

**MULTNOMAH COUNTY MASTER GARDENER™ ASSOCIATION
POLICY – PUBLICATION STANDARDS**

FIRST APPROVAL: 2020.09.22

FINAL APPROVAL/ADOPTED: 2020.20.27

PURPOSE

The purpose of this Policy is to provide standards to ensure that all chapter publications reflect permissible practices in compliance with U.S. copyright law and relay accurate information with appropriate academic citations, as representatives of the Oregon State University Extension Master Gardener Program.

PROCEDURES

1. **Focus on original works** by Master Gardeners. Content created for any chapter communication should be the original work of an MG from their own experience or from the experience of someone they interview (with credit given).
2. **Limit the use of third-party content.** In general, limit the use of third-party content, and especially avoid commercial content. When it must be used, permission must be sought and credit should be given.
 1. Third party text should make up only a tiny fraction of any MCMGA article or publication.
3. **Prefer Research-based, Academic Sources:** Whenever possible, research-based academic content should be used as a reference, rather than anything that may give the appearance of being an advertorial or other commercial publication, even if the facts, content, and other contents are arguably accurate.
4. **Credit all third-party content.** The use of any third-party content should come with both permission from, and credit to the creator of the content.

Text: Place quotation marks around the quoted text. Credit the source of the text and if available online, link back to the source.

Images & Videos: Permission must be clearly given and may not be inferred. Credits should accompany all images and videos, such as:

Photo: © Jane Smith

Video: © Clackamas County Master Gardeners 10-Minute University

Facts, data, research: Individual facts may be used without quotation marks, but attribution should be given to the source.
5. **Identify Chapter and Program.** Identify the publication's connection with both the Multnomah County Master Gardener™ Association and the OSU Extension using standard text. This identification must appear on every page.
6. **Exceptions.** The above guidelines apply generally, but there may be very occasional exceptions. Any potential exception should be reviewed by the author or editor with the communication committee for approval.

This Policy is supplemented by a document that defines and expands on the topics above:

[MCMGA third-party content use, attribution, and copyright compliance](#)