WSU Extension Master Gardeners:
Approval Process for Authors

A guide to readying your presentation to be certified for placement in the State-wide Digital Presentation Library

February, 2024

WSU EMG **Approval Process for Authors**

This guide will help you in structuring your presentation so that it can successfully go through the WSU Extension Master Gardener Approval Process.

Why WSU EMG Approved? For over 50 years, the WSU Extension Master Gardener Program has set the standard for delivering reliable information to the public. In an era of ever increasing on-line information and sometimes *mis*-information, it is important to maintain our reputation for "getting it right". No one can guarantee that every document is perfectly accurate, especially in areas where our knowledge is rapidly expanding. But we can adopt processes that maximize our odds of providing both timely and accurate information. This guide is to explain to you our processes and help you understand what you can do to make things go smoothly.

Tip. *Now* is the best time to familiarize yourself with the Approval Process. The best time to have this information is at the very beginning of your efforts as it is much easier to document and footnote your sources as you go than have to back track after you've finished. So, the first time you see this document is the right time to go through it. You won't regret it!

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Getting Started. Making a presentation is a creative process and if you think you have a great idea for a presentation, we encourage you to go for it. And you should create the presentation in the way you are most comfortable and creative, whether alone or in a group. But it is also a good practice to 'check-in' with your colleagues early in the process because they can help you sharpen your focus or make you aware of other, similar efforts that are underway.

Three places to 'check-in' are: your **Coordinator**; **Speakers Bureau lead**(s); and fellow **Extension Master Gardeners**. Your *Coordinator* may know of other similar efforts to connect you with. Also s/he may have ideas you should consider. *Speakers Bureau lead*(s) are continually fielding requests for presentations from the public and so could have a 'feel' for what people are looking for. Other Master Gardeners, especially those with a shared interest in your presentation topic are ideal sources for help. Whether you prefer to work alone or in a group, it is always a good idea to build a network of interested individuals that you can bounce your ideas off of.

Getting WSU EMG APPROVED. First, let's cover what this process is *not*. You are not going back to college and having a professor grade your work. The people reviewing these presentations have their daytime jobs and just do not have time for that. Further, because your presentation is built from publicly available information, this process is also not a "Peer Review" which is suited for original research to be published for the first time.

What this process *is* about is this: because you used publicly available information of (likely) copyrighted material, the WSU EMG APPROVED process is geared at ensuring that you comply with the "Fair Use" exemptions of copyright protection laws. Copyright laws are complex and we will not delve into them here, but in "laypersons" terms you are OK to use copyrighted materials for your presentation so long as it is for *non-commercial educational purposes*, you make *minimal use of directly copying* and instead summarize your learnings; and when you use a photograph, image or chart you *credit your source*.

To repeat: the reviewer is not going to grade or validate your 'research'. Rather the job is primarily three things:
1. Ensure you pulled your material from a valid source.
2. Check all photos-images-graphs are properly credited.
3. You may also get an occasional 'have you thought about' if you trigger a thought in the reviewer.

So, the biggest effort is tackling the Crediting process.

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The Steps You Go Through. You will upload your presentation in _PDF format* with Presenters Notes included_ to a website. Once uploaded, a reviewer will be assigned and will read through your presentation: validating source material; testing your logic; and possibly making suggestions. The reviewer will then either:

1. <u>Accept</u>. You are good to go. No changes required. Your accepted presentation will be posted on the State Program Website, and available to EMGs throughout the state for future presentations.

2. <u>Reviewed</u>. This means the reviewer is asking for changes. Your PDF will be returned with comments added for you to research and edit. You can then re-submit the presentation for another pass. _Note_: the reviewer isn't going to 'fix' it for you. Rather they will just point out the concerns for you to research and fix.

3. <u>Reject</u>. If you performed your 'check-in' step above, this is unlikely. It generally means you created a presentation that isn't aligned with Master Gardener Priorities.

* Location of website: <u>TBD</u>

Mission

Engaging university-trained volunteers to empower and sustain diverse communities with **relevant, unbiased, research-based** horticulture and environmental stewardship education.

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Action Item Checklist. What follows is a step-by-step description of the things you need to do in preparing your presentation.

