



The Kansas 4-H Policy (2025) outlines the publicity release for 4-H members, participants, and volunteers as detailed in Section 5.6. For the 2024-2025 4-H year, follow-up questions to the publicity release were added to help clarify what parents/guardians agree to or do not agree to as it relates to their child. These have been evaluated and continue to be edited for clarity.

Below is the publicity release as it reads in 4-H Online:

Publicity Release

I waive any rights to and consent to the recording and use of my or my child's name, image, and Likeness by the Local Extension Unit, Kansas State University (including the State 4-H Office), and the Kansas 4-H Foundation (collectively, "Releasees"). I understand and voluntarily authorize the Releasees to: (1) record my or my child's participation and appearance using video, audio, photo, writing, electronic means, and/or any other medium (collectively referred to as "Media"); (2) use, reproduce, and/or publish my or my child's name, image, or Likeness (meaning voice, biographical material, and/or other private and/or public facts and/or opinions) in connection with or separate from these Media; (3) exhibit and distribute such Media and/or name, image, or Likeness in whole or in part, without restrictions or limitation, for any communications, educational, marketing, advertising, publicizing, promotional, and/or any other purpose which the Releasees deem appropriate.

I understand and consent that my or my child's name, image, and Likeness and any Media may be posted on and/or accessible to the public via the Internet and other media. I waive any right that I or my child may have to inspect and/or approve any finished Media, name, image, or Likeness products or the use to which it may be applied, and I understand and consent that neither I nor my child will receive financial compensation in exchange for use of the Media, name, image, and/or Likeness. Without limiting the foregoing releases, waivers, and discharges, I (and on behalf of the successors) specifically hold the Releasees harmless from any and all types of liability related to the Media and/or name, image, or Likeness, including without limitation, for negligence or invasion of privacy of any and all types, and for damages to my person, property, and/or reputation, including without limitation damages related to any blurring, distortion, alteration, or optical illusion that may occur and/or be produced in any manner whatsoever.

Following these paragraphs, a statement reads:

I understand that if I mark 'I Do Not Agree' to this publicity release, Kansas State Fair entry cards, schedules, and results will not be displayed in person or on the website. Additional examples that will also follow suit include (but are not limited to):

- State and local contests
- State and local press releases
- Photographs
- Social media posts, etc.

- I Agree
 I Do Not Agree

After agreeing to or not agreeing to the publicity release as a whole, parents/guardians are asked to indicate what they will allow the Releasees (“Local Extension Unit, Kansas State University (including the State 4-H Office), and the Kansas 4-H Foundation”) to use the following for publicity purposes during this 4-H year for this 4-H member. Due to the limitations of 4-H Online, unfortunately, we are not able to utilize the “if yes, then...”.

Regardless of the parents’/guardians’ answer to the publicity release, the questions below supersede the answer to let Extension Professionals know what is allowed or not allowed. The questions cover the following items:

- First Name
- Last Name
- Extension Unit
- Name of 4-H Club (or town)
- Media (Media is referred to as the record of my or my child’s participation and appearance using video, audio, photo, writing, electronic means, website, and/or any other medium)
- Print-only Media
- Social Media
- County Fair (see question for specific details)

Here is how the questions appear in 4-H Online:

Publicity Release – First Name

Please indicate if you agree to allow the Releasees to use this individual's First Name for publicity purposes during this 4-H year for this 4-H member.

- I Agree
 I Do Not Agree

Publicity Release – Last Name

Please indicate if you agree to allow the Releasees to use this individual's Last Name for publicity purposes during this 4-H year for this 4-H member.

- I Agree
- I Do Not Agree

Publicity Release – Extension Unit

Please indicate if you agree to allow the Releasees to use this individual's Extension Unit for publicity purposes during this 4-H year for this 4-H member.

- I Agree
- I Do Not Agree

Publicity Release – Name of 4-H Club

Please indicate if you agree to allow the Releasees to use this individual's name of 4-H Club or town for publicity purposes during this 4-H year for this 4-H member.

- I Agree
- I Do Not Agree

Publicity Release – Media

Please indicate if you agree to allow the Releasees to use this 4-H member's information in Media (Media is referred to as the record of my or my child's participation and appearance using video, audio, photo, writing, electronic means, website, and/or any other medium) for publicity purposes during this 4-H year.

- I Agree
- I Do Not Agree

Publicity Release – Print- Only Media

Please indicate if you agree to allow the Releasees to use this 4-H member's information in Print-only Media for publicity purposes during this 4-H year.

- I Agree
- I Do Not Agree

Publicity Release – Social Media

Please indicate if you agree to allow the Releasees to use this 4-H member's information in Social Media for publicity purposes during this 4-H year.

- I Agree
- I Do Not Agree

Publicity Release – County Fair

Please indicate if you agree to allow the Releasees to share information on this 4-H member as it relates to the county fair (i.e., information may be shared with the livestock committee, fair boards, press releases, entry cards, show order signs, auction bills, etc.). If you answer, "I Agree," Extension Professionals will only be able to share the information above that you have indicated that you agree to. If there is any additional information that needs to be shared with any entity as it relates to the county fair, the Extension Professional will need to ask permission separately.

- I Agree
- I Do Not Agree

A custom report titled "**Publicity Answers (MZ)**" was sent to 4-H Online manager accounts. This report responds to publicity-related questions for approved members only.

To access this report:

1. Log into your 4-H Online Manager account.
2. Select **Custom Reports** from the left navigation panel.
3. Locate your county folder in the list of custom report folders. It will appear as a white folder with an orange outline.
4. Click the arrow to the left of the folder to expand it.
5. Scroll down to find the report titled "**Publicity Answers (MZ)**."
6. Copy the report if you need to make edits or run it as is.

Best Management Practices (BMP)

If you have been given permission to publish both the first and last name of a youth, no matter their age, it is a best practice to **ONLY** publish the first name, especially on social media.

If consent has not been granted and you still need to include or announce/print results for a youth, the best practice includes identifying them as:

- A 4-H member from _____ 4-H club
OR
- First name initial, last name initial Participant from _____ 4-H club
 - Example: Chris Clover would be: C.C. Participant from Cloverville 4-H Club

Questions should be directed to the local Extension Office, the Regional 4-H Specialist, or the State 4-H Office.