

POLICY REQUIRING CREDIT LINES IN THE MEDIA

All Colorado State University Extension professional staff members must use their CSU Extension job title in all articles published in print media and aired or displayed on electronic media. This includes work with newspapers, newsletters, Web pages (including blogs) listservs, radio and television stations, and program media distributed to public audiences. The minimum job title wording will be “Colorado State University Extension Agent” or “Colorado State University Extension Specialist.” It is the responsibility of each staff member to provide this information to the media as well as to notify media organizations of this requirement. (For further explanation, see the following guidelines.)

All income derived from media activities shall be reported annually to the director through unit administrators, in accordance with the Colorado State University *Academic Faculty and Administrative Professional Staff Manual* D.7.

This policy became effective April 1, 1986, and is applicable to all staff members thereafter. If there are questions about this policy, please contact your unit administrator.

GUIDELINES FOR COLORADO STATE UNIVERSITY EXTENSION IDENTIFICATION IN MEDIA WORK, PROGRAM MATERIALS

All Colorado State University Extension employees will identify themselves as Colorado State University Extension employees when providing information to the mass media, including Web pages and blogs, to other controlled media, such as agency newsletters, and in CSU Extension program materials that are distributed to the public. It also is appropriate that Colorado State University Extension be identified on the letterhead used to send material to media.

It is important for Colorado State University Extension employees to continuously do this for several reasons:

- As representative of a print or electronic medium, such as a newspaper or radio station, reporters have a responsibility to readers of that medium to provide information about the source of the material. This gives both the story and sources credibility. It is advantageous to the CSU Extension employee to stress where the information came from in order to make himself/herself a “credible source” as opposed to someone else who could provide the same information but without the resource and research backing of Colorado State University and Extension information.
- Colorado State University Extension has for many years provided credible information and educational programs without getting any credit for this work. Because we live in a competitive world, recipients of our information and programs must continuously know where the source of the information. We need the credit we deserve. Therefore, it is important that every Extension employee give credit to Colorado State University Extension to allow readers, participants, viewers, callers and others to see the good work that we do. This will project a favorable image, helps CSU Extension justify and receive more federal funding, and helps ensure that our programs will be in demand enough to be around in the years to come.
- CSU Extension is an integral part of Colorado State University. Use of Colorado State University and Extension together show that this is true.
- Colorado State University Extension is one organization and not individual county or department Extension organizations.
- 4-H is a program component of Extension and should be identified as such; identification with Colorado State University Extension on all media and program materials helps people identify where the program comes from and reflects on a favorable image on Colorado State University Extension.

Wherever you use the word “Extension” it should be preceded with the words “Colorado State University”—this is our unique attribute—we are not CU Extension or University of Denver Extension Credit Courses, we are Colorado State University Extension. After the first reference with our entire title (Colorado State University Extension), the word

“University” may be dropped or combined as CSU Extension. If the title appears extensively in a press release, it is correct to say “Extension”. The word “Extension” should not appear alone in public communications.

SUGGESTED MEDIA IDENTIFICATION (PRINT MEDIA)

Since the correct titles are ‘Colorado State University Extension Agent’ and ‘Colorado State University Extension Specialist,’ the following identifications are suggested:

- said Marilyn Jackson, Colorado State University Extension faculty and consumer science agent, Jefferson County.
- The Colorado State University Extension office in Boulder County.
- For more information, contact the Colorado State University Extension office in Grand County.
- said Frank Blevins, Colorado State University Extension agronomy specialist.
- according to Nancy Smith, food and nutrition specialist with Colorado State University Extension.
- noted Wilma Jones, Colorado State University Extension agent in Fremont County.

Titles (agent, specialist, director, etc.) are always lower case in news releases and almost always follow the person’s name.

Second and additional references to title should be:

- Colorado State Extension specialist (drop University)
- or
- Refer to the person by his or her last name with no title reference.

