

## **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 media 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 LaPlata 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.

### **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 about Images?**

Creative Commons provides a means for using and protecting images from copyright infringement. There are four types of Creative Commons licenses that are applicable to Extension work: 'Attribution (by); Share-Alike (sa); No Derivative (nd); and Non-Commercial (nc).

View an online session on Creative Commons at [www.coopext.colostate.edu/comptrain/co.shtml](http://www.coopext.colostate.edu/comptrain/co.shtml); scroll down to 'Online Tools'.

## **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**

Bulletins are longer publications that provide more detail on a subject matter than a fact sheet which is typically two to four pages in length. Bulletins, like fact sheets, are also research-based. Bulletin requests may be submitted anytime throughout the year.

In addition, bulletins:

- have more information and are usually written for a lay audience. However some bulletins can be more technical and specific to a certain audience.
- are sold to the general public for various costs. A complete listing of Extension bulletins (and fact sheets) can be found at the University Resource Center (URC) or through CSU Extension county office. Funding for bulletins is provided by CSU Extension or the author.
- are assigned a bulletin number and the bulletin series is managed by the URC staff as the central source of all Extension publications. Numbers will not be assigned to any publication that is not distributed by URC.

### **Formats**

- All fact sheets will be available in electronic format (PDF and/or HTML) on the Extension website.
- The website will always have the most recent version.
- A fact sheet will be maintained in print if:
  - its projected use is at least 1,000 copies per year;
  - the information is valid for at least three years;
  - funds are available and/or allocated to print it.
- Fact sheets that need the content reviewed more often than three years will be electronic only.

### **Guidelines for Authors**

- Fact sheets are for the lay public and should be written at an eighth to 10<sup>th</sup> grade reading level.
- In general, printed fact sheets are no more than four pages. Longer fact sheets are discouraged but will be considered on a case-by-case basis if other funding is provided for the extra pages.
- Fact sheets maintained in print are available at the University Resource Center (URC) and sell for \$1.00 each. Discounts are available for those who order in bulk.

- All fact sheets are published in electronic format and are available on the Extension website.

## **Fact Sheet Publication Guide**

Colorado State University Extension fact sheets and publications provide the single largest distribution of CSU research-based information to Colorado, national and global citizens. Fact sheets alone receive well over five million web hits per year and are distributed widely from local Extension offices throughout the state.

### **Policies:**

1. Extension publications should be driven by Program Areas and Work Team Plans of Work. Fact sheets and other Extension publications should be a direct result of input regarding Colorado citizen needs. Fact sheets and other publications with low volume usage should be considered for discontinuation and efforts focused on higher needs of the citizens.
2. The purpose of Extension publications is to bring research-based information from CSU to practical use in the everyday lives of citizens. When writing these, consideration should be given to the target audience and their education and reading levels before completing a manuscript. These publications should be written, at the highest, to a reading level of 10<sup>th</sup> grade.
3. All academic publications, including Extension fact sheets, require initial peer review and periodic author review to ensure the information remains relevant, current and accurate.
  - a. Fact sheets and publications that do not contain original research require three reviewers, assigned by the author, and who provide feedback directly to the author for revisions.
  - b. Publications containing original research require three reviewers for the original manuscript plus an additional technical editor. All four reviewers for original research manuscripts are assigned by the author's department head and review information is passed to and through the department head.
4. Agents and specialists are encouraged to write fact sheets in their areas of interest that provide important information relevant to the citizens of Colorado. Reviewers may be agents, faculty from CSU or another university, or experts from industry. The requirement for reviewers is that they have the academic expertise to review the manuscript for content accuracy and relevance.
5. Extension Communications is interested in improving the timeliness of the review process. If you are having difficulty getting your reviewers to respond, please let Extension Communications know so we might investigate the situation and move the process forward.



6. All Extension publications require a review cycle to support the value proposition for Extension to provide accurate, timely, research-based information based on the needs of local communities. Please indicate the appropriate review cycle for your publication on the Fact Sheet/Publication Form, and ensure that you review your publications in a timely manner. Unreviewed publications will not remain in circulation through Extension, negatively affecting the citizens and limiting the reach of your work.

To go to the site for the new online fact sheet review process, visit <http://csue.expressacademic.org/login.php>.

### **Distribution and Sales of Extension Bulletins**

Any publication paid for out of Extension's publications account must be sold for distribution. Extension does not print and distribute free publications, unless the author provides the funding. (See "Distribution Free Publications.")

Colorado State University Extension will sell and distribute publications written/published by a CSU Extension author or other university if the material supports the mission of Colorado State University Extension. Consideration should be given the entire distribution strategy for the publication to avoid channel conflicts or opportunities for the same publication to be offered for free from one source and for sale from another or for a lower price through a different source.

- **Free copies.** Authors will receive 10 copies. In addition, copies are sent to the Colorado State Depository (to distribute to other state libraries) and to the National Ag Library. Costs for these copies are factored into the cost of the publication. The only exception to free copies to the depositories/library is if the cost of the bulletin prohibits free copies (\$40 or more).
- **County discount.** County offices receive a 20 percent discount off the sale price of a bulletin.

### **Distributing Free Publications**

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

### **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 and distributed out of URC in quantities determined realistic by Extension. The sale price for the publication must be set in accordance with the Extension price formula or whatever the market will allow. URC will charge shipping and handling upon the sale of the publication.
- Publications written by an Extension specialist or agent and published through another publisher (e.g. University Press) can be purchased from the publisher by Extension. Sale

price for the publication will be applied according to the Extension pricing formula or what the market allows. URC will charge shipping and handling upon the sale of the publication.

#### **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 graphic must be black and white; using the color of the county graphic is strictly prohibited.
4. The cooperating statement must be flush right.
5. The bottom of the county graphic 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 graphics 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 graphics refer to the Extension graphic standards at: <http://graphicstandards.colostate.edu/files/pdf/csu-toolbox.pdf> (the Extension section begins on page 69).

## **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 have the potential to 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 \$2,500 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.

### **Facebook and other Social Media Advertising**

CSU has approved the acquisition of on-line advertising services from Facebook and other vendors up to the amount of the purchaser’s P-card authority per year. If one of the Extension Offices wishes to purchase more advertising than they have P-card authority for, the Extension Office will need to submit the draft advertisement and the vendor’s terms and conditions to either the Director of CSU Contracting Services or Purchasing for review and approval.

## **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](http://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](http://4hweb.ext.colostate.edu/policy/guidelines/website_guide.pdf)