

Developing Fact Sheets

Soil Science Division



A fact sheet is an important, at-a-glance tool used in public relations to provide an overall view of a business or product. A fact sheet is generally one or two pages and includes **who, what, why, where, and how**.

Developing fact sheets can be broken down in **five phases: Write, Edit, Design, Proof, and Approve**.

1

WRITE

Draft Text: The primary author should be a subject matter expert. Before writing the text, answer these questions:

- Who is the primary audience?
- What does the audience need to know?
- How can I present the information logically?

The answers to these questions should set the tone for your fact sheet.

2

EDIT

- 1) Technical Edit: The text is reviewed for technical accuracy. The technical edit should be conducted by someone other than the primary author.
- 2) English Edit: After the technical edit, send the text to an editor. Be sure to let the editor know the fact sheet's primary purpose and audience. We have six editors available to assist. (Aaron.Achen@lin.usda.gov, Ann.Kinney@tx.usda.gov, Carla.GreenAdams@co.usda.gov, Jenny.Sutherland@lin.usda.gov, Kristina.Wiley@ma.usda.gov, and Sue.Tester@or.usda.gov).

3

DESIGN

After the text has been written, reviewed, and finalized, submit the edited text and illustrations to a public affairs specialist, visual information specialist, or editor for formatting.

Note: Be sure to submit original, high resolution images and include a caption for each image. Images may be submitted in jpg, png, bmp, or tiff format.

4

PROOF

- 1) Final Peer Review: Submit the formatted publication to your technical peers for a final review.
- 2) Outreach Team Review: Per Dr. David Lindbo, submit the fact sheet to the Outreach Team for review. The team will complete the review checklist and return it to the author.

5

APPROVE

In accordance with [NRCS GM 450–Technology, Part 410–Scientific and Technical Publications Review](#), the Soil Science Division must review and approve the fact sheet. The approval phase will proceed in this order:

- 1) The author submits the fact sheet to the appropriate Focus Team (FT) lead or National Leader (NL)
- 2) FT lead or NL forwards it to the Internal Review team led by Dave Hoover
- 3) Internal Review team submits it to Dave Lindbo
- 4) Once approved, Dave Lindbo submits it back to the Outreach Team
- 5) Outreach Team forwards it to the assigned editor
- 6) The editor will submit the fact sheet to the Public Affairs Division and notify the author when the publication is approved for printing and distribution.



Fact Sheet Review Checklist

Publication Title:

Primary Author:

(The primary author should be a subject matter expert.)

Publication Purpose:

Primary Audience:

How will the fact sheet be distributed?

Printed hard copies

Electronic distribution (web, email, etc.)

Print and electronic

CHECKLIST

Has the document been reviewed for technical accuracy?
By whom, and when?

Proof for spelling and typographical errors.

The information is presented in a logical format.

The purpose of the document is clear for the reader.

Unfamiliar terms and acronyms are defined.

Confirm that copyright clearance is obtained, if applicable.

Confirm that photo releases have been signed, if applicable.

Current EEO statement appears on the document.

Design is consistent with USDA and NRCS visual standards.

Soil Science Division is listed on the document.

No images, gradations, or other graphics appear within the USDA Signature Iso-Bar.

If applicable, the National Cooperative Soil Survey logo is used correctly.

Hyperlinks work and go to the correct place.

Certification by Scientific and Technical Publications Review Officer

I certify that this publication contributes to the mission of NRCS, that it conforms to USDA and NRCS policy, and that the text, illustrations, and references are scientifically and technically correct and up to date.

(Signature of Publications Review Officer)

(Title)

(Date)