

# All Legal News Digital Network



When you need to know the details that matter...  
substantive legal commentary from diverse perspectives!

# Mission

[FHG Media Enterprises](#) mission is to promote minority legal professionals as our nation's "Next Gen" thought leaders through its digital TV network [www.MinorityCounselorTV.com](http://www.MinorityCounselorTV.com), its sister publishing sites, innovator events, and TrakItPro, an integrated big data diversity tracking application. The only OTT digital TV network that focuses exclusively on original legal news and information created by minority and women lawyers who bring their unique legal analysis and commentary on pressing legal issues. MCTV covers minority bar events and creates original legal talk shows to address the pressing issues that impact minority communities, businesses as well as corporations and government agencies interested diverse perspectives.

## Digital Properties



**LITE** - An "open mic" networking event where diverse lawyers take their "law talk" to a stage at chic minority owned restaurants to empower the public with their legal thought leadership. The diverse lawyer can speak on any topic, and FHG videos the talk to air on the [LITE channel](#) on [www.MinorityCounselorTV.com](http://www.MinorityCounselorTV.com).

**ALL THINGS LEGAL** - Is a new fast paced, high energy legal talk show hosted by Jo Saint-George who discusses pressing legal issues with the best of minority legal thought leaders who provide substantive legal analysis and commentary on pending cases, transactions or civil justices issues - ALL Things Legal promises deep analysis and not just "sound bites".



**LEGAL DIGITAL INNOVATOR PITCH** - To create new original and entertaining substantive legal news talk shows focused on specific practice areas of the law. FHG will host "Innovator Pitch Contests" where minority lawyers pitch their "show concept" before a "Idol" like panel of judges for a chance to win cash prizes up to \$1,000 and the opportunity to have FHG produce the show.

**LEGAL DIGITAL INNOVATOR CONFERENCE AND AWARDS** - This annual conference educates and trains minority lawyers in the latest and greatest in digital thought leadership and digital media development by the best in digital media. FHG plans to host a Digital Innovator Awards program where minority lawyers can win awards for best blog, podcast or video.

**TrakIt Pro** - a free diversity billing tracking application that allows legal departments to track their spend with minority lawyers and generate up to 20 spend reports on the fly to help legal departments increase their spend with minority legal professionals. TrakIt Pro can be branded with the Bar name & given to bar sponsors for free to help track sponsor use of bar members.

# Company MCTV Channel


As a corporate sponsor, each organization receives its own branded channel on MCTV to run commercials and programs that can be viewed by the public or for lawyer viewing only. The MCTV channel is a great way for corporate brands to market high net worth minority lawyers while also reaching the millions of minority consumers of legal services along with lawyers in corporate and government legal departments.

**Minority Counselor**    
Your Source For Locating Minority and Women Legal Thought Leaders

Welcome, LITE! MAILBOX(1) MCTV ACCOUNT MY DASHBOARD LOG OUT

Videos

Home Videos Law Channels Law Groups Legal Editorials Events Lawyer Locator


**LEGAL DIGITAL INNOVATOR ECONOMIC EMPOWERMENT CONFERENCE**  
**MARCH 26-28**  
Includes "ANGEL" investor bootcamp  
Hosted by 


Newsletter Sign-up

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**A THRIVING ENTERPRISE PROVIDING SOLUTIONS FOR THE WORLD'S MOST COMPLEX PROBLEMS**


  
Comments:  
Videos (6)  


  
Leidos - Practical Answers For A Complicated World  
02:48  
Added: 49 days ago  
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PART I - Chi Lam, Senior Counsel, Leidos, Inc. - LITE Talk  
19:53  
Added: 49 days ago  
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LEGAL INNOVATOR TALK EXPERIENCE  
Chi Lam  
08:33  
Added: 49 days ago  
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Courtney Edmonds, Assistant General Counsel National S  
20:09  
Added: 50 days ago  
\*\*\*\*\*

  
Chi Lam, Senior Counsel, Leidos, Inc. - LITE Talk  
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Courtney Edmonds, Assistant General Counsel National S  
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**LEIDOS - Legal Department**  
  
  
Vincent A.  
EVP & General Counsel  
View Full Profile  
Company: Leidos, Inc.  
  