- **Download the Program Priority Specific Presentation Template for your topic from this <u>location</u>**. (*You need to use these templates because the verifying website, has a maximum file size of 50mb. We deleted slides and streamlined graphics from the 'old' presentation templates to maximize the amount of information you can provide without having your file be too large.*)

- **Add Presentation Notes to your slides**. (*Since slides should minimize text used, use of Presentation Notes helps the Reviewer to understand the points you are making on the slide. You can also supply more information on reference documents here, if necessary. And finally, post-review, having Presentation Notes is helpful for future presenters.*)

- **Pictures & Graphics. Whenever you add a picture or a graphic, you need to credit the source of that picture / graphic with enough information that the public could find that information.**

<u>Tip</u>. The most effective PowerPoint presentations are those that are visually engaging with photos and graphics and are not too dense with text; thus, think bullet points in lieu of detailed sentences. Key take home messages should be included on slides, but detailed talking points should be reserved for "speaker notes."

Key Elements of Effective Presentations

1. Descriptive or engaging title
2. Name and contact information of speaker *(if more information needed, or follow-up)*
3. Objective of presentation to ensure participants know what to expect
4. List of key discussion topics or broad outline of the seminar
5. Summary of key messages at the close of the presentation
6. List of resources or references for more information
7. Pause and time for Q&A

"*Tell the audience what you plan to say, say it, then tell them (summary) what you said.*"

<u>Note</u>: an optional 'Lesson Plan Template is included in the appendix to this guide. Some find it helpful in sharpening and organizing your presentation.

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A Note on Plagiarism. WSU guidelines: Plagiarism and use of copyrighted materials without permission is a serious offense. Use of copyrighted materials, including text, tables, illustrations, photos, graphics, video, and audio segments from the works of others, regardless of the source (except for federal entities), are protected by copyright and may not be reproduced by employees, including volunteers, of Washington State University Extension without *explicit written permission from the copyright owner or entity**. Production of materials that contain copyrighted materials, *except for brief sections of text treated as a quotation*, must have written permission to protect Washington State University against copyright infringement claims.

Tip. Copyright laws are complex, even for practicing attorneys. You don't want try to master them.

Guideline: "*When in doubt, leave it out!*"

Ideas or information from other sources may be used without obtaining permission, *provided that the information is expressed in your own words and images* (graphics, tables, charts, photos, etc.). When you use information previously produced by others, professional and moral ethics dictate that you give credit by <u>citing the original source</u>.

* <u>Note</u>: *we have checked with the proper authorities at WSU and they agree that as long as we follow these WSU EMG APPROVED guidelines, we're good with using WSU copyrighted materials.*

Examples. In the following pages, we will walk you through specific examples for:

- Text

- Illustration / Graphics

- Photographs

- Books & Online Documents

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Text Example. The slide at right documents two sources, one relating to the text and another relating to the graphic. We will deal with the **text** on this page and the graphic on the next.

Reminder: the goal is to avoid any appearance of plagiarism. If you are expressing the information in your own words with images from different sources, you should be fine. But if you are making a 'direct lift' of text from a source document, especially if you are also including that document's images, then professional ethics dictate that you quote the source.

In this case, the 'bullet points' were sourced from an on-line document. You list the link to the document in your presentation as shown. Similarly, if you are using a quote, don't forget quotation marks.

Example: Text

How does soil life create soil structure?

- Bacteria secretions glue clays, silts and sands together into micro-aggregates.
- Micro-aggregates are bound together by fungal hyphae, root hairs and roots.
- Spaces are made by moving arthropods & earthworms, and decaying roots.
- Only when all organisms are present can roots and water move into the soil with ease.

Cyst
Amoeba
Flagellate
Bacterial Colonies
Nematode
Ciliate
Clay-Organic Matter Complex
Decomposing Plant Cells
Fungal Hyphae and Spores
Actinomysete hyphae and Spores

Illustration credit: S. Rose and E.T. Elliott, reprinted from the *Soil Biology Primer*, available by calling 1-800-THE SOIL

https://www.swcs.org/resources/publications/soil-biology-primer/

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In example above, add the word 'Credit:' to the link

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Images Example. (Illustrations, Charts, Tables, etc..). The slide at right documents two sources, one relating to text and another relating to the image. Here, we're dealing with the **image**.

In the added footnote, the following components are listed:

- Illustration (or graphic, or chart, etc.) Credit

- Author(s), last name first

- How to access the original Illustration. In this case, the title of the source document is listed with a phone number. If an online resource, then you can just supply the link.

In the case of WSU sourced materials, you label: '**Credit WSU**'. WSU is most sensitive to information that can change over time, like the data in graphs. Because of this, you add the **date** you accessed the information with a **link** to the source.

