

PUBLIC CASE STUDY + COMPLETE TIME AUDIT

From Five Hours to Full-Scale Proof of Concept

How a community-centered launch activation more than doubled Munchiez Chill Zone’s reported Facebook audience in 48 hours—and revealed the real labor behind credible public relations.

+108.3%	65	24.6 h	7 h 39 m
reported follower growth	recorded samples	reconstructed active labor	field-day window

“The audit changed how the business viewed growth, strategy and scalability.”

Munchiez Chill Zone client reflection after case-study review

Campaign	Field activation	Reporting window
Munchiez Chill Zone introductory launch	July 16, 2026	July 14-21, 2026

Executive Summary

KD Public Relations supported Munchiez Chill Zone through a five-hour introductory engagement that expanded into a multi-day launch activation and analytical review. The work combined business positioning, social-media strategy, community-group distribution, platform troubleshooting, media-kit development and deployment, stakeholder outreach, route planning, community sampling, photography and videography, follow-up communication, data reconciliation and case-study production.

The launch produced strong early awareness and product-acceptance signals. Munchiez Chill Zone reported growth from 60 to 125 Facebook followers within 48 hours, four paid five-ounce cup sales totaling \$14, enthusiastic responses across civic, tourism, convention and school-district audiences, and a reported event-related opportunity for 100 one-ounce samples valued at \$100 during the initial review window.

Bottom line: This was a launch-and-learning activation, not a one-day profit event. Its primary return was proof of concept: people tasted the product, responded enthusiastically, asked where to find it, requested more and opened doors to institutional and event opportunities.

Campaign at a Glance

60 → 125 reported followers	15 documented group shares	65 recorded product samples	\$24.50 reported sampling investment
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At the time of this launch, Munchiez Chill Zone was positioned as a mobile pop-up frozen-dessert concept offering homemade, dairy-free, gluten-free and kosher-certified treats. Questions about location and availability were therefore treated as demand signals—and as evidence that the brand needed clearer, repeatable scheduling infrastructure.

Campaign Overview

Element	Public case-study detail
Business	Munchiez Chill Zone
Agency	KD Public Relations (KD-PR, LLC)
Starter scope	Five professional hours for launch strategy and activation support

Element	Public case-study detail
Field activation	Thursday, July 16, 2026
Core positioning	Mobile pop-up frozen-dessert experience; homemade, dairy-free, gluten-free and kosher-certified
Evidence base	Engagement documentation, emails, texts, calls, Facebook records, Google Timeline, original photographs, seven timestamped videos and client-provided ROI data

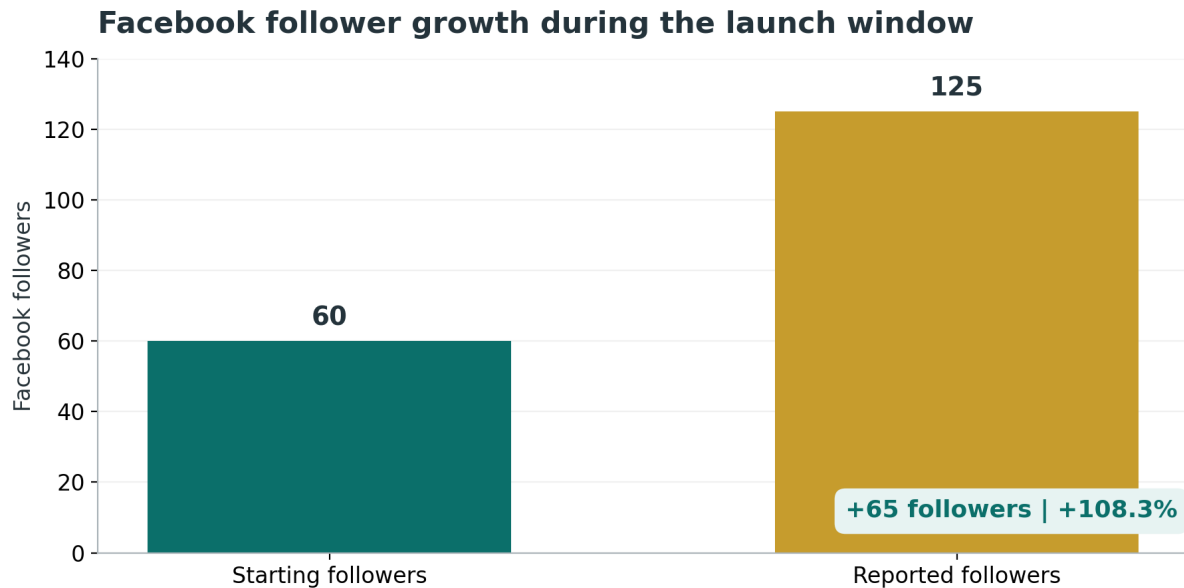
Objectives

1. Clarify Munchiez Chill Zone as a mobile pop-up experience rather than a fixed storefront during the July launch window.
2. Introduce the product to community stakeholders through low-cost sampling.
3. Create early visibility, social proof and launch momentum.
4. Identify event, party, fundraiser, tourism and institutional opportunities.
5. Capture photographs, video, reactions and data for a reusable business case study.

