

# INTERSECTION +

*an advertising agency*

## Intersection + Internsection June 2022 Content Calendar

June 6, 2022

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### Monday, June 6

#### *Summer Intern Introduction*

What everyone has been waiting for! Meet the interns of Summer 2022 at Intersection. We are excited to start posting here on the Internsection page, and hope that you will follow us along on our journey. We have exciting ideas and content to share with you all very soon.

Are you looking forward to seeing anything specific? Do you have any questions for us interns? Let us know! We are happy to hear from all of you and thank you for following us.



#### *Clubhouse (story)*

\*\*\*polls with pictures from the Clubhouse website\*\*\*

“Coming soon is the Clubhouse @ Accutech in Muncie. Bring your family or friends and enjoy a night out.”

“What are you most excited for at the Clubhouse? Virtual golf or The food”

“Have you ever played micro-golf or Yes or No”

### Wednesday, June 8

#### *DWNTWN: Flower Hour/Artswalk*

A perk of being an intern at Intersection:

Getting to go to all the fun events going on in DWNTWN Muncie! We loved attending the Brink of Summer Artswalk and Flower Hour event this past Thursday. We got to see all the local artists come out to share their work around Canan Commons and support them. We also got the chance to explore DWNTWN more and stop at all the tents with flowers to make our own bouquets. There’s nothing better than getting to enjoy the nice weather and see some local art while grabbing a bite to eat.



## Friday, June 10

### *Meet the Intern: Melissa*

We are happy to introduce our first intern of the summer. Melissa Narlock will be part of the team as a Digital and Content Marketing intern. Melissa is currently a senior at Ball State University majoring in Marketing with a minor in Emerging Media Design and Development. She is most excited to have the opportunity to collaborate with such a creative, and innovative team gaining agency experience working with businesses throughout the Muncie community. When she's not working, you can find her at a local coffee shop or enjoying music at a festival.

### Melissa's Favorite Quote:

"Now I look beyond what I can't do and focus on what I can" - Robert M Hensel. No matter what obstacles you may face, you can do it. You must be willing to challenge yourself and continue to learn from everything that you do.



**Monday, June 13**

*Muncie Spotlight*

content pending (our own photography)

For the first Muncie Spotlight post we are going to be highlighting Made in Muncie Pottery. This Muncie business is a fun place for kids, friends, and adults alike. Here you can paint your own pottery, host a party, or even sign up for private lessons and workshops coming soon. When you first walk in you can select from a wide variety of unglazed pottery that is made right at the studio. They have all the tools for you to try any of your creative designs before they will fire your piece, and you can pick up your beautifully crafted pottery seven to ten days later.

They are located at 313 S Walnut St in Muncie. Walk-ins are welcome Wednesday through Friday from 1-8 PM, Saturday from 11 AM-8 PM, and Sunday 1-6 PM. Whether you are a beginner or expert in pottery, Made in Muncie is the perfect space where you can get creative.

You can expect to see more Muncie Spotlight content where we cover things to do, places to visit, and businesses to check out in Muncie. We love to bring awareness to the best spots Muncie has to offer, and hope that you enjoy them just as much as we do.

*Game Night (story)*

(promotion for Game Night on 6/18)

“Mark it down on your calendar: Game Night this Saturday from 7-11 pm at Canan Commons. Bring your family and friends to participate in all the fun lawn games planned and listen to the live music.”



**Wednesday, June 15**

*Meet the Intern: Cameron*

Our second intern we would like to introduce is Cameron Beteet! Cameron will be a Digital and Content Marketing intern at Intersection this summer. She is currently a junior at Ball State University studying Media Management and Promotion as well as Emerging Media and Design at BSU's grad school.

Cameron aspires to utilize her videography skills and content creation strategies to produce engaging digital content and is excited to learn the ins and outs of working at an advertising agency this summer.

Cameron's favorite Quote:

"Don't let the world change your smile, let your smile change the world."



**Friday, June 17**

*Office Life*

Surprise!

We have another intern onboard for the summer. She's very friendly, fluffy and loves to give everyone kisses. Meet Arya, the bestest good girl and office pup. We love getting to come into the office and have her to lay on our lap while we work. If you stop by, be sure to give her lots of pets and love.



**Monday, June 20**

*Meet the Intern: Audrey*

Last but most certainly not least, we'd like to introduce the third intern of the summer, Audrey Masters! Audrey is currently a senior at Taylor University and studying Graphic Design. She loves typography, branding and also dabbles in studio photography. Audrey is most excited to start doing more digital design and social media work at Intersection.

### Audrey's Favorite Quote

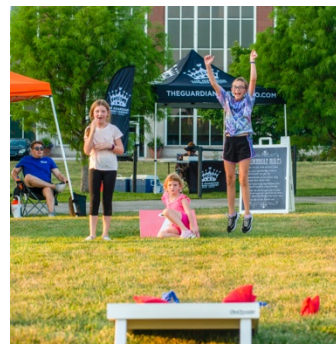
"It's through mistakes that you actually can grow. You have to get bad in order to get good" -Paula Scher. Nothing is ever finished – and the best work you create is probably not going to be in college. This is just the beginning. The best is yet to come!



### Tuesday, June 21

*Game Night Post*

copy pending



### Wednesday, June 22

*Project Highlight: Yorktown*

Content pending (we will need more information from the Yorktown project)

Here at Intersection, we're working on lots of projects. As an intern you contribute to these projects as part of the team. A project underway is revamping the branding for Yorktown Community Schools to improve consistency among them. Large-scale projects where we work with new clients involves several steps to get projects rolling and make sure they stay on track. For this project, Intersection began by meeting with the Yorktown school board, leading up to them partnering with us. The project doesn't stop there of course.

Next, we worked on crafting proposals to present to them, and went back to the drawing board to revise. Flexibility is key when it comes to any project. As such, our ideas and plans evolved throughout



the process. We love sharing the assignments we're working on and hope to provide more insight into the process involved in our projects. Stay tuned to catch more updates on Yorktown!

## **Friday, June 24**

*Day in the Life: Melissa*

Video content pending

Welcome to our first day in the life!

Follow our summer intern Melissa through a day in her life. We want you all to see a little more behind the scenes of our life as interns at the office. Melissa is a Digital and Content Marketing intern here. We hope everyone got to know her and her job better. Is there anything else you would like to see from our other interns as they document a day in their life?

## **Monday, June 27**

*Topic of the Month*

content pending

During these summer months, we'll be taking some time to dive deeper into topics we're interested in. This month we're focusing on learning more about how to be successful in the workplace. Us interns got to choose how we wanted to learn more about this month's topic

Here's what we learned:

Cameron read "The power of Introverts in a World That Can't Stop Talking"

[specifics about the book]

Melissa listened to "[podcast title]"

[specifics about the podcast]

Audrey watched "[movie/show title]"

[specifics about the movie/show]

## **Wednesday, June 29**

*Muncie Spotlight*

content pending

Every Saturday now through the Fall, Minnetrista welcomes vendors in the east central Indiana area to sell their products to the Muncie community at the outdoor farmer's market. Whether you're looking for a refreshing cup of shaken lemonade, freshly picked apples, or even handmade soaps, you're sure to find something you love there. Not only will you find intriguing items, but it's a great way to spend time with your loved ones and friends.

The outdoor farmer's market is located at Minnetrista on 1200 N Minnetrista Pkwy in Muncie and is open every Saturday from 8 a.m. – Noon.

Some of our favorite finds:

- [specific items we have purchased from the market]

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