

progress report

Finley Hamilton
Week One

date	hours	what did you do?
Sep. 3	8 a.m.- 10 a.m.	• First day in the office! • Met the other Seedhousers and got to know what they do. • Learned how to use monday.com, the project management website that I'll be using to view my projects and communicate with my co-workers. • Began reviewing the social media accounts of the clients Seedhouse works with, including Cameron Park Zoo, Mayborn Museum, Waco Symphony and United Way.
Sep. 4	3 p.m.- 5 p.m.	• Continued reviewing the social media and websites of the clients Seedhouse works with. • Reviewed the Seedhouse Creative website and became familiar with their past projects and company goals. • Visited with the other Seedhousers to see what kind of projects they're working on currently.
Sep. 6	12:30 p.m.- 4:30 p.m.	• Began filling out a spreadsheet with answers from Lawrence Loh of the Waco Symphony that he gave during a series of video interviews Seedhouse produced. • Went with Cathi to the Mayborn Museum marketing meeting. ◦ We discussed the Mayborn's plans for the holiday season. ◦ We discussed the new traveling exhibit the Mayborn is receiving in January, <i>A Pigeon Comes to Waco! A Mo Willems Exhibit</i>.

weekly hours: 8

total hours: 8

comments: My first week at Seedhouse was an amazing introduction to the world of agency work. The full-time Seedhouse employees were very welcoming and available to answer any questions I had. I really enjoyed attending the marketing meeting with the Mayborn Museum on Friday. Hearing Cathi and Molly go back and forth with ideas for the upcoming holiday season was a lot of fun. I loved seeing the way they collaborated together, and that I'll be able to see some of those ideas play out during my time at Seedhouse.



progress report

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connections made: Molly Noah, Mayborn Museum Marketing Coordinator

current event: The 14-year-old high school student and his father appeared in court on Friday to face charges for the shooting that occurred at Apalachee High School in Georgia. 14-year-old Colt Gray was arraigned on four counts of felony murder, whereas his father was arraigned on four counts of involuntary manslaughter, two counts of second degree murder and eight counts of cruelty to children ([CNN](#)).

progress report

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Week Two

date	hours	what did you do?
Sep. 9	3 p.m.- 5 p.m.	- Continued working on the spreadsheet for the "Get to Know Larry Loh" videos. - Reviewed the previous intern's work for <i>The Pigeon Comes to Waco!</i> exhibit.
Sep. 10	8 a.m.- 10 a.m.	Received more "Getting to Know Larry Loh" videos and updated the spreadsheet accordingly.
Sep. 11	3 p.m.- 5 p.m.	Completed the "Getting to Know Larry Loh" spreadsheet and submitted it for review.
Sep. 13	12:30 p.m.- 4:30 p.m.	- Began extensive research on <i>The Pigeon Comes to [Your City]!</i> exhibit to see what tactics other host museums employed to advertise the exhibit in their community. - Referenced the marketing and education guides for <i>The Pigeon Comes to [Your City]!</i> to become familiar with the approved marketing guidelines and important deadlines.

weekly hours: **10**

total hours: **18**

comments: This week taught me the importance of patience and research. Initially, when I took on the "Getting to Know Larry Loh" project, I figured it wouldn't take that long to complete--I couldn't have been more wrong. It was an enjoyable project, by the end of watching the videos multiple times I felt like I knew him very well, but it did take a lot longer than I expected to complete. However, I did love doing the research for the Mayborn exhibit! There was so much to learn from the tactics the other museums tried, and I loved the challenge of tracking down social media posts from the months the museums had the exhibit. The provided marketing guidelines were very extensive, so it was helpful to go through that document and make note of everything that must be included for future copywriting. Last year for PR Writing, I worked with Dolly Parton's Imagination Library of Waco, so I was familiar with established brand guidelines, but it interesting to see these similar guidelines for a museum exhibit and not an organization.

current event: After the presidential debate, Donald Trump announced on Thursday that he will not participate in a second debate with Vice President Kamala Harris. However, the Harris campaign is not taking Trump's claim at face value, with one Harris advisor stating he believes there will be another presidential debate before the election ([CNN](#)).



