



# Podcast

## Strategic Communications

### Micro Internship

### Spring 2021 (Remote)

Spectrum Institute, a nonprofit advocacy organization, is starting a podcast. Episodes will focus on issues of liberty and justice for seniors and people with disabilities, including their freedom of choice on matters such as health care, finances, living arrangements, sexual relationships, marital status, social interactions, and recreational activities. We are seeking unpaid interns to assist us with the production and promotion of the podcast.

The podcast host is Thomas F. Coleman – a civil rights attorney who has advocated for disadvantaged populations for more than 47 years. He will interview book authors, journalists, film makers, elder care consultants, disability service providers, disability rights advocates, attorneys, mental health professionals, and other experts, as well as seniors and people with disabilities and their families.

The podcast will be produced on Zoom. The video format will be distributed through YouTube. The audio-only format will be distributed through our website, Facebook page, and other audio podcast platforms. More information is available on the podcast website: <https://pursuitofjusticepodcast.com/>

**Marketing Component.** The intern will help develop strategies to promote the podcast and to attract an audience nationally. The intern will use an email outreach application as well as Facebook and other social media platforms to advertise and market the show. The intern will reach out to state and local bar associations, elder care networks, mental health professional associations, and disability rights organizations to inform them of the podcast generally as well as engaging in targeted marketing for specific episodes. The intern will also pitch the podcast as a story to feature writers for newspapers and magazines to entice them to write a story about the podcast or a specific episode. Other promotional techniques will be developed by the marketing team and tested for effectiveness.

**Qualifications.** Completed Com 300, Comstrat 310, Comstrat 312, Preferred: MKGT 360 Be a junior or senior. This internship can be taken for 2 credits (60 hours) of Com 497, practicum. For information on micro internship for credit, contact Angela Schweigert at: [angela.schweigert@wsu.edu](mailto:angela.schweigert@wsu.edu)

**How to Apply.** Send a resume and cover letter to: [tomcoleman@spectruminstitute.org](mailto:tomcoleman@spectruminstitute.org)