

**THE SOUTHERN REGIONAL COUNCIL
CIRCLE MARKETING INTERNSHIP**

The mission of the Southern Regional Council is to promote racial justice, protect democratic rights and broaden civic participation in the Southern United States.

"Will the Circle Be Unbroken? An audio history of the Civil Rights Movement in five Southern communities and the music of those times"

Winner of the Peabody Award in 1997, SRC's *Will The Circle Be Unbroken?* is a 13-hour radio series incorporating the stories of more than 250 individuals that focuses on the Civil Rights Movement in five Southern communities – Atlanta, Georgia; Columbia, South Carolina; Montgomery, Alabama; Little Rock, Arkansas; and Jackson, Mississippi. Because of the intimate and descriptive nature of oral history, *Circle* shares these stories in a way that cannot be captured in textbooks—how it felt to live under laws that required segregation on buses; why people made the decision to risk jail or death to stand up against racist laws; and how they developed their strategies in secret living room meetings and church basements.

Marketing Project

SRC seeks an upper-level undergraduate or graduate student to assist with the marketing of *Circle* to civil rights museum gift shops, bookstores, educational resource catalogs, corporations, and other areas they will likely identify in their research. This will require sending letters, following up on the letters, making visits to trade shows and stores, and keeping a record on the status of each appeal.

SRC has generated a number of sample letters for marketing purposes. We have also identified a number of potential buyers and users of the series. The intern will receive training from SRC staff on the appropriate way to convey the value and purpose of the series as well as methods for outreach and follow up. The intern will work closely with SRC staff to measure the progress of the outreach and any necessary modifications of strategy.

Desired Qualifications: The intern should have good written and verbal communication skills. He/she should be creative in researching potential buyers and persistent in reaching and following up with the appropriate decision makers at each potential source. The intern should be highly organized, motivated, and flexible. SRC invites and encourages applicants who are interested in civil rights history. Because of his/her commitment to these issues, SRC expects the intern to become invested in the process of making this important resource available to the general public in more localities and venues.

Intern Supervisor Name: Debbie Curley, Development Director

Southern Regional Council
133 Carnegie Way, Suite 1030
Atlanta, GA 30303

www.southerncouncil.org; www.unbrokencircle.org (site for *Circle*)

(404) 522-8764 ext.28

(404) 522-8791

dcurley@southerncouncil.org