



GiGi's Playhouse Raleigh Service-Learning Time Log

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MEJO 332 Public Relations Writing
Professor Marshelle Carter

Date	Time	Activity
9/2	60 mins	Client Research Assignment on GiGi's Playhouse
9/5	40 mins	First meeting with Dana on Team
9/9	90 mins	SWOT Analysis on GiGi's Playhouse
9/16	75 mins	Fact Sheet on GiGi's Playhouse
9/23	45 mins	Boilerplate on GiGi's Playhouse
9/30	75 mins	Meeting with group members to discuss business kits for GiGi's
10/8	90 mins	Business kits social media posts for GiGi's
10/10	30 mins	Editing social media posts for GiGi's
10/21	85 mins	PSA for GiGi's
10/27	60 mins	Profile prep worksheet
10/27	60 mins	Speech writing for GiGi's

10/28	60 mins	Profile prep worksheet
10/28	20 mins	Speech writing for GiGi's
10/30	75 mins	Teamwork day planning for GiGi's media kit
10/30	30 mins	Interview information planning for MacKailey
10/30	30 mins	Interview with MacKailey
11/11	120 mins	Building a Feature Idea Assignment for GiGi's
11/13	150 mins	Feature Pitch Assignment for GiGi's
11/21	120 mins	SWOT Analysis for Communication Audit on GiGi's LinkedIn
11/21	60 mins	Communication Audit
11/25	30 mins	SWOT Analysis for GiGi's LinkedIn
12/2	60 mins	Profile planning
12/3	150 mins	Profile writing
12/3	45 mins	GiGi's brochure
12/4	60 mins	NC State Victory day news release
12/4	45 mins	Reflection essay
12/5	60 mins	Final communication audit edits
12/5	180 mins	Final portfolio edits/writing assignment touch-ups, etc.

Total: 33.42 hours