional parameters, see “Concluded multi-year projects” above.
- ☐ All articles must emphasize the overall goal of your particular research and the expected benefits (especially the practical, applied benefits) to the California citrus industry.
- ☐ **Organize the body logically. Following your introduction, discuss in general terms what the research involved. End with a conclusion that ties everything together, explains what the research means to California citrus growers and, if applicable, mentions next steps.**

PROJECT NUMBER

- ☐ If this is a CRB-funded project, this is the location where you should submit the project number in bold type.

EXAMPLE: CRB Research Project #5050-000

GLOSSARY

- ☐ Ensure that the glossary definition contains NO jargon and is easy to understand.
- ☐ Include a *keyed* glossary defining any terms used within your report that might be unfamiliar to the lay reader. Use a superscript sequential number following each word or term to be defined, and repeat the matching superscript number at the beginning of each glossary definition.

EXAMPLE: ¹**Systemic:** An active ingredient that moves into untreated tissues such as new flush.

REFERENCES

REMINDER: references count toward the over-all allotted word count of your article. Please include only essential references. If the reference section is too long in relationship to the rest of your article, your submission may be returned for shortening.

- ☐ Preferred style when citing a journal or magazine: Bethke, J.A.; et al. 2012. Asian citrus psyllid pesticide testing begins at the Chula Vista Insectary. *Citrograph* 3(3):36-40.
- ☐ Preferred style when citing a chapter out of a book: Yamaguchi, L. 1998. Natural product-derived fungicides as exemplified by the antibiotics. p. 57-85. In: D. Hutson and J. Miyamoto (eds.), Fungicidal Activity. *Chemical and Biological Approaches to Plant Protection*. John Wiley & Sons, Chichester, UK.
- ☐ Preferred style when sourcing an online reference: Martin, P. and Costa, D. 2017. Farmworker wages in California: Large gap between full-time equivalent and actual earnings. *Working Economics Blog, Economic Policy Institute*. Accessed March 21, 2017. <https://www.epi.org/blog/farmworker-wages-in-california-large-gap-between-full-time-equivalent-and-actual-earnings/>
- ☐ When referenced in text, author(s) name and year must be in parentheses. For instance: (Bethke et al. 2012), (Martin and Costa 2017) or (Yamaguchi 1998).
- ☐ If a reference has three or more authors, only the first should be used followed by 'et al.'

AUTHOR ATTRIBUTION

- ☐ Include author attribution at the end of your article for each author listed in that byline.
- ☐ The format should be italicized and bold.
- ☐ Include the name, title and affiliation.
- ☐ End your submission with a contact address for any of *Citrograph's* readers who may have additional questions.

EXAMPLE: ***John Doe, Ph.D., is a professor of entomology at the University of California, Riverside. Mary Smith is a doctoral candidate in plant physiology at the University of Florida in Gainesville. Joseph Johnson, Ph.D., is an economist at the University of California, Davis. For additional information, contact john.doe@ucr.edu***

IMAGES AND CAPTIONS

- ☐ At the end of the document, include low-resolution versions of each labeled visual image (photos, charts, graphs) and accompanying caption. These DO NOT replace the high-resolution images that must be submitted as separate files (see GRAPHICS section on page 4).



FORMAT AND STYLE (except where noted otherwise)

- ☐ 12 pt.
- ☐ Times Roman
- ☐ Double-spaced
- ☐ Indent paragraphs
- ☐ Bold all references within the copy to Figures – i.e., **(Figure 2)**
- ☐ In body copy:
 - Instead of using %, write out percent
 - Write out all numbers 10 and lower.
 - Preferred reference: ‘*Candidatus Liberibacter asiaticus*’ (CLas).
- ☐ Use sub-headings and/or shorter paragraphs to break up copy density. Sub-headings should be flush-left, bold, upper- and lower-case and brief.
- ☐ We follow the *Associated Press Stylebook*.

LENGTH

Progress Reports

- ☐ Research progress reports should be a maximum of **1,500** words, including title, body copy, author attribution, glossary and references.

Final Reports

- ☐ Final research reports should be a maximum of **2,000** words, including title, body copy, author attribution, glossary and references.

