

## **Statement of Capabilities**

### **Jeneba Jalloh Ghatt**

I am a seasoned researcher, tech, media and telecommunications attorney, well versed and educated on Federal Communications Commission, Federal Trade Commission and media, tech and telecom policy and legal case history, with a background as counsel for nonprofits, small businesses and other organizations and companies.

I am therefore able to identify, anticipate, project and map regulatory and legislative agendas and prepare careful and thoughtful analysis condensed into research white papers, talking points, policy directives or other forms of written or oral advocacy for clients that are interested in motivating and influencing the public, decision makers and other stakeholders.

### **Experience**

I am the managing director of **Ghatt Media Holdings LLC**, a multi-media company located at 4423 Lehigh Road, Suite 476, College Park, Maryland 20740 that offers publishing, legal and communications consulting services through a suite of companies, servicing governmental, institutional, nonprofit, collegiate and private sector clients in the tech and media industries. Its media training, consulting and advising subsidiary Ghatt Services has principals and instructors with decades experience in instructing and training large groups; and in the digital online content creation, monitoring, measuring and social media promotion industry, generally, leading back to the first years of the Internet's creation in 1992.

Services

### **White Paper and Policy Research Papers**

If there is a policy initiative, agenda, or regulatory roadmap that needs to be dissected and/or if a client wants to establish its own position on a matter, I am on the job! I have organized the research around the topic and produced top quality white papers and research papers that they can then study and use while formulating a company or organizational “next step” or formal response or reaction.

### **Social Media Engagement**

I have grown online content platforms like blogs and social media accounts to garner over 10Million viewers, readers and listeners and obtain a weekly reach of 1M across

several platforms. I know how to create engagement and can manage a brand's account to encourage growth and brand awareness.

### **Editorial and Ghostwriting**

I have created over 1,000 pieces of content, including opinion pieces, editorial articles, blog posts and other persuasive writings drafted to influence an audience, including potential clients, customers and decision makers. My writing, whether it is a tweet, blog post, or some other form of persuasive or informative content, gets re-shared, discussed and indeed influences readers. I can create similar content from my voice and brand or as a ghostwriter on behalf of a client.

I am also available to ghostwrite research papers and books.

### **Research & Concept Development**

I am capable of becoming an expert in an area of concern, growth or influence and outputting a thorough research paper with recommendations and suggestions. I can also review concepts and create suggestions.

### **Public Speaking**

I have appeared on television and several political and talk radio shows as a guest, as a panelist and moderator at seminars, conferences and symposiums on a variety of topics. I am capable of presenting your policy position on behalf of your company as a subject matter expert.

### **Blogging/Media Writing**

I have founded several blogs and online content platforms in the subject areas: productivity, technology, diversity inclusion, women and people of color, business, social media, content marketing, tech and media policy, parenting, hair, fashion and beauty. I have grown a following and have engaged readers and other audiences by creating quality, thought-provoking, relevant and timely subjects. I can serve as a content creator, digital content manager or content aggregator, curator and marketer for your company or organization.

### **Coalition Building**

I have relationships with national non-profit, community, consumer, and other advocacy organizations, and have a history of communicating with them and creating coalitions based on similar interests, goals and objectives; and representing their interest before policy and decision makers via oral advocacy and written legal pleadings and advocacy; legislations drafting and more. I can help you form affinity groups among other similarly situated brands, companies or organizations, to expand the breadth and scope of constituency market which would in turn, increase the influence of the coalition's policy position.

## **Executive Summary on Social Media Training Services for Government Agencies, Non Profits and Companies**

Now more than ever it has become increasingly important for organizations, businesses, individuals, philanthropic organizations, parents, and individuals in every sector of life to be social media savvy. The platforms where people go online to meet, chat, discuss and exchange ideas, news articles, interesting images and music are no longer limited to just young people.

Many pockets of society are using social media to learn of community activities, learn more about local laws where they live, find out additional information about local, state and national candidates in elections and other initiatives, and to get others' perspectives on a topic or idea. Social media is also where a lot of customers go to conduct research on a company, brand, initiative. They give it more weight than traditional online research.

With the growth of social media, government organizations, nonprofits, companies and agencies have a new way to communicate with the constituencies, clients and customers they serve, and brands and companies must also be in step and in tune with the tides of concern of their target market, audiences and customers. In an unprecedented way, and compared to the past, managers and offices can use social media to observe, analyze and understand what their citizens and customers are sharing and use that knowledge to improve services to them.

Outreach to a community of service or target or stakeholders market could be more efficient and concise by communicating with- and engaging with those who frequent social media sites as they will carry news and information they learn to their family and friends who are not online. The viral nature of information sharing online enables a very substantial amount of people to quickly learn about a petition, effort, event or feature.

