

## Before your presentation

Illinois Extension requires all educational materials, including those delivered by a guest presenter, comply with copyright and trademark regulations, be accessible, and align with the values of University of Illinois Extension as expressed in the Volunteer Code of Conduct.

### Checklist for Volunteers and Staff

#### Photos and Graphics

- Each photo or graphic in my presentation is legally sourced.
  - The photos were provided by an Extension staff member who approved their use.
  - The photos are mine and I gave Extension permission to use them.
    - Sign the [Photography Use License Form](#) found at [go.illinois.edu/ExtensionCopyright](http://go.illinois.edu/ExtensionCopyright).
  - The photos were sourced from [Unsplash](#), [Pexels](#), [Pixabay](#), [Negative Space](#) or other public domain photo library.
  - The photos are licensed under the Creative Commons CC0 license. *(See Page 3.)*
  - The photos were purchased and their use is allowed for commercial use.
- No cartoons or memes that are not in the public domain are included in the presentation.
- No commercial slogans, logos, or celebrity photos are included in the presentation.

#### Slide Content and Text

- The text is large and easy to read against the background of the slide.
  - Black text on a white background is best for reading accessibility.
  - Avoid placing text over images.
  - Avoid having too much text on each slide.
  - Avoid having too many photos on each slide.
- No product brand names or specific company names which may imply endorsement of one company over another are included in the presentation.
- The content aligns with expectations outlined in the Volunteer Code of Conduct and demonstrates respect for people from diverse backgrounds, cultures, and perspectives.
- The content is appropriate for youth and adult audiences.
- Any quoted material includes a citation.

#### Music

- The presentation does not include copyright-protected music.
- Copyright-protected background music will not be played prior, during, or after the presentation.

#### Video

- Videos will be played from the original platform on which they are published and not downloaded and embedded in the presentation.
- Third-party videos will not be included in the final recording of the presentation.

## Questions Answered

### **I want to include a recipe from Good Housekeeping magazine. Can I?**

Maybe. A list of ingredients and basic methods are not subject to copyright. Photography and creative writing associated with those published recipes are protected by copyright. If you simply re-use the recipe itself and credit the source, you may do so legally. Avoid multiple recipes from the same source, which may begin to infringe on copyright.

### **I have a favorite cartoon I want to use during my presentation. Can I use it in my webinar?**

No. Original works, such as an illustrations and cartoons, are examples of copyrighted material that we cannot reuse as part of our own materials. Either request permission or don't use them.

### **If I always include sources with links for graphics and photos I find online, I'm covered, right?**

No. Copyrighted materials require express permission of the copyright holder. Simply citing the source doesn't remove the copyright protection. You must have written permission from the photo's owner.

### **A friend offers me photos to use in my presentation. Can I use them?**

Maybe. Make sure your friend signs the release allowing the university to use their photo. If there are identifiable people in the photo, you must get a signed release from them.

### **I want to provide very specific and practical advice. Is it OK to reference specific brand names of food, equipment, ag products, and other commercial items?**

No graphic or text may imply endorsement of commercial products or services. A disclaimer should be displayed of non-endorsement when there are limited sources of the product.

### **I want to use illustrations and handouts from my favorite class in school in my presentation. Can I?**

Not likely. Content from textbooks is almost certainly subject to copyright. Course materials prepared by professors are also protected. Seek permission if you need to use substantial portions of the original materials, and as always, cite sources.

### **Is it OK to embed someone else's videos into presentations?**

Use this method: Play the video from the original source, such as YouTube. Do not download and embed the video into your presentation unless you own the video.

### **Can I use images or videos of celebrities, popular music, TV shows, films, actors, musicians? What about commercially licensed characters (Mickey Mouse), graphics, slogans, themes, and phrases?**

No. All of these examples are likely copyrighted and licensed images, often with legal divisions and enforcement mechanisms designed to monitor and protect them. Resist the temptation to incorporate popular culture in Extension materials and marketing. It creates legal and financial risk for the university and damages our brand.

### **If I read something in another state's Extension blog or website, can I just copy it and use it in my presentation?**

Depends. Facts are facts and aren't protected by copyright. How an author puts facts together into phrases, sentences, and paragraphs is protected. You may say, "Petunias are annuals" even if another writer said "Petunias are annuals." You cannot lift paragraphs of text describing how to plant and care

for petunias that someone else wrote (without their permission). Find your own unique way of expressing the information.

**I want to play music as people are coming in. Can I?**

No. Playing copyright-protected music (or movies) at an event, a gathering in the office, prior to the start of a meeting, or in a public space is illegal without a broadcast license.

**I want to add music to a series of photo slides. Can I?**

Maybe. Music added to presentations must be purchased through a commercial licensing service, in the public domain, available with a Creative Commons or open access license, or used with permission of the copyright holder.

**I found a photo using a Google search which claims to be available under [Creative Commons](#). Does that mean I can use it?**

Not always. [Creative Commons](#), a nonprofit organization, provides a simple, universal process for copyright owners to share their intellectual property. Content licensed under creative commons doesn't mean you can use it how you like (or even use it at all). There are different types of [creative commons licenses](#), each with a different requirement for attributing the creator, using commercially, and altering the original creation.

Regardless of our status as an educational institution, our use of creative assets is *commercial*; thus, we must check the license agreement for each photo to determine if it can be used for commercial purposes. We cannot use photos designated as CC BY-NC, CC BY-NC-SA, or CC BY-NC-ND.

We can use a photo with a CC0 license which allows use by a commercial organization without acknowledging the photographer with confidence.

