

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

Updated 31 March 2017

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: *Business Communications Projects* (1991-1999) and *Strategic Communication 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.

1. **Ryan Gray Playground For All Children Steering Committee.** A 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 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 focused on Johnson County, Kansas, 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 state’s Rural Opportunity Zones initiative, fall 2011.
38. **Kansas Public Radio.** Lawrence, Kansas. A campaign to increase memberships, donations and new listeners, spring 2012.
39. **Lecompton, Kansas, Historical Society.** Lecompton, Kansas. A campaign in increase awareness of community as a significant historical site, fall 2013.
40. **Baldwin City Chamber of Commerce.** Baldwin City, Kansas. A campaign to increase tourism and to aid in economic developments, fall 2015.
41. **The Kansas Land Trust.** Lawrence, Kansas. A campaign to increase awareness, fund raising and volunteerism.

42. **The Kansas Expocentre.** Topeka, Kansas. A rebranding and public awareness campaign.