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Finley Hamilton
Week Three

date	hours	what did you do?
Sep. 16	3 p.m.- 5 p.m.	- Received a list of contacts to send the news release for the Waco Symphony's upcoming performance, <i>Rhapsody in Blue</i>. - Sent news release emails for <i>Rhapsody in Blue</i> to 33 contacts. - Researched the new Baylor Lariat editor staff to update the Seedhouse media contact log.
Sep. 17	8 a.m.- 10 a.m.	- Reviewed the edits on the September newsletter for the Waco Symphony. - Began drafting copy for an "intern introduction" for the Seedhouse social media. - Removed the unanswered questions from the "Getting to Know Larry Loh" answer spreadsheet to clean it up.
Sep. 18	3 p.m.- 5 p.m.	- Seedhouse is hosting a party for a JRBT shareholder who's celebrating 40 years with the company! I scanned photos and uploaded them to monday.com so the other Seedhousers could make a slideshow for his party. - Cut out raffle card sheets using the paper cutter. - Sorted the mailers for the Waco Symphony's upcoming performance <i>Rhapsody in Blue</i> into groups of 100.
Sep. 20	12:30 p.m.- 4:30 p.m.	- Worked on a graphic for an "intern introduction" for the Seedhouse social media. - Drafted several options for the copy for the "intern introduction." - Edited <u>my research</u> for <i>The Pigeon Comes to Waco!</i> exhibit.

total hours: **28**

comments: I connected with James Yasko from *Waco Wise* and Olivia Turner, the Arts & Life editor for *The Lariat*. James is interested in both promoting the Waco Symphony performance and attending, and Olivia is looking to set up an interview with the featured performer, Orli Shaham. It was cool to send out a news release and get responses back from interested parties. But of the 33 contacts I sent the release to, I only received two emails back, so I think this was a good reminder of earned media. I sent the release out for the purpose of promotion for the Waco Symphony, so it was interesting to see the people who were interested in pursuing it versus the ones who weren't.



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Week Four

date	hours	what did you do?
Sep. 23	3 p.m.- 5 p.m.	- Edited the summer intern's <u>news release</u> for the Waco Symphony's performance on Nov. 7. - Took quotes from an interview with the Waco Symphony's maestro, Larry Loh, to use for the November news release. - Re-arranged the updated PowerPoint slides for Cathi's upcoming presentation "12 Strategies to Stand Out."
Sep. 24	8 a.m.- 10 a.m.	- Submitted the draft for the Waco Symphony's November performance news release. - Began formatting the inside pages for the McLennan Community College Spring 2025 course catalog.
Sep. 25	3 p.m.- 5 p.m.	- Edited and submitted the template for <u><i>The Pigeon Comes to Waco!</i></u> news release. - Continued formatting the inside pages for the McLennan Community College Spring 2025 course catalog.
Sep. 27	12:30 p.m.- 4:30 p.m.	- Continued formatting and editing the McLennan Community College Spring 2025 catalog. - Submitted the first edits for the MCC catalog.

weekly hours: **10**

total hours: **38**

comments: I handled tasks for three different projects this week, which was such a great insight into what agency work is like! While I worked on two news releases, both were so different in the ways that they needed to be completed, and I enjoyed getting to figure out how that process worked. Especially with the Waco Symphony news release, I had to watch the interview with Larry Loh several times to pick out quotes that provided additional insight into the performance. This provided an interesting challenge in trying to find quotes that didn't just give an overview of what the performance would entail, but also ones that gave an inside look into the inspiration for the musical selection. Furthermore, I think this week really taught me about the importance of behind-the-scenes work. Who knew how much editing went into a course catalog? Not me!

current event: Hurricane Helene made landfall in the U.S. on Thursday, killing at least 44 people across five southern states (AP News).