Strategy and Implementation

Workstream	What occurred
Positioning and message discipline	Developed clear language explaining the mobile pop-up model; drafted comment replies and a location-clarification post.
Social-media distribution	Documented two main post texts and 15 group-distribution entries across named community placements; later shares retained relative timestamps where exact clock time was unavailable.
Platform troubleshooting	Diagnosed a Facebook unusual-activity/security checkpoint; advised use of the controlling profile/device, paced replies, security review and avoidance of repeated publishing attempts.
Media-kit deployment	Reviewed the business's materials, helped locate/update the QR code, consolidated the four-page media kit and attached it to institutional outreach.
Community outreach	Contacted or coordinated with City of Natchez, Mayor's Office, Natchez Convention Center, Visit Natchez, Natchez-Adams School District, Chamber-related contacts, Downtown Natchez Alliance and local businesses.
Sample & Sell planning	Researched serving cups, estimated sales possibilities, planned quantities and route stops and established a tasting-first conversion strategy.
Field documentation	Captured original photographs and seven timestamped videos; later matched media to Google Timeline and stakeholder locations.
Post-event analysis	Requested cost, sales, sample and opportunity data; reconciled inconsistent counts; calculated early financial and audience results; produced the case study and full communication audit.

Verified Outcomes and What They Mean



Source: Facebook screenshots and client-reported count reviewed by KD Public Relations.

Community-group distribution extended visibility beyond the original page audience. The page more than doubled its reported following while same-day sales remained modest. That gap is not a contradiction: awareness usually moves before conversion in an early-stage launch, which is why structured follow-up, a pinned calendar and a direct preorder path matter.

Stakeholder Engagement

Stakeholder / location	Documented response or opportunity
City of Natchez / Mayor's Office	Civic visibility, product introductions, samples, photographs and relationship-building.
Natchez Convention Center	Interaction with Ms. Amanda; event-space and festival relevance; return visits and debriefing.
Visit Natchez	Roscoe Barnes III sampled the product; tourism-facing relationship and content opportunity.
The Sugar Emporium	Local-business collaboration and follow-up email with media kit after the activation.
Natchez-Adams School District	Leadership and staff tasting; fundraiser concept introduced; documented excitement and a second-serving request from Tony Fields.
Event pipeline	A 100 one-ounce sample opportunity valued at \$100 was reported during the original review window and was treated as pipeline until later documentation.

Strongest qualitative signal: Tony Fields requested a second serving. A request for seconds is not a completed sale, but it is a meaningful repeat-taste indicator of product acceptance.

Field Activation Timeline

Time	Location / activity	Documented result
9:52-10:22 a.m.	Travel to Natchez Convention Center / downtown area	Departure and initial field coordination.
10:24-11:41 a.m.	Natchez City Hall / Mayor's Office	Product introductions and samples; media documented with Mayor Dan Gibson and City stakeholders.
11:43 a.m.-12:07 p.m.	The Sugar Emporium	Local-business relationship-building and sample delivery.
12:18-1:39 p.m.	Visit Natchez and Dixon Books & Loft	Roscoe Barnes III sampled at Visit Natchez; tourism-facing content captured. Home Bank was a parking/GPS reference only.
1:40-2:28 p.m.	Pause and Convention Center block	Unrelated interview time excluded; by 2:26 p.m., photographs documented the Munchiez-related Convention Center interaction.
2:30-3:30 p.m.	Natchez-Adams School District	Staff tasting with district leadership and staff; second-serving request documented.
3:34-5:08 p.m.	Convention Center / City Hall returns	Materials retrieved, relationships closed out and field debrief completed.
5:08-5:31 p.m.	Return travel	Route completed.

Time distinction: The field-day window lasted 7 hours 39 minutes. The audit counted 7.0 active field/travel/documentation hours after excluding unrelated activity and applying conservative estimates.

Sample & Sell Financial Analysis

Expense	Quantity	Reported cost
Two-ounce sample cups	65 reported used	\$5.17
Sample spoons	65 reported used	\$4.23
Ice / transportation support	1	\$6.00
Frozen dessert product	65 reported samples	\$9.10
Total marketing investment		\$24.50

Metric	Result
Verified same-day sales	\$14.00
Marketing-cost recovery	57.1%
Preliminary revenue-based ROMI	-42.9%
Net before cost of four five-ounce cups sold	-\$10.50
Average revenue per recorded sample	\$0.22
Marketing investment per paid cup	\$6.13

Data limitation: Earlier records referenced 60 prepared samples and approximately six remaining, while the later ROI worksheet reported 65 used. The 65-sample figure is retained for the client-provided cost calculations, but it should be reconciled. Unique purchasers and the cost of the four five-ounce cups sold also remained unconfirmed in the original review.

Post-review order update: Subsequent July 23 delivery correspondence documented a Saturday order for 100 two-ounce cups plus 100 spoons. Private order-payment details are not disclosed, and the order is not added to the original same-day revenue calculation.

The Full Time Audit

The engagement began as a five-hour starter scope. The documented work expanded across multiple days and channels. Because six-minute timekeeping was not maintained for every message, research action and troubleshooting step, the audit uses a conservative reconstruction based on visible

timestamps, email records, Google Timeline, media metadata and the complexity of the documented tasks.

