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Communications  
Excellence Award  
2019



# Communications and Marketing Strategies at the Kansas State University College of Veterinary Medicine

Joe Montgomery  
Director of Communications

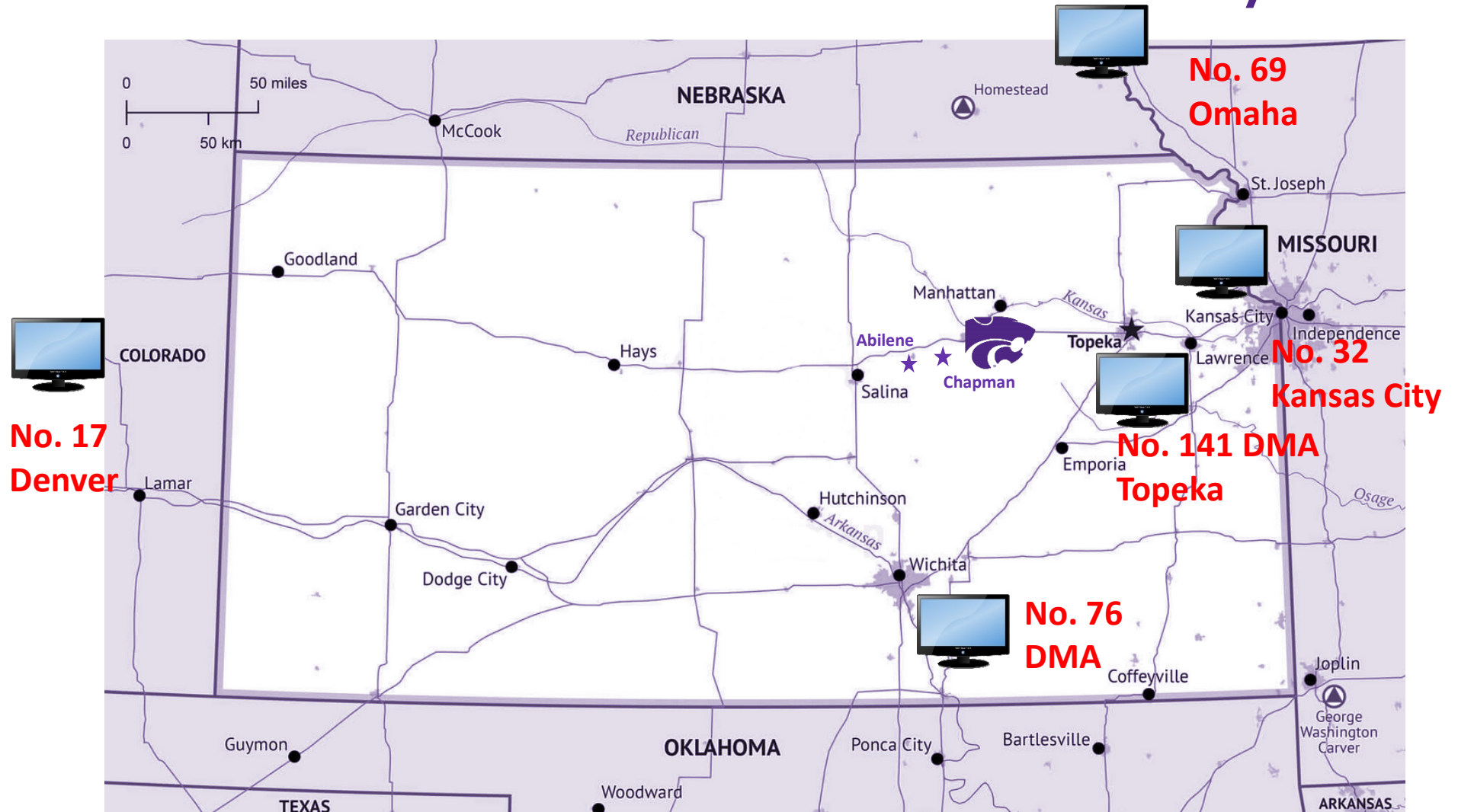
Audrey Hambright  
Public Information Officer



# A little bit about Kansas State University

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**No. 45  
OKC**

**KANSAS STATE**  
UNIVERSITY  
College of Veterinary Medicine

What people say when they learn you're from Kansas:

Where's Dorothy  
and Toto?



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## What People think Manhattan, Kansas, looks like:

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## What Manhattan really looks like:

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## Bluemont Hill

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## K-Hill

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# Johnny Kaw



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# Aggieville

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# Kansas State University

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# About Kansas State University

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- Established in 1863 as Kansas State Agricultural College
- Nation's first land-grant university under the Morrill Act
- Changed to Kansas State University in 1959
- Enrollment: 22,000
- Conference: Big 12
- Mascot: Wildcats
- School color: Royal Purple

# Notable K-State Alumni

## AAVMC Communications Excellence Award 2019



**Milton S. Eisenhower**  
Brother of  
U.S. President  
Dwight D.  
Eisenhower  
K-State President  
1943-1950



**Gordon Jump**  
Actor  
Arthur Carlson on  
"WKRP in Cincinnati"



**Eric Stonestreet**  
Actor  
Cam on  
"Modern  
Family"



**Sean Lowe**  
Former football  
player  
Contestant on  
"The Bachelor"



**Charles Melton**  
Former football  
player  
Actor  
Reggie Mantle  
on "Riverdale"  
Daniel Bae in  
"The Sun Is Also  
a Star"

# Notable K-State Alumni

## AAVMC Communications Excellence Award 2019

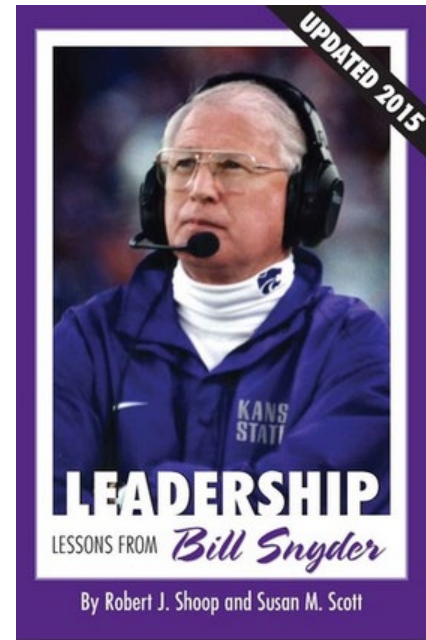


**Richard B. Myers**  
**US Air Force General (Ret)**  
**Former Chairman of the**  
**Joint Chiefs of Staff**  
**(2001-2005)**  
**K-State President**  
**(2016 – Present)**





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Bill Snyder  
Hall of Fame  
Football Coach

## Notable K-Stater



Coach Snyder's Contributions  
Beyond Football



Powercat

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# 16 Goals for Success

By Coach Bill Snyder

## 1. Commitment

To common goals and to being successful.

## 2. Unselfishness

There is no "I" in TEAM.

## 3. Unity

Come together as never before.

## 4. Improve

Everyday... as a player, person, and student.

## 5. Be tough

Mentally and physically.

## 6. Self-discipline

Do it right, don't accept less.

## 7. Great effort

## 8. Enthusiasm

## 9. Eliminate Mistakes

Don't beat yourself.

## 10. Never give up

## 11. Don't accept losing

If you do so one time, it will be easy to do so for the rest of your life.

## 12. No self-limitations

Expect more of yourself.

## 13. Expect to win

And truly believe we will.

## 14. Consistency

Your very, very best every time.

## 15. Leadership

Everyone can set an example.

## 16. Responsibility

You are responsible for your own performance.

# About Our College of Veterinary Medicine

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- Sixth oldest veterinary college in the US
- Established in 1905
- Class size: 112
- More than 7,000 graduates; Approx. 4,600 living alumni
- Three academic departments
- Teaching Hospital: Veterinary Health Center
- Kansas State Veterinary Diagnostic Laboratory
- Beef Cattle Institute
- US-China Animal Health Center
- Other research centers & institutes



# Our College of Veterinary Medicine

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# Veterinary Health Center

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2019





# Kind Touch Statue



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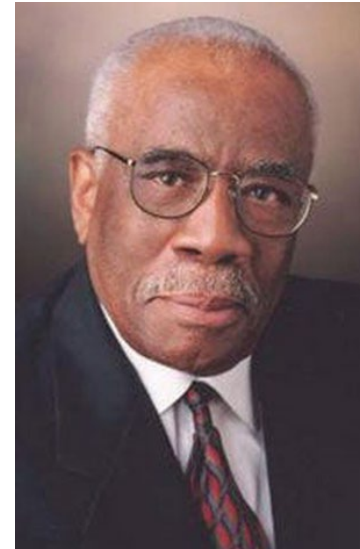
# A few notable KSUCVM alumni

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**Dr. William R. Pritchard**  
DVM Class of 1946

**Dean - UC Davis 1962-82**



**Dr. Walter C. Bowie**  
DVM Class of 1947

**Dean - Tuskegee 1972-90**



**Dr. Bennie Osburn**  
DVM Class of 1961

**Dean - UC Davis 1996-2011**

# Notable KSUCVM alumni

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**Dr. David R. Franz**  
DVM Class of 1970

**Commander of the U.S.  
Army Medical Research  
Institute of Infectious  
Diseases (USAMRIID)**



**Dr. Larry Bramlage**  
DVM class of 1975

**On-call veterinarian for the  
AAEP at the Kentucky Derby**



**Dr. Janice Miller**  
DVM Class of 1962

**Veterinary medical officer  
with the National Animal  
Disease Center**



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## **Our Communication Goals/Philosophy**

- **Raise National Brand Awareness for KSUCVM**
- **Support College and University Priorities**
- **Illustrate Diversity with an Inclusive Balance of:**
  - **Gender and Ethnicity**
  - **Small, Large and Exotic Animal Expertise**
  - **Teaching, Research, Service and Outreach**
- **Emphasize Collaboration, Impact and One Health Concept**

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# Our Top Three Priorities for 2018

- Launch of brand new magazine: “Wildcat Veterinarian”
- Announcement of largest corporate gift in school history
- Expansion of social media with launch of Instagram account



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# Summary of stories, photographs and related content

# Decision to create 'One-CVM' Magazine

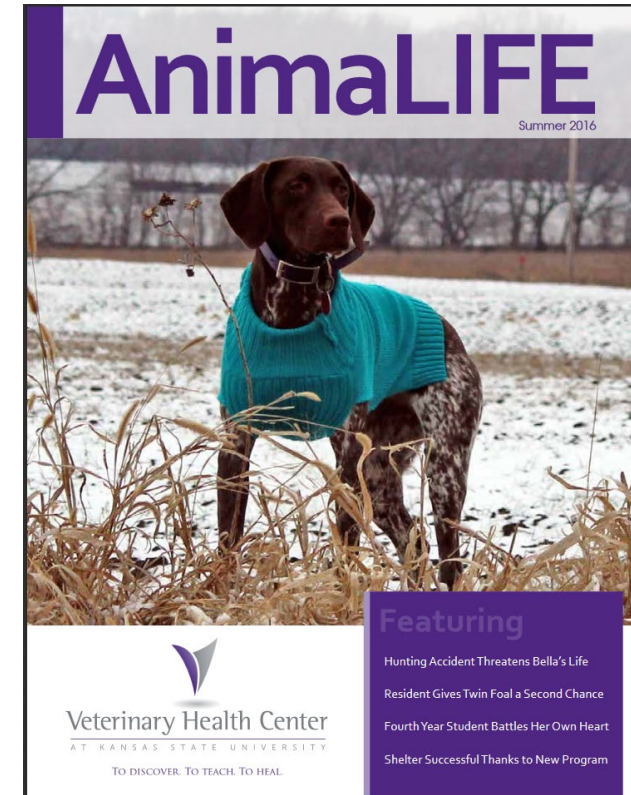
Replace two previous magazines

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College/Alumni Magazine



Hospital Magazine



# Decision to create 'One-CVM' Magazine

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## Strategic Plan

2017-2019



**KANSAS STATE**  
UNIVERSITY

College of Veterinary Medicine

### Our Mission

Kansas State University College of Veterinary Medicine is dedicated to the advancement of health and welfare of animals, people, the environment, and the veterinary profession through excellence in teaching, research, service and outreach.

