

A Commitment To Service Learning: Professor Guth Class Clients 1991 - present

As a result of his experiences as both an award-winning journalist and a government official, David Guth came to the University of Kansas in 1991 with a personal commitment to community outreach. He believes that a public university has an obligation to serve the people who chartered it and continue to support it. To put it another way, Professor Guth practiced service learning long before the term became fashionable.

Professor Guth has taught two versions of the capstone course: JOUR 620 *Business Communications Projects* (1991-1999) and JOUR 676 *Strategic Communications Campaigns* (2000 – present). In those classes, students developed real-world solutions to their clients' communications problems. Working within a budget prescribed by the client, student groups created integrated marketing communications plans, as well as prototypes of the communications vehicles (tactics) used in support of the plan.

Ryan Gray Playground For All Children Steering Committee. Lawrence, Kansas. Fund raising and promotional project, fall 1991. This project led to the raising of the \$300,000 needed for the May 1, 1994, opening of the accessible playground adjacent to Hillcrest Elementary School.

City of Lawrence. Waste reduction promotional campaign, fall 1991. This project assisted the city in promoting its recycling program.

Citizens Medical Center, Inc. of Colby Kansas. Community relations campaign, spring 1992. The students developed a campaign that helped the hospital survive and partner with other Northwest Kansas medical facilities in joint advocacy.

William Allen White School of Journalism and Mass Communications, University of Kansas. Branding and recruitment campaign, spring 1992. Students developed a public relations plan to introduce the school's relatively new Business Communications emphasis.

KAN Film Festival (Kansas III Film Commission). Overland Park, Kansas. Promotional campaign, fall 1992. The students developed campaigns to aid in the growth of the fledgling film festival.

Center for Environmental Education and Training, University of Kansas. Overland Park, Kansas. Public information campaign, fall 1992. Students created a promotional campaign for the university's environmental training initiative.

Kansas Special Olympics. Mission, Kansas. Sports promotional and internal communications campaign, spring 1993. The project aided KSO in its internal communications and helped promote its activities and volunteerism.

Sunflower State Games, Topeka, Kansas. Promotional and volunteer recruitment campaign, spring 1993. This campaign focused in increasing athlete and volunteer participation in the state's annual amateur sports festival.

Kansas Arts Commission and Kansas Humanities Council. Topeka, Kansas. Public information campaign, fall 1993. The project promoted a better public understanding of the value of the arts.

Kansas City, Missouri, Parks and Recreation Department. Public information and promotional campaign, fall 1993. This project aided in public awareness of department programs and helped to improve internal communications within the agency.

Coalition for Positive Family Relationships (Kansas City metropolitan area). Kansas City, Missouri. Member relations and government relations campaign, spring 1994. CFPFR is a 200+ member coalition of social service agencies, public and private, in the Kansas City Metro area. The project helped promote public awareness of the organization and improve internal communication.

Kansas Press Association. Topeka, Kansas. First Amendment educational and promotional campaign, spring 1994. In addition to promoting free speech, this project focused upon KPA internal communications.

Menninger of Topeka. Consumer, employee and community relations campaign, fall 1994. The students designed programs aimed at closing a perceptual gap between Menninger and the Topeka community.

The University of Kansas Office of Admissions. Students created an integrated marketing campaign in spring 1995 designed to improve internal communications and enhance student recruitments.

Lawrence Memorial Hospital Endowment Association. Community relations and fund raising campaign, spring 1995. Students designed campaigns to aid the LMHEA achieve its mission of community outreach.

Missouri Special Olympics. Columbia, Missouri. Sports promotional and internal communications campaign, spring 1995. This project was a direct outgrowth of the Kansas Special Olympics

Department of Intercollegiate Athletics, University of Kansas. Lawrence, Kansas. Sports promotional campaign, fall 1995. The project focused on reinvigorating public interest in the annual Kansas Relays.

Motorola – Land Mobile Products Division. Kansas City, Missouri. Integrated marketing communications campaign, spring 1996. The class collaborated with Associate Professor Bob Basow's Advertising Campaigns to promote the company's Electronic Price Book.

Dwight David Eisenhower Presidential Library and Archives, Abilene, Kansas. Membership, educational and fund raising campaign, fall 1996. Students proposed tactics for reintroducing Eisenhower to a new generation of people and prepare of the 50th anniversary of Eisenhower's presidency in 2003.

Kansas Nonprofit Association. Topeka, Kansas. Membership, educational and fund raising campaign, spring 1997. Student projects focused upon increasing public awareness and improving internal communication.

Kansas Cosmosphere and Space Center. Hutchinson, Kansas. Membership, educational and promotional campaign, fall 1997. Student efforts focused on promotion of a major Kansas tourist site that is not located near an interstate highway.