5.0 h	24.6 h	19.6 h	4.9×
starter scope	active labor	additional support	original time allocation

Reconstructed Labor by Work Category

Work category	Conservative hours	Share of total
Strategy / client onboarding	1.4	5.7%
Social media / platform work	4.3	17.5%
Media kit / outreach	3.5	14.2%
Research / supply / route planning	2.4	9.8%
Field activation / authorized travel / documentation	7.0	28.5%
Follow-up / data / metadata matching	3.0	12.2%
Analysis / report production / revisions	3.0	12.2%
Total	24.6	100.0%

Timekeeping standard: Exact duration is used when visible. Continuous work blocks are bounded by timestamps. When a screenshot proves an action but not every minute required to draft, research, review or troubleshoot it, a conservative reconstructed duration is assigned. Gaps and unrelated activity are excluded. The audit is educational and is not a retroactive invoice.

The full line-by-line activity, communication, social-distribution, email and media registers begin in the appendices. Public privacy edits remove only personal client/family information and private payment terms; the operational work, evidence, outcomes and time classifications remain.

What the Campaign Proved

The product can create immediate enthusiasm. People accepted samples, posed for photographs, discussed the product and requested more.

The mobile concept needs visible scheduling infrastructure. Location questions were a demand signal. A predictable pop-up calendar, preorder link and QR-code destination are essential.

Institutional access is a major growth channel. City, tourism, convention and school-district relationships created pathways for staff events, fundraisers, festivals, parties and collaborations.

Audience growth can outpace early sales. The page more than doubled its reported audience while direct sales remained modest; conversion requires structured follow-up.

Measurement systems must improve. Future activations need beginning inventory, location-level sample counts, unique customer counts, leads, sales, leftovers and cost of goods by serving size.

Recommended Next Steps

1. Maintain written order confirmation, delivery and fulfillment records for every event order.
2. Publish a pinned pop-up calendar with dates, locations, flavors, service windows and preorder deadlines.
3. Create one QR-code conversion path that captures contact information, flavor preference, event interest and preorder intent.
4. Use a one-page activation tracker for beginning inventory, samples, unique participants, leads, sales and leftovers by location.
5. Standardize the full cost of one-ounce, two-ounce and five-ounce servings, including product, packaging, spoons, ice, labor and payment fees.
6. Develop a school fundraiser and staff-event offer for district leadership and community partners.
7. Turn field media into a content series featuring civic introductions, tourism, school-district tasting, youth entrepreneurship and customer reactions.
8. Use stable Meta Business access and paced posting to reduce future security checkpoints.

Future Scope Guidance

Scenario	Recommended professional hours	Included work
Starter strategy session	5	Enough to begin priorities and diagnose needs; not enough for a campaign of this breadth.
Focused activation	16-20	Outreach, field activation and basic follow-up; direct expenses separately scoped.
Full activation + case study	24-30	Communications, social support, field documentation, analytics and reporting; direct expenses separately scoped.

Scope conclusion: a five-hour block was enough to begin the work, but not enough to fully execute and document a campaign of this breadth. Similar projects should be scoped as multi-day activations with explicit allocations for outreach, social media, field time, photography/video, follow-up, analytics and reporting.

APPENDIX A

Complete Public-Safe Activity & Time Register

Every documented work item from July 14-21, 2026. Private client payment details and personal/family identifiers are omitted; professional actions, evidence, hours and classifications are retained.

Date	Time	Channel	Activity	Purpose	Outcome	Evidence	Hrs	Class
Jul 14	Afternoon	Meeting / strategy	Initial strategy meeting; reviewed the business model, immediate needs, pricing, mobile/pop-up possibilities and launch priorities.	Onboarding and priority setting.	Five-hour introductory scope selected; launch priorities established.	Meeting notes; engagement documentation.	0.8	Reconstructed
Jul 14	4:14-4:57 p.m.	Text / research	Shared a possible property/storefront link and researched small serving vessels/cups and local availability.	Business-development and sampling preparation.	Generated presentation and future-location options.	Text screenshots.	0.6	Bounded / reconstructed
Jul 14	6:13-7:09 p.m.	Email / engagement setup	Sent engagement documentation and launch instructions; corrected a clipped email and confirmed receipt. Routine internal setup was excluded.	Authorize and organize launch work.	Engagement documentation completed and next steps confirmed.	Email records.	0.3	Reconstructed
Jul 14	7:03 p.m.	Facebook share	Shared Munchiez post to Natchez (and beyond) Small Business Entrepreneurs Support Group.	Local small-business visibility.	Community distribution documented.	Facebook pasted export.	0.1	Timestamped
Jul 14	7:04 p.m.	Facebook share	Shared Munchiez post to Mississippi Business.	Audience expansion.	Community distribution documented.	Facebook pasted export.	0.1	Timestamped
Jul 14	7:04 p.m.	Facebook share	Shared Munchiez post to MissLou Business Connection.	Audience expansion.	Community distribution documented.	Facebook pasted export.	0.1	Timestamped
Jul 14	7:04 p.m.	Facebook share	Shared Munchiez post to WTYJ 97.7 FM.	Audience expansion.	Community distribution documented.	Facebook pasted export.	0.1	Timestamped
Jul 14	7:04 p.m.	Facebook share	Shared Munchiez post to Promote Mississippi.	Audience expansion.	Community distribution documented.	Facebook pasted export.	0.1	Timestamped
Jul 14	7:04 p.m.	Facebook share	Shared Munchiez post to What's Happening in Central Mississippi.	Audience expansion.	Community distribution documented.	Facebook pasted export.	0.1	Timestamped
Jul 14	7:04 p.m.	Facebook share	Shared Munchiez post to Everything Natchez Group: Events, Community, News, and More.	Audience expansion.	Community distribution documented.	Facebook pasted export.	0.1	Timestamped
Jul 14	7:05 p.m.	Facebook share	Shared Munchiez post to Mississippi Community Events.	Audience expansion.	Community distribution documented.	Facebook pasted export.	0.1	Timestamped

