

## Featured Creatures Format

Last Revision: 1/04/16

### Important notes

Please contact [gillett@ufl.edu](mailto:gillett@ufl.edu) before you begin working on a Featured Creatures article. Creatures are reserved in advance so we do not have multiple authors working on the same article at the same time.

Before you submit a Creature for publication have it peer reviewed by **three** peers who are not authors and update your article based on their suggestions. You will be asked for your peer reviewer's names. A county Extension faculty review or a review from a user group interested in your Creature (pest manager, grower/producer, or grower group official) is strongly encouraged.

**One author on every Creature must be a University of Florida faculty member. You can have up to three authors on a publication.**

When you submit an article via email, copy any additional authors on the email so their email addresses are available.

Once articles are published on Featured Creatures they are sent to EDIS for publication to increase their visibility.

### Things to consider

People read information on a computer screen differently than they do pages in a book or magazine. For Web pages it is better to have more white space as this makes reading easier. Instead of using long paragraphs, break up concepts into smaller paragraphs in each section. If you don't do this, the editor reserves the right to do so, but you can certainly make suggestions if you do not agree with this type of editing.

Please remember that this audience is not accustomed to many of the commonly used acronyms in scientific writing. With the exception of units of measure and U.S., do not use any acronyms. **Spell out the genus of the organism every time it is used.**

While the FC should be written to a much higher educational level than is usual for most extension publications, please do not write it as you would for a scientific publication. Many of the people visiting the FC Web site are not entomologists. This also means that while entomological jargon may be used, you should decide if it needs to be defined in the text, as in:

..... jargon (short definition).....

In some cases the editor may add such a definition using the **Torre-Bueno Glossary of**

**Entomology.** You do not need to define terms commonly found in a good dictionary or a basic biology text.

### **Content requirements**

Content requirements for Featured Creatures (FC) publications can differ, as organisms can differ significantly by taxonomic class; or by classification as pests, beneficial organisms or organisms important in bio-diversity. However, examine any of the Featured Creatures pages and you will see that we do have a standard order for information, as in:

#### **common name** (in lower case)

This should be the correct common name, if any, as listed in the [ESA Common Name database](#); or [the Common Names of Arachnids](#); or another authority.

If not located in these or other databases, but the organism has a local common name, use it and identify it as such, as in:

Asian ambrosia beetle, granulate ambrosia beetle (suggested common names)

or

an acrobat ant, a tiger beetle, etc.

If the organism of choice has more than one common name at different stages of development, be sure to note the additional name(s) and life stage(s) as well. For example:

**common name: hickory horned devil (larva), regal moth or royal walnut moth (adult)**  
**scientific name: *Citheronia regalis* (Fabricius) (Insecta: Lepidoptera: Saturniidae: Citheroniinae)**

#### **scientific name** (in lower case)

Complete scientific name, with identifier spelled out completely and classification, as in:

*Crematogaster ashmeadi* Emery (Insecta: Hymenoptera: Formicidae: Myrmicinae)

Listing the subfamily is not required.

### **In-page Links**

After stating the common and scientific names, create a listing of the major headings you choose to include in the document. **Please try and follow the order you find in other Featured Creatures articles. This makes articles easier to read.** These are some standard headings used in FC articles:

## **Introduction - Synonymy - Distribution - Description - Life Cycle - Hosts - Economic Importance - Management - Selected References**

Now list the detailed information under each heading.

### **Introduction**

This can be as short or as long as you need it; FC has both. Do not add material to this section that should be in other sections (**Distribution, Hosts**, etc.) unless you very briefly cover it here and then expand on it in the other sections. For example, it is fine to mention that an arthropod is a major pest of “named host” here and then go into detail in **Hosts**.

### **Synonymy**

Add this section if applicable. Cite authority if available, such as (ITIS 2012) - the [Integrated Taxonomic Information System](#).

### **Distribution**

Please ensure country names are current, i.e., Belize, not British Honduras; avoid the use of numerous listings of county or state records; maps should be included when available. While a University of Florida publication, use a map that shows the highest level of distribution as this makes it more useful for people from other states or countries.

### **Description**

If sufficient information is available (even if just two or three sentences on each stage) break out into the different life stages; i.e., adult, egg, larva (nymph), (prepupa), pupa, etc. As in:

**Eggs:** (note the colon) The eggs of the.....

Ensure that case is similar. For example, please do not have “**Eggs:**” and then state “The egg...” If you wish to say “The egg...” then have “**Egg:**” singular. Whichever you chose, make the other life stage headings agree in case.

### **Life Cycle and/or Biology**

These may be split into two sections if there is enough information, once again break out into the different life stages if you can.

### **Hosts or Host Plants**

Certainly list the most important hosts, but also include less important hosts. Use a separate paragraph for any minor hosts.

## **Economic Importance**

Cover all areas, not just the one you are interested in. For example, if you are studying ornamentals, and the organism is also a pest in vegetables, you need to mention (in depth if necessary) that area also. Include specific details, if possible, describing losses (of crops, ornamental sales, etc.) in terms of dollars is more relatable for the reader.

## **Damage**

If a pest, cover all commodity areas; areas in which the organism is a minor pest can be just briefly mentioned. This is a broad category, and may be broken into more specific headings if necessary (Crop Damage, Structural Damage, etc.).

## **Management**

If enough information is available, break out into biological, cultural, mechanical, chemical subheadings. As in:

**Chemical control:** (note the colon)

Based on your host-damage information, the FC editor suggests you add links to the UF/IFAS Insect/Nematode/Citrus Management Guides, unless you have a better resource.

