

iBooks: A new Extension publication platform

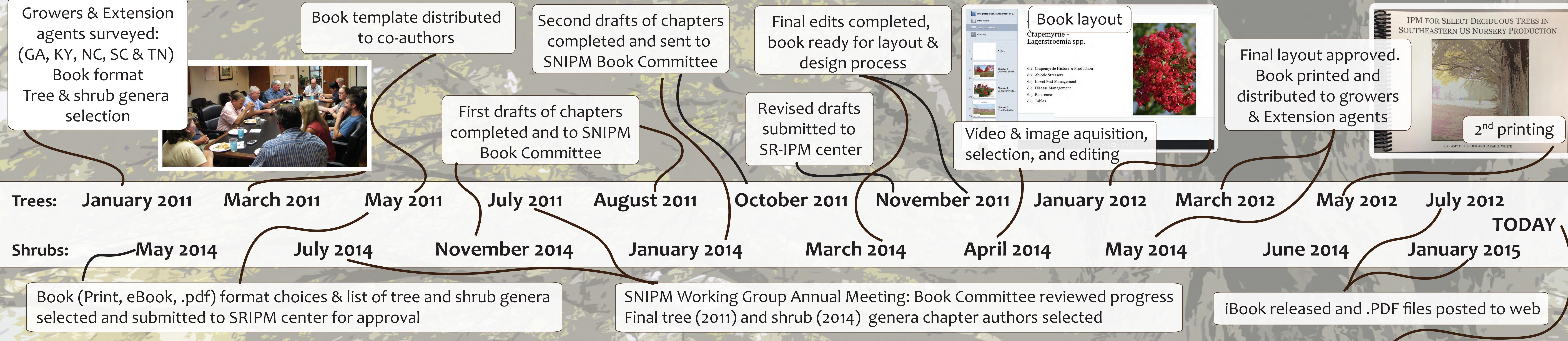
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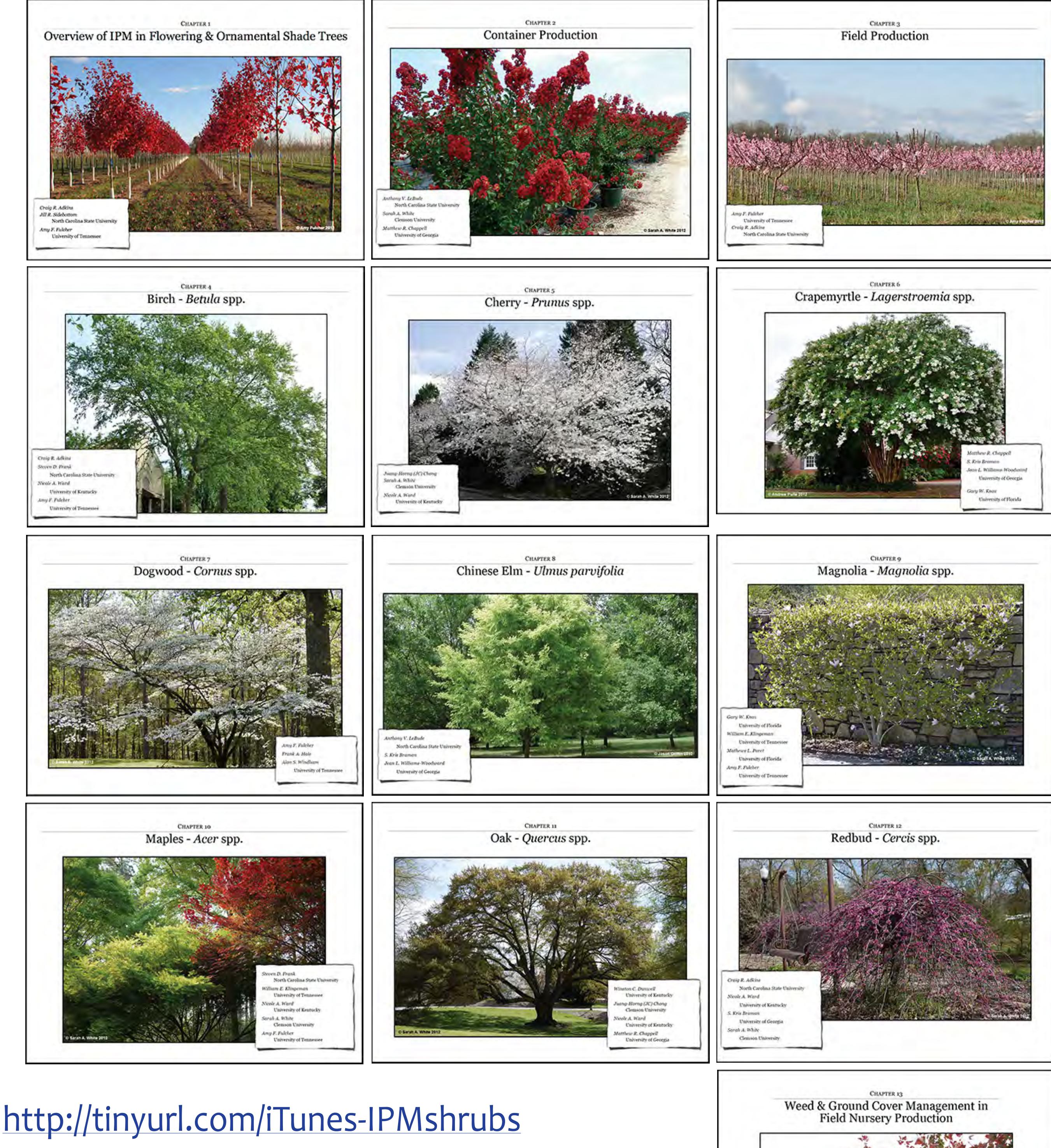
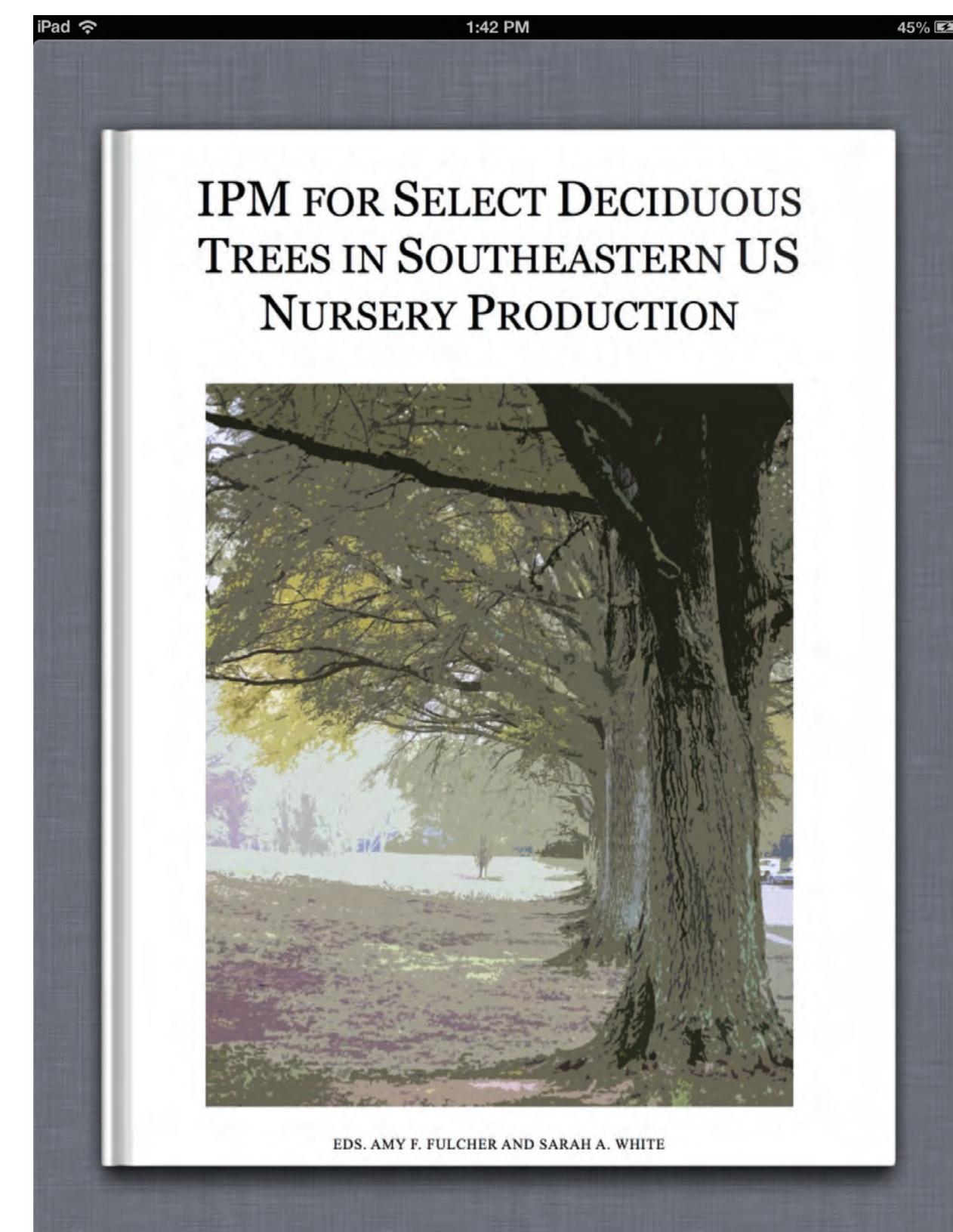
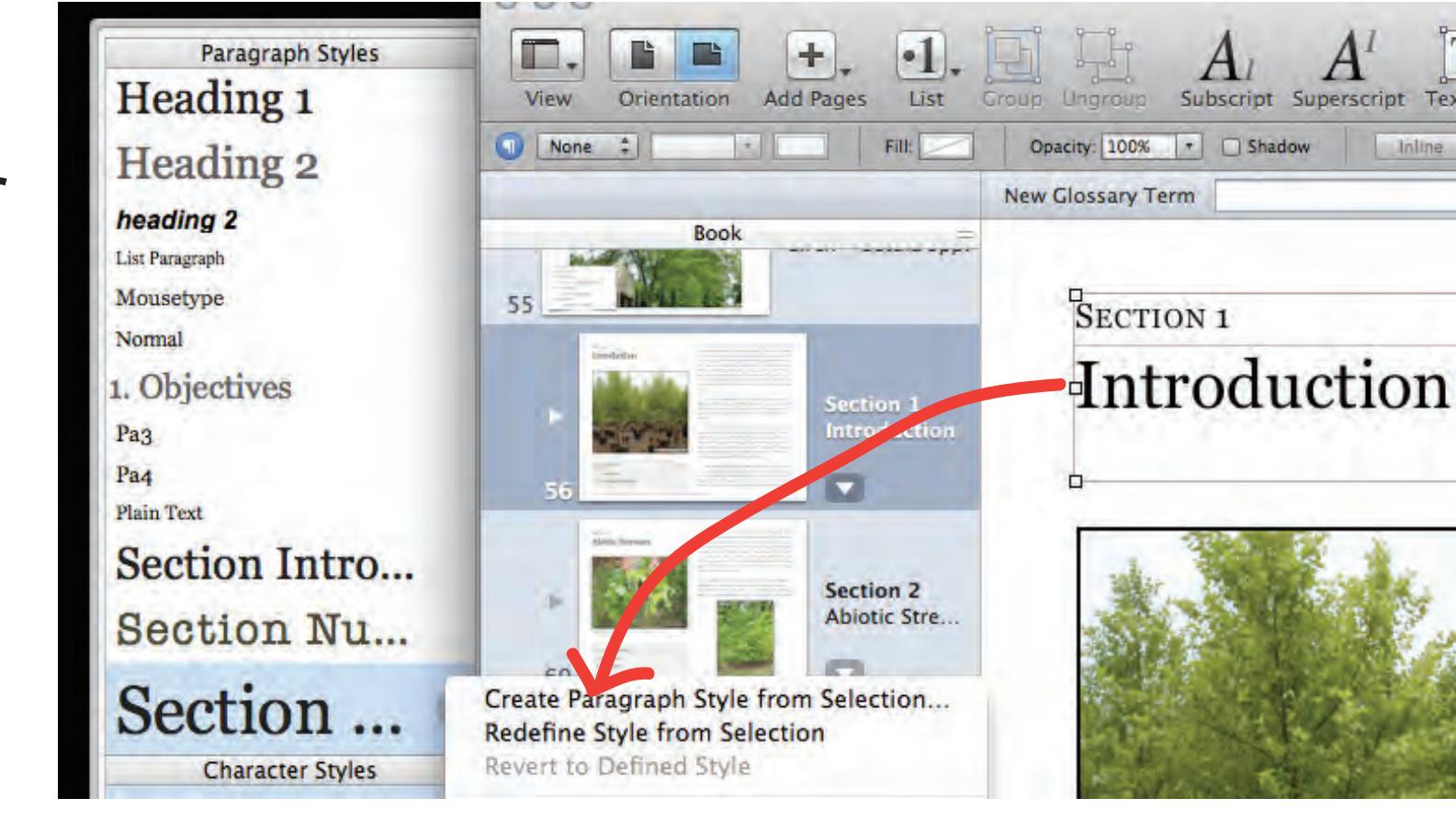
ABSTRACT

Printed books are the traditional method of delivering topic-focused information to a broad audience. In this increasingly digital world, mobile devices are ubiquitous in the U.S. and create a portable, lightweight platform for personal libraries. eBooks can be an effective resource in the Extension toolbox, facilitating delivery of text, graphical, and even video content. The Southern Nursery IPM (SNIPM) working group published Extension materials as eBooks because of its interactive nature, ease of use, book-layout capacity, and audience familiarity with the download interface. By using iBooks Author, we had a range of layouts and style templates that were customizable and readily converted to .pdf and/or print versions when needed. An added benefit of an eBook is inclusion of color rich, pictorial content that supplements and enhances information presentation, especially when presenting pest and plant identification information. Co-authors partnered to write and publish two eBooks "IPM for Select Deciduous Trees in Southeastern US Nursery Production" and "IPM for Shrubs in Southeastern US Nursery Production: Vol. 1". eBook readership is exclusive to those who possess Apple devices, so consideration of alternative distribution mechanisms was also important to maximize resource availability to a wider audience. Using iBooks Author simplified developing both .pdf and print versions of the book to expand accessibility, helping to effectively reach our target audience with multiple media formats. Currently, .pdf downloads well exceed the eBook downloads (approximately 5:1) for these Extension resources, underscoring the need to make these written resources available in multiple formats.

