Citing Your Sources Using Chicago (Turabian) Style

for slide presentations (revised September 17, 2025)

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Sample source note for slides

How Industries Are Using AI

- Restaurants
  - Brand reputation monitoring
  - Menu development
  - Pricing and cost analysis
- Healthcare
  - Patient monitoring
  - Diagnostic testing
  - Electronic health records management

AI-based patient monitoring dashboard
Photo: Columbia University Medical Center via *The Wall Street Journal*

Sources: *Nation's Restaurant News*, February 9, 2023; *The Wall Street Journal*, June 15, 2023

Notice the following:

- There are two sources listed at the bottom in alphabetical order and separated by a semicolon (;).
- The sources listed tell the audience where you got the information included in the slide, including the image and any insights that you have synthesized – in other words, citations are not just for direct quotes.

Sample bibliography for appendix

Bibliography

Bannon. Lisa. "When AI Overrules the Nurses Caring for You: Artificial Intelligence raises difficult questions about who makes the call in a health crisis: the human or the machine," *The Wall Street Journal*, June 15, 2023. Accessed July 5, 2023. Retrieved from Factiva.

Brown, Tyler. *The Bank in 2025: Strategies for Meeting the US Open Banking and BaaS Opportunities.* New York: eMarketer Pro, Insider Intelligence, March 10, 2022. Accessed June 28, 2023. Retrieved from eMarketer Pro.

Economist Intelligence Unit. GDP Growth Brazil. 2018-2028. Raw data. Accessed June 29, 2023. Retrieved from Economist Intelligence Unit. London.

McBride, Kelly. "The Difference Between Skeptics and Deniers." *Public Editor* (blog), NPR, May 3, 2023. https://www.npr.org/sections/publiceditor/2023/05/05/1174289395/the-difference-between-skeptics-and-deniers

"Our Workplace." Amazon.com, Inc.2023. Accessed July 5, 2023. https://www.aboutamazon.com/workplace.

Perry-Smith, Jill. "GBL Shorts: Library Questionary with Jill Perry-Smith" Interview by Goizueta Business Library. *Goizueta Business Library Blog*, October 7, 2022

Social Media Trends: Spotlight on Content Creators - US - 2023. Chicago: Mintel, 2023. Accessed June 28, 2023. Retrieved from Mintel.

Sotheby's. "Provenance (Episode 4)." Video series. *The Value of Art*, 2016. https://www.sothebys.com/en/videos/the-value-of-art-episode-4-provenance?locale=en.

"Supporting Small Business." Call Number Podcast (American Libraries Association), May 15, 2023, https://soundcloud.com/dewey-decibel-703453552/episode-83-supporting-small-business.

The Coca-Cola Company. *Form 10-Q April 26, 2023.* Retrieved from FactSet.

Westercamp, Laura. "Digital Health and MedTech; New Signals for Transformation." Accenture. 2022. Accessed July 5, 2023. https://www.accenture.com/content/dam/accenture/final/industry/life-sciences/document/Accenture-PoV-MedTech-Digital-Health.pdf#zoom=40

Notice the following:

- The citations are listed in alphabetical order by the first letter of the citation (whether that is the author or title).
- They have a "hanging" indentation, which means the second line of text is slightly indented for each entry – you can find this feature in the *Paragraph* formatting box, under the *Indentation* options.

Why do I need citations in a slide presentation?

Giving credit to the sources you reference in your presentation is not only about **compliance with copyright laws**, but it's also a critical part of **building credibility** and trust with your audience. This guide shows you how to:

- **CREATE SOURCE NOTES:** Show your audience what sources you used to create the content on each slide. A source note goes at the bottom of the slide in a font size that is easily legible for the audience. If there is more than one source to include on a slide, you can list them in alphabetical order separated by a semi-colon.

- **CREATE A BIBLIOGRAPHY**: List **all the sources you used in the research process** for the project. It includes all the sources cited on your slides and can also include other sources that were helpful but were not cited. It is usually included in the appendix of your deck.

- **CREDIT IMAGES:** Give proper attribution to any images you use in your presentation.

How to cite business sources

The table below lists types of sources typically used for business school projects. For each type of source, it provides a description, a sample citation for a bibliography, and a sample source note that would go at the bottom of a slide. Typical information you need to know about your source are:

- author or editor
- publisher
- title
- publication date
- the date of access
- the database or site

You can also use sites like Zbib, Citation Machine ,or TypeCite to create citations. Be sure to double check the auto-generated citations and correct any errors. This guide demonstrates Chicago (Turabian) Style, which is commonly used in business sources. If you are using a different style, such as MLA or APA, you should consult the appropriate style guides or use an online citation generator.