Example: Illustrations & Charts

Note the format used:
- "Illustration credit"… then…
- Authors… (last name first) then…
- Publisher…then…
- Information on how you can source the document. In this case, by calling an 800 number. Online source would be the url link.

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Photographs Example. Because of the frequency of adding photos to a presentation and the common business practice of charging for the use of photos, extra care should be exercised in sourcing photographs for your presentation.

When looking for photographs, you should consider the following sources in order:

- **Fellow Extension Master Gardeners** (EMG): if either you or one of your peers supplies the photos, then you know the source is a good one. Confirm there are no copyright issues but still, give the 'photo credit' with the Master Gardener's name. Supply the EMG suffix and the year the photo was taken, if known.

- **Wikipedia**: Wikipedia & Wikipedia Commons should be your next stop in your hunt for photos (and graphics). Their goal is to make this kind of information freely available. They have a nice write-up on rights issues here: https://en.wikipedia.org/wiki/Wikipedia:Ten_things_you_may_not_know_about_images_on_Wikipedia Note that the crediting rules are to list the name of the original photographer, which they provide. So in this credit, you would list 'photo credit' then 'wikipedia' then 'photographer name'.

Example: Photographs

Contents:

- Introduction & Overview
  - 'Climate Change 101'
- The Suburban Yard
  - The Lawn
  - Garden Beds
  - Veggie Garden

Photo credit: Teresa Casson (EMG) 2023

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- **Free Photo Websites**: On the internet, there are many websites that offer free photos. (Two that come to mind are: pixabay.com and pexels.com) Note that their business model is two fold. For free photos, they also ask for a donation. Second, they intermix copyrighted, fee photos into the inventory. So make sure you are getting a truly free photo. (It's your decision if you want to toss a few bucks the photographer's way). When giving credit. Same rule: 'Photo Credit' then 'Source Website' then 'Photographer name'…. In some cases they also provide a number so you can go right to the photo. When present, include that.

- **WSU**: In the case of Photographs you can simply 'Credit: WSU' with that text linked to the "Resources" page in your presentation. On the Resources page you state: *Washington State University has granted permission to use all photographs with the '**Credit: WSU**' designation*

- **Wild, Wild, West**: After the above sources, you are on your own. Federal Government is generally 'OK' to use. If you really have to have the material in question and are not sure, then you need to track down the copyright holder and get their "express written permission" to reproduce it. If you have done that, include a copy of that authorization in the Resources section.

Example: Photographs

If it stays:

- Minimize 'carbon inputs'
- Reduce synthetic fertilizers
- Optimize watering

If you want it to look like a golf course, think the rough, *not* the putting green

Mow it long: 2" to 3"
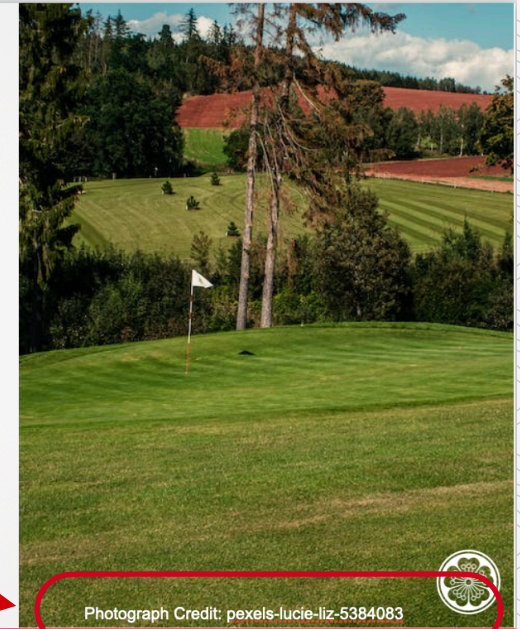
Photograph Credit: pexels-lucie-liz-5384083