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Date	Time	Channel	Activity	Purpose	Outcome	Evidence	Hrs	Class
Jul 14	7:24-7:29 p.m.	Text / social strategy	Drafted tailored replies for three page commenters and created mobile-pop-up clarification copy.	Correct storefront confusion and preserve demand.	Approved response language supplied to the business.	Text screenshots.	0.4	Bounded / reconstructed
Jul 14	7:29-7:50 p.m.	Platform troubleshooting	Diagnosed an unusual-activity/security checkpoint and provided step-by-step Meta access and security guidance.	Restore page functions and prevent additional restrictions.	Treated as an access issue rather than a marketing failure; advised paced responses.	Text screenshots.	0.5	Bounded / reconstructed
Jul 14	8:00-8:18 p.m.	Telephone / text	Handled incoming and outgoing calls, reviewed the live Facebook issue and shared a relevant link.	Real-time troubleshooting and support.	Immediate response and next steps supplied.	Call log; text screenshots.	0.4	Reconstructed
Jul 15	4:22 a.m.	Text / asset review	Received multi-page media-kit graphics and press-kit materials.	Prepare institutional outreach collateral.	Assets available for review and consolidation.	Text screenshots.	0.2	Timestamped / review
Jul 15	10:16-10:18 a.m.	Text / preparation	Confirmed sample preparation and reviewed a sample-inventory photograph and readiness.	Confirm field readiness.	Preparation status documented.	Text screenshots.	0.2	Bounded
Jul 15	11:41 a.m.-12:28 p.m.	Text / media kit	Reviewed the emailed media kit, gave feedback, introduced the Sample & Sell concept and requested a sales-conversion tool.	Strengthen collateral and sales process.	Media kit accepted; Sample & Sell framework adopted.	Text screenshots; email records.	0.8	Bounded / reconstructed
Jul 15	12:39-1:20 p.m.	Email / text	Initiated Natchez-Adams School District outreach; reviewed the menu flyer and dietary positioning.	Secure institutional tasting.	School-district pitch launched.	Email thread; text screenshots.	0.7	Bounded / reconstructed
Jul 15	1:31-2:21 p.m.	Text / email production	Located QR-code placement, combined press-kit files into one PDF and prepared and sent institutional outreach materials.	Create a professional single-file media kit.	Four-page kit consolidated and deployed.	Text screenshots; email attachments.	0.8	Bounded / reconstructed
Jul 15	2:35 p.m.	Email	Sent "Are You Interested in Free Ice Cream?" to school-district contacts; attached the media kit and proposed a fundraiser opportunity.	Secure school-district sampling.	Positive reply received later that evening.	Email thread.	0.3	Timestamped / drafting estimate
Jul 15	3:07 p.m.	Email	Sent a Visit Natchez tasting offer to the tourism team with the media kit.	Secure tourism-facing tasting.	Visit Natchez accepted the offer.	Email records.	0.3	Timestamped / drafting estimate
Jul 15	3:18-3:55 p.m.	Text / calls / planning	Documented calls to City of Natchez, school-district, Chamber, Downtown Natchez Alliance and Mayor's Office contacts; discussed photographs, fundraisers, public-safety possibilities and the next-day route.	Build route and stakeholder opportunities.	Multi-stop activation plan developed.	Text screenshots.	0.7	Bounded / reconstructed