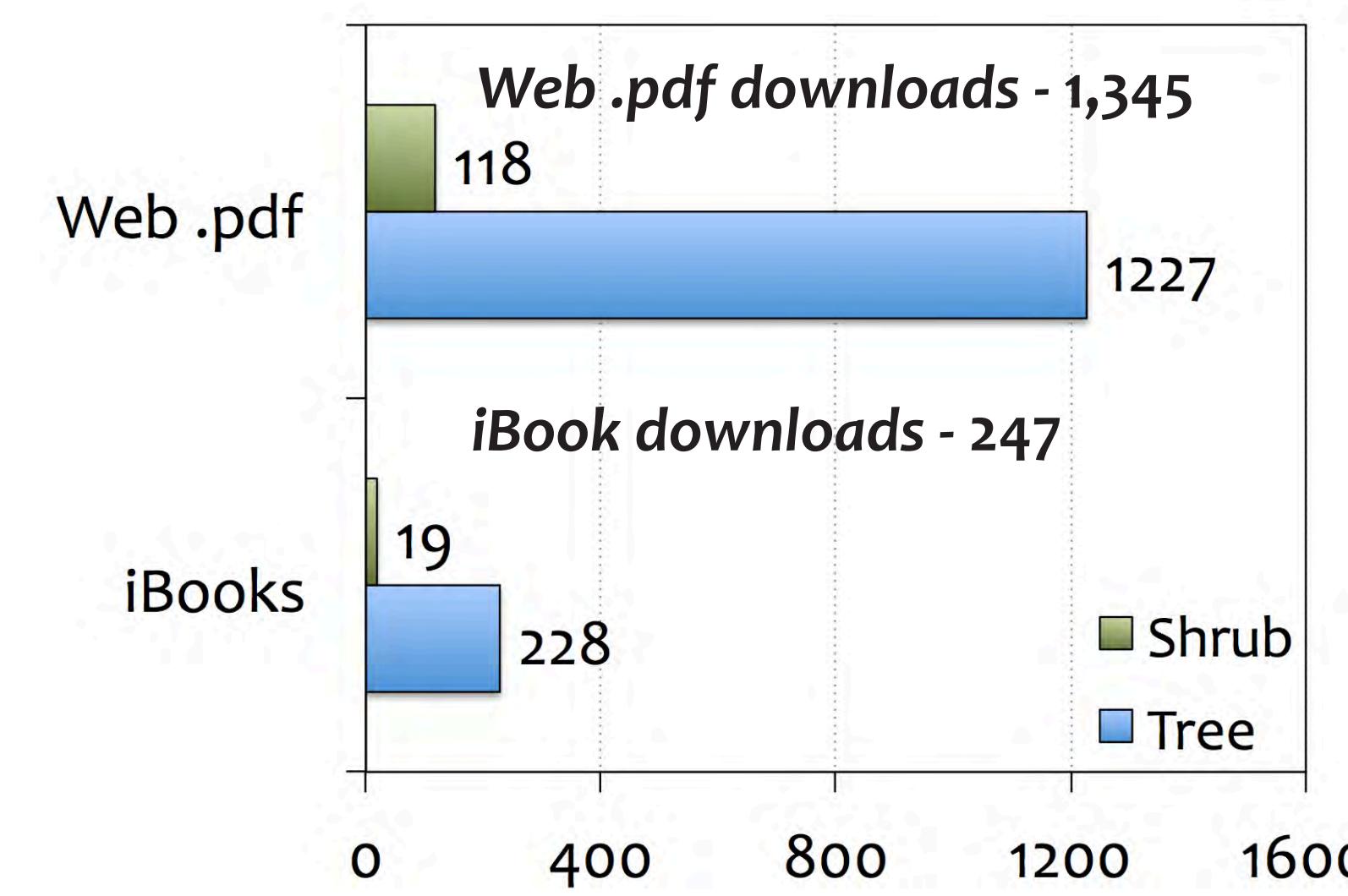


iBooks Author hints & tips

- Just like "print" books - write content in text-editing program, then transfer content to eBooks
- Edit text content thoroughly before inserting into eBooks author
- Select desired template option and customize to exactly fit desired eBook layout, font selection, size, etc.
