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360 BC Group Launches Business/Marketing Podcast First Episode Focuses on How Schools Can Optimize Emergency Communication

Orange, CALIF. (August 18th, 2020) – 360 BC Group, a family of companies serving Fortune 500, startup and civic organizations since 2004, is pleased to announce the debut of its new podcast, *The 360 Approach to Marketing*.

“Our goal for this podcast is to deliver real-world answers for the toughest marketing and technology questions,” said 360Civic Co-Founder Bridget DiRico. “It will address the challenge of optimizing websites, video, social media and other communication channels in an ever-evolving digital space.”

The 360 Approach is hosted by the executive teams of 360Biz and 360Civic, which have produced award-winning, marketing strategies for public and private sector entities. Each broadcast will feature lively discussions with industry experts.

The first episode focuses on effective communication for school districts during emergencies, especially during COVID-19. Bridget DiRico interviewed education experts and school district leaders to learn about their experiences this year, what they’ve learned, how they’ve adapted, and their plans for emergency communication in the future.

[Listen to the first episode here](#)

The 360 Approach to Marketing Podcast is available on your favorite podcast app, including [Apple Podcasts](#), [Spotify](#), [Google Podcasts](#), [Stitcher](#), and more.

About 360 BC Group

360BC Group is a California corporation located in Orange County, with offices throughout the US. The company specializes in consulting and implementing successful marketing programs that utilize the latest in marketing, sales and technology strategies. 360 is unique in that it guarantees its results. The staff of 360 includes marketing professionals who have served as sales and marketing officers in small and large corporations. For more information, visit www.360-biz.com.

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