Source	Description	Bibliography (in your appendix)	Source Note (on the slide)
Industry or Market Research Report from a GBL Database	Frequently used GBL databases for industry and market research include First Research, EMIS, S&P NetAdvantage, Mintel, and GlobalData Explorer. When a report does not list a specific author, start with the title of the report.	Brown, Tyler. *The Bank in 2025: Strategies for Meeting the US Open Banking and BaaS Opportunities.* New York: eMarketer Pro, Insider Intelligence, March 10, 2022. Accessed June 28, 2023. Retrieved from eMarketer Pro.	Source: eMarketer Pro, 2023
Industry or Market Research Report from a GBL Database (No author)		*Social Media Trends: Spotlight on Content Creators - US - 2023*. Chicago: Mintel, 2023. Accessed June 28, 2023. Retrieved from Mintel.	Source: Mintel, 2023
Industry or Market Research Report from the Web	Government agencies, trade/professional associations, and similar institutions within an industry publish industry and market research reports that are available to the public. When the report does not list a specific author, start with the title of the report.	"Quarterly Report on Household Debt and Credit 2023:Q1." Federal Reserve Bank of New York, May 2023. https://www.newyorkfed.org/medialibrary/Interactives/householdcredit/data/pdf/HHDC_2023Q1.pdf?sc_lang=en.	Source: Federal Reserve Bank of New York, May 2023
Consulting Firm White Paper from the Web	Consulting firms like Deloitte, PWC, McKinsey, and Bain typically publish industry-related white papers that are free to access and download.	Westercamp, Laura. "Digital Health and MedTech: New Signals for Transformation." Accenture. 2022. Accessed July 5, 2023. https://www.accenture.com/content/dam/accenture/final/industry/life-sciences/document/Accenture-PoV-MedTech-Digital-Health.pdf.	Source: Accenture, 2022

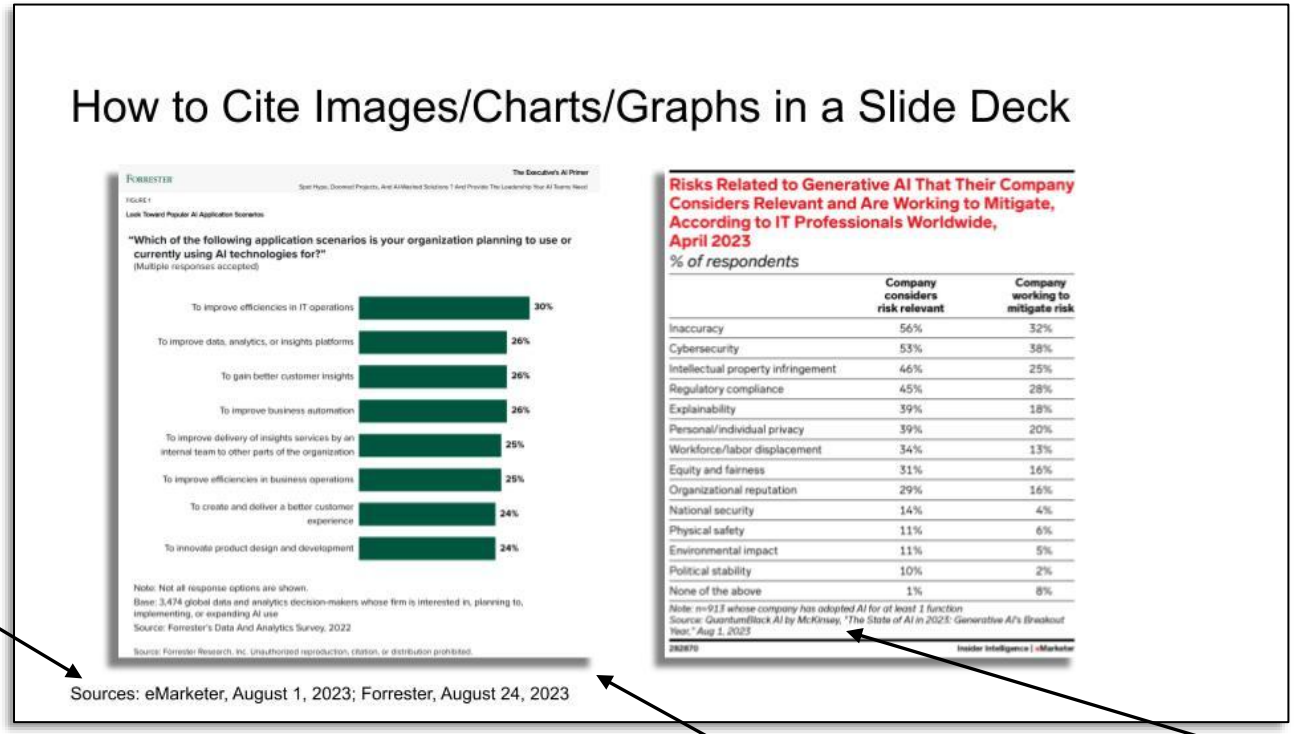
Report from a Government Website, NGO, or Trade/Professional Association	Government agencies, non-profit organizations, trade/professional associations and reputable institutions within an industry sometimes publish reports related to their field. Among other topics, they might share survey data from their membership or community of interest, periodic updates on the state of the industry, or proceedings from events.	"Independent Film and Media Field Briefing (2022)." National Endowment for the Arts, November 2022. https://www.arts.gov/about/publications/independent-film-and-media-field-briefing-2022.	Source: National Endowment for the Arts, November 2023
Digital News or Magazine Article from a GBL Database	Frequently used GBL databases for digital news or magazine articles include Factiva and Business Source Complete.	Bannon. Lisa. "When AI Overrules the Nurses Caring for You: Artificial Intelligence raises difficult questions about who makes the call in a health crisis: the human or the machine," *The Wall Street Journal*, June 15, 2023. Accessed July 5, 2023. Retrieved from Factiva.	Source: *The Wall Street Journal*, June 15, 2023
Digital News or Magazine Article from the Web	Frequently used web sources for digital news or magazine articles include Forbes, Fortune, and trade publications like Nation's Restaurant News.	Fantozzi, Joanna. "How the New Generation of AI will Impact the Restaurant Industry," *Nation's Restaurant News*, February, 9, 2023. Accessed July 5, 2023. https://www.nrn.com/technology/how-new-generation-ai-will-impact-restaurant-industry.	Source: *Nation's Restaurant News*, February 9, 2023
Company Website	Use this format for information about a company on its website, such as the "Products," "About Us," or "Investor Relations" sections. For reports or blog posts published on the company website, you should use the Consulting Firm White Paper, Press Release, or Blog formats.	"Our Workplace." Amazon.com, Inc. 2023. Accessed July 5, 2023. https://www.aboutamazon.com/workplace.	Source: Amazon.com, Inc. Company Website, 2023

