Division of Communications and Marketing
Communications and Marketing

2025 Update
Theme I – Research, Scholarly and Creative Activities, and Discovery

• Perspectives and now Seek! magazine.

• TV news service.

• Radio news service.

• Media placements.

• Global Food Systems.
Media Alert From TVEyes Media Monitoring Suite

**Kansas State University on KKNV (NBC) - Reno, NV**
10/07/2016 16:16:49
News 4 at Four (News)
... case closed. >>> and health news kansas state university researchers are developing a vaccine for the zika virus. initial test show great promise. ...

**Kansas State University on KTMJ (FOX) - Topeka, KS**
10/07/2016 17:20:15
How I Met Your Mother (Other)
... a way to get that degree you've always wanted. kansas state university global campus provides flexible online learning and professional development opportunities. ...

**Kansas State University on KTMJ (FOX) - Topeka, KS**
10/07/2016 23:17:59
Family Feud (Other)
... a way to get that degree you've always wanted. kansas state university global campus provides flexible online learning and professional development opportunities. ...

**Kansas State University on KSNT (NBC) - Topeka, KS**
10/08/2016 05:38:35
KSNT News at 6am (News)
... a way to get that degree you've always wanted. kansas state university global campus provides flexible online learning and professional development opportunities. ...

**Kansas State University on KTMJ (FOX) - Topeka, KS**
10/07/2016 23:17:59
Family Feud (Other)
... a way to get that degree you've always wanted. kansas state university global campus provides flexible online learning and professional development opportunities. ...

**Kansas State University on KSNT (NBC) - Topeka, KS**
10/08/2016 05:38:35
KSNT News at 6am (News)
... a way to get that degree you've always wanted. kansas state university global campus provides flexible online learning and professional development opportunities. ...
Theme II – Undergraduate Educational Experience

- Revised recruiting materials.
- Polytechnic rebrand.
- Web 1.0 and 2.0.
- Mobile app 1.0 and 2.0.
- Live Safe app.
- Social media management.
- Wildcat Watch/newsroom.
Theme IV – Engagement, Extension, Outreach and Service

• Cooperative news teams.
• Combined printing operation.
• Combined technology platform.
• Global Food Systems team.
Theme V – Faculty and Staff

• K-State Today.
• Crisis communications.
• K-State Alerts.
Test Information:

K-State Alerts was tested on Monday, March 21 at 1:22 p.m. CST. Emergency notification channels tested included: text messaging, automated phone calls, email to all K-State accounts, Facebook and Twitter posts, digital signs, and the alert beacons installed in several buildings on the Manhattan, Salina, and Olathe campuses.

Rave Wireless statistical data:
  Text messages:
  10,643 text messages sent in 2 minutes 38 seconds (first pass)
  13,218 sent in 2 minutes 51 seconds (overall)

  Automated phone calls:
  10,911 calls made in 33 minutes 13 seconds

  Email:
  23,691 sent in 1 minutes 34 seconds (first pass)
  46,692 sent in 1 minutes 48 seconds (overall)
Theme VII – Athletics

• Wildcat Way campaign.
• Big 12 Consortium.
• Engineering and video support.
• Licensing revenue.
Welcome to K-State

Hail, Alma Mater | The Wildcat Way
1,380 views 1 month ago
I know a spot that I love full well,
"Tis not in forest nor yet in dell;
Ever it holds me with magic spell,
I think of thee, Alma Mater.

We'll carry thy banner high.
Long, long may thy colors fly.
Loyal to thee, thy children will swell the cry.
Hail, hail, hail, Alma Mater....
Read more