progress report

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Week Five

date	hours	what did you do?
Sep. 30	3 p.m.- 5 p.m.	Finished formatting the MCC CE Catalog and submitted it for Cathi's review.
Oct. 1	8 a.m.- 10 a.m.	- Pulled the Waco Tribune media purchase orders for the Waco Symphony's 2023/24 season from the Seedhouse archives. - Reviewed last year's purchase orders to get an idea for my suggested media buy for the upcoming Waco Symphony season.
Oct. 2	3 p.m.- 5 p.m.	- Created a detailed spreadsheet to keep track of the total advertising budget spent for each Waco Symphony performance. - Each performance has its own sheet, with the total cost for that performance then subtracted from the overall advertising trade agreement.
Oct. 4	12:30 p.m.- 4:30 p.m.	- Received edits for the MCC CE Catalog from Cathi and made the outlined adjustments. - Reworked the Waco Tribune recommended media buy for the Waco Symphony so the entire advertising budget was used.

weekly hours: **10**

total hours: **48**

comments: The McLennan Community College Continuing Education Catalog took up a majority of my time this week. I learned a lot about the editing process when following direct guidelines from an outside client. On top of that, I also learned about media purchase orders and dealt with an actual set budget. This was something that I was completely unfamiliar with, so it was a bit of a daunting task to take on and be responsible for recommending the advertisements the Waco Symphony places in the Waco Tribune based on what will fulfill their trade agreement. I did get to make a spreadsheet, which I'm actually very proud of! I have it set up so once I receive Cathi's feedback, I can make necessary adjustments either on the quantity of advertisements or change the ads completely and that total will be taken right out of the overall budget, so I know I'm not messing the math up.

current event: Republican JD Vance and Democrat Tim Waltz went head-to-head in the vice presidential debate on Tuesday, debating on topics like abortion rights, climate change and the cost of living ([NPR](#)).



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Week Six

date	hours	what did you do?
Oct. 7	3 p.m.- 5 p.m.	• Researched the website and social media for Turner Brothers Reality, focusing on how they've marketed their property management services in the past. ◦ Cathi is working on a proposal to present to them, so I looked into how often they're posting, the types of posts their making and the number of followers on each social media. ◦ Along with that, I researched how they appeared when searching for property management in the Waco and Temple areas
Oct. 8	8 a.m.- 10 a.m.	• Received Cathi's approval for my proposed media buy for the rest of the symphony season. • Created media purchase order documents to be sent to the Waco Tribune on behalf of the Waco Symphony for their next five performances.
Oct. 9	3 p.m.- 5 p.m.	• Reviewed the purchase order documents and created a schedule for Trey detailing the ad specs and when they launch. ◦ With this, Trey can create each of the ads.
Oct. 11	12:30 p.m.- 4:30 p.m.	• Reviewed the MCC Continuing Education Catalog after Trey put the copy into the final catalog form and left suggested edits.

weekly hours: **10**

total hours: **58**

comments: This week I got to do more research, which I really enjoy. The last time I did research, it was for a specific exhibit at the Mayborn, so this research project had different goals. I was pretty unfamiliar with Turner Brothers Reality before completing the research for Cathi, so I liked getting to look into their social media and website with an outsiders perspective. The MCC CE Catalog made another reappearance this week, but this time I got to review it in its final formatted stage. This project has reminded me of the time, effort and steps it takes to complete something like this, even though I don't think most people will realize that just by looking at it. It definitely makes me appreciate all the effort that goes into finishing creative projects.

current event: U.S. presidential candidate Kamala Harris appeared on the podcast "Call Her Daddy" to discuss women's issues that she addresses in her campaign. The podcast typically does not focus on serious issues, making this a non-traditional choice for Harris' campaign as she targets GenZ voters (**CBS**).



progress

report

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Week Seven

date	hours	what did you do?
Oct. 14	3 p.m.- 5 p.m.	Sent out the news release to 30 media correspondants for the WSO <i>Jon Nakamatsu Plays Rachmininoff</i> performance.
Oct. 15	8 a.m.- 10 a.m.	- Received the ads for the Nov. 7 Waco Symphony performance that will appear in the Waco Tribune from Trey. - Organized and renamed the ads to be sent out.
Oct. 16	3 p.m.- 5 p.m.	- Looked over the latest draft of the MCC CE Catalog to make sure everything was in its correct place. - Worked on social media copy for the Waco Symphony targeting Baylor students to inform them about receiving CAE credits for attending performances.
Oct. 18	12:30 p.m.- 4:30 p.m.	- Listened to the radio advertising spots for Calao Wealth Management to update the radio scripts, making sure they matched exactly what was said in the recorded ad. - Received an email from Carl Hoover at the Waco Tribune who inquired about a media contact for Jon Nakamatsu to schedule an interview.