GRAPHICS

- ☐ Every write-up must include good illustrations. These can be tables, graphs, charts and/or photographs.
- ☐ Each illustration should be accompanied by a concise, easy to understand caption. Illustrations can be embedded within the body of your article to clarify placement. ***However, each illustration MUST be submitted in separate high-resolution files that are sent in at the same time as the Word document.***
- ☐ Captions should be italicized. Any words (i.e., scientific terms) within the caption that normally would be italicized should be de-italicized.
- ☐ The graphic artist requires flexibility in sizing the illustration for the page on which it will appear. Because these reports are appearing in a magazine, high-quality photos are very important.

Photograph Guidelines:

- ***If you are shooting with an iPhone or smart phone:*** Please confirm that your phone is set at the highest resolution or that you are shooting in HDR mode. Smart phone photos usually export out at 72 dpi. This will work, as long as the pixels are a minimum of (3264 x 2448). If you ever want any of your photos to be considered for display on a *Citrograph* cover, and they are shot with a smart phone, they must be taken in HDR mode.
- ***If you are shooting with a standard digital camera:*** Please confirm that your camera is set to the highest quality settings. Photos need to be submitted at high resolution of 300 dpi at a minimum of 8.5" x 11" (2400 x 3300 pixels) or 11" x 8.5" (3300 x 2400 pixels) in size. Photos should be submitted as JPEGs of 1MG or higher to ensure quality.
- RAW or TIFF format are preferred; if absolutely necessary, the graphic artist can also work with JPEG or with PDF files.

Figure/Chart/Graph Guidelines:

- **NO POWERPOINT** FIGURES/CHARTS/GRAPHS will be accepted. You are welcome to send a PowerPoint file with suggested layout of files and captions, but the items in PowerPoint are not usable for print in *Citrograph*. PowerPoint compresses all of the files and makes them too small for use in print.
- Figures, charts and graphs should be submitted in a separate file in their original format (for example, Excel).
- Other preferred formats for submission of figures, charts and graphs are eps files that are fully editable and workable PDFs. If your chart has been created in propriety software and can be exported, please export it as a PDF and submit the PDF as your chart.
- The following are items we **CANNOT** accept:
 - 1.) Hard copies that are scanned and converted to PDFs
 - 2.) JPEGs that are converted to PDFs
 - 3.) TIFFs that are converted to PDFs
- If you are unsure of what file type to send, please send all available file formats of photos, figures, charts or graphs.

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- ❑ **Reports must include at least one high-resolution photo or graphic to run as a half-page above the article's title (see www.citrusresearch.org/citrograph to view examples). Include a brief caption.**
 - ❑ Double-check all charts and graphs for typos, spacing and any other technical issues.
 - ❑ Ensure that the copy within all charts and graphs will be readable at 100 percent in the magazine.
 - ❑ Be sure to reference figures, graphs, charts and photos within the body copy.
 - ❑ The *Citrograph* editorial team reserves the right to make the final decision on which charts, graphs and tables are run in the magazine.
 - ❑ In addition to the high-resolution images, also insert low-resolution copies of all images, accompanied by their corresponding captions, at the end of your Word document.
 - ❑ If you have any specific questions about the quality or format of your visuals or how to easily submit large files without email, please contact Caitlin Stanton at caitlin@citrusresearch.org.

DEADLINES

It is very important to comply with established deadlines so that *Citrograph* does not miss its allotted press date. Failure to meet the submission guidelines and deadlines could result in postponement to a subsequent issue, and will result in the delay of your research grant funding payment.

After careful review of this guideline document, if you still have any questions, you may contact Caitlin Stanton at caitlin@citrusresearch.org.

AVOID THESE FREQUENT ERRORS

Every item mentioned in these pages is key to following the guidelines properly. Listed below are the six most frequent issues we encounter. Please be sure to check these off.

- Write for a lay audience.
- Include separate files with high-resolution photos.
- Send clear, easy-to-read graphs, charts and tables in their original format. They must be clearly legible when run at a smaller size.
- Provide a concise, easily-understood and interesting title.
- Keep within the word limit.
- Clearly convey the benefits of your research to the growers.

All of the items above are spelled out, along with the rest of *Citrograph's* editorial needs, in the full guidelines above.