With social media and online media being more pervasive and ubiquitous, it has become increasingly essential for government agencies, brands and companies to have a firm handle on the digital 21<sup>st</sup> century digital landscape.

I offer consultant and training services for managers, supervisors and employees in government agencies, brands and companies.

In the clearest and most concise format possible, I present all aspects of the social media landscape.

In addition to training your employees, consultants and independent contractors on how to create and manage a social media strategy for their respective offices, and roles in the organization or company, I also provide some background and insight on the value of the medium so they can better understand the nature of this communication platform.

I also instruct on the legal and policy limitations, rules and regulations that impact social media. I train programmatic leaders on how to develop social media policies and assist human resources departments how to update and implement best practices into their current policies to make sure they are compliant with existing laws. For employees, I show them how to use social media in the process of carrying out their metrics-based day-to-day work and how to incorporate social media outreach into planning and execution of various initiatives.

**Objectives** I can offer to government offices and agencies; nonprofits and companies a series of courses aimed to edify, educate and empower employees, managers, supervisors, independent contractors and consultants contractors that work within most agencies and companies with the functional tools and practical knowledge of the social media landscape and know-how to maneuver within it for the maximum benefit of constituent and market services.

### **Method of approach**

To provide the service, I offer monthly on-site training sessions, virtual webinars, on-demand video, and when needed, one-on-one coaching. The courses include written and digital materials that are available for online use live or on an "on-demand" basis. There is an audio visual component to each presentation and a substantial number of case studies and examples are visually presented to assist course participants' ability to understand and digest the materials presented.

In the alternative, and in some unique cases, I can custom-build from scratch custom curriculum and training for individual offices to accommodate the specific needs of workers, the office make-up and its unique and insular programmatic needs.

### **Extent of Effort**

I make a menu of courses available on a weekly basis on-site, and as needed. Agencies and clients can select which courses to attend on an a-la carte basis or schedule their employees or social media managers to attend the entire curriculum. If properly created and implemented, an agency or brand's social media program will enable employees to collaborate, make transparent and assist citizens to be more aware of government and brand offerings.

Each government agency, brand and company has a unique mission and unique strategic needs for providing services to the public, clients and audiences. Each agency would need to develop a social media strategy that is unique to their specific needs. The corresponding metrics will equally need to be defined accordingly.

Generally speaking, and as identified by the federal government communications' offices, the benefits of comprehensive training and guidance of offices include but aren't limited to:

- **More effective distribution of critical information** to citizens and communities, whether for emergency response, education or awareness; or to customers about updates, sales, and other new information.
- **More responsive programs** or offerings to citizens and customers
- **Better informed strategies** that operate on the most up-to-date and accurate data, leading to greater efficiency.

Through the course, employees, supervisors and managers will:

- Learn how social media content can impact target marketing services and cost savings;
- Learn the basics and how to implement use of the most popular social media platforms, currently which are Twitter, Facebook, Pinterest, [Instagram](#), [Google Plus](#), [YouTube](#), Snapchat and Slide share, among others.
- Discover to balance the public's free speech and First Amendment concerns when commenting on agency or company's social media pages yet respecting the interest of other visitors and followers, while still maintaining the mission of the agency.
- Learn the best practices for engaging with the public on agency social media pages and moderating comments.

Of course, unofficial government employee, company and consultant use and abuse of social media could damage an agency's mission. And as government organizations expand to include social media in their programmatic missions, old policies will have to be revamped and updated to accommodate the new digital world. Nonetheless the old ethics and related laws still apply.

## **Nature and extend of anticipated results**

By the end of the course length, most attendees will come away feeling more confident in their awareness of online and social media interactions for their own use in carrying out their jobs, but also for purpose of using the different mediums and platforms. If successful, the training will lead to measurable results: more responsive reactions, increased interactions from constituents, broader outreach, and better engagement with certain groups that spend substantial amount of time online in digital homes like youth, people of color and millennials who frequent social media sites.

## **Key Personnel**

**Key Personnel** includes

Jeneba Jalloh Ghatt, Chief Instructor

A veteran attorney, adjunct instructor, CLE trainer, Ms. Ghatt is a former media and communications instructor and adjunct professor at Georgetown University Law Center and the University of Maryland College of Journalism. She has guest taught at **Penn State University's Telecommunications College** and lectured at **Yale Law School**. She has presented and been commissioned to train businesses and present media policy and position papers at **Jamaica's Broadcasting Commission**, the **National Press Club**, the **Congressional Black Caucus Annual Legislative Conference**, **National Association for Multi-Ethnicity in Communications** annual conference, **Netroots Nation** and the **Federal Communications Bar Association's Continuing Legal Education** series.

