

Liza Marek
MI 349
05/30/2017

Short Elevator Pitch: The website for Andre Henry-Cotnam exemplifies his journalism contributions, his professional experience, and advocacy which reflects his own identity as a Black queer person.

Long Elevator Pitch: Andrehc.com will have a primary focus on the writings, advocacy, and professional experience of Andre Henry-Cotnam. There will be both professional and personal sides to this website where other members of the Black queer community can read about Andre's experiences and reach out to him whether it is for contributions to publications or simply to share their own experiences. This website would also feature ways to get in contact with Andre and if necessary local resources for LGBTQ+.

Personas:

Penny the Professional
Journalist/Professional Writer

Marlon the Activist
Black LGBTQ+ community member

Cece an Undergrad Student
College student looking for resources

Comps: <http://www.hrc.org/resources/being-african-american-lgbtq-an-introduction>

<http://nbjc.org/about>