We are committed to a professional degree program with broad training opportunities across a comprehensive range of companion and exotic animals, and livestock species. Our focus is on initiatives that address important societal needs at a local, national and global level.

### Our Vision

Exceptional teaching. Impactful research.  
Outstanding service. Extraordinary graduates.

### Strategic Priorities

Extraordinary Graduates

Exceptional Teaching & Enhanced Learning

Lower Cost of Education for DVM Degree

Outstanding Food Animal Programs

Responsive, Collaborative Research Enterprise

Society Impact Through Service & Outreach

A Culture of Respect & Collegiality

## Reinforce priorities from college's new Strategic Plan

- Extraordinary Graduates
- Exceptional Teaching & Enhanced Learning
- Lower Cost of Education for DVM Degree
- Outstanding Food Animal Programs
- Responsive, Collaborative Research Enterprise
- Society Impact Through Service & Outreach
- A Culture of Respect & Collegiality

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# Decision to create 'One-CVM' Magazine

Incorporate Vision As Content Themes

- Exceptional teaching
- Impactful research
- Outstanding service
- Extraordinary graduates

# Decision to create 'One-CVM' Magazine

## Ideas for new magazine name

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## Other ideas for the new magazine name

- Purple Pulse
- Direction(s)
- Greatest Profession
- Cat Tracks
- Paw Prints



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**And the Winner is ...**

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# Wildcat Veterinarian

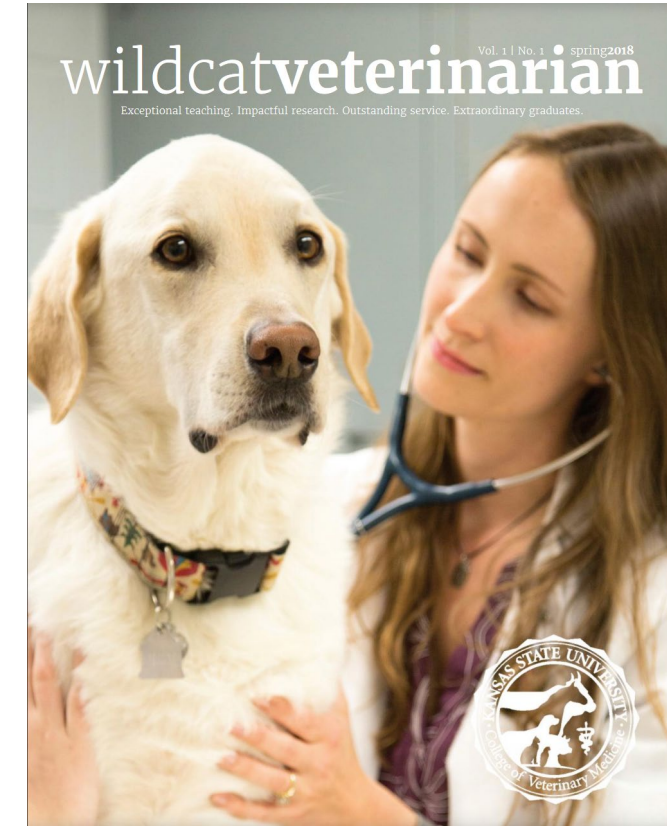
**Better branding for college**

**Identifiable for Alumni**

**Cleaner Look**

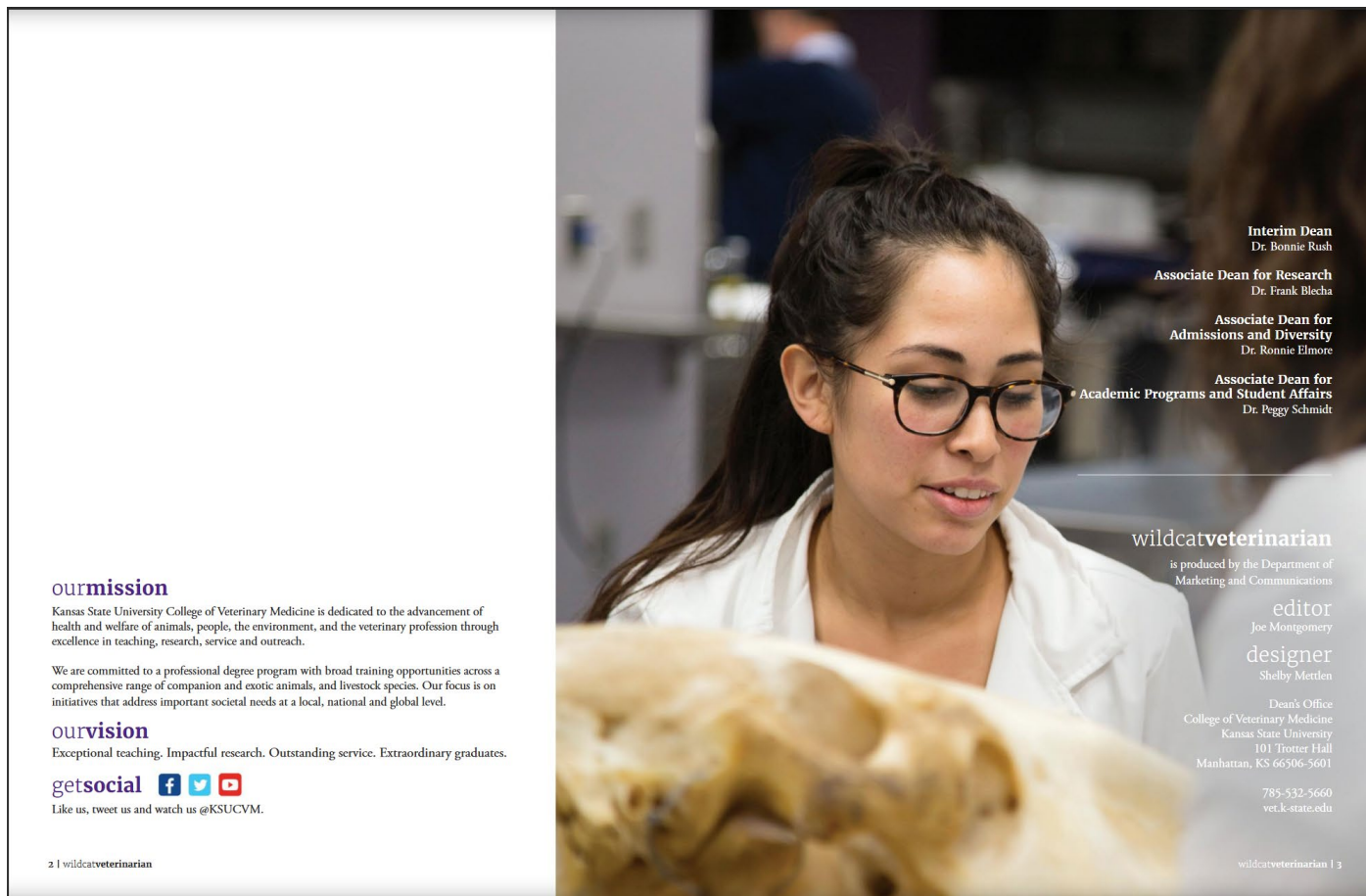
**New cover and text paper**

**Twice the size of previous  
magazines – first issue was  
72 pages**



# New 'One-CVM' Magazine

Wildcat Veterinarian - Sample Spread



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# New 'One-CVM' Magazine

Wildcat Veterinarian - Sample Spread

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## spring18

### exceptional teaching

- 12 No. 3**  
*Third-floor lab is renovated, dedicated in honor of alumni.*
- 14 Skill Building**  
*CVM extends clinical skills training to first and second years of curriculum.*
- 16 Finding Shelter**  
*Shelter Medicine team welcomes faculty.*
- 20 Rodeo Style**  
*Equine field service provides popular rotation for fourth-year students.*
- 24 Where's the Beef?**  
*Nutrition course brings home the beef for third-year students.*

### outstanding service

- 28 Dude's Dilemma**  
*Therapy service dog faces a health hurdle of his own.*
- 32 Saving Odin**  
*Dogs may not have nine lives, but Odin had an extra.*
- 36 Frisco's HistoStory**  
*Feline's rare illness presents challenges and unexpected opportunities.*

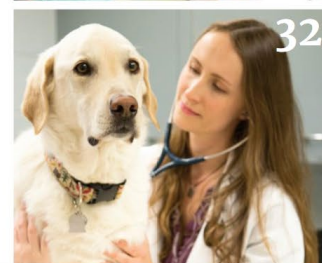
### impactful research

- 40 Disease Detective**  
*Professor studies zoonotic diseases in the Gobi Desert.*
- 44 Unlikely Allies**  
*Taking the pain out of summer research.*
- 48 Mobile Data**  
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### extraordinary graduates

- 50 Gone Country**  
*Fourth-year students go back to their roots.*
- 54 Northern Exposure**  
*The unusual career and adventures of Dr. Earl Graves.*

4 | wildcatveterinarian



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every issue

Above: Fourth-year veterinary student Chase Reed performs a surgery in the College of Veterinary Medicine's Mobile Surgery Unit during the shelter medicine rotation. Chase is a student in the Veterinary Training Program for Rural Kansas. Left: Small animal internal medicine resident Dr. Olga Norris exams Dude, a therapy dog fighting Addison's disease.

wildcatveterinarian | 5

# New 'One-CVM' Magazine

Wildcat Veterinarian - Sample Spread

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*Dr. Brad Crauer, clinical assistant professor of shelter medicine, mentors Sohaila Jafarian, a fourth-year veterinary student on the shelter medicine rotation, inside the college's Mobile Surgery Unit.*

## finding shelter

Shelter Medicine team welcomes faculty.  
*Story and photos by Shelby Mettlen*

*The College of Veterinary Medicine's Shelter Medicine program doesn't only improve the lives of shelter animals — it improves the learning opportunities and skill building of veterinary students.*

Developed and implemented in 2015, the program — which remains the most popular rotation within the college — offers 72 students per year the opportunity to travel across the area in the college's mobile surgery unit completing spay, neuter and other procedures to homeless animals in shelters.