MUNCHIEZ CHILL ZONE × KD PUBLIC RELATIONS | AUDIT APPENDICES

Date	Time	Channel	Activity	Purpose	Outcome	Evidence	Hrs	Class
Jul 15	4:01-5:32 p.m.	Research / text / call	Calculated sample needs, researched two-ounce cups at local retailers, reviewed a 30-cup revenue scenario and completed an outgoing call.	Resolve supplies and improve conversion economics.	Two-ounce cups sourced; sales math communicated.	Text screenshots; call log.	1.0	Bounded / reconstructed
Jul 15	6:25-8:36 p.m.	Email / text	Received school-district interest, asked office headcount, shared the acceptance with the business and continued schedule coordination.	Finalize route capacity and inventory.	Approximately 35 employees identified at the Braden building.	Email thread; text screenshots.	0.5	Intermittent / reconstructed
Jul 15	7:08-9:31 p.m.	Text / schedule	Issued the next-day itinerary: Chamber/Convention Center, Mayor's Office, lunch break and Visit Natchez; secured approval and excitement.	Operational coordination.	Field schedule confirmed.	Text screenshots.	0.4	Bounded / reconstructed
Jul 16	8:00-9:54 a.m.	Email / text / call	Received school-district headcount, confirmed meet-up details and completed a pre-departure call.	Final logistics.	Inventory and arrival coordination completed.	Email; text screenshots; call log.	0.4	Intermittent / reconstructed
Jul 16	9:52-10:22 a.m.	Travel / field	Departed KD Public Relations and traveled to the Convention Center/downtown area.	Authorized travel and field setup.	Activation began.	Google Timeline.	0.5	Exact elapsed
Jul 16	10:24-11:41 a.m.	In person / photo / video	Conducted City Hall and Mayor's Office product introductions, sampling, stakeholder conversation, photography and video.	Civic visibility and relationship building.	Mayor Dan Gibson and City of Natchez stakeholders sampled and posed for media.	Google Timeline; photo/video metadata.	1.3	Exact elapsed
Jul 16	10:42 a.m.	Email	Forwarded Visit Natchez outreach and the media kit to a City contact during field activity.	Extend invitation and coordinate access.	City contact kept informed.	Email record.	0.1	Timestamped
Jul 16	11:43 a.m.-12:07 p.m.	In person / photo	Delivered samples at The Sugar Emporium, made introductions and developed the local-business relationship; images documented youth participation.	Local collaboration.	Follow-up opportunity created.	Google Timeline; photo metadata.	0.4	Exact elapsed
Jul 16	12:18-1:39 p.m.	In person / video	Visited Visit Natchez and Dixon Books & Loft. The vehicle was parked near Home Bank; no Home Bank outreach occurred. Roscoe Barnes III sampled at Visit Natchez.	Tourism and retail relationship building.	Tourism-facing product trial and media captured.	Google Timeline; video metadata; photos.	1.4	Exact elapsed
Jul 16	1:02-1:04 p.m.	Email	Responded to school-district and Visit Natchez contacts while in the field and confirmed the afternoon drop-off window.	Real-time stakeholder coordination.	School and tourism stops preserved.	Email records.	Incl.	Included in 12:18-1:39 field block; timestamp evidence
Jul 16	1:40-2:28 p.m.	Mixed / pause	Observed a meal pause and a separate scheduled phone interview; by 2:26 p.m., photographs documented a Convention Center interaction with Ms. Amanda.	Maintain campaign continuity while honoring a separate appointment.	Only the Munchiez-related Convention Center portion was counted; unrelated interview time was excluded.	Text screenshots; photos; Google Timeline.	0.3	Conservative active portion

MUNCHIEZ CHILL ZONE x KD PUBLIC RELATIONS | AUDIT APPENDICES

Date	Time	Channel	Activity	Purpose	Outcome	Evidence	Hrs	Class
Jul 16	2:30-3:30 p.m.	In person / photo / video	Led a Natchez-Adams School District staff tasting and relationship-development stop with Superintendent Zandra McDonald, Kristina Hogans, Tony Fields and staff.	Institutional proof of concept and fundraiser pipeline.	High enthusiasm; Tony Fields requested a second serving.	Google Timeline; email; photo/video metadata.	1.0	Exact elapsed
Jul 16	3:34-5:08 p.m.	In person / travel	Returned to the Convention Center and City Hall, retrieved materials, completed follow-up conversations and debriefed.	Close the loop and maintain relationships.	Field activation concluded with follow-up.	Google Timeline; field recollection.	1.6	Exact elapsed
Jul 16	5:08-5:31 p.m.	Travel	Returned to KD Public Relations.	Authorized travel.	Route completed.	Google Timeline.	0.4	Exact elapsed
Jul 17	Daytime	Social media / content	Prepared and published a KD Public Relations status update referencing the Munchiez community sampling and cross-posted it to multiple community groups.	Sustain visibility and signal forthcoming content.	Post documented in a pasted Facebook export; exact clock time was not retained.	Facebook pasted export.	0.7	Reconstructed
Jul 17	Relative time "8h"	Facebook share	Cross-posted the KD-PR status update to What's Happening in Central Mississippi.	Extend post reach.	Distribution documented; exact clock time unavailable.	Facebook pasted export.	Incl.	Included in 0.7 social-content block; timestamp evidence
Jul 17	Relative time "8h"	Facebook share	Cross-posted the KD-PR status update to Everything Natchez Group.	Extend post reach.	Distribution documented; exact clock time unavailable.	Facebook pasted export.	Incl.	Included in 0.7 social-content block; timestamp evidence
Jul 17	Relative time "8h"	Facebook share	Cross-posted the KD-PR status update to Mississippi Business & Events.	Extend post reach.	Distribution documented; exact clock time unavailable.	Facebook pasted export.	Incl.	Included in 0.7 social-content block; timestamp evidence
Jul 17	Relative time "8h"	Facebook share	Cross-posted the KD-PR status update to MissLou Business Connection.	Extend post reach.	Distribution documented; exact clock time unavailable.	Facebook pasted export.	Incl.	Included in 0.7 social-content block; timestamp evidence
Jul 17	Relative time "8h"	Facebook share	Cross-posted the KD-PR status update to JOURNALISM.	Extend post reach.	Distribution documented; exact clock time unavailable.	Facebook pasted export.	Incl.	Included in 0.7 social-content block; timestamp evidence
Jul 17	Relative time "8h"	Facebook share	Cross-posted the KD-PR status update to Mississippi Business.	Extend post reach.	Distribution documented; exact clock time unavailable.	Facebook pasted export.	Incl.	Included in 0.7 social-content block; timestamp evidence

