

# Illinois Extension Communications Best Practices

## Required Statements



Extension was authorized by the passage of the Smith-Lever Act in 1914. The federal law established the Cooperative Extension Service to be administered through each state's land-grant university. In Illinois, Extension operates through the College of Agricultural, Consumer and Environmental Sciences at University of Illinois Urbana-Champaign.

Funding for Extension includes federal funds and grants, state funds and grants (through the Illinois Department of Agriculture), local

municipalities (both allocations and tax levies), and private donations. With this complex funding structure comes specific requirements for transparent acknowledgment of affiliations, as well as adherence to all non-discrimination and accessibility policies of the federal and state governments and the university.


This chart outlines approved language for each required statement. Be sure to check out the specific requirements for common Extension products following the chart.

| Statement type  | Approved language   | Details about using the statement   |
|---|---|---|
| ADA Statement A<br><i>For in-person and virtual events, workshops, and classes.</i> | <p>If you need a reasonable accommodation to participate, please contact the event coordinator.</p> <p>We suggest you also include:<br/>Early requests are strongly encouraged to allow sufficient time to meet access needs.</p> | <p>Commonly referred to as the accommodation statement. If you have questions about how to respond to a requested accommodation, contact <a href="#">Camaya Wallace Bechard</a>.</p> <p>This is typically included near registration details.</p>   |
| ADA Statement B<br><i>For online learning courses</i>                               | <p>If you experience any problems accessing or receiving the information in this course, or have feedback on the design, please email <a href="mailto:extension@illinois.edu">extension@illinois.edu</a> for assistance.</p>      | <p>This notice will be embedded with all Extension Online Courses. For language to promote an online learning experience, use the ADA Statement A, listed above.</p>  |
| Cooperating Statement   | <p>University of Illinois, U.S. Department of Agriculture, Local Extension Councils Cooperating.</p>  | <p>Required on all print or digital documents and presentations, usually with the Equal Employment Statement.</p> <p>This statement is included in the official Extension video bumper which can be found on the CommIT website.</p>  |
| Equal Employment Opportunity Statement  | <p>(For print) University of Illinois Extension provides equal opportunities in programs and employment.</p>  | <p>Required on all print or digital documents usually with the Cooperating Statement.</p> <p>This statement is included in the official Extension video bumper which can be found on the CommIT website.</p>  |
| Funding Source Restrictions<br><i>For use with Smith- Lever funds</i>               | <p>Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture by the Director, Cooperative Extension Service, and University of Illinois.</p>   | <p>When Smith-Lever funds are used for printing, this statement should be included in the document. It is typically included in the footer of the last page with the Cooperating Statement and the Equal Opportunity Statement.</p> <p>Other types of funding, such as grants and contracts, may have their own restrictions on the use of funds. It is up to grant recipients to ensure language compliance.</p> |
| Copyright for Educational Content   | <p>©2024 University of Illinois Board of Trustees. For permission to reprint, revise, or otherwise use, contact <a href="mailto:extension@illinois.edu">extension@illinois.edu</a>.</p>   | <p>Use this on educational materials, including publications, training guides, and presentations. Marketing materials do not need the copyright notation, except for branded or trademarked creatives. The date should advance each year.</p>   |

| Statement type            | Approved language   | Details about using the statement  |
|---------------------------|---|--|
| Press Release Boilerplate | University of Illinois Extension develops educational programs, extends knowledge, and builds partnerships to support people, communities, and their environments as part of the state's land-grant institution. Extension serves as the leading public outreach effort for University of Illinois Urbana-Champaign and the College of Agricultural, Consumer and Environmental Sciences in all 102 Illinois counties through a network of 27 multi-county units and over 700 staff statewide. Extension's mission is responsive to eight strategic priorities — community, economy, environment, food and agriculture, health, partnerships, technology and discovery, and workforce excellence — that are served through six program areas — 4-H youth development, agriculture and agribusiness, community and economic development, family and consumer science, integrated health disparities, and natural resources, environment, and energy. | <p>Include with all media releases. Typically included as the final paragraph of a release.</p> <p>May also be used in other settings where you need a simple, straightforward summary of Illinois Extension and our portfolio of work and programs.</p> |
| Physical Address          | (insert your county's) Physical address, phone, email   | To comply with the CAN-SPAM Act, a physical address is required for all digital newsletters. Include the contact information for the office someone would reach out to with questions, which could be a local, regional, or state office.                |
| College Affiliation       | College of Agricultural, Consumer and Environmental Sciences  | Required on all Extension publications, documents, videos, websites, and merchandise. It may appear anywhere in the document. See Extension Branding and Wordmark Best Practices Guide for more info.  |

Block I  


Extension Name  


Wordmark  


Brand Elements: The following branding components are typically included in most Extension materials. They are listed here for ease of reference.