Please do not list any specific chemicals or insecticides in this section. First of all, these FC documents are not updated rapidly enough to reflect the changing recommendations for products. Secondly, the average user of Featured Creatures does not need this information, and providing it may even be harmful. This is also a good area to mention precautions for any insecticide handling or application. It may also be prudent to mention adverse effects of any products (like if they damage other beneficial insects, or contaminate nearby water, etc.).

## **Selected References**

Journal names should be spelled out completely as it does not cost us extra to use more electrons and many FC users will not understand the abbreviations.

Online references should follow the format given in the [Columbia Guide to Online Style](#). Since the Guide to Online Style is no longer available free online, consider, at some time early in your career if you are a student, buying the book, as you will be using online references more and more. Otherwise, look at any of the online references in other Featured Creatures.

Authors should be listed as: Roosevelt FD. or Roosevelt FD, Lincoln A, Eisenhower DD.

**Not as:** Roosevelt, F.D. or Roosevelt, F,D, A. Lincoln and D.D. Eisenhower.

Authors with the “III” or “Jr” after their name should be listed as: Roosevelt Jr FD.

## Ending

**Authors** - This section applies to the FC publication authors - not the authors of Selected References. Please provide the names, and organizations of all authors, as well as contact information (e-mail or Web sites). Typically, the author's name at the bottom of the page will be linked to an email address, webpage or online CV. If the author has taken any of pictures used in the FC page, then their e-mail address will be linked in the photo credit. This makes it easy for users of the site to ask permission directly if they wish to use any photographs, maps or diagrams for their own projects.

### More Standards

Depending on the species, other sections may be added and/or some of the ones listed above may be omitted. It is a good idea to look at other FC publications on the type of organisms you will be writing about.

Write as much as you like and, frankly, the more images the better. Remember, you must have the right to use all images. The editor maintains and follows strict copyright standards. Color images are best, but black and white line drawings are also acceptable where they help detail structure, seasonal populations, etc., or if no color image is available.

When using images, place the following after the paragraph that you want your image to follow:

**image** = name of photo (example: Genus\_species01.jpg)

**Figure caption** = **Figure #**. Followed by a detailed description of the image, including complete scientific name. Photograph by name of photographer (emailofphotographer@them.com), organization.

### Example:

image = **Antheraea\_polyphemus03.jpg**

**Figure 3.** Adult female polyphemus moth, *Antheraea polyphemus* (Cramer) (dorsal view). Photograph by [Donald W. Hall](#), University of Florida.

Numbers which are not measurements should be written out if they are single digits. For example, three instars, two to three weeks, seven to 12 aphids per plant, three tarsal segments, 11 antennal segments, etc.

Please avoid using double spaces after a period. This seems to be a common practice, and results in lots of unusual characters popping up in place of those spaces when the page is put onto the Web.

Under Management, **do not** mention specific insecticides, as that means the recommendations can go out of date sooner or later. You can discuss categories, such as dusts, baits, residual and contact pesticides, if such mention is necessary.

Submit a Word document and accompanying can often help. Submit images as separate files, not embedded in the word processing document or PowerPoint presentation. Images submitted in .doc or .ppt files significantly lose resolution when extracted. It is important to name each JPG file the name it will have in the finished product. For example, if your third picture is of an adult female polyphemus moth, *Antheraea polyphemus*, the correct image name is “**Antheraea\_polyphemus03.jpg**” NOT “poly03.jpg”, “poly\_adult”, “A poly fem.jpg”, etc. Send high resolution images at least 800 pixels wide or high, which we then convert into Web-resolution images. Long rectangles are best, the final online will be cropped to 500 wide by 250 to 300 high. This helps reduce the length of printed articles. (**All of your photo names should follow this format, example: Genus\_species01.jpg, Genus\_species02.jpg, Genus\_species03.jpg...**).

When we complete your FC, we upload it to the Web for your review, but do not make it available through the menus until the author(s) approves it. Then we generate a UF/IFAS transmittal form. Featured Creatures are officially approved UF/IFAS publications.

**\*\*\*The departmental EDIS editor is also informed and your FC will become an EDIS document in that format, making it available in two locations and increasing its exposure. Your document and photos will be shared on the UF Entomology and Nematology Department social media sites (Facebook, Twitter and Pinterest).\*\*\***

Every three years we will ask that you review your document and suggest changes, authors can revise their FC publication as they deem necessary. The editor reserves the right to edit publications as the distribution widens or other significant information becomes available, such as new hosts, references, etc. When authors are available to contact, such changes will be relayed to them first for approval. When a FC document is revised, those revisions are also passed on to the departmental EDIS editor so that your publication is also updated in EDIS.

If you have any other questions or suggestions on how to improve this guide, contact:

Dr. Jennifer L. Gillett-Kaufman  
UF/IFAS Entomology & Nematology Department  
Rm. 3006 Bldg. 970, Natural Area Drive  
PO Box 110620, Gainesville Florida 32611-0620  
Phone: (352)273-3950  
Email: [gillett@ufl.edu](mailto:gillett@ufl.edu)  
Twitter: [@JGillettKaufman](https://twitter.com/JGillettKaufman) [@UFEntomology](https://twitter.com/UFEntomology) [@UFNATL](https://twitter.com/UFNATL) and [@PMU\\_News](https://twitter.com/PMU_News)