Welcome

Introductory letter from Fred A. Cholick, director, K-State Research and Extension and dean, College of Agriculture

What makes a successful event?

Introducing Event-in-a-Box

Section I: We’ve got ideas!
Section II: Event Organizer
Section III: Skill-Building Program/Event Evaluation

Plus: What makes a good handout? And handout sampler!
Want to write a commemorative book?

Start Spreading’ the News

News Writing
News Organizer — Use it for print, radio, and television.
Writing a Successful Letter to the Editor
Choosing a Spokesperson
If Reporters Call
Be Ready for Radio
Tips for Television

Got signs?

Quick Flier Template
Instructions for reserving K-State Research and Extension banners and downloading directional signs.

Guest Book Template

Risk Management

K-State Research and Extension Risk Management Booklet, includes Crisis Form

Event-in-a-Box CD

Event Notes

Press Clips/Samples/Contact Lists
Event-in-a-Box
Credits

Concept: Nancy Peterson, Communications Specialist

Project leadership: Gloria Holcombe, Editor
Nancy Peterson

Project participants, in alphabetical order:

Mary Lou Peter-Blecha, News Unit Coordinor
Ron Frank, Coordinator/Producer, Television
Pat Hackenberg, Graphic Designer
Amy Hartman, Electronic Librarian
Randall Kowalik, Radio Producer/Television News
Greg LeValley, Printing Supervisor
Pat Melgares, Marketing Coordinator
Linda Sleichter, Marketing Specialist
Jan Slezinger, Printer Specialist, and
Kathleen Ward, Communications Specialist

Agent/Specialist Advisory Committee:

Spencer Casey, Ag Research Center, Hays, Kan.
Crystal Coffman, 4-H Agent, Miami County
Cindy Evans, FCS Agent, Shawnee County
Beth Hinshaw, 4-H Southeast Area Specialist
Ann Ludlum, FCS Agent, Bourbon County
Bob Neier, Horticulture Agent, Sedgwick County
Cade Rensink, Ag Agent, Coffey County
Susan Schlichting, 4-H Agent, Ellis County
Rick Snell, Ag Agent, Barton County
Linda Walter, FCS Agent, Finney County

With administrative support from:

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Dean, College of Agriculture at Kansas State University
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and Applied Research
Stacey Warner, Extension Operations
Kris Boone, Head, Department of Communications,
and Professor, Agricultural Journalism
Mary Lou Peter Blecha, News Unit Coordinator
Nancy Zimmerli Cates, Coordinator, Publications

And thanks to the Risk Management Team:
Stacey Warner, Extension Operations
Mitch Ricketts, Health, Safety and Environmental Quality
Pat McNally, 4-H Youth Development
Karen Hudson, Human Nutrition
Elaine Johannes, Family Studies and Human Services
Paul Hartman, Southwest Area
Beth Hinshaw, Southeast Area
Laurie Chandler, Shawnee County
Cindy Evans, Shawnee County

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