For series questions or if you will need a reasonable accommodation to participate in this program, contact Nikki Keltner at [nkeltner@illinois.edu](mailto:nkeltner@illinois.edu), 815-235-4125. Early requests are strongly encouraged to allow sufficient time to meet access needs.

**SOURCES/WRITERS:** [Grant McCarty](#), local food systems and small farms educator, Illinois Extension; Farm Commons series media kit.

**EDITOR:** [Jenna Braasch](#), media communications coordinator, Illinois Extension

**ABOUT FARM COMMONS:** Farm Commons is a national nonprofit organization specializing in legal education for farmers. Our mission is to empower farmers to resolve their own business law issues within an ecosystem of support. Through education, leadership development, and community-based problem-solving around business law, agricultural communities become stronger and more resilient. The result is a legacy of sustainable farms and a community-based food system for everyone. At Farm Commons, paperwork is powerful.

**About Extension:** University of Illinois Extension develops educational programs, extends knowledge, and builds partnerships to support people, communities, and their environments as part of the state's land-grant institution. Extension serves as the leading public outreach effort for University of Illinois Urbana-Champaign and the College of Agricultural, Consumer and Environmental Sciences in all 102 Illinois counties through a network of 27 multi-county units and over 700 staff statewide. Extension's mission is responsive to eight strategic priorities — community, economy, environment, food and agriculture, health, partnerships, technology and discovery, and workforce excellence — that are served through six program areas — 4-H youth development, agriculture and agribusiness, community and economic development, family and consumer science, integrated health disparities, and natural resources, environment, and energy.

Sample media release



Sample social media post



Register now!

[go.illinois.edu/FourSeasons](https://go.illinois.edu/FourSeasons)

If you need a reasonable accommodation to participate, please contact the event coordinator:

Gemini Bhalsod  
[gbhalsod@illinois.edu](mailto:gbhalsod@illinois.edu)



**Illinois Extension**  
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

**College of Agricultural, Consumer and Environmental Sciences**

University of Illinois, U.S. Department of Agriculture, Local Extension Councils Cooperating.  
University of Illinois Extension provides equal opportunities in programs and employment.

Sample event flyer footer

## Use Cases:

These use case examples highlight which statements are required for common Extension materials.

### Promotional Flyer | Marketing Brochure

- Extension wordmark
- ACES College affiliation
- Cooperating statement
- Equal opportunity statement
- ADA statement A (if promoting a meeting, event, or webinar)
- Contact information

### Social Media Marketing

- Block I logo
- Extension Name

### Video (all items included in the official Extension video bumper)

- Block I logo
- Extension Name
- ACES College affiliation
- Cooperating statement
- Equal opportunity statement

### Print Newsletters

- Extension wordmark
- ACES College affiliation
- Cooperating statement
- Equal opportunity statement
- ADA statement A (if promoting a meeting, event, or webinar)
- Contact information

### E-newsletter

- Extension wordmark
- ACES College affiliation
- Cooperating statement (typically a link in footer)
- Equal opportunity statement (typically a link in footer)
- ADA statement A (if promoting a meeting, event, or webinar)
- Physical address of the office sending the newsletter
- Copyright statement (if including educational content)

### Print Curriculum | Educational Publications

- Extension wordmark on the cover of the publication
- ACES College affiliation
- ADA statement B (if course permanently housed online)
- Copyright statement
- Cooperating statement
- Equal opportunity statement
- Smith-Lever statement (if applicable)

### Powerpoint

- Block I logo
- Extension Name
- Copyright statement
- Cooperating statement
- Equal opportunity statement
- ADA statement B

### Website

- Cooperating statement (typically a link in footer)
- Equal opportunity statement (typically a link in footer)
- Web Privacy Notice (typically a link in footer)

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UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

[extension.illinois.edu](https://extension.illinois.edu)