



Best Management Practices for 4-H Publicity

The Kansas 4-H Policy (11.2024) outlines the publicity release for 4-H members, participants, and volunteers details in Section 5.6. For the 2024-25 4-H year, a change was made with the 4-H Online Enrollment Publicity Release. After agreeing to or not agreeing to the publicity release, they 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:

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

Due to the limitations with 4-H Online, unfortunately we were not able to utilize the “if yes, then...”. Here are how the questions appear in 4-H Online:

First name - Publicity Release

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

Last Name - Publicity Release

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

Extension Unit - Publicity Release

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

Name of 4-H Club - Publicity Release

Please indicate if you will 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

Media - Publicity Release

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

Print-only Media - Publicity Release

Please indicate if you will allow the Releasees to use this individual in Print-only Media for publicity purposes during this 4-H year for this 4-H member

Social Media - Publicity Release

Please indicate if you will allow the Releasees to use this individual in Social Media for publicity purposes during this 4-H year for this 4-H member

A customized report has been created in 4-H Online for you to run a report on all the publicity questions. To access this report, log on to 4-H Online and go to the custom reports tab. You will then open the folder with your unit's name and go to the report titled "Publicity Release Consent Status (MR)" and download it as Excel. This report contains all the publicity questions with an agree or disagree.

It is a best practice to not include the first or last name of a youth, no matter their age, unless you have permission from the parent(s)/guardian(s).

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, Regional 4-H Specialist, or the State 4-H Office.