MUNCHIEZ CHILL ZONE × KD PUBLIC RELATIONS | AUDIT APPENDICES

Date	Time	Channel	Activity	Purpose	Outcome	Evidence	Hrs	Class
Jul 17	Relative time "8h"	Facebook share	Cross-posted the KD-PR status update to Mississippi Community Events.	Extend post reach.	Distribution documented; exact clock time unavailable.	Facebook pasted export.	Incl.	Included in 0.7 social-content block; timestamp evidence
Jul 17	6:40-7:36 p.m.	Text / reporting	Updated the business that report assembly had begun; acknowledgement and excitement were received.	Expectation management.	Business kept informed.	Text screenshots.	0.2	Bounded
Jul 17	7:52 p.m.	Email / evidence handling	Emailed phone screenshots to the KD-PR archive for analysis.	Preserve communications evidence.	Screenshot archive centralized.	Email record.	0.4	Reconstructed
Jul 17	11:07 p.m.	Email	Sent remaining questions for the analytical report/case study, including stop-by-stop outcomes, identities, sales locations and sample reconciliation.	Close data gaps.	Missing numbers and names requested.	Email record.	0.5	Drafting / review estimate
Jul 18	11:51 p.m.	Email / follow-up	Reviewed The Sugar Emporium thank-you/follow-up message and media-kit delivery.	Relationship follow-up.	Business connection maintained.	Email record.	0.2	Review estimate
Jul 19	12:09 a.m.	Email / financial data	Received the Sample & Sell ROI worksheet with a \$24.50 marketing investment and 65-sample calculation.	Financial-analysis input.	Cost-per-sample data received; inconsistencies flagged.	Email record.	0.3	Review estimate
Jul 19-20	Multiple sessions	Data / media analysis	Organized photographs and seven videos, read source-device metadata, matched media to Google Timeline, identified stakeholders and reconciled route chronology.	Evidence-based case-study development.	Most media matched with high confidence; identity gaps listed.	Original media; metadata; Google Timeline.	2.2	Reconstructed
Jul 20-21	Multiple sessions	Analysis / document production	Calculated follower growth, financial results, estimated-versus-actual labor and scope implications; produced case-study and communication-audit documents.	Deliver transparent results and future-scope guidance.	Client-review documents completed.	Report files; calculations.	3.0	Reconstructed

Audit total: 24.6 conservative active labor hours. "Incl." identifies an action retained as evidence but already included inside a broader work block, preventing double counting. In this public reconciliation, the 1:02-1:04 p.m. in-field emails remain inside the 12:18-1:39 p.m. field block, and the seven July 17 relative-time shares remain inside the 0.7-hour social-content block. The table otherwise preserves exact, bounded, reconstructed and timestamp-evidence classifications.

APPENDIX B

Social-Media Posting & Distribution Register

Evidence limitation: the Facebook export preserves exact times for the July 14 distribution set. Later status-post shares display relative time (“8h”) rather than a recoverable clock time, so the audit records each action without inventing a timestamp.

Date	Time	Type	Placement	Content / action	Purpose
Jul 14	7:03 p.m.	Share	Natchez (and beyond) Small Business Entrepreneurs Support Group	Pickup-order/Munchiez post	Local entrepreneur audience
Jul 14	7:04 p.m.	Share	Mississippi Business	Pickup-order/Munchiez post	Statewide business audience
Jul 14	7:04 p.m.	Share	MissLou Business Connection	Pickup-order/Munchiez post	Regional business audience
Jul 14	7:04 p.m.	Share	WTYJ 97.7 FM	Pickup-order/Munchiez post	Local media/community audience
Jul 14	7:04 p.m.	Share	Promote Mississippi	Pickup-order/Munchiez post	Statewide promotion
Jul 14	7:04 p.m.	Share	What's Happening in Central Mississippi	Pickup-order/Munchiez post	Community-events audience
Jul 14	7:04 p.m.	Share	Everything Natchez Group: Events, Community, News, and More	Pickup-order/Munchiez post	Local Natchez audience
Jul 14	7:05 p.m.	Share	Mississippi Community Events	Pickup-order/Munchiez post	Event audience
Jul 14	7:24-7:29 p.m.	Response drafting	Munchiez page comments	Individual replies for three commenters	Clarify mobile model and preserve demand
Jul 14	7:29 p.m.	Draft post	Munchiez page	“Wondering where to find us?” mobile pop-up explanation	Correct storefront confusion
Jul 14	7:29-7:50 p.m.	Troubleshooting	Facebook Page / account access	Security-checkpoint diagnosis and recovery steps	Protect access and campaign momentum
Jul 17	Clock time not retained	Original status post	KD Public Relations page	Post-field update mentioning Munchiez sampling	Sustain visibility and promise forthcoming content
Jul 17	Relative “8h”	Share	What's Happening in Central Mississippi	KD-PR status update	Cross-post visibility
Jul 17	Relative “8h”	Share	Everything Natchez Group	KD-PR status update	Cross-post visibility
Jul 17	Relative “8h”	Share	Mississippi Business & Events	KD-PR status update	Cross-post visibility
Jul 17	Relative “8h”	Share	MissLou Business Connection	KD-PR status update	Cross-post visibility
Jul 17	Relative “8h”	Share	JOURNALISM	KD-PR status update	Professional/storytelling audience
Jul 17	Relative “8h”	Share	Mississippi Business	KD-PR status update	Business audience
Jul 17	Relative “8h”	Share	Mississippi Community Events	KD-PR status update	Event audience