The rotation currently serves as an elective rotation, meaning not all students have the opportunity to enroll in the course, explains Dr. Beth Davis, head of the Department of Clinical Sciences. "We would ideally like to offer the rotation to all students with an interest in this field."

In April, the college welcomed Dr. Brad Crauer and Dr. Alyssa Comroe to its Shelter Medicine program as full-time clinical assistant professors. With two faculty members, the college aims to expand the rotation and provide the experience to all DVM students who want to participate.

### *Home again*

It's not Dr. Crauer's first time joining the K-State family. The Iowa native helped get the college's shelter medicine program up and running. After more than two years with K-State, he moved to the Seattle, Washington, area, where he served the Wenatchee Humane Society as medical director for nine months. The pull of purple was just too great.

"I really missed teaching," Dr. Crauer says. "I loved the opportunity at K-State; I loved the job and the impact. It became clear that I really needed to get back and help produce more shelter veterinarians."

The college's Shelter Medicine program partners with 16 organizations across the area, including both nonprofit shelters and municipal shelters.

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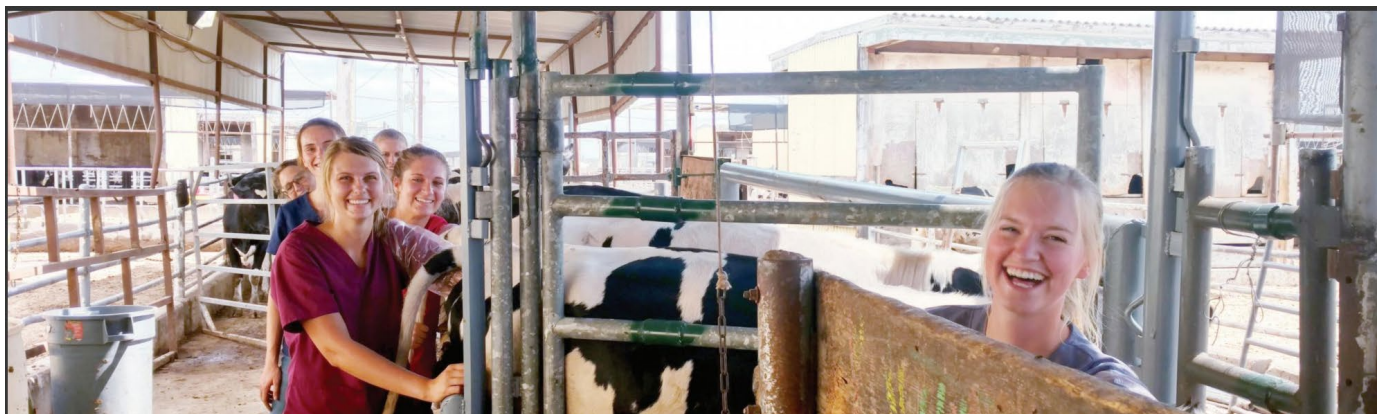


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# New 'One-CVM' Magazine

## Wildcat Veterinarian - Sample Spread



## WHERE'S THE BEEF?

NUTRITION COURSE BRINGS HOME THE BEEF FOR THIRD-YEAR STUDENTS.

STORY BY JOE MONTGOMERY

PHOTOS COURTESY OF DR. GREGG HANZLICEK

*Thanks to the Kansas State Veterinary Diagnostic Laboratory, veterinary students with an interest in bovine practice now have an opportunity to take a course specializing in this field.*

*"We go through the basics of rumen nutrition, forage quality and sampling forages, and then spend the rest of the time building and evaluating rations for calves and cows," says Dr. Gregg Hanzlicek, interim associate director of the KSVDL. In addition, Dr. Hanzlicek has served as KSVDL's director of Production Animal Field Investigations, and is the course coordinator and primary instructor for Cow-Calf Health Systems (DMP611).*

### *Notable investment*

*The course is a voluntary, year-long class/wet-lab offered to third-year AABP club member students interested in cow-calf practice.*

*"The class size is limited to 10 students and meets on a weekly basis, so this is a notable investment of time for veterinary students," Dr. Hanzlicek says. "These are dedicated students who are taking responsibility for furthering their education."*

*"Time is limited for students, and this is not a class we take for credit in our DVM degree, so I think the motivation to participate in this class is something that would be similar to all of us," says Mark Spare, a third-year student from Ashland, Kansas. "The things we each give up to participate is a consideration — for some of us, it's family time, and we all give up study time — but, the ability to contribute to the sustainability of the beef industry is paramount for all of us."*

*"There is never enough time in classroom lecture to learn all you need to know to be a great veterinarian after graduation," says Taylor Young, a third-year student from Harleysville, Pennsylvania. "The extra time I have spent*

*learning how to build rations using the Beef Ratio and Nutrition Decisions Software (BRaNDS) has easily doubled my practical knowledge of bovine nutrition."*

### *Good nutrition*

*Taylor says her career goal is aimed at dairy cow medicine, and she now has a better appreciation for the importance of nutrition.*

*"In that industry, nutrition is heavily managed to maximize milk production," Taylor explains. "It is essential I develop a working understanding of nutrition to help producers troubleshoot any problems they may have on their farms. This class has helped me to develop a skill that will allow me to stand out when I search for jobs next year and to better serve my future clients."*

*Mark notes how nutrition generally comprises between 50 and 80 percent of the annual costs of a cow-calf operation.*

*"This area presents a great opportunity for nutritionists to leverage their expertise to help cattlemen and cattlemen meet the nutritional needs of cows and calves throughout the production cycle as well as maintain a high level of cost efficiency during high-cost times of the year," Mark says. "In my career aspirations, taking this class will help provide the tools to break down the nutritional components of a diet. Formulating diets for cattle in various stages of production will help me set my services apart and better meet the needs of future clientele."*

### *Adding value to the profession*

*One of the main focuses of the class is teaching the students how to be good consultants for producers and how to enhance their own skill sets as veterinarians.*

*Callie Wiebert, a third-year student from Lindsborg, Kansas, shares her thoughts, "I have a high interest in cattle, and this meeting outside of my regular class time provides*

# Largest Corporate Gift - Hill's Pet Nutrition

November 2018

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**Veterinary Practice News**

Used Vet Equipment For Sale.  
Used Vet Equipment

NEWS PRACTICE MANAGEMENT CAT/DOG EQUINE/LARGE ANIMAL AVIAN/EXOTIC  
Brain Teasers Videos Vet Schools Classifieds Products Events Archives E-books


**ROYAL CANIN**  
A COMPLETE NUTRITIONAL APPROACH TO ALLERGIC DERMATITIS

**Hill's Pet Nutrition funds major renovation at KSU veterinary college**  
The new Hill's Pet Health and Nutrition Center will allow students to care for their clients in a private practice environment

November 27, 2018

Kansas State University (KSU) College of Veterinary Medicine has received a record sponsorship by Hill's Pet Nutrition to fund the school's renovation of Mosier Hall.

The new 1,436-m<sup>2</sup> (16,000-sf) facility will be renamed Hill's Pet Health and Nutrition Center. Neither the school nor the pet food company disclosed the donation amount.



Bonnie Rush (second from left), interim dean of the College of Veterinary Medicine at Kansas State University, with Jørgen Nordenggaard, Jolie Kirpensteijn, and Omar Faria (left to right) from Hill's Pet Nutrition.

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**Kansas State Vet Medicine College Receives Large Donation**

Kansas State's College of Veterinary Medicine has received a \$2.2 million donation from Hill's Pet Nutrition.

Dec. 2, 2018, at 12:23 p.m.

MANHATTAN, KAN. (AP) — Kansas State's College of Veterinary Medicine has received a \$2.2 million donation from Hill's Pet Nutrition.

The \$2.2 million gift is the largest corporate donation in history for the college.

The university says the money will be used to renovate the college's Mosier Hall to add about 16,000 square feet of clinical training, classroom teaching and research spaces. A 5,000-square-foot research suite will be added to the second floor of Mosier Hall. The renovation also includes removing Frick Auditorium and creating the Hill's Pet Nutrition and Health Center.

The Manhattan Mercury reports a 270-seat auditorium will be built in a different area of the veterinary medicine complex.

Bonnie Rush, interim dean of the college, says she expects construction to begin in the summer.

Information from: The Manhattan (Kan.) Mercury, <http://www.themercury.com>

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Tags: Kansas

**Ameritrade**  
Easy access to futures education

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**RELATED ARTICLES**

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ad content by City of Hope  
City of Hope Achieves a Historic 15,000th Bone Marrow Transplant



# Top Headlines from News Releases

## African Swine Fever Research August 2018

## Lead Poisoning in Bald Eagle May 2018

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**the Fence Post** Cultivating News and Information to Better Your Life Since 1980

NEWS OPINION INDUSTRY INFO FEATURE MAGAZINES MORE Classifieds

Farming & Ranching Western Heritage Events Ag & Politics People in Ag Obitis

### Kansas State University experts confront looming threat of African swine fever in Asia

K-State  
August 21, 2018

MANHATTAN, Kan. — Kansas State University experts are providing guidance to officials in East Asia on the emerging problem of African swine fever.

Jürgen Richt, Regents distinguished professor and director of the university's Center of Excellence for Emerging and Zoonotic Animal Diseases, known as CEEZAD, is an internationally recognized expert on transboundary animal diseases. He was in Asia to deliver a series of presentations when an outbreak of African swine fever was reported in China on Aug. 1. A second outbreak was reported on Aug. 16, and a third on Aug. 19.

African swine fever is a highly contagious disease of domestic pigs and wild boar. The disease causes high fever, respiratory problems, weakness and stillbirths. The economic consequences for the pork production industry are grim. Mortality rates among affected animals approach 100 percent. More than 8,000 pigs were culled in response to the initial outbreak, according to news reports.

Photo courtesy K-State

**PHYS.ORG** Nanotechnology Physics Earth Agriculture & Space Technology Chemistry Biology Other Sciences

Home > Biology > Ecology > May 4, 2018

### Veterinary intervention helps Kansas bald eagle fly again after lead poisoning

May 4, 2018 by Jon Montgomery, Kansas State University

Spur, a bald eagle, is released back to the wild after successful treatment for lead poisoning at Kansas State University's Veterinary Health Center and a rehabilitation stay at the Milford Nature Center. Credit: Kansas State University

Thanks to diligent action by concerned landowners, local law enforcement, staff of the Milford Nature Center and veterinary intervention at Kansas State University, a bald eagle suffering from lead contamination is flying again over the Tuttle Creek River Pond near Manhattan.

"The eagle was brought to us on Jan. 11," said James Carpenter, professor of wildlife and zoological medicine at the Veterinary Health Center at Kansas State University. "It was depressed, emaciated, not eating and unable to fly. The prognosis for regaining its health appeared poor."

After the bird was admitted to the Veterinary Health Center, a physical examination and testing found it was suffering from lead poisoning. It was also determined that the eagle was a male around 4 1/2 years old.