Press Release from a Company Website	Press Releases can also be found in GBL databases like Factiva or Nexis. In that case, use the same format as for "Digital News or Magazine Article from a GBL Database."	Netflix, Inc. "NewFest and Netflix announce 2023 recipients of New Voices Filmmaker Grant to support emerging LGBTQ+ filmmakers." News release, June 21, 2023. Netflix, Inc. Accessed July 5, 2023. https://about.netflix.com/en/news/netflix-and-newfest-announce-filmmaker-grant-recipients.	Source: Netflix, Inc. Company Website, June 21, 2023
Datasets from a GBL Database	Frequently used GBL database sources for datasets include Bloomberg, FactSet, and DataPlanet.	Economist Intelligence Unit. GDP Growth Brazil. 2018-2028. Raw data. Accessed June 29, 2023. Retrieved from Economist Intelligence Unit. London.	Source: Economist Intelligence Unit, 2018-2028
Datasets from a Website	Frequently used web sources for datasets include government, NGO, or banking websites such as the Bureau of Labor Statistics or the United Nations' FAOSTAT.	United States Bureau of Labor Statistics. Consumer Price Index Summary Nov. 2022-May 2023. Raw data. Accessed June 29, 2023. https://www.bls.gov/data.	Source: US Bureau of Labor Statistics, 2022-2023.
SEC Filing from SEC.gov or a Company Website	Reports filed by public companies with the Securities & Exchange Commission are available to the public via the SEC EDGAR website and the company website.	The Coca-Cola Company. *Form 10-Q April 26, 2023*. Accessed June 29, 2023. Retrieved from https://www.sec.gov/Archives/edgar/data/21344/000002134423000024/ko-20230331.htm. The Coca-Cola Company. *Form 10-Q April 26, 2023*. Accessed June 29, 2023. Retrieved from https://investors.coca-colacompany.com/.	Source: The Coca-Cola Company 10-Q, April 26, 2023
SEC Filing from a GBL Database	You can also find SEC public company filings in several GBL databases, such as LSEG Eikon, FactSet, and Bloomberg.	The Coca-Cola Company. *Form 10-Q April 26, 2023*. Retrieved from FactSet.	Source: The Coca-Cola Company 10-Q, April 26, 2023
Wall Street Analyst Report from a GBL Database	Wall Street Analyst Reports are accessed from the GBL database LSEG Eikon (formerly Refinitiv).	Casella, Carla, and Michael A Coppola. *The Home Depot: Building a Better View Management Meeting Takes.* New York: J.P. Morgan, June 22, 2023. Accessed June 29, 2023. Retrieved from LSEG Eikon.	Source: LSEG Eikon, 2023