Tip. Copyright laws are complex, even for practicing attorneys. So if something *might* be copyrighted and you cannot track down the source:
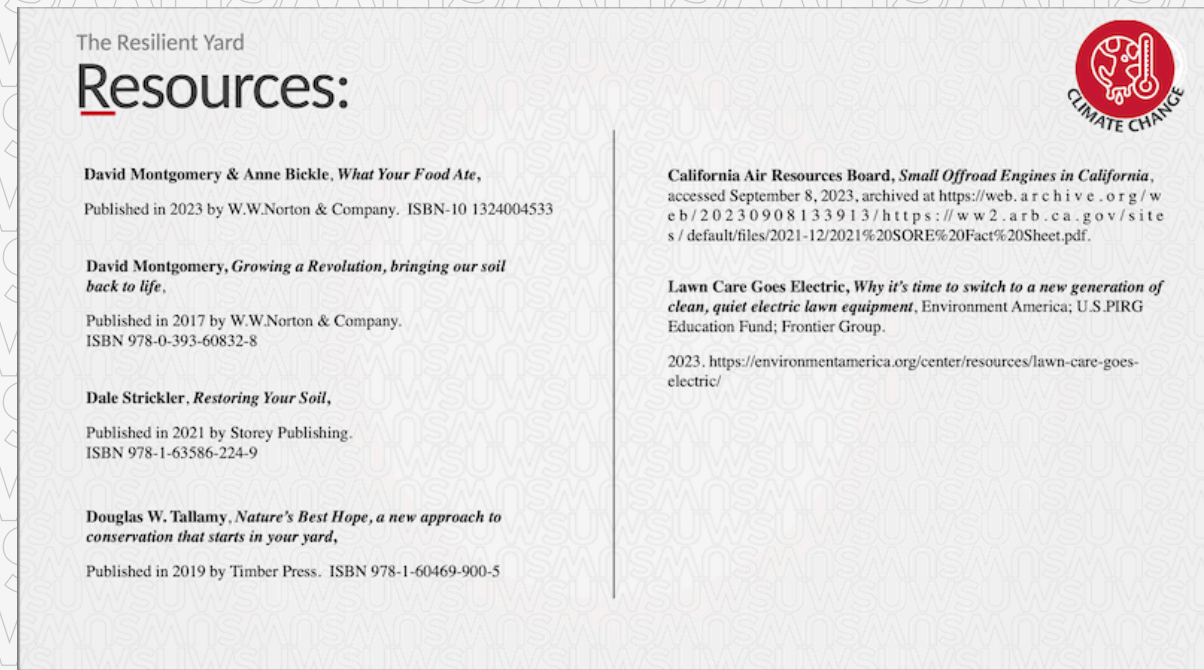
Guideline: "*When in doubt, leave it out!*"

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The Resources Page. After you have given appropriate credit to relevant text and images within your presentation, you need to add a page at the end to give credit to significant sources used in the creation process. It is a good idea to separate out books from online documents as in this example. Here's the relevant guidelines:

- **Books**. Author, Title & *Subtitle*, Year, Publisher & ISBN (either 10 or 13 digit)

- **Online Documents**. Author, Title & *Subtitle*, Publisher & Date you accessed the document, link. Provide the full link to the document in question.

- **Footnote**: "*Washington State University has granted permission to use all photographs with the '***Credit: WSU***' designation*"

The Resilient Yard

Resources:

David Montgomery & Anne Bickle, *What Your Food Ate*,

Published in 2023 by W.W.Norton & Company. ISBN-10 1324004533

David Montgomery, *Growing a Revolution, bringing our soil back to life*,

Published in 2017 by W.W.Norton & Company.
ISBN 978-0-393-60832-8

Dale Strickler, *Restoring Your Soil*,

Published in 2021 by Storey Publishing.
ISBN 978-1-63586-224-9

Douglas W. Tallamy, *Nature's Best Hope, a new approach to conservation that starts in your yard*,

Published in 2019 by Timber Press. ISBN 978-1-60469-900-5

California Air Resources Board, *Small Offroad Engines in California*, accessed September 8, 2023, archived at https://web.archive.org/web/20230908133913/https://ww2.arb.ca.gov/sites/default/files/2021-12/2021%20SORE%20Fact%20Sheet.pdf.

Lawn Care Goes Electric, *Why it's time to switch to a new generation of clean, quiet electric lawn equipment*, Environment America; U.S.PIRG Education Fund; Frontier Group.

2023. https://environmentamerica.org/center/resources/lawn-care-goes-electric/

Tip. This section can double as your 'suggested readings' section, so be generous in supplying books/documents. Better to have too many than not enough.

Appendix:
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* Optional Materials *

- **Lesson Plan Template**: Some speakers find it helpful to create a lesson plan. Click on the link below to download a Word Template than can help you organize your thoughts around learning objectives and help with some of the practical questions of giving a presentation. *Lesson Plan Template Word Document*

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