International Business Machines (IBM). Raleigh, North Carolina. Integrated marketing communications campaign, spring 1998. The class collaborated with Associate Professor Bob Basow's Advertising Campaigns to promote the company's SureOne cash register.

Homefront. Kansas City, Missouri. Public education, fund raising and volunteers communication program. Kansas City, Kansas, fall 1998. Homefront is a parenting skills program that encourages learning at an early age. Student projects focused on increasing the organization's profile and raising funds for its educational programs.

National Benevolent Association. Saint Louis, Missouri. Public awareness, internal communications, fund raising campaign, spring 1999. NBA is one of the nation's largest nonprofit organizations, providing homes and care for ageing people and persons with special needs. The student projects focused upon developing corporate fundraising strategies.

CASA Project of Jackson County, Missouri. Volunteer, public awareness, fund raising campaign, spring 2000. The project focused upon attracting volunteers to serve in the very demanding role of court appointed special advocate -- in essence, serving as a child's voice in the courts.

Kansas City Wizards. Kansas City, Missouri. Community relations and marketing campaign, spring 2000. Project focused on increasing ticket sales for the Major League Soccer franchise.

Kansas Department of Commerce of Housing, Trade Development Division. Topeka, Kansas. Public awareness, business promotional campaign, spring 2001. Student efforts focused on encouraging Kansas businesses to take advantage of the agency's programs and to move into exporting.

The Kansas City Royals. Student teams developed integrated marketing plans to encourage increased ticket sales in four markets: Topeka, Wichita, Omaha and Des Moines.

The Greater Wichita Area Chamber of Commerce. Wichita, Kansas. Community relations campaign, fall 2001. This campaign assisted the chamber in its Hispanic Workforce Initiative, a program to encourage Hispanic residents to join the Wichita labor force.

University of Kansas Office of Admissions and Scholarships. Lawrence, Kansas. Branding and student recruitment campaign, spring 2003. The focus of the campaign was to strengthen KU's brand among prospective students.

Salina Area Chamber of Commerce. Salina, Kansas. Economic development campaign, fall 2003. The focus of the campaign was to bring Salina to the attention of industrial site selection consultants.

Kansas Speedway. Kansas City, Kansas. Community relations and marketing campaign, fall 2004. The focus of the campaign was increase season ticket sales at the NASCAR and IRL facility.

Dole Institute of Politics, University of Kansas. Lawrence, Kansas. Branding and community relations campaign, fall 2005. The campaign focused on positioning the Institute as a nationally significant center of political discussion, as well as to increase student involvement.

Kansas Public Radio, University of Kansas. Lawrence, Kansas. Public awareness and membership campaign, spring 2007. The goals of this campaign were to increase the number of listeners and memberships in Johnson County, Kansas.

It should be noted that to a lesser degree, the JOUR 523 *Principles of Public Relations* (known as JOUR 220/420 *Public Relations* under the old curriculum) classes have, from time to time, created campaigns for real clients. Because it is a lower-level class, students do not provide as broad a range of materials as those received by the clients of the campaigns classes. However, these student plans have served as a source of ideas for these organizations to explore. Among the clients served:

- **DebateWatch** -- The Commission on Presidential Debates -- This was an effort to get more people -- especially young people -- involved in the nation's political process.
- **The Kansas Mathematics Coalition** -- This was an effort to encourage more students -- especially girls -- to embrace math and science education.
- **Kaw Valley Girl Scouts Council** -- Students were asked to explore ways to make scouting appear more relevant to older girls.
- **Lawrence Convention and Visitors Bureau** -- Students developed ideas for promoting the city as a destination of choice on non-sporting event weekends.
- **Lee National Denim Day** -- Working in conjunction with the Susan Komen Foundation and the Lee Denim Company, the students developed ideas for

encouraging participation in the nation's largest single-day fundraising event for breast cancer research.

- **Health Care Access of Lawrence** -- During the fall 2001 semester, students will focus on raising public awareness of this health-delivery program that serves the uninsured and underinsured.
- **Consortium of International Universities** – While teaching in Italy during the Spring 2004 semester, students prepared promotional and recruitment campaigns for study abroad programs at their home universities.
- **Douglas County Humane Society** – Students developed a fund raising and animal cruelty prevention campaign during spring 2006.
- **The Spencer Museum of Art** – During the fall 2006 semester, the class developed publicity campaigns for two upcoming exhibitions, as well as an awareness campaign to encourage more student visitation at the museum.
- **The Douglas County Chapter of the American Red Cross** – During the spring 2008 semester, students created public relations campaigns designed to increase volunteerism, program awareness, blood donations, and community financial support.
- **The Dole Institute of Politics** – During the spring 2009 semester, students created public relations plans designed to increase student participation in the DIOP's study groups, Pizza & Politics programs, the Presidential Lecture Series and the Dole Leadership Prize.