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Daily Journal

May 29 – Today I became oriented with the office. I was given a tour and I was told about all of the upcoming events and promotional opportunities. I also set up my schedule for the summer.

May 30 – Today I was given a small assignment to send marketing letters to 55 clients of my supervisor. I had to put together the packet and then put them in envelopes and address them.

May 31 – Today I Was trained on how to make marketing calls for the American Cancer Society's new promotional campaign called "Making Strides Against Breast Cancer". I had to make these calls to corporate offices in the Washington County areas to inform them of the kick-off event and invite them to it.

June 1 – Today I was given a new assignment. I was told that I would be in charge of the Paint The Town Purple campaign. I would be in charge of creating an entire detailed list of businesses in Washington County and then creating ways in which they can get involved with the event. Today I began creating a list of businesses in the Johnson City area.

June 5 – Today I continued with the Paint The Town Purple Campaign. Today I focused on finding businesses on Market Street. I maintained an excel sheet with the business's information and a word document on which businesses have marquees that we could use to promote the campaign.

June 7 – Today I worked with the American Cancer Society's IT help network in order to be trained on how to use my company laptop/network. I then used the remainder of my time to finish finding contacts for the businesses on Market Street and began contacts for W. State of Franklin for Paint The Town Purple.

June 8 – Today I worked on finalizing the contacts in Johnson City for Paint The Town Purple.

June 13 – Today I organized all of my previously collected contacts into organized documents. I then put together promotional kits to take and present to these businesses that we are trying to get to participate. The kit includes an event poster to hang in the establishment, brochures to be handed out, sun cards to collect donations and hang in the establishment's window, and a free Relay for Life bag. I then sat in on a meeting that my supervisor held with the Paint The Town Purple Committee.

June 14 – Today I took the promotional kits that I put together yesterday and began to visit the businesses to see if they would be willing to participate in our event. Today, I visited businesses on W. State of Franklin. These included Cook Out, Wendy's, Knights Pizza, and Bojangles.

June 15 – Today I revised some of the promotional kits and then I went back out in the community with the kits in order to try and get businesses to participate in Paint The Town Purple.

June 19 – Today I did one last drive through Johnson City with the promotional kits and also event fliers to try and get businesses to participate in helping to promote the event. I did this for half of the day and then I came back and began gathering information to write a press release for the event on June 29.

June 20 – Today I received information for the press release and began writing it. I also sat through an office staff meeting.

June 21 – Today I performed an interview with one of the Washington County Relay for Life committee chairs to get quotes for my press release.

June 22 – Today I collected the quotes from yesterday and plugged them into my press release. I then edited it and turned it in.

June 26 – Today is bank night for the Relay on Friday. I sorted t-shirt sizes and packed them in bags for each individual team. I then organized the back meeting room into the formation for bank night to meet. I set up a table with all of the team bags on them and one for teams to turn in money to. I then folded all of the extra shirts by size and ordered those on a separate table. Next, I made calls to local bakeries to see if they would be interested in participating in a fundraising event called Battle of the Batter in July.

June 27 – Today I designed and created a poster and matching flier for the Johnson County Relay For Life event on July 13.

June 28 – Today I made 20 signs for the Relay for Life tomorrow. Each team got a different sign according to what amount of money they have raised. There were Platinum, Gold, Silver, and Bronze levels. For those signs I had to write the team name on the sign, Place a 2012 sticker on the sign, and place a color sticker on the sign depending on the color level. For the lowest level, the rising star level, I had to drive to the party store and find some large purple star cut outs. I then pasted those to the signs, wrote rising star at the top, wrote the team name on the sign, and put the 2012 sticker on them.

June 29 – Today is an event day so I had to help transport everything from the office to the event site and then help set up.

July 3 – Today the office closed at 12p.m. for the 4th of July so it was a short day. I made an office run to the FedEx Office. I then started information for a new press release for the Johnson County Relay For Life which is on July 13.

July 5 – Today I worked on the press release for the Johnson County Relay For Life.

July 6 – Today I submitted my press release and just helped out around the office with small housekeeping tasks.

July 9 – Today I drove Battle of the Batter fliers to all of the participating bakeries.

July 10 – Today I wrote a press release for the Battle of the Batter event on July 29.

July 11 – Today I wrote a calendar announcement for the Light Up The Night event and then also created an event poster and flier.

July 12 – Today I made invitation calls for the Making Strides Against Breast Cancer event.

July 16 – Today I delivered Light Up The Night 5K event fliers to local area businesses and I also delivered Battle of the Batter tickets to the bakeries competing in the event so that they might sell them.

July 17 – Today I worked on small office tasks. I folded and organized the left over event shirts.

July 18 – Today I made more invitational calls for the Making Strides event. Then I made Relay for Life event signs for one of the community reps in the office. We also had a staff meeting to update on Making Strides.

July 19 – Today I worked in the office for four hours doing calls for Making Strides and gathering promotional items for a display. I then drove the items to ETSU and set up an informational relay for life table at the new student orientation. I worked the table for about 3.5 hours. I then cleaned up and returned the items.

July 23 – Today I worked on PR for the 5K race. I worked to get the race on as many event calendars as possible. I contacted area radio and TV stations and then I also contacted city calendars.

July 24 – Today I continued to work on the calendar event postings and targeted track clubs and other running clubs in the area.