

A TRAUMA SURVIVOR THRIVER'S PODCAST

MEDIA KIT 2020

A Trauma Survivor Thriver's Podcast was inspired by my own experiences as a trauma survivor. I realized that when I spoke my truth, others felt empowered to speak theirs, paving the path to recovery.

In this podcast series, I will share my own experiences with trauma and mental illness and speak with experts to:

- Arm listeners struggling with mental health with the resources available for healing.
- Discuss new and alternative therapies effective in treating certain mental illnesses and trauma.
- Dismantle the stigma surrounding mental illness.



FEATURED GUESTS



Dr. Crystal McLeod
Licensed Clinical Social
Worker, Therapist
Episode 1, Part 1&2:
Racial Trauma

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Dr. Suvrat Bhargave
Psychiatrist & Author
A Moment of Insight
Episode 3:
Destigmatizing
Mental Illness

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Trevor Charlston
CEO, Freely Health
Episode 4:
Destigmatizing
Mental Illness

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Dr. Dale DeNunzio
Somatic Experience
Practitioner & Therapist
Episode 5:
Treating Trauma

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What to Expect:

Each podcast episode will last anywhere from 20-35 minutes. They begin with a host intro, followed by a Q&A and outro. From the recorded material, I will edit it appropriately and create cross-promotional assets to be used to promote the episode.

Interview Method:

Interviews will be recorded via audio-only Zoom, which means guests can join from anywhere in the world!

Promotional Assets:

At least a week prior to airing, I will prepare and deliver via email the following custom assets pulled from the episode:

- A landing page and unique URL for each personal episode
- Social kit with links to make sharing via Facebook, Twitter, LinkedIn, and Instagram easy
- Your custom designed episode image & personalized social graphics

The Host



Lorilee Binstock is a former radio and television producer, on-air reporter and anchor. After 10 years in the broadcast industry, she made the move to Public Relations until mental illness sent her to treatment for trauma to address childhood sexual abuse. Lorilee is currently on the path to recovery using her skills as a journalist and experience with mental illness to create “A Trauma Survivor Thriver’s Podcast.”

In whatever spare time she has, she writes screenplays as her creative outlet. Lorilee lives in Washington, DC with her husband, two children and dog, Penny.

Target Audience:

Everyone deserves to be educated on mental illness. Just in the United States, almost half of adults (46.4 percent) will experience a mental illness during their lifetime. My target audience is:

- between the ages of 18-55
- struggling with mental illness but does not know what options are out there
- interested in hearing about another person's experience in battling mental health and trauma
- interested in hearing from experts in mental health

A Message with Impact

Apple Podcast/iTunes uses an Algorithm Similar to SEO tactics for Google. iTunes has an algorithm that determines what episodes are most visible to listeners on their platform. “A Trauma Survivor Thriver’s Podcast” is registered through Apple Podcasts/iTunes, Google Podcasts/Google Play, Stitcher and Spotify.

The best way to maximize your visibility and reach is to share it with your wider network (friends, colleagues, organizations, key partners). The more listens generated organically, the more visible iTunes makes the episode, and thus the more viral the episode becomes and the greater the impact it has for your message

Thank You for Stopping By...

I hope you join me on a Trauma Survivor Thriver's Podcast.



Lorilee Binstock

Host of A Trauma Survivor Thriver's Podcast

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