APPENDIX C

Email Communication Register

Privacy treatment: public-facing role or organization names are retained where relevant to campaign proof. Client payment instructions and personal identifiers are removed.

Date	Time	Subject / thread	Participants	Purpose / result
Jul 14	6:13 p.m.	Engagement setup and launch link	Business client	Launch documentation and instructions sent; private billing details omitted.
Jul 14	7:08 p.m.	Munchiez Chill Zone engagement and next steps	Business client	Scope and next steps; corrected at 7:09 p.m. after Gmail clipping.
Jul 15	12:00 p.m.	Press media kit	Munchiez → KD-PR	Four image pages received for review.
Jul 15	1:45 p.m.	Updated QR code / press kit	Munchiez → KD-PR	Revised assets received; QR-code workflow confirmed.
Jul 15	2:35 p.m.	Are You Interested in Free Ice Cream?	Kristina Hogans; cc Zandra McDonald	School-district pitch with media kit and fundraiser idea.
Jul 15	2:41 p.m.	Forward of school pitch	Business client	Business informed that district outreach had been sent.
Jul 15	3:07 p.m.	Free Ice Cream?	Visit Natchez team	Tourism-team sample offer with media kit.
Jul 15	6:25 p.m.	District response	Zandra McDonald → KD-PR	Confirmed interest.
Jul 15	7:34 p.m.	District follow-up	Zandra McDonald / Kristina Hogans	Asked office headcount.
Jul 16	8:00 a.m.	District headcount	Zandra McDonald → KD-PR	Approximately 35 employees at Braden building.
Jul 16	9:06 a.m.	Visit Natchez response	Visit Natchez → KD-PR	Accepted samples.
Jul 16	10:42 a.m.	Forward: Free Ice Cream?	City contact	Forwarded Visit Natchez outreach/media kit.
Jul 16	1:02 p.m.	District field coordination	Zandra McDonald	Checked inventory and confirmed afternoon availability.
Jul 16	1:04 p.m.	Visit Natchez timing	Visit Natchez	Confirmed 1:15-1:30 p.m. drop-off window.
Jul 16	2:34 p.m.	District arrival	Zandra McDonald	Arrival and inventory confirmation.
Jul 17	11:07 p.m.	Remaining questions	Business client	Requested location, identity, number, sales and opportunity clarifications.
Jul 18	11:51 p.m.	Munchiez Chill Zone Thank You & Follow-Up	The Sugar Emporium; cc KD-PR	Business follow-up and media-kit delivery.
Jul 19	12:09 a.m.	ROI data reply	Munchiez → KD-PR	Sample expense and cost-per-sample worksheet received.

APPENDIX D

Telephone & Text Coordination Summary

Date	Time window	Substantive communication
Jul 14	4:14-4:57 p.m.	Property/storefront and serving-vessel research; local-availability links.
Jul 14	7:24-8:18 p.m.	Facebook comment replies, mobile-pop-up copy, security troubleshooting, link sharing and two calls.
Jul 15	4:22 a.m.	Media-kit images received.
Jul 15	10:16-10:18 a.m.	Sample preparation confirmed; inventory photograph reviewed.
Jul 15	11:41 a.m.-12:28 p.m.	Media-kit review and Sample & Sell concept.
Jul 15	12:39-2:21 p.m.	School outreach launch, menu review, QR-code help and press-kit consolidation.
Jul 15	3:18-5:32 p.m.	Calls/outreach list, route design, sample quantities, cup sourcing, revenue math and outgoing call.
Jul 15	7:08-9:31 p.m.	Next-day schedule, district-acceptance update and final coordination.
Jul 16	9:43-9:54 a.m.	Meet-up confirmation and pre-departure call.
Jul 16	Field day	Real-time location, inventory, press-kit and school-district coordination.
Jul 17	6:40-7:36 p.m.	Report-progress update and business acknowledgement.
Jul 17-20	Multiple	Clarifying questions, sample-count reconciliation, stakeholder identities and report-review exchanges.