Business Address:  
11951 Freedom Dr  
Reston VA 20190  
Website: [www.leidos.com](http://www.leidos.com)  
About Me:  
Leidos, Inc. Legal Department is led by Vincent A. Maffeo, its executive vice president, and the Company's general counsel. Mr. Maffeo has responsibility for Legal, Contracts and Pricing; Environmental Health and Safety, and Internal Audit. In 2015, the Leidos Legal Department was awarded the Outstanding Law Department of the year award by the Association of Corporate Counsel, National Capital Region. Leidos' 30-member department was honored for resolving several significant challenges – including the spin-off of SAIC and resolving a legacy U.S. Department of Justice investigation and shareholder litigation. At Leidos, it is believed that diversity and inclusion create the cohesive and collaborative teams that drive innovative solutions. The Leidos Legal Department Diversity Committee is committed to providing its business units with collaborative and innovative business solutions to help**LEIDOS LEGAL DIVERSITY COMMITTEE**  
  
**AURELIA FLORES**  
ASSISTANT GENERAL COUNSEL - IP  
  
**RICHARD ELIAS**  
GENERAL COUNSEL DIRECTOR  
  
**COURTNEY EDMONDS**  
ASSISTANT GENERAL COUNSEL – NATIONAL SECURITY



# Lawyer TV Channel

Each minority and women lawyer in the company's legal department also receives their own branded MCTV channel where they can post their own practice area videos that MCTV can pick-up and distributes through its digital newsletter distribution sent to legal departments. Legal departments can watch legal alerts and more.

Minority Counselor TV

Your Source For Locating Minority and Women Legal Thought Leaders

WELCOME, Michelle! MAILBOX(0) MCTV ACCOUNT MY DASHBOARD LOG OUT

Videos

SEARCH

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LITE

A Complimentary Legal Thought Leadership Experience

4th Thursday each month 6-8 PM

WASHINGTON, DC

Starting June 30, 2016


REGISTER

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Michelle Mitchell

SUBSCRIBE



Michelle Mitchell

Associate General Counsel

View Full Profile

Company: Facebook

facebook

Location: United States, Menlo Park

Website: www.Facebook.com

About Me:

Ms. Mitchell advises Facebook's business teams on a range of trade and business-related laws and regulations, specifically international anticorruption laws, export controls, economic sanctions regimes, and anti-money laundering laws, including the Foreign Corrupt Practices Act (FCPA) and the UK Bribery Act, the International Traffic in Arms Regulations (ITAR), the Export Administration Regulations (EAR) and the Bank Secrecy Act (BSA).

Schools Attended: Trinity University Washington

Connect with Michelle

Thanks To Our 2016 Sponsors and Supporters





Minority Counselor TV

Legal Digital Innovators Conference

Michelle Mitchell, Counsel, Akin Gump, LLP

Comments: 0

Videos (1)



Michelle Mitchell, Counsel, Akin Gump, LLP

08:29

Added: 270 days ago

\*\*\*\*\*

Minority Counselor TV

Legal Digital Innovators Conference

View Channel

Company channel to run advertisements, diversity related videos and community outreach.

# Searchable Profile

With the MCTV channel comes the lawyers national searchable profile where users can also view their publications, events, blogs, photos, podcasts and network of other lawyers, with legal alerts on pressing topics. Legal departments can search lawyer directory based on lawyers "practice area thought leadership".



Corporations receive a company profile and MCTV Channel.



**Michelle Mitchell**  
Associate General Counsel  
Facebook

facebook

**My Blog**  
Recent post title  
Nothing found.

**My Photos**

view all

**My Organizations**

view all

**My Professional Network**

You don't have anyone in your network right now.

Click here to add people to your network

**Profile** Publications Accolades Events Organizations Contact

**Educational Background**

**Undergraduate**  
Catholic University, 2006  
Degree(s): B.A., Economics, Political Science

**Law**  
Degree(s): J.D., International Trade, Federal Legislation and Administrative Law Clinic -Georgetown Law Center, 2009

**Professional Background**

Akin Gump  
Hughes Hubbard & Reed LLP  
U.S. House of Representatives -- Committee on Ways and Means

**Work History**

Ms. Mitchell advises Facebook on a range of trade and business-related laws and regulations, specifically international anticorruption laws, export controls, economic sanctions regimes and anti-money laundering laws, including the Foreign Corrupt Practices Act (FCPA) and the UK Bribery Act, the International Traffic in Arms Regulations (ITAR) and the Export Administration Regulations (EAR). Her matters require a breadth of experience as they frequently intersect with securities, banking and tax laws, customs regulations and corporate finance. Ms. Mitchell develops multifaceted corporate compliance programs and evaluates and enhances corporate governance measures. She also manages internal investigations, conducts due diligence for major transactions, new pursuits and on third-party relationships to identify risk, and recommends risk mitigation strategies.

Ms. Mitchell received her J.D. from Georgetown University Law Center, where she served as legislative counsel within the highly regarded Federal Legislative and Administrative Law Clinic developing policy and strategy on workplace flexibility issues and crafting federal level workforce and labor laws.