weekly hours: **10**

total hours: **68**

comments: This week was a bit of a slower week for me, but I still completed important work. The first time I sent out a news release for the Waco Symphony, I didn't get any responses from the three reporters at the Waco Tribune that I sent the release to. This time, I was very happy to get an inquiry from Carl Hoover and get to establish a bit of familiarity with him. Even though we do advertise with the Waco Tribune, having a reporter respond to my email with interest about setting up an interview felt like a slight accomplishment because he decided he wanted to write a piece about the upcoming performance.

connections made: Carl Hoover, Waco Tribune Arts and Entertainment Reporter, Carl.Hoover@wacotrib.com.

current event: Yahya Sinwar, leader of the Palestinian group Hamas, was killed on Wednesday, Oct. 16 by the Israeli military, ending his almost eight-year rule in Gaza. This deed for Israel comes only nine days after the anniversary of the Oct. 7 attacks, which were largely orchestrated by Sinwar (**NYTimes**).

progress report

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Week Eight

date	hours	what did you do?
Oct. 21	3 p.m.- 5 p.m.	Drafted a news release for United Way of Waco-McLennan County announcing the opening of their grant eligibility process for both non-United Way Designated Agencies and United Way Designated Agencies.
Oct. 22	8 a.m.- 10 a.m.	- Edited the United Way news release to be sent to media correspondents. - The goal is to get the important dates on community calendars so that interested organizations know when and how to apply. - Also highlighted the contact reference points, making sure that organizations—especially non- United Way Designated Agencies—know who they can contact or what part of United Way's website to visit if they have further questions.
Oct. 23	3 p.m.- 5 p.m.	- Put folders together that will be used at the 2024 Prosper Waco Summit event. - The folders contained infographic prints designed by Seedhouse Creative, each paper was a specific size so when you open the folder, all the pages are visible with different pages indicated by a different colored strip.
Oct. 25	12:30 p.m.- 4:30 p.m.	- Labeled shirts for each JRBT employee that will be used at a JRBT event. - Organized JRBT shirts into categories based on the employee's department.

weekly hours: **10**

total hours: **78**

comments: I got to do some hands-on behind the scenes work for a couple of events this week, and I enjoyed that. I love event planning and hosting events, and there's so much work that goes on before an event can begin. Seedhouse does a great job with the products they create for events, so it's a cool experience to get to be behind some of those projects.

current event: The CDC issued a safety alert for a breakout of E. coli that was linked with McDonald's Quarter Pounders on Tuesday, Oct. 22. Around 49 illnesses and one death has been reported across 10 states. Most of those who have become ill have reported consuming a Quarter Pounder ([CNN](#)).



progress report

Finley Hamilton
Week Nine

date	hours	what did you do?
Oct. 28	3 p.m.- 5 p.m.	• Sent media purchase orders with ad graphics to the Waco Tribune for the Symphony's November and December performances (Rachmaninoff and The Nutcracker). • Reviewed two test newsletters for United Way and WSO. Finished my suggested edits for the November Waco Symphony newsletter and sent them to Cathi. • Received positive feedback on my research that I conducted for the Turner Brother's project. • Connected with Jacob Bradshaw at the Waco Tribune to discuss a missing item on the purchase order (I also learned how to use the Seedhouse phones). • Updated the following purchase orders to correct a wrong print date for the Waco Tribune and add the additional graphic sizes needed for the digital IAB Reveal Banners.
Oct. 29	8 a.m.- 10 a.m.	• Compiled a list of information about the Waco Civic Theater's upcoming performance of It's a Wonderful Life so Cathi can give it to JRBT. ◦ They're looking to give tickets to their employees and their families, so I found information on ticket prices, show times and show dates. ◦ I also included information on where accessible seating is located in the theater for employees who might require that. • Finished my edits for the United Way of Waco-McLennan County Newsletter and sent my suggestions to Cathi for review.