# Top Headlines from News Releases

## AAVMC Communications Excellence Award 2019



### Patent for Vaccine March 2018

The screenshot shows a webpage from FarmProgress. The top navigation bar includes "Crops", "Livestock", "Markets & Quotes", "Farm Business", "West", "Central", "East", and "National". The "Livestock" section is active. On the left, there is a sidebar with categories: Animal Health, Feed, Beef, Beef Quality, Cow-calf, Reproduction, Calving, Dairy, Hog, Poultry, Genetics, Manure, and Weaning. The main article is titled "Treat liver infections in cattle without using antibiotics" and is dated Mar 05, 2018. The article text states: "K-State researchers patent antibiotic-free way to treat liver abscesses in cattle." and "A new divisional patent issued to researchers at Kansas State University's College of Veterinary Medicine could offer cattle producers a nonantibiotic treatment option for beef cattle liver infections." There is also a small section titled "WHY WAIT FOR USDA?" with a "START SURVEY" button. At the bottom, there is a "MIDWAY Midwest Digest, March 10, 2018" link and a small "UPA 10, 2018" note.


### Licensing FIP Treatment October 2018

The screenshot shows the homepage of "The Conscious Cat" website, featuring a black and white cat. The tagline is "conscious living, health and happiness for cats and their humans". The main headline is "October 22, 2018 New Antiviral Drug to Treat FIP is Moving Toward Eventual FDA Approval". Below the headline is a photo of a small white and black kitten. The article text states: "We previously reported on a clinical trial that resulted in a critical breakthrough in finding a treatment for cats with feline infectious peritonitis (FIP). The study, launched in March 2016 by Dr. Yunjong Kim at Kansas State University and Dr. Nils Pedersen at University of California, Davis, was a small clinical trial to investigate whether a novel antiviral drug could cure or greatly extend the lifespan and quality of life for cats with FIP." There is also a section titled "What is FIP?" which explains that FIP is caused by a coronavirus that affects the cells of the intestinal tract. On the right side, there are several promotional banners: "Subscribe to The Conscious Cat", "10th Anniversary Giveaway 10 PRIZES 10 WINNERS", and "for healthier, happier cats."

# New Instagram Account

Launched September 2018

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**kstatevetmed**  
Kansas State University College of Vete...

kstatevetmed What are you doing with your Friday? Today the VHC welcomed the Wichita Area Technical College #VetTech students for a discovery day! The students had hands-on sessions in Livestock Services and Equine, plus received an inside look at Radiology and heard from experts in Oncology and low stress/fear free handling. How cool is that?? Thanks to WATC for visiting! We hope you had as good of a time as we did! #VetTechWeek #KState #veterinarymedicine

kstate\_ft\_leavenworth Wow!! Great experience!!

82 1 1 3

**Interactions** ⓘ

26  
Actions taken from this post

Profile Visits 26

**Discovery** ⓘ

1,370  
Accounts reached  
72% weren't following you

Follows 3

Reach 1,370

Impressions 1,629

From Hashtags 536

From Home 443

From Profile 409

From Other 241

Liked by Jason\_paine and 81 others

OCTOBER 19, 2018

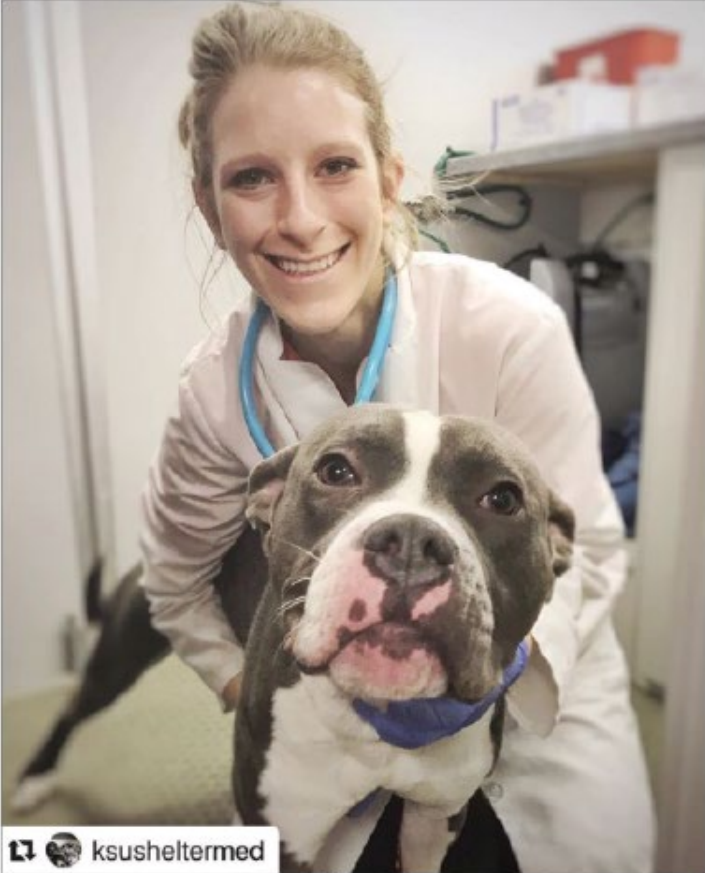
Add a comment...



# New Instagram Account

Launched September 2018

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**kstatevetmed**  
Kansas State University College of Vete...

kstatevetmed Did you know?? 🤔 #Repost  
@ksusheltermed · · ·  
I like big PITS and I cannot lie!

Fourth year veterinary student, Kara Mauch, examines Brady before his neuter.

Pit bulls have a bit of a bad rap in modern culture. But did you know that they were known as America's nanny dog in the early 1900s? In fact, Petey from The Little Rascals was a pit bull!

#futurevetshelpingfuturepets  
#sheltermedicine #shelterpets  
#shelterpetsrock #shelterdogs #ksu  
#ksusheltermedicine #ksuvetmed #kstate  
#spayandneuter #neuteriscuter #dogs  
#dogsofinstagram #dogsofig  
#adoptdontshop #sheltervet #sheltertech

👍👍 Liked by jason\_paine and 204 others

DECEMBER 19, 2018

Add a comment...

Cancel Insights

👍	🗨️	🔗	🔖
205	4	1	1

**Interactions** ⓘ

12  
Actions taken from this post

Profile Visits 12

**Discovery** ⓘ

2,249  
Accounts reached  
76% weren't following you

Follows	0
Reach	2,249
Impressions	2,781
From Hashtags	1,759
From Home	752
From Profile	210
From Other	60

# Social Media Takeover

Snapchat Takeover – July 2018

Shelter Medicine Mobile Surgery Unit takes over Kansas State University Snapchat!

*Over 1,000 with a 90 percent completion rate!*





# Social Media Takeover

Instagram Takeover – November 2018

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In November 2018, second-year veterinary student Alexis Sutter did an Instagram takeover with the main campus account to share a day in the life of a veterinary student.



# Beef Cattle Institute (BCI) Podcast

Available on iTunes and Google Play

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**BCI Cattle Chat** | Monthly listeners | Listens | 443 | 461 | 506 | 654 | 629 | 635 | 661 | 728 | 813

### iTunes Preview

**BCI Cattle Chat**  
By Brad White, Bob Larson, Bob Weaver, Dustin Pendell  
To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.



[View in iTunes](#)

Free  
Category: Education  
Language: English


**Customer Ratings**  
★★★★★ 16 Ratings

**Links**  
[Podcast Website](#)  
[Report a Concern](#)

#### Description

Listen to professionals from the Beef Cattle Institute talk about hot topics in today's beef cattle industry.

Name	Description	Released	Price
1 Calving Records, Interview...	Welcome to Episode 4...	3/15/2019	Free
2 Abortion in Cattle, Glenn ...	Welcome to Episode 4...	3/14/2019	Free
3 Introduction of Guest Jac...	Welcome to Episode 4...	3/8/2019	Free
4 K-State Animal Science C...	Welcome to Episode 4...	2/27/2019	Free
5 How Big of a Concern Is ...	Welcome to Episode 4...	2/22/2019	Free
6 Types of Risk, Top 7 Risk...	Welcome to Episode 4...	2/21/2019	Free
7 Introduction of Dr.Justin ...	Welcome to Episode 4...	2/11/2019	Free
8 Super Bowl Trivia,Income ...	Welcome to Episode 4...	1/31/2019	Free
9 Introduction of Chuck Do...	Welcome to Episode 3...	1/25/2019	Free
10 Veterinary Training Progr...	Welcome to Episode 3...	1/18/2019	Free
11 Docility in Cattle, How to ...	Welcome to Episode 3...	1/11/2019	Free
12 Foreign Animal Disease E...	Welcome to Episode 3...	12/20/2018	Free
13 Phasing Out Select Beef, ...	Welcome to Episode 3...	12/14/2018	Free
14 Kansas Livestock Associa...	Welcome to Episode 3...	12/10/2018	Free
15 International Symposium ...	Welcome to Episode 3...	12/3/2018	Free
16 Sustainable Beef 101 with...	Welcome to Episode 3...	11/27/2018	Free
17 Stretching Hay Resources...	Welcome to Episode 3...	11/16/2018	Free
18 Kansas Livestock Associa...	Welcome to Episode 3...	11/9/2018	Free
19 What is CattleTrace, Dise...	Welcome to Episode 2...	11/6/2018	Free
20 Guest A.J. Tarpoff, What i...	Welcome to Episode 2...	11/1/2018	Free
21 Dr. Jaymelyn Farney Intr...	Welcome to Episode 2...	10/30/2018	Free
22 Food Expenditures, Repla...	Welcome to Episode 2...	10/26/2018	Free
23 Guest Introduction, Perfo...	Welcome to Episode 2...	10/19/2018	Free
24 Gardiner Lecture, Cattle i...	Welcome to Episode 2...	10/12/2018	Free
25 Poll Results, Opinions on ...	Welcome to Episode 2...	10/5/2018	Free



**ksubci • Following**

ksubci We have a special guest on the #podcast this week! @debbiel\_b will join the #CattleChat crew for not just one, but two episodes!

Debbie and her husband, Duane, run 500 head of Angus cattle in the Flint Hills of Kansas near White City. Debbie discusses ranch life and raising beef on her blog, KidsCowsandGrass.com.


