

**MULTNOMAH COUNTY MASTER GARDENER™ ASSOCIATION
POLICY – THIRD-PARTY CONTENT USE, COPYRIGHT, & ATTRIBUTION STANDARDS**

FIRST APPROVAL: 2020.09.22

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Overview

This document offers guidance to MGs on the creation of content for use and publication by the chapter. This is not a legal document and is not to be considered the final word on the use of third-party content by members of the chapter.

Purpose

This document is intended to provide some general guidance for the ethical creation of content, as well as links to other resources that can be used to help guide the use of third-party content. As Master Gardeners, we follow these guidelines in our efforts to:

- Share information which is relevant and meaningful, while complying with the requirements of the U.S. copyright law.
- Serve as representatives of OSU Extension, maintaining standards for providing research-based information with appropriate citations.

Author Responsibility

It is the policy of the MCMGA that it is the responsibility of every author to understand and follow basic US copyright laws, and any applicable guidelines of OSU Extension Service, and Oregon State University in the use and crediting of third-party works.

In addition, MCMGA members and any non-member acting on behalf of the chapter in the creation, compilation, or distribution of content will be subject to the policies of this document and any other policies and procedures relating to the use of content that the board formalizes.

It is the responsibility of each member and non-member acting on behalf of the chapter in such a capacity to be aware of any such policies and procedures prior to the publication of any document.

Definitions

Content: Content is defined as any creative or scholarly work produced in any medium whatsoever that may be governed by U.S. copyright law. This includes, but is not limited to:

- **Photographs, videos, and other visual representations**, whether in print or digital formats.
- **Any textual works** such as those including magazine articles (digital or print), scholarly works, published research, data sets, web pages, documents, works of fiction, poetry, speeches, or any other creation using words.

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- **Digital or visual presentations**, such as slide shows, PowerPoint documents, or their equivalent.
- **Facts, data, research.** Any piece of knowledge that does not readily pass the “common knowledge” test. “Common knowledge” is the information that most people would know. For example, George Washington was the first president of the United States.
- **Commercial Content:** any work owned, created, or published by a for-profit business entity, such as advertorial content, information from commercial web sites, articles in a for-profit magazine (online or print).
- **Advertorial Content:** this is a portmanteau of the words Advertisement and Editorial. These are article-style ads that are published by a commercial entity. They are intended to blur the lines between advertising and journalistic articles for the purposes of selling a product or service.*
 - NOTE: Whenever possible, research-based academic content should be used as a reference, rather than anything that may give the appearance of being an advertorial, even if the facts, research, and other contents are arguably accurate.

Copyright: “A form of protection grounded in the U.S. Constitution and granted by law for original works of authorship fixed in a tangible medium of expression. Copyright covers both published and unpublished works.” -- [U.S. Copyright Office](#)

Publication of Content: This is defined as the **compilation, presentation, and/or distribution of content to any audience and in any medium.** This applies whether the distribution medium is a private group, email list, other kind of distribution list, web site (including social media), web page, video, or any other public display or presentation where the content is represented as being provided by any of the following: the chapter itself, an MCMGA master gardener or member acting in their capacity as a representative of the chapter or any third-party individual, group, or other entity acting on behalf of the chapter. Distribution may occur in any medium, such as a newsletter (digital or printed), flyer, brochure, other printed document, email, web page, video, presentation, or any other medium.

Third-party content: Any piece of **content** (see definition above), used in whole or on part by the chapter, whose authorship is by someone other than the person creating, compiling, and/or distributing a publication for the chapter.

Example: Joe writes an article about his observations of the recent chapter Greens Gathering using photos taken by several other MGs. The text is Joe’s first-party content; he wrote it from his own experiences. The photos would be considered third-party content because they were not taken by Joe; permission and credit should be included.

Example: Mary writes an article about her experience growing leeks and includes information about known diseases and pests affecting leeks, from an OSU publication. The details about diseases and pests are third-party content (in the form of a fact).

Example: Anne writes an article about her experience growing dahlias and remembers learning somewhere that dahlia “bulbs” are sensitive to cold and moisture, but Anne has not done any scientific research on how these factors affect dahlias. These are examples of third-party content (a fact) that would need verification; Anne should **consult and credit** a credible academic source (e.g. an OSU publication) that includes information about optimal soil conditions for cultivation.

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Plagiarism: Multnomah County Master Gardeners™ Association uses the OSU definition of plagiarism. Oregon State University defines plagiarism in the following way:

*“**PLAGIARISM** – representing the words or ideas of another person or presenting someone else’s words, ideas, artistry or data as one’s own, or using one’s own previously submitted work. Plagiarism includes but is not limited to copying another person’s work (including unpublished material) without appropriate referencing, presenting someone else’s opinions and theories as one’s own, or working jointly on a project and then submitting it as one’s own.’*
-- quoted from [“Academic Honesty.”](#) Oregon State University web page.