progress report

Finley Hamilton
Week Nine

date	hours	what did you do?
Oct. 30	3 p.m.- 5 p.m.	- Continued editing copy for Waco Symphony social media posts targeting Baylor students. - Want to highlight \$5 student tickets and that they can receive CAE credit for attending. - JRBT wants to collect Christmas gifts to donate to The Family Abuse Center. I looked into the proper channels to inquire about doing that but had to refer to Cathi for confirmation.
Nov. 1	12:30 p.m.- 4:30 p.m.	- Sent the news release announcing the opening of United Way of Waco-McLennan County's Grant Eligibility Process to two media contacts, the Waco Tribune and Michelle at the Wacoan. - Contacted Saphiana Zamora at The Family Abuse Center to ask about what date the gifts should be donated by and what kind of gifts they were hoping to receive. - Finalized social media posts for the Waco Symphony targeting Baylor students to raise student attendance at their upcoming performance on Nov. 7.

weekly hours: **10**

total hours: **88**

comments: This week was definitely a step-up from the last one, and it taught me a lot. I want to give a big shout-out to Jacob Bradshaw for being patient with me while we worked to figure out another date that would work for one of the "Jon Nakamatsu Plays Rachmaninoff" ads. Of the past nine weeks, I'd say this one was probably the week that really reminded me I work for an agency. Especially after Chris Talley's talk last week and his great insight about the difference of corporate versus agency work, I was pulled in all sorts of different directions this week for different clients. In all, I handled media relations, editing work, social media content creation and research for three clients, which doesn't seem like many but they sure kept me busy!

connections made: Jacob Bradshaw, Strategic Sales Director at the Waco Tribune, jacob.bradshaw@wacotrib.com
Saphiana Zamora, Development Director at The Family Abuse Center, saphiana.zamora@familyabusecenter.org

current event: McDonald's visits dropped by 10% across the country and 33% in Colorado where the E. coli outbreak was most prevalent. McDonald's is looking to the promotion of their \$5 meal and potentially shifting advertising to emphasize the safety of their food to win back customers, but say they are not worried about the drops (**CNN**).



progress

report

Finley Hamilton
Week Ten

date	hours	what did you do?
Nov. 4	3 p.m.- 5 p.m.	- Edited Waco Symphony Instagram posts for their Nov. 7 performance. - Edited existing copy for the Symphony posts to include relevant emojis for the posts targeting Baylor college students.
Nov. 5	8 a.m.- 10 a.m.	- Contacted Whitney Thomas at the Family Abuse Center to see if she could answer my questions about collecting Christmas gift donations. - Adjusted dates for the WSO media purchase orders to be sent to the Waco Tribune for their next three performances.
Nov. 6	3 p.m.- 5 p.m.	- Edited <u>The Pigeon Comes to Waco! news release</u> for the Mayborn Museum. - Pulled photos from the provided The Pigeon Comes to marketing guide for Trey - Trey will create a QR code that we can include in the media kit so our media correspondents can easily find supplemental items for their stories. - Updated the WSO news release for their December performances of <u>The Nutcracker</u>. - Received information from Whitney Thomas about holiday gift donations and sent that information to Cathi to be shared with JRBT. - Compared the JRBT staff directory with our digitized directory on monday.com to ensure that the titles of each employee match on all existing directories.

progress report

Finley Hamilton
Week Ten

date	hours	what did you do?
Nov. 8	12:30 p.m.- 5 p.m.	• Wrote bios for two JRBT employees (Zack Maldonado and Hillarie Parks) to match the existing bios on the JRBT website. • Edited the news release for <i>The Nutcracker</i> and sent to 33+ media correspondents. • Reviewed and submitted the JRBT staff directory that I finished on Wednesday.