[Like](#) [Comment](#) [Share](#)

**Liked by hrivet and 57 others**

AUGUST 27, 2018

[Add a comment...](#)

Google Play Music



**BCI Cattle Chat**  
Brad White, Bob Larson, Bob Weaver, Dustin Pendell  
Listen to professionals from the Beef Cattle Institute talk about hot topics in today's beef cattle industry.  
47 episodes

[UNSUBSCRIBE](#) [SHARE](#)

NAME	DESCRIPTION	DATE	⌵
Calving Records, Interview with Justin Waggoner – Beef Systems Spec...	Welcome to Episode 47 of BCI Cattle Chat where we had the opportunity to visit with Just...	Mar 15, 2019	24:05
Abortion in Cattle, Glenn Rogers with American Association of Bovine Pr...	Welcome to Episode 46 of BCI Cattle Chat where we had the opportunity to visit with two g...	Mar 14, 2019	26:48
Introduction of Guest Jackie McClaskay, American Royal, Opportunities ...	Welcome to Episode 45 of BCI Cattle Chat where we had the opportunity to visit with Form...	Mar 8, 2019	26:12
K-State Animal Science Cattlemen's Day Event, Annual Legacy Sale, Bull ...	Welcome to Episode 44 of BCI Cattle Chat! Please click on the links below to be taken to a...	Feb 27, 2019	22:12
How Big of a Concern is Mad, Sandhills Calving System, Top 5 Tips For ...	Welcome to Episode 43 of BCI Cattle Chat! Please click on the links below to be taken to a...	Feb 22, 2019	24:12
Types of Risk, Top 7 Risks You May Want to Plan For, In the News	Welcome to Episode 42 of BCI Cattle Chat! Please click on the links below to be taken to a...	Feb 21, 2019	23:57
Introduction of Dr.Justin Smith, NCBA Meeting, What is the Minimum To...	Welcome to Episode 41 of BCI Cattle Chat where we had the opportunity to visit with KDA...	Feb 11, 2019	23:55

# Beef Cattle Institute (BCI) Podcast

Available on iTunes and Google Play

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Excellence Award  
2019



Welcome to Episode 47 of BCI Cattle Chat where we had the opportunity to visit with Justin Waggoner, Beef Systems Specialist in Garden City, Kansas. Please click on the links below to be taken to any sources mentioned in the podcast. Keep an eye out for news about our exciting upcoming guests on both Twitter and Facebook.

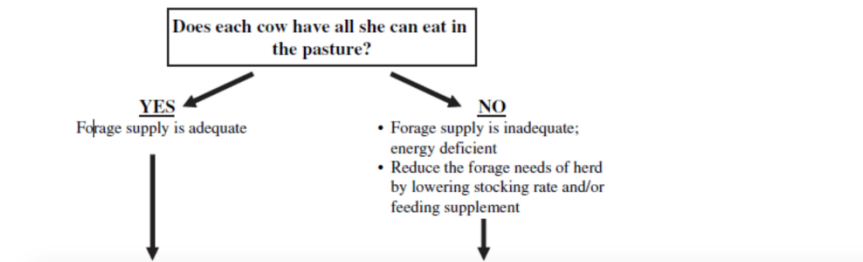
1:38 – Calving Records

Welcome to Episode 47 of BCI Cattle Chat where we had the opportunity to visit with Justin Waggoner, Beef Systems Specialist in Garden City, Kansas. Please click on the links below to be taken to any sources mentioned in the podcast. Keep an eye out for news about our exciting upcoming guests on both Twitter and Facebook.

1:38 – Calving Records

4:05 – Interview with Justin Waggoner – Beef Systems Specialist

Please see below for the supplementation diagram mentioned in the podcast.



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2019



# Social Media Success Stories

## First Day of School Photo KSUCVM Facebook August 2018




# Social Media Success Stories

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Communications  
Excellence Award  
2019




## Bald Eagle Release KSUCVM Facebook May 2018

 **Kansas State University College of Veterinary Medicine** ...  
Published by Joe Montgomery (7) · May 4, 2018 · 🌐

Congrats to Dr. James Carpenter and his team for treating a locally rescued bald eagle for lead poisoning. Also kudos to the staff at Milford Nature Center for their rehab efforts. Watch the dramatic footage at the link:  
<https://www.k-state.edu/.../newsre.../2018-05/baldeagle5418.html>






 About this website

K-STATE FOLLOWS  
**Veterinary intervention helps Kansas bald eagle fly again after lead poisoning** | Kansas State University | News and...

👍 Get More Likes, Comments and Shares  
Boost this post for \$30 to reach up to 22,000 people.

**16,322** **2,132**  
People Reached Engagements [Boost Post](#)

   Amelia Jerome, Byron Bailey and 204 others 3 Comments 107 Shares

## Day Camp Video KSUCVM Facebook August 2018

 **Kansas State University College of Veterinary Medicine** ...  
Published by Joe Montgomery (7) · August 7, 2018 · 🌐

Day One of Vet Med Rocks: Giving young students a hands-on chance to learn about basic clinical skills with the help of our veterinary students.



**8,013** **772**  
People Reached Engagements [Boost Post](#)

  100 4 Comments 15 Shares 2.4K Views

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2019



**Veterinary Health Center at Kansas State University**

Published by Joe Montgomery [?] · December 2, 2018 · 🌐

Thanks to Coach Snyder for being such an inspiration. Best wishes and warm regards in your retirement.



👍 Get More Likes, Comments and Shares

Boost this post for \$30 to reach up to 22,000 people.

18,448  
People Reached

2,439  
Engagements

Boost Post

 Beth Bipes, Lisa Geren Loberg and 351 others

5 Comments

116 Shares

# Social Media Success Stories

Good Luck to Football Coach  
Veterinary Health Center (VHC) Facebook  
December 2018



# Social Media Success Stories

## No. 4 Veterinary School VHC Facebook January 2018

**Veterinary Health Center at Kansas State University**  
Published by Joe Montgomery [?] · January 23, 2018 · 🌐

The #KState College of Veterinary Medicine ranks No. 4 in a top 10 list at College Magazine, with the VHC playing an important role in training future veterinarians.  
<https://www.k-state.edu/.../newsrelea.../2018-01/top1012318.html>



K-STATE.EDU  
**Kansas State University earns No. 4 spot in ranking of top veterinary schools | Kansas State University | News and...**

🟢 **Get More Likes, Comments and Shares**  
Boost this post: for \$30 to reach up to 22,000 people.

**8,227**  
People Reached

**1,369**  
Engagements

[Boost Post](#)


👍❤️ 165

3 Comments 54 Shares

## Pet Health Tips VHC Facebook October 2018

**Veterinary Health Center at Kansas State University**  
Published by Joe Montgomery [?] · October 29, 2018 · 🌐

The VHC's Dr. Susan Nelson gives a list of timely tips on helping your pets avoid spooky problems this Halloween. "Halloween no treat for pets, says Kansas State University veterinarian"  
<https://www.k-state.edu/.../news.../2018-10/petsafety102918.html>



K-STATE.EDU  
**| Kansas State University | News and Communications Services**

**11,903**  
People Reached

**296**  
Engagements

[Boost Post](#)

👍❤️ Hannah White, Elizabeth Rush and 12 others

13 Shares



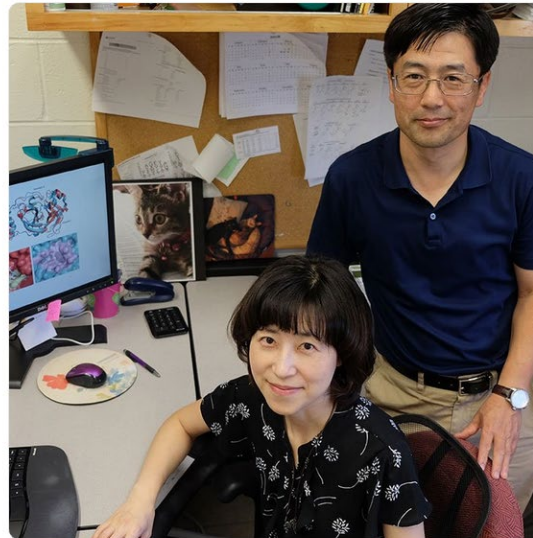


# Social Media Success Stories

## FIP Licensing KSUCVM Twitter September 2018

 **K-StateVetMed**  
@KSUCVM

Congrats to the CVM's Drs. Yunjeong Kim and KC Change for their roles in tackling Feline Infectious Peritonitis (FIP) in partnership with researchers at @WichitaState & @ucdavisvetmed - along w/ licensing help from @KStateIC and Anivive Lifesciences. [k-state.edu/media/newsrele](https://k-state.edu/media/newsrele) ...



9:04 AM - 20 Sep 2018

4 Retweets 16 Likes

 4  16 

## Top Tweet of 2018 KSUCVM Twitter February 2018

 **K-StateVetMed**  
@KSUCVM

Sad news on passing of Dr. Donald Jackson, DVM class of 1951 - "Wichita veterinarian, a Tuskegee Airman, was role model and teacher for many" [kansas.com/news/local/art](https://kansas.com/news/local/art) ...



9:42 AM - 26 Feb 2018

74 Retweets 230 Likes

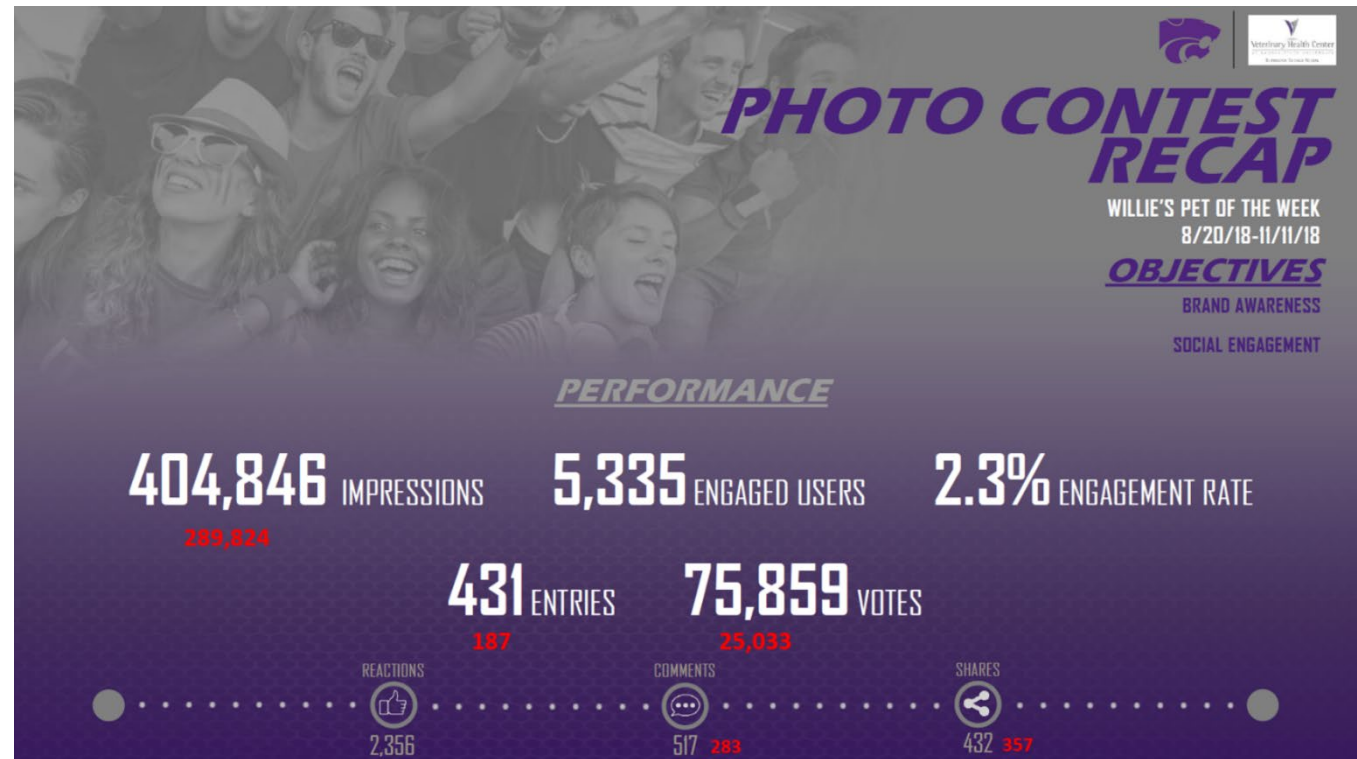
 15  74  230 



# Social Media Success Stories

## Willie's Pet of the Week Photo Contest

August 2018 - November 2018



The social media contest showed an impressive increase in performance over the 2017 contest.

