

List of David Guth's Projects/Campaigns Class Clients

Updated December 30, 2011

1. **Ryan Gray Playground For All Children Steering Committee.** Fund raising and promotional project, fall 1991.
2. **City of Lawrence.** Waste reduction promotional campaign, fall 1991.
3. **Citizens Medical Center, Inc. of Colby Kansas.** Community relations campaign, spring 1992.
4. **William Allen White School of Journalism and Mass Communications.** Internal relations, spring 1992.
5. **KAN Film Festival (Kansas III Film Commission).** Promotional campaign, fall 1992.
6. **Kansas Relays (Kansas University Athletic Corporation).** Sports promotional campaign, fall 1992.
7. **Kansas Special Olympics.** Sports promotional and internal communications campaign, spring 1993.
8. **University of Kansas Center for Environmental Education and Training.** Public information and member relations campaign, spring 1993.
9. **Kansas Arts Commission and Kansas Humanities Council.** Public information campaign, fall 1993.
10. **Kansas City, Missouri, Parks and Recreation Department.** Public information and promotional campaign, fall 1993.
11. **Coalition for Positive Family Relationships (Kansas City metropolitan area).** Member relations and government relations campaign, spring 1994.
12. **Kansas Press Association.** First Amendment educational and promotional campaign, spring 1994.
13. **Menninger of Topeka.** Consumer, employee and community relations campaign, fall 1994.

14. **Lawrence Memorial Hospital Endowment Association.** Community relations and fund raising campaign, spring 1995.
15. **Missouri Special Olympics.** Sports promotional and internal communications campaign, spring 1995.
16. **Admissions Office, University of Kansas.** Student recruitment and publicity campaign, fall 1995.
17. **Central Division, Land Mobile Products Sector, Motorola, Inc.** Integrated marketing communications project done in conjunction with JOUR 640, Advertising Campaigns, spring 1996.
18. **Dwight David Eisenhower Presidential Library and Archives, Abilene, Kansas.** Membership, educational and fund raising campaign, fall 1996.
19. **Kansas Nonprofit Association.** Topeka, Kansas. Membership, educational and fund raising campaign, spring 1997.
20. **Kansas Cosmosphere and Space Center.** Hutchinson, Kansas. Membership, educational and promotional campaign, fall 1997.
21. **Retail Solutions Division, International Business Machines.** Raleigh, North Carolina. Integrated marketing communications project done in conjunction with JOUR 640, Advertising Campaigns, spring 1998.
22. **Homefront.** Kansas City, Kansas. Educational and fund raising campaign, fall 1998.
23. **National Benevolent Association.** Saint Louis, Missouri. Internal, educational and fund raising campaign, spring 1999.
24. **CASA Project of Jackson County, Missouri.** Volunteer recruitment, educational and fund raising campaign, spring 2000.
25. **The Kansas City Wizards.** Ticket sales promotional campaign, Ticket sales in outlying markets promotional campaign, spring 2000.
26. **The Kansas City Royals.** Four-market ticket promotion and sales campaign. Fall 2000.
27. **The Kansas Department of Commerce & Housing Trade Development Division.** Topeka, Kansas. Publicity, educational and recruitment campaign, spring 2001.
28. **The Wichita Area Chamber of Commerce – Hispanic Workforce Initiative.** – Wichita, Kansas. A public awareness and positioning campaign, spring 2002.

29. **The University of Kansas.** Lawrence, Kansas. A branding and public awareness campaign, spring 2003.
30. **Salina Area Chamber of Commerce.** Salina, Kansas. An economic development campaign, fall 2003.
31. **Kansas Speedway.** Kansas City, Kansas. Ticket and hospitality suite sales promotion campaign, fall 2004.
32. **Dole Institute of Politics, University of Kansas.** Lawrence, Kansas. A branding and public awareness campaign, fall 2005.
33. **Kansas Public Radio.** Lawrence, Kansas. A branding and public awareness campaign, spring 2007
34. **Freedom's Frontier National Heritage Area.** Lawrence, Kansas. A branding and tourism campaign, fall 2009.
35. **The Coalition for Space Exploration.** Houston, Texas. A campaign to increase interest in science, math, engineering and technology education, spring 2010.
36. **The Fort Scott Area Chamber of Commerce.** Fort Scott, Kansas. A campaign to enhance tourism and economic development, spring 2011.
37. **The Kansas Department of Commerce.** Topeka, Kansas. A campaign to promote the Rural Opportunity Zones initiative, fall 2011.