

PLANET ACTIVISTS, LLC BOOK MARKETING INTERNSHIP

*Put your passion for creativity and problem solving to good use this fall with an impactful internship for Planet Activists' Scientific Novel—**Train Wreck Earth***

Planet Activist Intern –Fall 2017

This paid internship position will work with both authors and others to create and execute a robust marketing plan to create a buzz about the book and to stimulate sales of the book. Efforts will include actions designed to promote the authors' names and identities and establish them as subject-matter experts on the science of climate change. Expertise in social media is required. **(See details below.)**

BOOK OVERVIEW:

Train Wreck Earth—the settled science of climate change taught in the classroom you only dreamed of by two clear-talking professors whose private lives are dedicated to the climate change fight in the most unexpected way. This special class includes original class lectures by Dr. Michael Mann and Bill McKibben, Dr. Robert Howarth, Dr. George Woodwell, Dr. Mark Jacobson, Tim DeChristopher and Danna Smith, JD.

Learn the physics and chemistry of climate change in the compelling and painless setting of conversational teaching with generous discussions, debates and examples. Learn the reasons why Congress is so recalcitrant, refusing to do the right thing and buck the source of so much of their individual funding in the most egregious legal vote-buying scheme in history.

Solving this crisis is still possible, but only with your help.

PROGRAM OVERVIEW:

This internship will play a vital role in creating and executing an aggressive marketing plan to reach our publics and motivate them to buy the book. Our target market includes educated people of goodwill who have yet to take any action to fight climate change—calling a congressman, writing a congressman, joining a non-profit organization fighting climate change, making donations to a non-profit organization fighting climate change, or getting into the streets to stand up and be counted and force our politicians to do the right thing for the planet and for future generations.

The marketing plan will involve a complete remodel of our website and SEO, social media, direct outreach to the 1700 organizations who supported the People's Climate March, direct outreach to local Democratic Party organizations across the U. S., direct outreach to Sustainable Development professors across the U. S., book signing events, interviews on television and NPR radio, advertising on the internet, using Google and Facebook paid marketing, blogging and any and all other means of reaching and motivating the vast majority of Americans who know the climate is changing into taking action.

WHO WE ARE:

Planet Activists, LLC is a North Carolina Limited Liability Company (LLC) owned by David H Harman and Dr. Harvard G. Ayers, both of Boone. This LLC was created to fund, publish and own the rights to the book *Train Wreck Earth*, a scientific novel about the settled science of climate change and the urgent need to involve the public into taking action to solve the planet's most pressing challenge.

David Harman is a retired businessman (NC CPA, retired), environmental activist, and self-taught science journalist. *Train Wreck Earth* is the second book he has co-authored on the topic of climate change—the first being a non-fiction published in 2010—*Arctic Gardens, Voices from an Abundant Land*.

His environmental activism includes being co-founder of non-profit organization that has developed an innovative tax equity finance model to match investors with certain tax profiles with non-profit organizations seeking photovoltaic energy systems for their physical locations; co-founding 350 Boone, a local unit of 350.org; protesting the Keystone XL Pipeline four times in Washington, DC; organizing busloads of activists to New York City to take part in the Peoples Climate March; traveling to the Yukon and Alaska to observe lifestyles of indigenous peoples there; board of directors of Appalachian Voices; attending Duke Energy shareholders' meeting and telling Jim Rogers and the Board that Duke must hasten transition to renewables; lobbying NC Senator Richard Burr; lobbying NC Senator Kay Hagan.

During his business career, he was president of a \$25 million company that sold home décor to small retailers across the United States. That experience taught him much about marketing, sales management, trade shows, advertising, product development, product costing, budgeting, banking, and many other skills which he will willingly share with the successful intern.

Dr. Harvard G. Ayers, a Professor Emeritus of Anthropology, is a social scientist who writes general interest books and journalistic pieces to explain contemporary environmental and social justice issues of great interest. As examples of his book credits, he was Senior Editor of *An Appalachian Tragedy: Air Pollution and Tree Death in the Eastern Forests of North America* (1998) Sierra Club Books, and Senior Author of *Arctic Gardens: Voices from an Abundant Land* (2010) Arctic Voices. His main intent in these two scientifically researched volumes has been to show the fascinating intersection of modern environmental issues including air pollution and climate change with modern cultures in the Appalachian coal fields and “climate change ground-zero” of the Arctic of Alaska and adjacent Canada, the province of Native American and First Nations peoples. Each of these books sought to present the science, both physical and social, in plain English.

Dr. Ayers' career spanned 44 years of teaching general anthropology (cultural, physical, and archeology) with an emphasis on leading exciting field trips for his students from his base at Appalachian State University in Boone, North Carolina, to other cultures in Mexico, the Native American tribes in New Mexico, Colorado, and Arizona, and Eskimo and Indian tribes in the Arctic

of Alaska and Canada. Two of his students of the Arctic trip, including Dave Harman, have actually joined him as co-authors of the Arctic book, and of course, Dave is Senior Author of ***Train Wreck Earth***.

Dr. Ayers also has a long career in founding and leading environmental nonprofit organizations, such as the Sierra Club Native American Sites Committee, Appalachian Voices, Coal River Mountain Watch, and the Friends of Blair Mountain, the latter two being in West Virginia. Besides Train Wreck Earth, he is also producing the autobiography of internationally-known New Mexico artist, the late Alex Seowtewa, of Zuni Pueblo. Earlier, Dr. Ayers founded the Southwest Native American Art Foundation, which provided funds for a part of Mr. Seowtewa's and his family's mural art in a Seventeenth-Century Catholic mission in Zuni.

TIME COMMITMENT:

Interns are expected to work 60 hours **throughout the Fall 2017 Semester**. Work will begin immediately upon agreement between the parties.

REQUIRED SKILLS:

- Academic background in marketing, communication, and/or public relations. A focus or interest in sustainable development, art, or graphic design would be ideal, but not mandatory.
- Expertise in social media
- Passion for creating positive social change and making an impact for future generations
- Demonstrated creative thinker
- Positive attitude
- Self-motivated, self-starter
- Skills in web-design
- Skills in writing marketing copy for website, brochures and other marketing needs
- Excellent research, verbal and writing skills
- Thrives in a fast-paced environment
- Advanced level of Microsoft Office programs (Word, Excel & PowerPoint)

HOW TO APPLY:

To apply, please forward cover letter and résumé to **David Harman** at dh.harman@hotmail.com. If you have any questions, please feel free to contact him by phone at 828-295-7358 (H) or 828-773-3746 (C).