SUGGESTED MEDIA IDENTIFICATION (ELECTRONIC MEDIA)

- This is William Jones, Colorado State University Extension agent in L-plate County, talking to you about . . .
- Colorado State University Extension Specialist, John Black, is with us today to . . .
- This has been a service of Colorado State University Extension office in Larimer County. Contact us at (phone number, website, e-mail, or address) . . .

SUGGESTED BYLINE FORMAT

- Craig Brown, Colorado State University Extension, Logan County director
- Maria Valdez, Colorado State University textiles and clothing agent, Tri River Area
- Mike Anderson, horticulture specialist, Colorado State University Extension
- or
- Mike Anderson, Colorado State University Extension horticulture specialist

EQUAL OPPORTUNITY AND COOPERATING STATEMENT

The equal opportunity and cooperating statements should be placed in small print at the bottom of a page, the back of a publication, or wherever it seems appropriate. The Equal Opportunity Statement must appear on all materials, programs, flyers, advertising etc. as follows: "Extension programs are available to all without discrimination." Additionally, if you are publicizing an event that is open to the public, this statement must appear: "If you have a disability for which you seek an accommodation, please notify _____ before the event."

The Cooperating Statement should be on all letterhead and official Extension communication as follows:

"Colorado State University Extension, U.S. Department of Agriculture and Colorado counties cooperating."

COPYRIGHT GUIDELINES FOR CLASSROOM AND GENERAL UNIVERSITY USE

(This is a condensed version of copyright guidelines adopted by Colorado State University in September 1996. For a complete guidelines packet, please contact the Office of Vice President for Research and Information Technology at (970) 491-7194.)

What is Copyright?

Copyright protects original works of authorship. The copyright holder has the exclusive right to:

- reproduce or copy
- produce derivative works based on the copyrighted work (right to modify)
- distribute copies of work
- perform the work publicly
- display the work publicly

In general, before using or modifying any work, such as a portion of a book, a piece of artwork, a design, or a computer software program, copyright issues should be considered.

Who Owns the Copyright?

The author/creator, his or her employer, or the publisher (of a published work) may own the copyright.

Many publishers require authors to assign copyright to them. You may have a published work to which you no longer own the copyright.

At a university level two situations often arise:

- The copyright works created by students are owned by the student, even if created with University faculty/staff input or University resources. If the student's work is reproduced, modified, or incorporated into a publication, written permission from the student must be obtained.
- The University owns copyrights in works created with University resources by University faculty/staff while employed by Colorado State University (see Section J of the Academic Faculty and Administrative Professional Staff Manual).

How does this apply to Colorado State University faculty and staff?

Photocopying or other reproduction of copyrighted works raises important legal issues. Even in an academic or classroom setting, the law often requires permission for photocopying copyrighted works. The Fair Use doctrine set forth in the 1976 Copyright Act does not apply in many instances.

Under the law, the owner of copyrighted work has the right to prevent all others from copying or selling it. Accordingly, photocopying copyrighted works without obtaining permissions may violate rights of the author/creator and is directly contrary to the academic mission to teach respect for ideas and the intellectual property that expresses those ideas. Infringement can result in an award of money damages against the infringing party.

Colorado State University employees have the responsibility when utilizing copyrighted materials to determine whether their use of the copyrighted materials would violate any copyright held by the author, or whether it would be considered fair use.

What is Fair Use?

Basically, four factors determine fair use of copyrighted materials. They are:

- Purpose of the use—is it educational or commercial?
- The percentage of the material to be used in relation to the size of the entire work.
- Nature of the copyrighted work—is it factual vs. creative?
- Effectiveness of the potential market for or value of the work. For instance, does copying reduce the potential profits of the copyright owner?

What is Fair Use for Teaching Purposes?

There is a common misconception that “fair use” allows unlimited copying for teaching purposes. There are strict prohibitions against copying without permission in the following instances:

- Each copy must include the notice of copyright appearing on the material.
- Copying that is used to create, replace, or substitute for anthologies, collective works, etc.
- Copying that substitute for purchase of books, publishers’ reprints, or periodicals.
- Copying that is repeated for respect to the same item by the same teacher from semester to semester.
- Copying of “consumables” such as workbooks, standardized tests, test booklets, answer sheets, etc.