She is well versed in social media Best Practices and How-To's, having worked in the online and digital world since its earliest years as a content curator at the **University of Maryland Office of Technology** in 1992. Currently, she is also a digital publisher to several award-winning, highly trafficked websites, and has several active social media profiles on various platforms with active and engaged followers. Because of her active engagement and content sharing, she has amassed over 60 million views of her Google Plus profile which surpasses **Google CEO Larry Page**, **Co-Founder Sergey Brinn** and several other high level Google executives and social evangelist.

She is an expert in policy and media issues and has been a regular guest on several nationally-syndicated terrestrial and satellite radio shows. Her written works have been syndicated in national publications like the **Wall Street Journal**, **USA Today**, **News One**, **Uptown Magazine**, **The Washington Informer**, **Jack & Jill Politics**, **The Root** and others.

She is admitted to Maryland, New Jersey (inactive) and the District of Columbia (inactive) bars and advises startups, nationally-recognized nonprofits and micro-businesses in tech law, policy and communications transactions. She has won several

historical and landmark cases and represented clients before the US Supreme Court, federal agencies and courts; Co-Founder, Board Member and Adviser to the **National Association of Multicultural Digital Entrepreneurs**, filing policy pleadings on its behalf before federal agencies and courts.

### **Description of organization, previous experience or relative past performance**

For over 10 years, the principles of Ghatt Media's subsidiary companies have used their 25+ years long experience in their respective expertise to position themselves as influential and beneficial contributors to clients' projects, indicatives and ventures.

**The Ghatt Law Group (now defunct)** was a full service tech and communications law firm, based in Washington DC that offered the highest quality legal services in communications, franchise, regulation, policy advocacy, and entertainment law matters. The Group combined its substantive communications experience with a sophisticated understanding of the congressional and administrative policy processes. The principals had expertise handling matters for communications, technology and media-related companies, associations, and organizations including, but not limited to: drafting comments and pleadings before federal agencies and courts; representing the interests of clients before state and local regulatory bodies; working with clients to develop policy positions; and advocating particular positions to achieve regulatory and legislative objectives. The principals had worked in various capacities for and with local, state and federal government regulatory and lawmaking bodies. It provided top caliber work resulting from our combined experience and training at AM100 law firms, with the personal attention and at the competitive pricing of a boutique firm.

**Capitol Glam** is a premiere lifestyle company that publishes a family of fashion, lifestyle, celebrity, parenting, and political websites, eBooks, hardback books, mobile commerce applications.

Capitol Glam holds an impressive portfolio of companies and sites and creates marketing opportunities for clients and publishers.

**JJG Communications** is a dynamic consulting company offering social media and online training, and communications advice and consulting. The company uses the diverse, varied experiences and personal relationships its principals have established with nationally recognized nonprofits, organizations and corporations and their unique background in the tech, social media and new digital industries to connect entities, companies and organizations with their representative target markets.

## **Training Services** include

*Agency, Organization or Company Branding:* Agencies, Orgs and Companies are likely to get premium interaction from constituents, clients and customers and from groups and markets they serve if they also have a positive branding among them. Ghatt Media will show agencies or companies how to establish a brand or presence for an agency in the most used social media platforms.

*Employees* When employees blog or share information about their agency, organization or company in social media, there are certain things that they will need to say to ensure that their employer isn't represented in a manner that is outside the scope of the agency, group or company's policies and rules. Ghatt Media will help agencies develop this policy and train employees on how to share information via social media platforms about the agency to avoid public relations crises.

*Blogger Training* Agencies or companies that have blogs are likely to have richer interactions with constituents and more opportunities to outreach and interact with them. The Benefits and risks of agency blogging; demos of the top 3 blogging platforms: Blogger, Tumblr and WordPress; Case Study examples; and Set up and Walk thru of initial posts

*Social Media Event Marketing* including: how to promote and market the event to target audience; how to identify which platform to best reach the target market; how to live blog and social media share live events; how to maximize search engine optimization; how to market events using Facebook and Twitter; How to use hashtags to promote an event or campaign; how to use mobile apps and Foursquare to promote your event; How to use QR Codes to promote, track and follow up with event attendees; How to after event promote using Slide Share and iTunes.

*Social Media Policy Development* includes how to use social media to attract candidates; how to draft policy statements, objectives, guiding principles and disclaimers; how to police social media within the confines of the law; and sample disclosure and transparency guidelines and disclaimers.

*Human Resources Social Media Development* includes training on how to Monitor employees social media activity legally and without violating their privacy; Using Social Media to Research Potential Hire; guidance on what employers can and can't monitor; how to establish a use policy dictating smartphones, tablets and computers for social networking on the job; explanation on when and how to investigate employee misconduct that takes place in social media, on the job and at home.

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