weekly hours: **10.5**

total hours: **98.5**

comments: Another busy week this week! I got to do some more work for JRBT and step a little outside my comfort zone with writing the staff bios. I had to reference the JRBT website to see the existing bios and make sure that the ones I wrote matched the wording and tone of the published ones. To do that, I was given a form that each of the employees filled out with a little bit about their career background, and then from there I created the bio. I also got to handle more media relations this week and sent out *The Nutcracker* news release for the Waco Symphony. We really tried to emphasize the fact that this performance is the only one in Central Texas with a live orchestra, so I'm hoping that will encourage our media correspondents to cover it!

connections made: Whitney Thomas, Executive Director at The Family Abuse Center,
whitney.thomas@familyabusecenter.org

current event: A cloned black-footed ferret successfully gave birth to three offspring, which marks the first time a U.S. clone of an endangered species produced offspring. Antonia the ferret's genetic material was originally collected in 1988 from another female ferret, Willa, for the purposes of increasing genetic diversity within the black-footed ferret population. This feat is seen as a monumental step forward for science, and Antonia and her babies are being kept under observation for further research at the Smithsonian National Zoo and Conservation Biology Institute in Front Royal, Virginia (**NPR**).

progress report

Finley Hamilton
Week Eleven

date	hours	what did you do?
Nov. 11	3 p.m.- 5 p.m.	- Received responses from Olivia Turner, Ann Harder and Debrah Wright who all expressed interest in covering <i>The Nutcracker</i>. - Media relations! Olivia writes for the Lariat, while Ann and Debbie both use podcast mediums, so it's very interesting to see the varying things they requested from my end. - Olivia asked to be put in contact with orchestra members and dancers for interviews, Ann requested someone to interview for her podcast, and Debbie was interested in having me on her podcast to promote the event along with some other members she could interview for her blog. - Updated the political contacts on our media contacts spreadsheet to include the U.S. House Representative, Texas State Senator and Texas State House Representative that represent Waco. Also found the Waco City Council member whose district includes both Baylor University and the Waco Symphony office location. - Added their emails, websites, phone numbers and office locations to the spreadsheet for ease of contact.
Nov. 12	8 a.m.- 10 a.m.	- The new website Seedhouse Creative made for the Waco Symphony went live last Friday. I reviewed every page of the new website for any potential clerical errors (like missing or wrong dates, wrong guest performers, etc.) and formatting errors. - Sent Cathi and Trey my suggested Symphony website edits for their consideration.

progress report

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Week Eleven

date	hours	what did you do?
Nov. 13	3 p.m.- 5 p.m.	- Sent the news release for the Symphony's <i>Nutcracker</i> performances to Pete Sessions (Waco's U.S. House Representative), Brian Birdwell (Waco's Texas State Senator), Pat Curry (Waco's Texas State House Representative) and Darius Ewing (the Waco City Council member whose district includes both Baylor and the Waco Symphony). - Reviewed the new Waco Symphony website on my phone to check for errors in the mobile version and provided suggested edits to Cathi.
Nov. 14	12:30 p.m.- 4:30 p.m.	- Looked into finding folders for the Mayborn Museum's <i>The Pigeon Comes to Waco!</i> exhibit that match the brand colors so we can put the media kit items inside which will then be given to any interested media correspondent. - Began working on a spreadsheet for JRBT that tracks the events that they've sponsored in the Waco community for the past three years. - In 2024 so far JRBT has sponsored around 70 events. - The goal is to track how much they've spent and who has attended in the past to be more informed on the events they'll sponsor moving forward.

weekly hours: **10.5**

total hours: **109**

comments: This week was a lot of fun. I think something I really enjoy about working at Seedhouse is that I always have a different task to do. Even when it comes to something like sending out news releases, I never know who will respond and what they'll need, so that's always different too. I also enjoyed getting to take a deep dive into the Symphony's new website because I know that project took a lot of hard work, and it's cool to see the end result.

connections made: Debrah Wright, owner of Cultivate7Twelve art gallery and host of the Know Waco podcast, debbie@roguemedianetwork.com
Ann Harder, host of Central Texas Life with Ann Harder podcast, annharder5125@gmail.com

current event: A federal judge in Louisiana blocked legislation that was passed by state lawmakers this year that would have required the display of the Ten Commandments in every public school classroom, including public universities (**NYTimes**).