Copy-and-paste plagiarism, also known as direct plagiarism, means taking content from another source without quoting it or a citation. Mosaic plagiarism means copying and pasting different pieces of text together to create a kind of patchwork of another’s ideas and information without a citation.

Permission: The express, written authorization by the author of a work, or their legally designated representative, permitting the use of a copyrighted work by the chapter.

Guidelines for Content Creation

This section includes guidance for how to create content for use by the chapter, and when/if to use third-party content. For all MCMGA chapter publications, there is a focus on original works by MGs and limited third-party content.

Focus on original works by MGs

It is the policy of the MCMGA chapter that content created and published for any chapter communication channel (whether official or informal), should be the original work of an MCMGA MG, from their own direct experience, or the experience of the person they interview with appropriate citation in the article

This includes words, videos, and photos.

If in the course of sharing their own experience, the author asserts facts in support of their point, those facts should either pass a “common knowledge” test (e.g. “George Washington was the first president of the United States”) or must be supported by at least one credible academic or scientific source. And that source must be credited, either within the article or in a reference document

In the case where third-party content is directly copied, quoted, or adapted OR where facts are provided for the creation of an original work (example: determining the soil temperature germination requirements for an article about how to grow a particular crop), a source should be cited.

Limit the use of third-party content.

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Limited Use. In general, MCMGA chapter publications should avoid the unnecessary use of third-party content. When the content must be used, it must either (and preferably) be used with express written permission of the copyright holder or must otherwise comply with Fair Use rules of US copyright law.

In the case where content or sources must be used, such as to provide supporting facts, preference should be given to credible academic sources, such as the OSU extension service.

Avoid Use of Commercial Content. Since the use of third-party commercial content could possibly be construed as an endorsement of a business, and it is the policy of MCMGA, generally, not to endorse private businesses, the use of such content should occur rarely, with credit, and with a disclaimer specifically that specifically disavows endorsement of the business or publication.

When is the use of third-party content not permitted?

The publication of third-party content is not permitted if it satisfies any of the following tests:

- The author or copyright holder has not given permission and the work is not in the public domain.
- The work or information is private, unpublished, proprietary, or confidential.
- Publication of the work would violate U.S. law.
- Publication of the work would endanger the safety of any person or group of people.

Crediting Guidelines

This section includes guidelines for how to credit works which are published by the MCMGA chapter.

At all times, authorship credit of a document or publication shall be included with the document (e.g. byline for an article).

In the case of shared authorship, all authors should be credited. For individuals writing on behalf of the chapter developing original publicity messaging for the chapter (e.g. event announcements), attribution may be omitted or given to Multnomah County Master Gardener Association.

In addition, credit statements shall accompany all third-party content reused by the chapter, including articles, photos, presentations, videos, and other content created by chapter members.

The following are specific guidelines for crediting

Text

Attribution shall be given for any text copied from another source, such as newspaper or magazine articles, published research, web sites, books, etc.

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Paragraphs, sentences, and phrases reused from other sources should be contained within quotation marks and must include attribution. The majority of the text of any given MCMGA publication should be original and must not be quoted from another source.

Images & Videos

Photos, drawings, videos, and any other visual documents shall be accompanied by a credit line and copyright mark, where the ownership is known.

Photo: © Jane Smith

Video: © Clackamas County Master Gardeners 10-Minute University

Use of copyrighted imagery **MUST ONLY** occur with express written permission. The following are examples of express written permission:

- Email or printed letter from the copyright holder clearly authorizing the Multnomah County Master Gardeners to reuse the image, either generally or for a specific purpose.
Example: email from an MG who took a photo, giving permission to use it.
Example: release from a photo-licensing web site covering the use of a purchased image.
- The accompaniment of a Public Domain release document, such as a GNU license, Creative Commons license, or another publicly accessible, referenced general release of the photo for the purpose for which it's being used by the chapter.

Other content, facts, data, research.

All other content shall be attributed to its source.

Individual facts may be used without quotation marks (e.g. soil temperatures required for germination), but attribution must be given to the source of the fact.

Example: According to an [OSU publication on Spinach](#), the crop grows best in a temperature range of 50 to 63 degrees F

References:

U.U. Copyright Office

www.copyright.gov

OSU Copyright Resources <https://printmail.oregonstate.edu/academic-services/copyright-resources>

OSU Student Academic Misconduct

<https://studentlife.oregonstate.edu/studentconduct/academicmisconduct>