APPENDIX E

Field & Media Evidence Register

Location	Time	Device identifier(s) documented in the source audit	Known subjects / notes
City Hall	10:35-11:04 a.m.	MP4-10335-9; MP4-104422; JPEG-104915; JPEG-104917; MP4-10426; MP4-110136; MP4-110151; JPEG-110444; JPEG-110447	Ms. Tiffany; Tawana Williams; Mayor Dan Gibson; other City stakeholders
The Sugar Emporium	11:52 a.m.-12:02 p.m.	JPEG-115219; JPEG-115224; JPEG-115226; JPEG-120236	KD Public Relations field representative; local-business setting; youth participation documented but not identified publicly
Visit Natchez	1:24 p.m.	MP4-132412 / corresponding original video	Roscoe Barnes III sampling
Natchez Convention Center	2:26 p.m.	JPEG-142619; JPEG-142652	Ms. Amanda with KD Public Relations and the Munchiez field team
Natchez-Adams School District	2:44-3:32 p.m.	MP4-144326; JPEG-144722; JPEG-144726; JPEG-144732; JPEG-150214; JPEG-150220; JPEG-150221; MP4-150423; JPEG-150551; JPEG-150608; JPEG-150610; JPEG-150803; JPEG-150806; MP4-153108; MP4-153232	Zandra McDonald; Kristina Hogans; Tony Fields; Munchiez field team; district staff

Device note: Original capture details were read from the source mobile device. Uploaded photo copies had stripped EXIF data, while seven uploaded videos retained usable recording times. Device-read timestamps refined the chronology without publishing private device-owner information.

Travel note: Google Timeline documented approximately eight miles and one hour eight minutes of driving. Authorized travel time is included in the professional activity analysis; vehicle mileage was not claimed.

APPENDIX F

Scope Analysis & Evidence Sources

Public Scope Comparison

Scenario	Hours	Public interpretation
Original starter scope	5.0	A limited starting block used to establish priorities and begin launch work.
Reconstructed work completed	24.6	Conservative active-labor reconstruction across strategy, outreach, field activation, documentation and reporting.
Support beyond original scope	19.6	Additional campaign work required to execute and document the activation responsibly.
Future focused activation	16-20	Outreach, field activation and basic follow-up; direct expenses separately scoped.
Future full activation + case study	24-30	Communications, social support, photography/video documentation, analytics and reporting; direct expenses separately scoped.

Evidence Sources Reviewed

- KD Public Relations limited-scope engagement documentation, with private payment details excluded from this public version.
- Email threads dated July 14-19, 2026, including launch setup, press kit, school-district outreach, Visit Natchez outreach, Sugar Emporium follow-up and ROI data.
- Text and call screenshots documenting coordination, research, social-media support, scheduling and real-time field updates.
- Facebook pasted export documenting July 14 group shares and later KD Public Relations status-post distribution.
- Facebook screenshots showing the baseline of 60 followers and reported growth to 125 followers.
- Google Timeline screenshots documenting approximately eight miles, one hour eight minutes of driving and the July 16 route.
- Original photographs and seven uploaded videos; source-device timestamps and retained video metadata.
- Client-provided Sample & Sell ROI worksheet and subsequent factual clarifications.

Data Integrity, Privacy & Permission Notes

- This public version uses neutral co-branded design and does not reproduce Munchiez Chill Zone's proprietary logo, branded patterns or signature graphic system.
- Private client payment terms, payment confirmations, personal contact details, family identifiers and personal goodwill transactions are excluded.
- Home Bank is a parking/GPS reference only; no outreach or sampling occurred there.
- Exact sample quantities, unique purchasers and leads by location were not consistently tracked; the report preserves those limitations rather than guessing.
- Several participants remain identified only by organization or first name; no identities were invented.
- Financial figures are based on business-provided information and should be updated when remaining cost and fulfillment details are confirmed.
- The original analytical window runs through July 21, 2026; a clearly labeled post-review order update reflects documented correspondence through July 23, 2026.
- Results from one launch activation do not guarantee future outcomes. They demonstrate documented early signals, execution requirements and measurement needs.

Conclusion

Munchiez Chill Zone's launch activation demonstrated proof of concept. The brand generated visible enthusiasm, more than doubled its reported Facebook audience, reached influential community stakeholders, created useful photo and video assets and opened the door to institutional and event-based opportunities. Same-day sales did not recover the sample-marketing investment, but the campaign delivered the awareness, relationships, product-validation signals and follow-up pipeline that an early-stage frozen-dessert business needs in order to grow.

For KD Public Relations, the audit demonstrates the work behind the visible moment: strategy, message discipline, platform recovery, stakeholder outreach, route planning, field activation, relationship management, multimedia evidence, data reconciliation and analysis. Public relations is not the post alone. It is the system that makes the post—and the opportunity behind it—possible.

READY TO GROW?

Two Brands. Two Clear Next Steps.

Book the frozen-dessert experience—or build the public-relations system that makes your next opportunity measurable.

For event hosts, organizations and community partners: Connect with Munchiez Chill Zone through the brand's current social channels for pop-up locations, event availability, staff tastings, parties, fundraisers and collaborations.

For businesses ready to turn activity into evidence: KD Public Relations provides strategy, community relations, stakeholder outreach, field activation, photography/video documentation, analytics and public-facing case studies. Visit www.KatThePRPrac.com, call 601.433.6720 or email Kat@KatThePRPrac.com.

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