- Copying of more than one short poem, article, story, or essay, or more than two excerpts from the same author in the same class term.
- Copying of more than three items from a collective work or periodical volume during one class term.

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Can I Copy Films, Videotapes and DVD's?

Possession of a film, videotape or DVD does not confer the right to show or copy the work. The copyright owner specifies at the time of purchase or rental the circumstances in which a film or video may be “performed.”

However, whatever their labeling or licensing, use of these media is permitted in an educational institution as long as certain conditions are met. Section 110 (1) of the Copyright Act of 1976 specifies that the following is permitted:

- Performance or display of a work by instructors or pupils in the same course of face-to-face teaching activities if in a nonprofit educational institution, in a classroom or similar place devoted to instruction.
- The work shown must be a legitimate (not illegally reproduced) copy with the copyright notice included.

What about Computer Software?

When you buy software, you are actually acquiring a license to use the software from the company that owns the copyrights. The conditions and restrictions of the license agreement vary from program to program and should be read carefully, especially in regard to copy, backups, and archives.

- For software to be in a public domain it must be clearly marked as such. Unless explicitly designated as public domain, one should assume it is copyrighted.
- It is illegal to loan, lease, or rent Colorado State University software for the purpose of direct or indirect commercial advantage without specific permission of the copyright owner.
- You cannot assume that software may be copied for home use. Software licenses generally state how and where the software may be legally used by members of the relevant campus community (faculty, staff, and students).

What about the Internet?

In general, the copyright law applies equally to material that is on the Internet. Unless explicitly designated as public domain, assume that it is copyrighted.

There is no prohibition against faculty members directing students to review particular websites. However, information available on the Internet may not be downloaded or otherwise copied or distributed without the permission of the copyright owner.

What are the Consequences of Copyright Infringement?

An infringer of copyright is liable for either the copyright owner's actual damages and/or any additional profits of the infringer or statutory damages.

Copyright infringement is illegal. What authors create and publishers publish, belongs to them and to reproduce that material without their permission is not only wrong, it is against the law.

Failure to obtain proper clearance may result in the potential of significant liability on the part of the faculty/staff member.

Where do I go for Copyright Assistance with a Course Packet?

To facilitate the use of copyright-protected materials in printed course packets, the Office of Publications and Printing will:

- contact Copyright Clearance Center or the publisher for permission to copy the materials
- initiate follow-up contact to ensure prompt service
- calculate and pay the permission fees
- Any copyright permission fees assessed by the publisher or Copyright Clearance Center will be included in the student's cost of the course packet, or will be billed to the faculty/staff member who initiated the process.

Copyright permission forms are available at all FASTprint centers, or by calling (970) 491-6622. Once the forms are filled out, they will be processed as stated above.

Recommended deadline for getting copyright requests to Publications and Printing is six weeks prior to the first day of the semester. Orders received after the deadline will be processed as soon as possible for delivery on or near the first day of classes.

You may also obtain your own permission. A written permission must be included when submitting your class materials to be produced.

In order for a request to be processed, the following information is needed:

- title of book/journal/magazine
- publisher

- author
- article title/chapter title
- page numbers
- copyright year
- ISBN/ISSN number (if available)
- please indicate if this book is currently out of print

Where do I Go for Copyright Assistance with Film, Video, Computer Software, or the Internet?

Contact the Office of the Vice President for Research and Information Technology at (970) 491-7194.

CSU Extension Disclaimers

Shortest Standard Disclaimer

- No endorsement of products mentioned is intended, nor is criticism implied of products not mentioned.

Two Versions of Short Disclaimer Statements for Products & Services

- The information given herein is supplied by CSU Extension with the understanding that no endorsement of named products is intended, nor is discrimination or criticism implied of products mentioned or not mentioned. To simplify technical terminology, or for the purpose of information, trade names of products and equipment occasionally will be used.
- Trade or brand names mentioned are used only for the purpose of information; CSU Extension does not guarantee nor warrant the standard of the product, nor does it imply approval of the product to the exclusion of others which also may be available, nor does it intend discrimination or criticism of products or providers that are mentioned or not mentioned.