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2019



# Social Media Success Stories

## Willie's Pet of the Week Photo Contest

August 2018 - November 2018

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**K-STATE SPORTS.COM**

**BANNER CAMPAIGNS/CLICK THRU ADS**

- Website campaigns rotate various sized ads throughout the entire site, including top leaderboard, medium rectangle, bottom leaderboard, video player story level, and mobile
- VHC received 500,000 impressions during the campaign
- Ads click-thru to the VHC landing page
  - Banner Sizes:
    - 970 x 60
    - 300 x 250
    - 320 x 50 (mobile)

**K-STATESPORTS.COM STATS**

- 1.7 Million page views/month
- 280,000 unique visitors/month
- 50,000 unique visitors on football gamedays

A screenshot of a banner on K-State Sports.com. The banner is purple and white, featuring a photo of a man in a football jersey. Text includes "WILLIE'S PET OF THE WEEK", "AUGUST 20", "BACK to CAMPUS day", and "WILDCAT WEEKEND 4 PACK". It also lists ticket prices for Friday, Nov. 9 and Saturday, Nov. 10.

A screenshot of a banner on K-State Sports.com. The banner is purple and white, featuring a photo of a man in a football jersey. Text includes "WILLIE'S PET OF THE WEEK", "AUGUST 20", "BACK to CAMPUS day", and "WILDCAT WEEKEND 4 PACK". It also lists ticket prices for Friday, Nov. 9 and Saturday, Nov. 10.

A screenshot of the K-State Sports.com website. The header includes the K-State logo and navigation links for TICKETS, DONATE, and SHOP. The main content area features several articles: "SOCCER - AUG 20: Mike Dibbini Show to Debut on August 30", "MEN'S BASKETBALL - AUG 20: Tickets for the Wildcat Classic at Sprint Center On Sale August 27", and "VOLLEYBALL - AUG 20: K-State Volleyball Unveils Home Broadcast Schedule". On the right side, there is a sidebar with a "FULL CALENDAR" section and a "SPORTS EXTRA" section. At the bottom, there is a "WILLIE'S PET OF THE WEEK" contest banner with a photo of a dog and a "SUBMIT YOUR PHOTOS HERE!" button.

A screenshot of a banner on K-State Sports.com. The banner is purple and white, featuring a photo of a man in a football jersey. Text includes "WILLIE'S PET OF THE WEEK", "AUGUST 20", "BACK to CAMPUS day", and "WILDCAT WEEKEND 4 PACK". It also lists ticket prices for Friday, Nov. 9 and Saturday, Nov. 10.

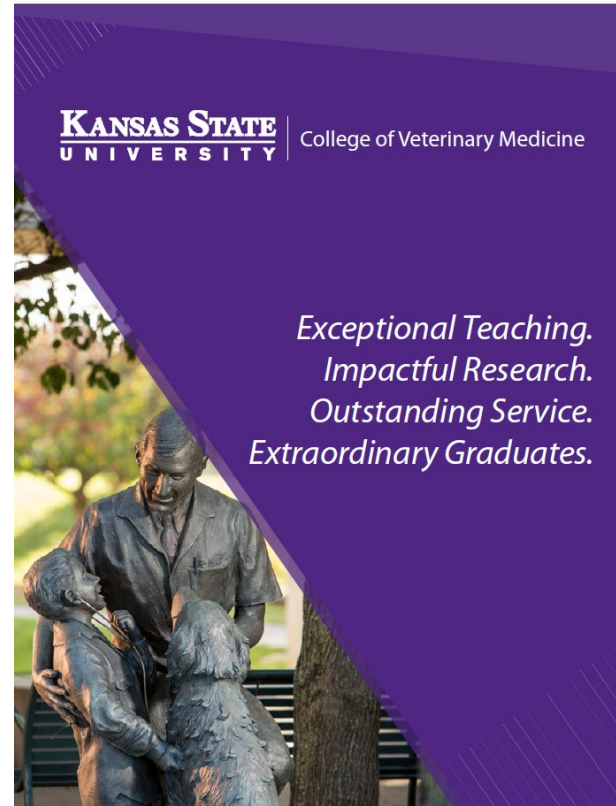
**KANSAS STATE**  
UNIVERSITY  
College of Veterinary Medicine



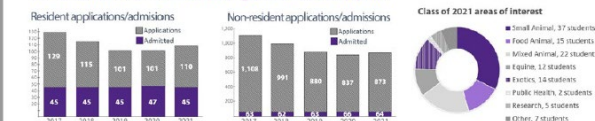
# Special Publications in 2018

## LookBook April 2018

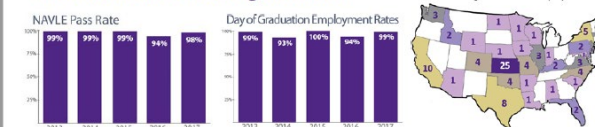
### AAVMC Communications Excellence Award 2019



#### What kinds of students/graduates apply?



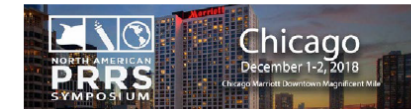
#### How successful are our graduates?



# Special Publications in 2018

## North American PRRS Proceedings November 2018

AAVMC  
Communications  
Excellence Award  
2019



2018 North American PRRS Symposium,  
Sessions 1 through 3 Invited Speaker Abstracts

Abstract #	Speaker Name	Institution
S001	Michael Rahe	Iowa State University
S002	Tomasz Stadejek	Warsaw University of Life Sciences
S003	Yaowei Huang	Zhejiang University
S004	Kay Faaborg	USDA Agricultural Research Service
S005	Qihong Wang	The Ohio State University
S006	Pengcheng Shang	Kansas State University
S007	Kimberly WanderWaal	University of Minnesota
S008	Kristin Whitworth	University of Missouri
S009	Paul Sundberg	Swine Health Information Center
S010	Alex Morrow	STAR-IDAZ
S011	Raymond Rowland	Kansas State University
S012	Daniel Rock	University of Illinois
S013	Johnny Callahan	Tetracore
S014	Alexey Zaberezhnyy	Y.R. Kovalenko and K.I. Skryabin – Federal Research Center
S015	Scott Dee	Pipestone
S016	Diego Diel	South Dakota State University
S017	Megan Niederwerder	Kansas State University
S018	Douglas Gladue	Plum Island Animal Disease Center, ARS, USDA
S019	Michael Roof	Boehringer-Ingelheim
S020	Enric Mateu	IRTA-UAB Spain
S021	Waihakha Mwangi	Kansas State University
S022	Nick Serao	Iowa State University
S023	Kyu-Sang Lim	Iowa State University
S024	Andrew Kick	North Carolina State University

Chicago 21

# Special Online Publication

## One Health Newsletter

October 2018



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College of Veterinary Medicine



# Monthly College Newsletter

## Lifelines – online – print – email notification

February 2018

AAVMC  
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2019



February 2018 | Lifelines | College of Veterinary Medicine

College of Veterinary Medicine

News and Events

- Lifelines
- Wildcat Veterinarian
- Public Health/Veterinary Alerts
- News releases
- Upcoming Events
- Features
- CVM Seminars
- Apply for Admission
- Employment Info
- CVM iWeb

College of Veterinary Medicine

Kansas State University  
1710 Denison Ave.  
101 Trotter Hall  
Manhattan, KS 66506-5600  
785-532-5660  
vetmed@k-state.edu

Veterinary Diagnostic Laboratory Client Care  
785-532-5650 or 866-512-5650

Veterinary Health Center  
1800 Denison Ave.  
Manhattan, KS 66506  
For appointments or emergencies call:  
Small Animal Desk  
785-532-5690  
Large Animal Desk  
785-532-5700

Facebook Twitter YouTube RSS

February 2018 - Vol. 13, No. 2

**Top Stories**

**CVM lands at No. 4 on Top 10 list**

A national publication produced by students for students has recently placed the Kansas State University in the upper half of a list of the top 10 veterinary colleges in the United States. Citing what it calls an "I Kan(ksas)" attitude toward solving problems, College Magazine listed several additional factors to support a No. 4 ranking for Kansas State University among U.S. veterinary colleges, including a high standard of excellence in patient care and scientific discovery in the area of infectious diseases.

Read more ...

**Video Feature**

**Student Profile: Fourth-year student Dustin Renken**

Dustin explains why he's happy he's at Kansas State University and why he wants to serve in the Army Veterinary Corps.

2017 College of Veterinary Medicine, Kind Heart Celebration: Dustin Renken

From KSU Foundation

**lifelines LITE** February 2018 Vol. 13 No. 2

News from the College of Veterinary Medicine at Kansas State University

**CVM lands at No. 4 on Top 10 list**

Fourth-year students Malena Lough and Kristen May prepare a kitten for surgery with the Mobile Surgery Unit.

A national publication produced by students for students has recently placed the Kansas State University in the upper half of a list of the top 10 veterinary colleges in the United States. Citing what it calls an "I Kan(ksas)" attitude toward solving problems, College Magazine listed several additional factors to support a No. 4 ranking for Kansas State University among U.S. veterinary colleges, including a high standard of excellence in patient care and scientific discovery in the area of infectious diseases.

Read more ...

**Anatomy Lab reopens after renovations**

Faculty and staff check out the newly-renovated gross anatomy lab on Trotter Hall's third floor.

The CVM welcomed back its first-year veterinary students with a special treat — a completely renovated laboratory with a fresh, modern look. The college held an open house for its newly redesigned third floor gross anatomy laboratory in Trotter Hall Tuesday, Jan. 16.

"The goal of this project was to renovate the original first-year space into a state-of-the-art facility for anatomy instruction and collaborative study," said Dr. Bonnie Rank, interim dean. "We now have a contemporary learning environment to allow students to focus on mastery of the material."

With the new lab, students are able to perform dissection work on canine specimens using a dedicated down draft ventilation table. The table provides a built-in ventilation system to remove formalin vapors from the breathing zone of the dissection team, allow constant air movement away from personnel working with specimens and provide a pathway to safely remove formalin fumes from the laboratory space.

A rolling cart will provide technology to microanatomy and gross anatomy, allowing each group of students access to a monitor for display of microanatomy or radiology images.

The lab's student success center was created to serve as a home base for students throughout the semester.