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Finley Hamilton
Week Twelve

date	hours	what did you do?
Nov. 18	3 p.m.- 5 p.m.	- Continued working on JRBT's Community Sponsorship spreadsheet for the year 2023. - Sent out the news release for The Mayborn Museum's <i>The Pigeon Comes to Waco! A Mo Willems Exhibit</i> to our media correspondents. - Received confirmation from Ann Harder that she would like to interview someone on her podcast about the exhibit. - Received Ann Harder's availability to interview Dr. Beau Benson about <i>The Nutcracker</i>.
Nov. 19	8 a.m.- 10 a.m.	Continued working on JRBT's Community Sponsorship spreadsheet for the end-of-year 2023 and early 2022.
Nov. 20	3 p.m.- 5 p.m.	- Continued working on JRBT's Community Sponsorship spreadsheet for the rest of 2022. - Referenced files for events where I had missing information on the spreadsheet to ensure accuracy. - Communicated with Olivia Turner from the Lariat to receive her availability to interview Waco Symphony performers about <i>The Nutcracker</i>.
Nov. 22	12:30 p.m.- 5 p.m.	- Researched the Facebook and Instagram accounts for four different social medias associated with the City of Woodway. - Looked for consistent brand voice/image, when they typically post, what they typically post about, and how much they've posted in the last year.

weekly hours: **10.5**

total hours: **119.5**

comments: I don't have much to say about this week! Again, it was juggling different projects/tasks for a few different clients. It was kind of a full circle moment to send the news release out for the Mayborn since one of my earliest tasks at Seedhouse was to do research about the new exhibit.

current event: An inspection done of a Tom's of Maine facility in Stanford, Maine found several bacterial violations and a "black mold-like substance." In a statement given to CNN, Tom's of Maine said they remain fully confident in the safety and quality of their toothpaste, and that they're working with the FDA and water specialists to remedy the issues ([CNN](#)).



progress report

Finley Hamilton
Week Thirteen

date	hours	what did you do?
Nov. 25	8 a.m.- 12:30 p.m.	- Did an in-depth search for a folder to match the <i>Pigeon Comes to Waco!</i> brand colors that would look professional enough to hold our media kit materials for the media's reference. - Began working on social media graphics and written copy for the Waco Symphony's next three performances to target all students and remind Baylor students they'll get a CAE credit for attending.
	2:30 p.m.- 5 p.m.	
Nov. 26	8 a.m.- 5 p.m.	- Finalized my recommendations of which folders to purchase for <i>The Pigeon Comes to Waco!</i> media kit. - Continued working on the Waco Symphony <i>The Nutcracker</i> social media graphics and copy. - Finished the first graphic. - Updated the media contact for the Temple Daily Telegram.
Nov. 27	8 a.m.- 12 p.m.	- Created second social media graphic for the Waco Symphony's <i>Nutcracker</i> posts targeting all students. - Edited the social media copy that will go along with the graphics. - Assisted Jessica with her photoshoot of the nutcrackers the Symphony will be selling.

weekly hours: **20**

total hours: **139.5**

comments: Happy Thanksgiving week! I worked full time this week and it definitely was a nice experience getting to be in the office longer than four hours because I didn't feel totally rushed to complete my assigned projects. I'm a bit of a perfectionist when it comes to creating social media graphics, so it was nice to have this time in the office to get ahead on those before they're due next week. Also, the folder finding process took a lot longer than I expected! Since we need such specific colors I made sure to look at the reviews to see if the folder colors that were advertised will actually look the way they need to once we receive them. I saw a lot of mixed reviews about that, so I'm hoping that the colors and quality are still okay with whichever we end up choosing.

current event: President Bident appeared on Monday to pardon his last pair of Thanksgiving Turkeys as president. This tradition dates back 77 years and grants the president a brief moment to reflect and give thanks (**NYTimes**).