Short Disclaimer used on Some EFNEP Materials using Brand Comparisons

- Trade or brand names mentioned are used only for the purpose of information with the understanding that no discrimination is intended and no endorsement by Extension is implied.

CSU Extension Disclaimer for External Web Links

Notice: By activating the link, you will be leaving this Colorado State University Extension website. Links are provided for educational purposes, consistent with the CSU Extension

mission. We do not attest to the accuracy, objectivity or research base of the information provided, nor do we imply any endorsement of the information, products or services you may find there.

Complete Disclaimer State for Content/Products/Services in Publications/Articles/Websites

The content and information presented in this Colorado State University Extension publication/article/column/website is provided for educational purposes only, as a public service, with the understanding that no criticism is suggested, no discrimination is intended, or no endorsements are implied of information mentioned or not mentioned. CSU Extension makes no warranties either expressed or implied, concerning the completeness, suitability or *absolute* accuracy of the information. Reference to products, trade or brand names is only for the purpose of information and education and is not intended to be an endorsement, approval, discrimination or criticism of products in the marketplace. CSU Extension does not endorse any commercial providers or their products, nor do they guarantee or warrant the standard of the providers or products. Personal using such providers or products assume responsibility for determining if they are safe and effective for the intended use in accordance with manufacturer's or provider's current directions or instructions. Certain information may require the additional professional opinion of a doctor, attorney, dietitian, mental health-care provider or other appropriate professional.

DEVELOPING PUBLICATIONS/BULLETINS

Colorado State University Extension Publication Guide

Colorado State University Extension fact sheets, bulletins, publications, and books provide the single largest distribution of CSU research-based information. Through sales at the [University Resource Center](#) and availability online, this information is available to interested local, regional, national and international readers. Fact sheets alone receive well over five million web hits per year and are distributed widely from local Extension offices throughout the state.

Fact Sheets and Bulletins

In general, printed fact sheets are no more than four pages. Bulletins are longer publications that provide more detail on a subject than a fact sheet and are often more technical. Fact sheets and bulletins are research-based, and in general are written for a lay audience.

- Fact sheets and bulletins that *do not contain* original research require three reviewers, assigned by the author, and who provide feedback to the author for revisions.
- Publications (fact sheets or bulletins) *containing* original research require three reviewers and a technical editor on the original manuscript, for content accuracy and relevance.
- All Extension publications require a review cycle, determined by the author.

Topics are determined by author, with input from peers (work team, specialist/community interest/need, etc.). Consider the target audience when writing along with their education and reading level; a 10th grade reading level at maximum is suggested. If in doubt, Word has a feature to check the ‘ease of reading’ (Flesch-Kincaid readability test). To learn more, visit <http://office.microsoft.com/en-us/word-help/test-your-document-s-readability-HP010148506.aspx>.

All CSU academic publications, including Extension fact sheets, require initial peer review and periodic author review to ensure the information remains relevant, current and accurate.

Online Review Process

Prior to submitting for review, the author should check the manuscript for grammar and spelling (refer to the [CSU writers style guide](#) for more information). To submit a fact sheet or bulletin for review, go to: <http://csue.expressacademic.org/login.php>.

Authors choose the content area for their publication and suggests reviewers in the ‘comment’ area, but the site administrator, [Ruth Willson](#), assigns reviewers: once reviewers are assigned, the system generates an e-mail to them, sending out reminders after 21 days if reviews not done. Willson dialogs with author if reviews are not completed to come up with an alternate plan.

After reviews are complete and uploaded to the system, Willson marks submission as accepted and sends comments to author, with a separate e-mail containing the edited documents, to author.

The author then determines final manuscript content and sends it, along with graphics and photographs (minimum 150 dpi, 4 x 6) back via return e-mail to Willson.

