

Marketing Initiatives

- High School Activities Book, state sports program
- High School Planning Days Book, WY, MT, SD
- Beginning of Semester Advertising – includes radio ads, print ads in regional newspapers
- Wyoming FFA Newspaper
- Print Ads in College Bound newspaper sections, Torrington, Scottsbluff, North Platte
- Western Horseman magazine –special section on horses
- American Association of Community Colleges International Student Guide
- Panhandle Prep sports newspaper
- Torrington High School Blazing Sun Student Newspaper
- Phone Directory Advertising
- Wyoming Business Report – special sections
- Trade Magazine – welding publication and Wyoming Nursing magazine & newspaper
- Newspaper Advertising includes – Torrington Telegram, Lingle Guide, Star Herald, Outreach Newspapers, Gering Courier, Business Farmer, and others
- Radio Advertising includes – Beaver Bob Cable Radio, KGOS/KERM, KNEB, KMOR, KOZY, and others
- TV Advertising includes – KDUH TV in the Scottsbluff area and Charter Media (a cable network provider) in the western Nebraska area
- Goshen County Fair and State Fair
- Big Time Video—ad on covers
- Direct mailing of over 8,000 schedules four times a year
- Newspaper insert of midterm classes twice a year
- Direct mailing of postcards or other materials for special events
- Outdoor Advertising – billboard
- Specialty Item Advertising – pens, pencils, cups, keyrings, t-shirts and other various things.
- Participation in special events and activities such as Safe Kids Day
- Distribution of press releases throughout the region, state, and student hometown newspapers
- The College Relations office also produces a large number of publications, flyers, posters, bookmarks, fact sheets, brochures, etc for both on campus and off campus events.

*all examples available
in marketing archives*