KANSAS STATE UNIVERSITY

Best Management Practices for 4-H Publicity

The Kansas 4-H Policy (2026) 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 clarify what parents/guardians agree to or do not agree to regarding their child. These have been evaluated and continue to be edited for clarity. For the 2026-2027 4-H year, the eight follow-up questions have been combined into two. This makes them easier for families to answer and easier for Extension Professionals to follow. The County Fair question has been removed.

Below is the publicity release as it reads in Kansas 4-H Policy and 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 that answer to clarify what is and is not allowed. The questions cover the following items:

- Name and Location (First Name, Last Name, Extension Unit, and Name of 4-H Club)
- Media (all forms of Media, including print and social media)

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

Publicity Release: Name and Location
Please indicate if you agree to allow the Releasees to use this 4-H member's First Name, Last Name, Extension Unit, and Name of 4-H Club for publicity purposes during this 4-H year.
☐ I Agree to All (First Name, Last Name, Extension Unit, and Name of 4-H Club)
☐ 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 all forms of Media for publicity purposes during this 4-H year. Media includes the record of my or my child's participation and appearance using video, audio, photo, writing, print, social media, electronic means, website, and/or any other medium.
☐ I Agree
☐ I Do Not Agree

Quick Reference for Extension Professionals

Question	Answer	What it allows
Publicity Release	I Agree	Use the member's identity and likeness broadly for public communications and promotions.
Publicity Release	I Do Not Agree	Do not include the member in public-facing materials.
Name and Location	I Agree to all	Use the member's first name, last name, Extension Unit, and 4-H club name.
Name and Location	I Do Not Agree	Do not use the member's name, Extension Unit, or 4-H club or town.
Media	I Agree	Use the member's information across all media: photos, video, audio, print, websites, and social media.
Media	I Do Not Agree	Do not use the member's information in any media, print or digital.

What Each Release Means

Publicity Release
This is the main publicity permission. When a parent/guardian or adult member selects "I Agree," they give permission to use the member's name, photograph, video, voice, written quotes, and other identifying information for educational, promotional, marketing, news, and communication purposes. This includes materials that may appear online, in print, in videos, on social media, or in presentations.

The member will not receive payment, cannot approve materials before they are published, and understands that information may be publicly available.

If they select "I Do Not Agree," the member should not be included in public-facing materials. This includes (but is not limited to):

- State Fair entry cards, schedules, and results
- County Fair public materials
- Press releases and newspapers
- Newsletters and websites
- Social media
- Promotional photos and videos
- Contest publicity and recognition lists

Name and Location
This question tells Extension Professionals which identifying details may be shared. Here is how the same announcement would read under each answer:

- **I Agree to all:** "Sophia Smith of the Cloverville 4-H Club, Riley County, won Grand Champion."
- **I Do Not Agree:** Do not use the member's name, Extension Unit, or 4-H club or town. See Best Management Practices below.

The Extension Unit is the member's county or district, such as Riley County or Cottonwood District, Barton County. The name 4-H club may be listed either way, depending on local practice.

Media
This is the broad permission for media use. It covers all forms of media, including:

- Photographs, videos, and audio recordings
- Print: newspapers, printed newsletters, brochures, flyers, posters, fair books, and printed annual reports
- Digital: websites, digital newsletters, presentations, and marketing materials
- Social media: Facebook, Instagram, X, TikTok, YouTube, and other official Kansas 4-H accounts

If they select "I Agree," examples of what is allowed:

- A Facebook recognition post or Instagram photo
- A newspaper article or printed county newsletter
- Website photos, promotional videos, and event reels
- Annual reports and recruitment brochures

If they select "I Do Not Agree," do not use the member's information in any media, print or digital. This includes group or team photos where the member can be identified.

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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 a youth without permission can be identified in a group or team photo, do not use the photo.

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.