E-Book from a GBL Database	Follow the examples for citing e-books and audiobooks that you find on GBL databases like OverDrive.	Roetzer, Paul, and Mike Kaput. *Marketing Artificial Intelligence: AI, Marketing, and the Future of Business*. Dallas, TX: Matt Holt Books, 2022. Retrieved from Overdrive Business eBooks and Audiobooks.	Source: Paul Roetzer and Mike Kaput, *Marketing Artificial Intelligence*, 2022
Blog Post – from a stand-alone blog	Use this format for citing stand-along blogs.	Mewburn, Ingur. "Mind the Gap (In the Literature)." *The Thesis Whisperer* (blog), May 26, 2023. https://thesiswhisperer.com/2023/05/26/literaturereviewpain/.	Source: The Thesis Whisperer, May 26, 2023
Blog Post – from a larger publisher's site	Use this format for citing blogs that are embedded on a publisher or company site, such as a blog on NPR or on the New York Times website.	McBride, Kelly. "The Difference Between Skeptics and Deniers." *Public Editor* (blog), NPR, May 3, 2023. https://www.npr.org/sections/publiceditor/2023/05/05/1174289395/the-difference-between-skeptics-and-deniers.	Source: Public Editor (NPR), May 5, 2023.
Interview - unpublished	Use this format for interviews you conduct that are unpublished. If the interview was part of a focus group in which the participants must remain anonymous, there is no need to cite.	Anderson-Strait, Malisa (Business Librarian, Goizueta Business Library). Interviewed by Saira Raza at Goizueta Business Library, January 2023.	Source: Malisa Anderson-Strait Interview, May 2023
Podcast	Podcasts can be published on many platforms. In your citation, you should use the link from the source where you listened to it (YouTube, Soundcloud, etc.). But the rest of the citation and your source note should reflect the title of the episode, the name of the podcast and the publisher/producer of the podcast.	"Supporting Small Business." Call Number Podcast (American Libraries Association), May 15, 2023. https://soundcloud.com/dewey-decibel-703453552/episode-83-supporting-small-business.	Source: Call Number Podcast (ALA), May 15, 2023
Social Media Post	Cite a social media post when you are referring to the author's original text in the post, *not* a linked article or other content that is being shared.	James, Gareth. "Dear Haas, thank you for the invitation..." Social Media Post. *LinkedIn*, July 11, 2023. https://www.linkedin.com/posts/gareth-james-b719b613_dear-haas-thank-you-for-the-invitation-activity-7084360873653268481-EinJ?utm_source=share&utm_medium=member_desktop.	Source: Gareth James, *LinkedIn*, July 11, 2023

TV or Streaming Broadcast	Use this citation format for video media that you acquired through a broadcast network or streaming service that has an editorial or in-house production process. In other words, these are materials that are not self-published (as on YouTube or a business website), but rather distributed by a studio or production company.	"America's Dangerous Trucks." Streaming. *Frontline.* Season 2023, episode 11, PBS, June 13, 2023. https://www.pbs.org/video/americas-dangerous-trucks-chm6gu/.	Source: *Frontline*, June 13, 2023
Video from a Website	Use this citation format when citing a video that was self-published on a company or personal website.	Sotheby's. "Provenance (Episode 4)." Video series. *The Value of Art*, 2016. https://www.sothebys.com/en/videos/the-value-of-art-episode-4-provenance?locale=en.	Source: Sotheby's, 2016
Generative A.I.	Always confirm with your instructor if using generative A.I. is acceptable for each assignment. You should credit an A.I. source when you reproduce its words in your work as a source note. If you want to include your original chat with the generative A.I. in the bibliography, you must create a shareable link using ShareGPT or A.I. Archives.	OpenAI, September 20, 2023.*Explain how credit default swaps work."* ChatGPT. https://sharegpt.com/c/uACy7Ig.	Source: Text generated by ChatGPT, OpenAI, September 20, 2023. https://sharegpt.com/c/uACy7Ig OR Source: OpenAI, *"Explain how credit default swaps work,"* ChatGPT, September 20, 2023. https://sharegpt.com/c/uACy7Ig

How to credit images, charts, and graphs



Since there are two sources used in this slide, we must note both of them. Separate multiple source notes with semi-colons, and list them in alphabetical order.

Remember, not only do you need to provide the source note on the slide, but you also need to include citations for these in your bibliography. For example, on this slide, we've listed "Forrester, August 24, 2023" as one of our source notes. In the bibliography, you will include the full citation of the resource you used to find the information:

Purcell, Brandon, Jeremy Vale, and Rowan Curran. *The Executive's AI Primer*. Forrester, August 24, 2023. Accessed September 13, 2023. Retrieved from Forrester.

These charts were captured from eMarketer and Forrester. Notice that eMarketer lists McKinsey as its source. I found the Forrester image in a report entitled "The Executive's AI Primer," but Forrester lists another of its own publications as the source. **You need to cite where *you* found the source, not where the author found the information.**

Why? When you're presenting, you want the audience to be able to trace *your* research journey to the sources that you used.