- Insert pictures and multi-media content to display properly in both portrait and landscape view OR fix to a single (landscape) orientation
- Pure black font (C=0, M=0, Y=0, K=100 color space) best for printing
- Color pictures and graphics, desirable in eBooks, will increase printing costs



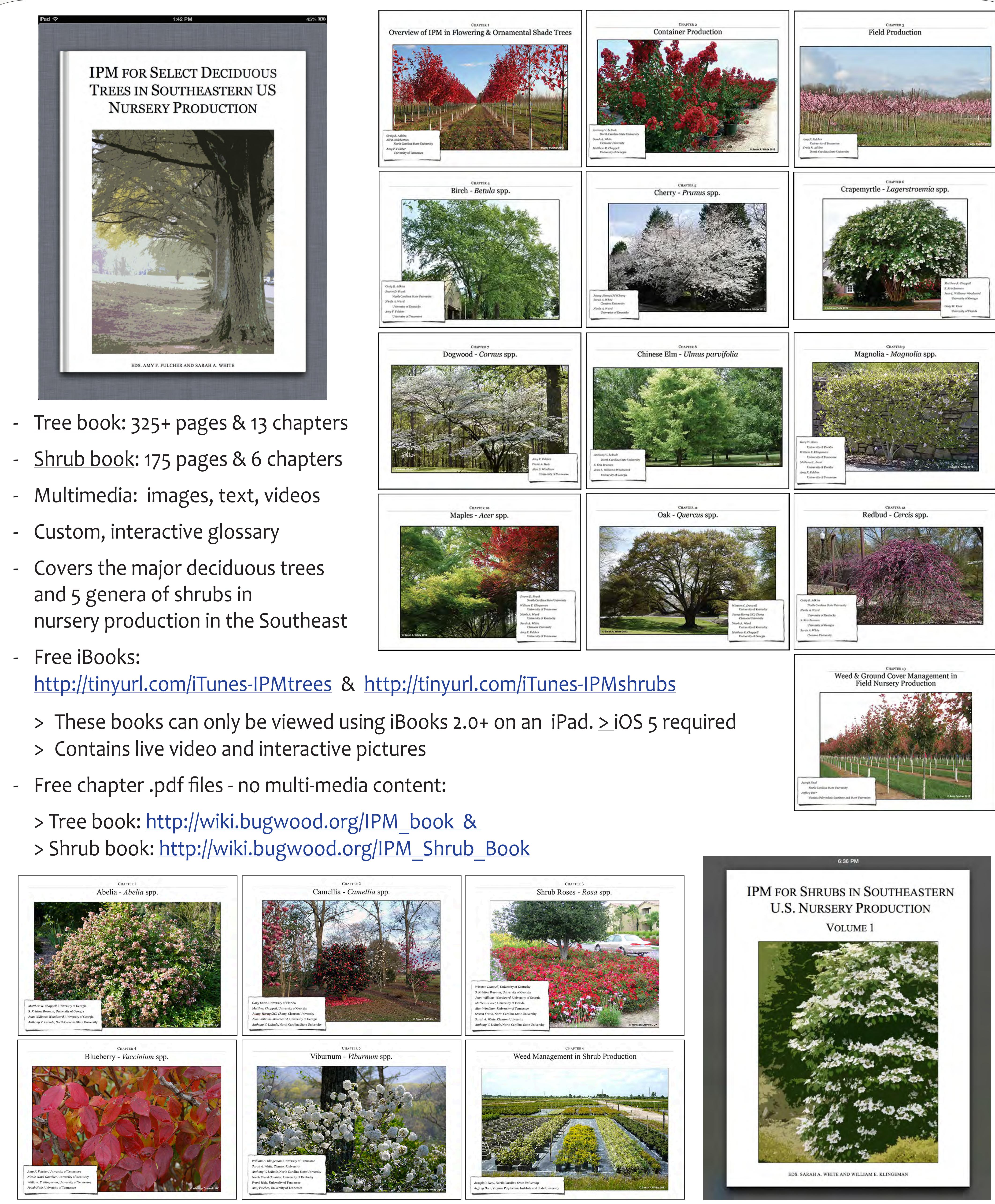
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- eBook content interactive and easy to search
- Downloaded in 46 countries and the US
- Tree book: 4 book printings, 1st eBook ed.
- Shrub book: 1 book printing, 2nd eBook ed.
- Nursery growers and Extension personnel surveyed:
 - 63% said very useful
 - 37% said useful
- Increased savings / earnings from book information
 - Averaged \$3,313 per copy
- Having access to information in the book increased their capacity to do their job
 - 100% agreed

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