Online Publication Process

The fact sheet category has been determined by author; however the number is assigned by [Joanne Littlefield](#). Littlefield edits for Associated Press style, sends to [Sonjia Graham](#) for layout/design; Graham sends draft pdf file to author for approval along with approval sheet.

Once any and all corrections have been finalized, Graham notifies the author to let them know it has been posted.

Distribution and Sales of Extension Publications

Any Extension specialist, agent or other University department can distribute publications out of URC if they provide URC with an IO (internal order) to cover the shipping and handling for the publications. Handling costs are determined by URC, based on size of the shipment.

Any publication paid for out of Extension's publications account must be sold for distribution. Extension no longer prints and distributes free publications; they are online in a print-ready format for on-demand printing.

For archival purposes, copies are sent to the Colorado State Depository (to distribute to other state libraries) and to the National Agriculture Library.

Selling Publications Published by Outside Sources/From Authors

Publications written by an Extension specialist and/or agent can be purchased from the author by Extension. Publications written by an Extension specialist or agent and published through another publisher (e.g. University Press) may be purchased from the publisher by Extension and offered for sale at the URC. Shipping and handling charges apply.

4-H Publications

Any 4-H publications used by 4-H members, volunteer leaders, or Extension agents in Colorado are sold on a cost basis. Counties purchase publications for their members and leaders directly from URC. A handling fee will be assessed for any 4-H publication purchased by other individuals in Colorado or ordered by other states, which is determined on the basis of the publication's current cost. Appropriate postal fees will be charged. Costs of publications, as well as revenue, are handled through the 4-H Support Fund Account.

PROPER USE OF UNIVERSITY AND EXTENSION LOGOS

Inclusion of county logo on University letterhead

To comply with University graphic standards, several requirements apply to letterhead, when adding a county logo. They are as follows:

1. The county logo must be smaller than the University logo.
2. The county logo must appear at the bottom of the page to the left of the cooperating statement.
3. The county logo must be black and white; use the color of the county logo is strictly prohibited.
4. The cooperating statement must be flush right.
5. The bottom of the county logo must not extend beyond the bottom of the last line of the cooperating statement.
6. The University logo may not be altered in any way.
7. The letterhead must include all of the following elements: University logo, the words ‘Extension’ separate from the University logo, the words “Colorado State University” directly beneath Extension, the county name and full address, and cooperating statement.

The University recognizes the importance of the relationship with our county partners and is pleased to accommodate requests to incorporate county logos on University letterhead. We also must recognize the importance of our state and federal partners and continue to comply with their standards and regulations.

For more details regarding the proper use of the logo refer to the Extension style guidelines at: www.ext.colostate.edu/logos/guidelines.pdf.

ADVERTISING IN/ON EXTENSION PUBLICATIONS/WEBSITES

Specific Guidelines and Points to Consider

The goal of newsletters and websites is to communicate effectively with and educate readers. Sponsorships/advertising should not get in the way of that purpose. Sponsorships and ads are used to help recover costs and/or provide additional fiscal resources so that we can continue to deliver quality programming. Do not let sponsorships and ads detract from the educational goals of Extension.

To clarify policies and procedures related to sponsorships and advertising in newsletters and on websites, Extension has developed the following specific guidelines and general points of consideration.

Guidelines for Advertising in and Sponsorship of Extension Newsletters and websites:

1. Alcohol and tobacco ads are prohibited in youth-related publications.
2. Ads supporting a religious or political agenda are prohibited.
3. Ads should relate to the programming efforts of Extension.
4. It should be clear in all information distributed about advertising/sponsorships that Extension has the right to refuse to print material that is not related to our educational purpose or provided by individuals who are not-in-good-standing as leaders or member of Extension programs.
5. Acknowledgement by the county commissioners before embarking on a publication sponsorship program is required.
6. The use of a disclaimer is required. An example of a disclaimer for a website can be found on the CSU Extension website (see first page bottom link). There are additional examples for printed material on the website under Staff Resources – Organizational/Employee Resources – Mailing Standards.