**Dr. Wenjun Ma's lab receives \$2 million grant to investigate influenza viruses in bats**

Recent news headlines have amplified the connection between bats and rabies, but these tiny, flying mammals are also known to spread more than 60 different diseases. In an effort to control one of these disease threats, influenza, Dr. Wenjun Ma, associate professor, has obtained an NIH R01 grant totaling \$2,046,511.

"Influenza pandemics are typically caused by the emergence of novel influenza A viruses, which transmit efficiently within human populations that lack preexisting immunity," Dr. Ma said. He further explained how genome sequencing has been used to discover new viruses in bats that are now named as bat influenza A-like viruses, or BALV.

"Concerns were raised that these novel BALVs, H17N10 and H18N11, may pose significant spillover threats to humans," Dr. Ma said. "This is because anti-bodies to influenza A viruses and influenza B viruses have no cross-reactivity to novel BALVs. To understand these novel viruses, reverse genetics have been established for both viruses."

Dr. Ma said bats have been tested virus-positive for influenza

Dr. Wenjun Ma (center) works with a team including (left to right) Tonghui Li, Yueshan Long, Rui Wu, Liping Wang, Rachael Palomaki and Jinhua Ranabough.

A virus, frequently to the H2N2 viruses. Furthermore, bat cells from different species have been demonstrated to support human, swine and avian influenza A virus replication.

KANSAS STATE UNIVERSITY | College of Veterinary Medicine | More Lifelines online at [www.vet.k-state.edu/lifelines/1802.html](http://www.vet.k-state.edu/lifelines/1802.html)

This message best viewed in HTML format.

**lifelines**

News from the College of Veterinary Medicine at Kansas State University

The February 2018 issue is now online - Click [here](#) or select a story below

**Top stories**

**Top 10 Ranking**

The CVM was recently listed in the top half of a new ranking of veterinary colleges. [Who published the list?](#)

**Influenza Investigator**

A \$2 million grant supports research on how bats spread influenza viruses. [Which viruses do bats spread?](#)

**Open Space**

Renovations have been completed on the third floor of Trotter Hall and the CVM has just held an Open House. [What's new for first-year students?](#)

**Exceptional teaching. Impactful research. Outstanding service. Extraordinary graduates.**

Read these stories and more in the [February issue of Lifelines](#).

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101 Trotter Hall  
Manhattan,  
Kansas  
66506-5601  
785-532-5660

Follow us @KSUCVM

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**KANSAS STATE UNIVERSITY** | College of Veterinary Medicine

**More Headlines**

**New Research Center**

CVM launches Center of Excellence for Translational and Comparative Oncology Research.

Plus: SHC grants for swine influenza research. Research on Classical Swine Fever vaccine research. Collaboration with Johns Hopkins team on Parkinson's disease publication and more!

**Support the College of Veterinary Medicine**

Scholarship gifts help students achieve their dreams to become veterinarians while significantly reducing the burden of student loans. Click the link above to make a gift online.

# AAVMC Communications Excellence Award 2019



## Livestock Services Side 1 and Side 2



**Veterinary Health Center**  
AT KANSAS STATE UNIVERSITY  
TO DISCOVER. TO TEACH. TO HEAL.



Our team provides routine and specialty veterinary care for all livestock species.

### LIVESTOCK SERVICES

On-Farm	Hospital
<ul style="list-style-type: none"><li>• Herd-health programs</li><li>• Calf processing</li><li>• Breeding soundness exams</li><li>• Pregnancy diagnosis</li><li>• Reproductive services</li></ul>	<ul style="list-style-type: none"><li>• Advanced diagnostics</li><li>• Lameness evaluation</li><li>• Specialty care</li><li>• Surgery</li><li>• Neonatal intensive care</li></ul>

#### 24-hour Emergency Care

Helping livestock producers reach their health and production goals while teaching the next generation of veterinarians is our passion.

Contact us today for assistance with your operation's health program or to make an appointment.

785-532-5700 • [www.vet.k-state.edu/vhc](http://www.vet.k-state.edu/vhc)  
1800 Denison Avenue • Manhattan, KS 66506



**Veterinary Health Center**  
AT KANSAS STATE UNIVERSITY  
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Our team provides routine and specialty veterinary care for all livestock species.

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On-Farm	Hospital
<ul style="list-style-type: none"><li>• Herd-health programs</li><li>• Calf processing</li><li>• Breeding soundness exams</li><li>• Pregnancy diagnosis</li><li>• Reproductive services</li></ul>	<ul style="list-style-type: none"><li>• Advanced diagnostics</li><li>• Lameness evaluation</li><li>• Specialty care</li><li>• Surgery</li><li>• Neonatal intensive care</li></ul>

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785-532-5700 • [www.vet.k-state.edu/vhc](http://www.vet.k-state.edu/vhc)  
1800 Denison Avenue • Manhattan, KS 66506

## Banners

### Alumni Biography Project



College of Veterinary Medicine



## Alumni Biography Project





Kansas State University  
Veterinary Medical Alumni Association  
**Connect Purple**

Contact: Sharon Greene, 785-532-4229, [sharong@vet.k-state.edu](mailto:sharong@vet.k-state.edu)



# Banners

## Equine Services



## Everybody Counts

Kansas State University  
COMMUNITY CARE TEAM

*would like to thank our sponsors:*



**KANSAS STATE**  
**UNIVERSITY**  
College of Veterinary Medicine



# AAVMC Communications Excellence Award 2019



## Printed Handouts/Mailers

### Shelter Medicine/Vet Med ROCKS

December 2018

#### K-State Mobile Surgery Unit

- » More than 16,000 spay/neuter surgeries performed at no cost to animal shelters
- » All pets who received surgeries were adopted to loving homes
- » Surgeries are performed by fourth-year shelter medicine veterinary students overseen by a faculty veterinarian
- » In its first three years of operation, the program has impacted students, shelters and thousands of pets' lives



*Future Vets  
Helping Future Pets*

KANSAS STATE  
UNIVERSITY

College of Veterinary Medicine

@ksusheltermed

Side 1

#### Vet Med ROCKS

Vet Med ROCKS is a student organization dedicated to community outreach and education.



We aim to:

- » Draw prospective students to K-State CVM
- » Increase public knowledge and interest in the benefits of veterinary medicine



#### 2<sup>nd</sup> Annual Summer Camp Summer 2019

- Friday, August 2<sup>nd</sup> to Sunday, August 4<sup>th</sup> High School & College Students
- Monday, August 5<sup>th</sup>: Elementary School Students (4<sup>th</sup>-6<sup>th</sup> grade)
- Tuesday, August 6<sup>th</sup>: Middle School Students

Kansas State University College of Veterinary Medicine  
1710 Denison Ave., Manhattan, KS 66506  
Registration available in 2019.  
Questions? vetmedrocks@vet.k-state.edu



KANSAS STATE  
UNIVERSITY

College of Veterinary Medicine

@ksuvetmedrocks

Side 2

KANSAS STATE  
UNIVERSITY

College of Veterinary Medicine

AAVMC  
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2019



# Printed Handouts/Mailers

## Pet Friendly Handout/VHC Relocation Sheet August 2018

Get Pet Friendly with a  
Pet Friendly License Plate!



Support spaying, neutering and Shelter Medicine through  
Kansas' Pet Friendly license plate program

### FAQ's

- How do I get a Pet Friendly license plate?  
Visit your county treasurer's office to order!
- What is the cost?  
An annual fee of \$50 goes to support the Shelter Medicine program at the Kansas State University College of Veterinary Medicine.
- Are their additional charges?  
A one-time production fee plus applicable fees payable to your county treasurer.
- Do I reorder my plate each year?  
Pay the annual fee at your county treasurer's office along with regular fees when you renew your plate each year.



The region's most trusted source for veterinary primary and specialty care.

With both primary care and board certified specialists, the Veterinary Health Center is where pet and animal owners from around Manhattan and the state turn for care.

Our team of clinicians, students, and staff come to work every day ready to help those in need. Please let us serve you.



### Comprehensive Specialty Services

We have board-certified specialists in the following disciplines:

- Anesthesiology
- Cardiology
- Emergency and Critical Care
- Dermatology
- Exotic Companion Mammal
- Large Animal Internal Medicine – Agricultural practices emphasis
- Large Animal Internal Medicine – Equine emphasis
- Large Animal Surgery
- Oncology
- Ophthalmology
- Radiology
- Small Animal Internal Medicine
- Small Animal Surgery
- Zoological Medicine

Appointments for specialty care are available by referral from your primary care veterinarian.

### Veterinary Health Center at Kansas State University

1800 Denison Avenue • Manhattan, Kansas 66506

Small Animal: 785-532-5690

Large Animal: 785-532-5700



www.vet.k-state.edu/vhc

Located in Mosier Hall  
(Just south of Kimball Ave. on Denison Ave.)



# Printed Handouts/Mailers

## Livestock Services Mailer

December 2018

### AAVMC Communications Excellence Award 2019



Veterinary Health Center  
AT KANSAS STATE UNIVERSITY

**THANK YOU** to all who attended our Livestock Services Client Appreciation Event and support our teaching mission.

One difficult pleasure of being a teaching hospital is watching young faculty develop and be coveted by other organizations. Dr. Lacey Robinson and Dr. Manuel Chamorro are leaving KSU to pursue such opportunities. The Livestock Field Service will continue to operate normally, supported by Dr. Miesner, Dr. Reppert, and Dr. Huser, as well as our residents and interns. We are eager to continue working with all of you.

*Once again, thank you to all who support our mission to help our patients and train the next generations of veterinarians.*



To schedule an appointment, please call the Large Animal Front Desk at 785-532-5700.



**Livestock Services**  
Large Animal Front Desk  
785-532-5700

#### On-Farm

- Herd-health programs
- Calf processing
- Breeding soundness exams
- Pregnancy diagnosis
- Reproductive services

#### Hospital

- Advanced Diagnostics
- Lameness Evaluation
- Specialty care
- Surgery
- Neonatal intensive care

**24-hour Emergency Care**



Veterinary Health Center  
at Kansas State University  
1800 Denison Ave.  
Manhattan, KS 66506

Nonprofit Organization  
U.S. POSTAGE  
**PAID**  
Permit #525  
Manhattan, Kan. 66502




# AAVMC Communications Excellence Award 2019








## Printed Handouts/Mailers

### Alumni Biography Project December 2018



College of Veterinary Medicine



### Alumni Biography Project

#### Thank you K-State CVM alumnus


We truly appreciate your time and commitment in sharing your 'purple' K-State stories from when you attended the College of Veterinary Medicine!


This new venture is exciting for you, your family and the K-State CVM Family. The thoughts you share can make an impact for future veterinarians.

Below are a few ideas for you to "ponder" as you prepare for your time to be in front of the camera or the microphone. These are only ideas as we really want you to share YOUR STORY (or STORIES) in YOUR WORDS.






