

Cornell Cooperative Extension's 4-H Program



Guidelines on Use of Minor Names and Images in 4-H Youth Development

Print Guidelines – Name Identification

NYS 4-H Youth Development follows the Cornell University Communications practices regarding the use of a minor's identification:

- You may use the first and last name of a minor, and reference their hometown, in news articles recognizing achievement or highlighting an event. A good example is a newspaper article, State Fair or County Boards and newsletters, or the Cornell Chronicle. A minor's first and last name may be used in this instance.
- Youth and volunteers' addresses and phone numbers should not be posted.
- Youth email addresses should not be posted.
- You must have a current, signed, parental consent release form on file with your county office if the article you are posting contains an image of one or more minors (*see Images/Photos guidelines below*).
- Club information should be "general" and should not include individual names, phone numbers, addresses, and/or towns.
- If you are listing the first and last name of a minor in an article that is intended for 4-H marketing or promotional purposes such as brochures, flyers, websites, blogs, Facebook and other social media, you must have a signed parent/legal guardian release form on file in your county office.

Print Guidelines – Images/Photos

NYS 4-H Youth Development follows the Cornell University Photography practices regarding the use of a minor's photograph or other image:

- If you use a photograph or image of any minor, for either *recognition* or *promotion*, and the said minor(s) face is clearly visible (side or frontal view), you should have a fully executed (signed by parent/legal guardian) photo release form on file with your county.
 - This **photo release form** must be on file with your county office and/or identification imbedded within said image, prior to publication.
 - Parties submitting photographs to the NYS 4-H office, should **send photos with the associated release form**. Photos without a release will be returned.