Additional Points to Consider

1. Consider the appropriate balance between the education found in the publication and the fund raising/advertisement. What is the appropriate balance? Establish this ahead of time. Establish guidelines on what you will publish that might include:
 - a. Advertising space is limited and will be available on a first come, first served basis.
 - b. Advertising will not exceed 10% (or some other appropriate %) of the total newsletter space.
2. Consider whether it will cost more to solicit and print the ads/sponsorships than the income generated from the sponsorship/ads. How will you manage this?

- a. Would it be more cost-effective to consider classified ads related to Extension's 'business,' rather than paid advertising? Most publications that offer advertising have a full time staff to solicit and work with advertisers.
 - b. Would it be more cost-effective and easier to seek 'sponsorship' rather than 'advertising?' Having to deal with only one organization/business per issue might decrease the amount of time necessary to spend on the process.
 - c. The appearance and quality of the publication may become an issue with some advertisers. Are you willing to increase cost to accommodate increased expectations? If not, establish guidelines in writing in advance. These might include:
 - i. All advertising will be printed in black and white.
 - ii. The _____ County Extension office has final approval on all ad copy and layout. (In this case, advertisers would not have to pay if you reject their ad)
 - d. Consider appropriate pricing. Will you look like other similar advertising opportunities in the area (other publications that might have the same demographics as Extension's)? Look at similarly targeted publications, with similar demographics/circulation. [For example, the CO Gardener in El Paso County (state circulation of 30,000, El Paso County circulation of 3,000), with a similar audience as our horticulture programs, sells on a one-time, ½ page ad in black and white for \$802, in 4-color for \$1,044. The Rocky Mountain Hose Expo charges \$400 for a ½ page black and white ad in their program (circulation 10,000), \$600 for 4-color.]
 - e. Pricing should be established from the beginning through the use of a 'rate sheet' which clearly states what rates will be charged for various sizes and types of ads. At the same time, procedures and guidelines for advertising must be agreed upon up front. Ad specifications must be outlined. Do advertisers have the right to require certain wording, colors, layout, and timing? Do they have final approval of their ads/ How will this delay the printing process? What happens if an advertiser cancels an ad? Is there a deadline for cancellations? Payment/account terms also need to be agreed upon in advance. All of this requires staff time to develop and monitor on an on-going basis.
3. Consider whether you want Extension, your county, and your program to be associated with the company/product? The issue of whether Extension will continue to be seen as 'unbiased' becomes a concern. Consider whether you would need to offer sponsorship of the newsletter to all the XXXX in the county (i.e. banks, feed/fabric stores, implement dealers, etc.), or could you approach just one? Again consistency and written guidelines are the key. Also consider how your regular supporters (for 4-H, achievement night, the fair, the livestock sale) will react to a 'single' sponsor for your publication. Will the 'ill will' created do more harm than the dollars generated will do good?
 4. If you are using a non-profit bulk permit for mailing, you need to be sure publications follow the rules required by the US Postal Service in Publication 417 – Non-Profit Standard Mail Eligibility.
 5. If soliciting more than \$2500 in advertising, contact Colorado 4-H Foundation, Inc. to avoid duplicate solicitation.

6. Consider whether 'poaching' may become an issue. Are you soliciting from potential sponsors/advertisers who cross county lines? Might another county also be approaching the sponsor? If this is a possibility, check before making the contact.

WEBSITE DESIGN AND DEVELOPMENT

Web page content presents an image of the Colorado State University to the world, and therefore official University pages must undergo the same professional scrutiny and careful preparation given to any other official University publication.

All **new websites must comply with current web standards and guidelines**. Colleges and all units involved in student recruitment should be working toward full compliance.

Questions about the standards and guidelines should be directed to the CSU **Department of Web Communications**.

CSU Extension website design and development resources are available at:
www.ext.colostate.edu/training/website.html

Specific guidelines for 4-H websites are available at:
4hweb.ext.colostate.edu/policy/guidelines/website_guide.pdf