- What does being a veterinarian mean to you?
- Tell us about the instructors who impacted you and how they made a difference in your path.
- Tell us what you enjoyed most about your time in the veterinary college, i.e., stories about your classes and/or classmates.
- Tell us a story about how something you did made someone else's world a better place.
- Tell us about something in your life that turned out much different than what you planned (or anticipated).
- Tell us the best advice you got from your time at K-State.
- Tell us about any extracurricular activities you participated in.
- Tell us why you think an education from K-State is important (even in today's world).

We will have more questions during the interview to help you tell your story in detail. Feel free to bring any notes or helpful documents.





College of Veterinary Medicine



### Alumni Biography Project

#### Schedule upon arrival

Thank you once again for making this commitment.

**Contact information:**  
Sharon Greene, Alumni Program Specialist  
785-532-4229 (work)  
785-477-1821 (cell)  
email: [sharong@vet.k-state.edu](mailto:sharong@vet.k-state.edu)

This is how our "time" with you will flow.

Parking permit will be provided.


I will meet you in the lobby of Trotter Hall.

Your appointment will be on (date): \_\_\_\_\_

At (time): \_\_\_\_\_  
(Please allow at least 1 hour\*)

\* While visiting the college, we offer the opportunity for you to take a tour of the Veterinary Health Center (VHC) and/or a chance to see some of the renovations in our anatomy and microanatomy labs and clinical skills areas. You are also invited to enjoy another KSU institution: CALL HALL ice cream!

Props and memorabilia ARE WONDERFULLY ACCEPTED, i.e: K-State pictures, diplomas — ANYTHING THAT IS YOUR TREASURE.



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## November 2018

**Learn about the health effects**

### What are the clinical signs?

# Kansas State Veterinary Diagnostic Laboratory

## YouTube Channel



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# Dean's Holiday Video

"Fill Your Year with Holiday Cheer"

December 2018

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2019



One Health Newsletter x Fill Your Year with Holiday Cheer x +

https://www.youtube.com/watch?v=CSNci8msU6M&t=2s

YouTube Search

The video thumbnail shows a snow globe on a brown base. Inside the globe, a person in a white lab coat is hugging a small white dog. To the right of the globe, the text "Happy Holidays To You and Your Family" is written in a cursive font. Below this, the "KANSAS STATE UNIVERSITY" logo and "College of Veterinary Medicine" are displayed. The base of the snow globe has the text "Happy Holidays" and a small circular logo.

Happy Holidays To You and Your Family

KANSAS STATE UNIVERSITY College of Veterinary Medicine

Happy Holidays

Fill Your Year with Holiday Cheer - 2018

199 views

LIKE DISLIKE SHARE SAVE ...

KSUCVM Published on Dec 7, 2018

ANALYTICS EDIT VIDEO

Happy Holidays to you and your family and a joyous New Year!

From all of us at Kansas State University

**KANSAS STATE**  
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# Extra Odds & Ends

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# Big Success Story in 2017

## Pacemaker Implant for Zelda the Ferret

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**American Veterinary Medical Association (AVMA)** ✓  
February 1, 2017 · 🌐

Veterinary specialists at Kansas State University recently conducted a surgical implant of a heart pacemaker in a ferret, which is a pretty rare procedure for the species.



**Ferret receives pacemaker from K-State Veterinary Health Center**  
The Veterinary Health Center at Kansas State University has conducted its first-ever surgical implant of a heart pacemaker in a ferret.

KSNT.COM

1.2K 64 Comments 446 Shares

Like Comment Share

**Cardiology** @Cardiology\_LR · 10 Feb 2017  
This **Ferret** Got a **Pacemaker** and is Expected to Live a Normal Life buffly /Zk8f2Op



NABC and 3 others follow

**Technology** @Technology\_LR · 10 Feb 2017  
Zelda the **ferret** received a **pacemaker** to deal with her heart problems and is now expected to live a full life buffly/ZkuTa4A



**Plants & Animals** @PlantAnimal\_LR · 10 Feb 2017  
Kansas State University just implanted a **pacemaker** into a **ferret** for the first time buffly/2ltGUP



5 mins to read

### New legend for Zelda thanks to pacemaker surgery

Zelda the ferret has become one of the first of her species to be fitted with a pacemaker.

Holly Kernot | February 03, 2017 **vet times**



Zelda is continuing her recovery at home. Her condition has steadily improved, and experts say her behavior and energy levels should soon return to normal.

Zelda the ferret has become one of the first of her species to be fitted with a pacemaker.

Vets at Kansas State University's Veterinary Health Center conducted the surgery after tests revealed Zelda had a third-degree atrioventricular block in her heart.

Owner Carl Hobi took the ferret to the vets when he noticed her appetite was off and that she was laying down more than usual.



# Big Success Story in 2017

Zelda's story inspired some jokes (and university branding) on NBC's Late Night with Seth Meyers



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# Gibbon's Cataract Surgery featured on Cable TV Show

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## Eyes On The Road, Baby!



An Educational Television Series By  
**Scaly Adventures**  
ScalyAdventures.com

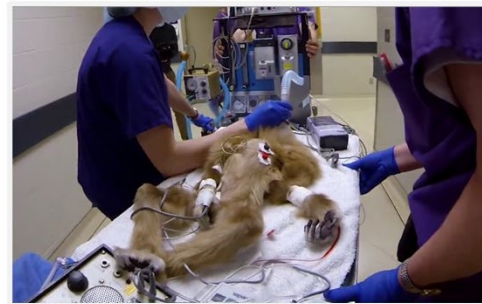
You can find the Daystar channel in most basic cable packages or watch the live online streaming every

Saturday at:

[www.Daystar.com/watch](http://www.Daystar.com/watch)

We're proud to feature the  
**Veterinary Health Center at Kansas State University,**  
**Monkey Island Rescue and the**  
**BMW Performance Driving School**  
in this Scaly Adventures TV episode!

## See the VHC on National TV



Scaly Adventures follows  
Veterinary Health Center  
clinicians at Kansas State  
University as they  
perform cataract surgery  
on a baby gibbon.



**Nov. 11 at 11 a.m.**

**Daystar TV**

Cox Channel 156 or check your guide



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**UNIVERSITY**

College of Veterinary Medicine

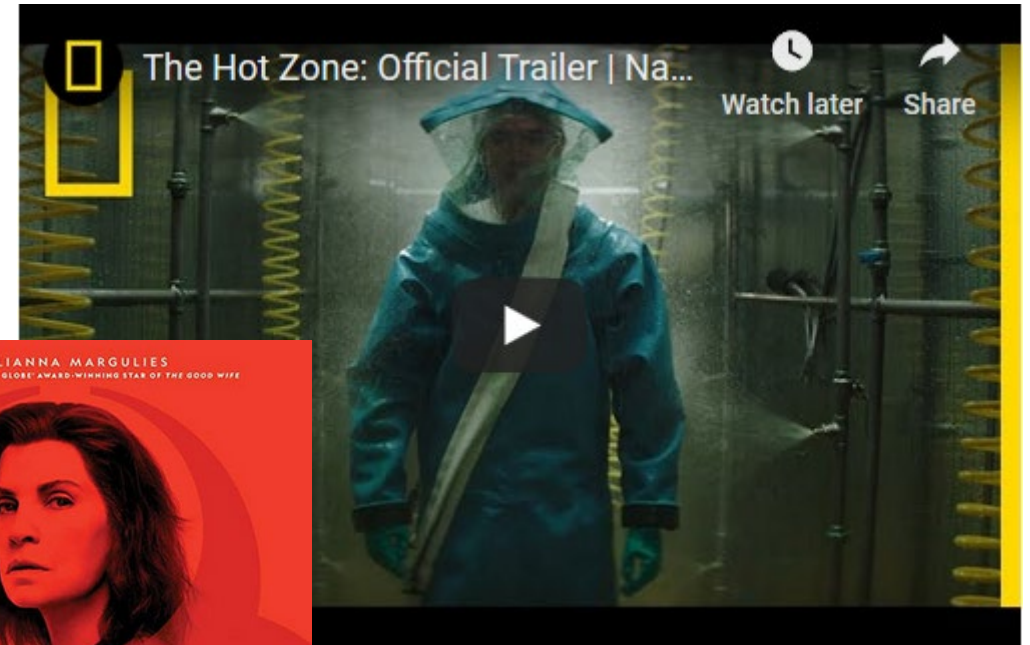


# Alumni portrayed in National Geographic TV series

“The Hot Zone”

Drs. Nancy and Jerry Jaax

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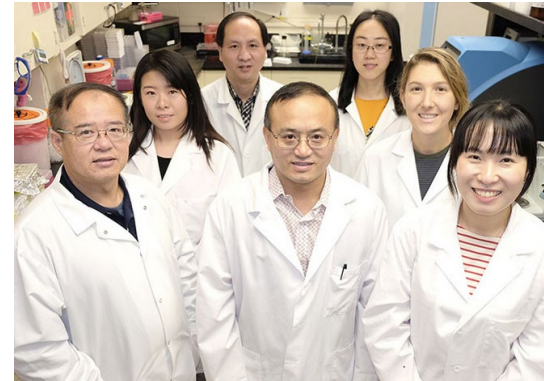
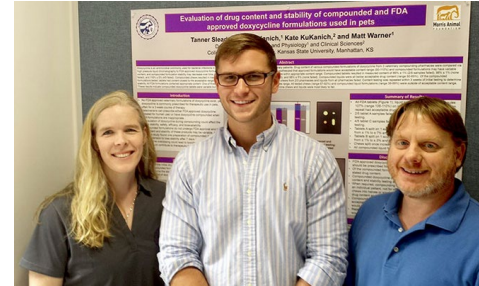


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# A few more of the great people we featured in our communications efforts in 2018.

## AAVMC Communications Excellence Award 2019



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# Acknowledgements – Thanks to:

## AAVMC Communications Excellence Award 2019



### KSUCVM

Shelby Mettlen  
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Dr. Gregg Hanzlicek  
Dr. Tom Schwartz  
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Kent Nelson  
Scott Morrill  
Joseph Chapes  
Kristin Mizner  
Susie Larson  
Mal Hoover  
Staci Murray  
Barb Lutjemeier  
Miranda Schremmer  
Gail Eyestone

### KSUCVM

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Taylor Richter  
Ashley McCowan  
Dana Parker  
Sharon Greene  
Lei Wang  
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Wendy Michaels  
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Shannon Nicholson  
Amy Thornburrow  
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Kelli Milsap  
Rachel Reichenberger  
Lu Castanhas  
Mary Sue Moore

### K-State DCM

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Taylor Provine  
Michelle Geering  
Cindy Hollingsworth  
Stephanie Jacques  
Tyler Traxson  
Robert Nelson  
Ashley Flowers  
Neil Erdwien  
Julie Fosberg  
Janelle Corkill

### KSU Foundation

Melissa Deetjen  
Sharon Greene  
Eric Holderness  
Kim Zerfas  
Marisa Larson  
Susan Berhow  
Julie Lea

### K-State Alumni Association

Jeanine Lake  
Ashley Pauls  
Jacob Marintzer

### K-State

Sarah Hancock  
Marcia Locke  
Greg Tammen  
Gabriella Doebele  
Adrian Austin  
Sofia Scavone



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# Questions?