**Representative Matters**

- advising U.S. investors and U.S. and non-U.S. companies on business planning and related requirements under U.S. and EU sanctions designated parties
- conducting risk assessments, investment portfolio due diligence in the context of funds formation and U.S.-based private equity fund firms
- reviewed and monitored anticorruption compliance of Innospec Inc. on behalf of the Corporate Crime Department of Justice, the U.S. Securities and Exchange Commission, and the U.S. Sentences of Justice
- advising a multinational power company with respect to an investigation involving business activities in Africa
- represented a stock-exchange listed French company in an around-the-world review, including with respect to Thailand, Malaysia, Vietnam, Brazil, Venezuela, United Arab Emirates, Greece, Italy and Russia
- advising U.S. companies and overseas subsidiaries on compliance with FCPA, ITAR and

**My MCTV Channel**

**My Podcasts**

**Search Members**

First name

Last name

Practice Area

Organization

Law School

Languages

Greek organization

Bar Association

State/Region\*

City\*

Zip/Postal Code

Only With Photo ☐

Searchable

Member profiles are searchable In 10 deep search feature.



# Subscriber Channel Library

Each lawyers videos are archived in their channel library to remain searchable by date and topic to keep a historical record the lawyers thought leadership. Legal Departments can search relevant videos based on practice area and topics.



# Subscription Benefits

**Subscription Benefits:** Subscribe and receive a complimentary use of TrakIt Pro

## COMPANY BRAND PROMOTION

- dedicate branded company MCTV Channel – unlimited video uploads/commercials to promote company diversity mission, internal and external diversity initiatives
- corporate profile on all branded MC sites – [see sample](#) – published diversity events and diversity programs
- interview of up to 3 lawyers per year on All Things Legal regarding any regulatory or legal issue important to the company – FHG can assist with topic development
- named as a sponsor of LITE Talks and legal department lawyers can speak for LITE Talks up 3 three time per year – as a community education + LITE video distributed and videos posted on LITE Talks channel – at a selected city near the company
- listed as a sponsor of the Legal Digital Innovator Conference and 1 speaker opportunity– see conference materials

## LEGAL DEPARTMENT BENEFIT

- complimentary use of TrakIt Pro – track spend, generate real time spend reports & engage with lawyers – see TrakIt Pro brochures
- access to national directory of minority lawyers with private communication tools for recruitment and online interviews through the video chat communication tool
- 12 month legal job listings
- receipt of monthly practice area legal news alert videos, blogs podcasts by minority lawyers
- publishing of all legal department diverse new hires
- 4 or more tickets to the Legal Digital Innovator Conference – based on sponsorship level

Note: Speakers from corporations can receive complimentary subscriptions!

According to the American Bar Association there are over 100,000 lawyers of color in the U.S. and approximately 468,000 women lawyers in the U.S.

# Law Firm Benefits

## **FIRM BENEFITS - firm must be a conference sponsor**

- dedicate branded law firm MCTV Channel – unlimited video uploads
- Firm profile on all branded MC sites – [see sample](#)
- Legal Digital Innovator Conference – firm listed as sponsor – see conference brochure
- video coverage of up to 2 law firm diversity events or events the lawyers attend
- all firm diversity press releases published and/or reported on
- development of a 5 minute firm diversity video – Silver sponsor minimum - e-newsletter – [see sample](#)
- FHG markets firm diversity events through national directory & tracks attendees

## **LAWYER BENEFITS**

- branded lawyer profile on MCTV.com and MC.com (and up to 2 other diversity directories) to post legal videos, blogs, podcast, white papers & network with members – [see sample channel](#)
- Lawyer get to speak for LITE -Legal Innovator Talk Experience, 2x per year – [see sample](#)
- Lawyer gets to be interviewed on All Things Legal at least 1 time per year
- Lawyer generated content included in MCTV e-newsletter sent to potential clients - corporate, government and consumers and branded AsianCounselor.com newsletter – [see sample](#)
- free monthly career development seminars with FHG exclusive recruiters
- free monthly digital media webinars to assist in thought leadership creation
- eligible for Legal Digital Innovator Awards for best show, podcast or blog
- Ticket to the Legal Digital Innovator Conference – must be individual subscriber



# Bar Association Benefits

## BAR BENEFITS

- branded TV Channels on MCTV with profile on all branded MC sister sites – [see sample](#)
- free bar branded [Traklt Pro](#) diversity [tracking application](#) - Call for details – Traklt Pro can be provided to the bar's corporate sponsors free as a sponsor benefit to help with diversity tracking.
- Legal Digital Innovator Conference - up to 2 bar leaders are invited to speak for the conference
- video coverage of no less than 4 bar branded events that MCTV will produce and air on the bar channel on MCTV - officer interviews and key speaker interviews for the event. If bar has up to 200 sponsors, then at least 1 bar event per month can be covered for the bar's MCTV channel – links to the channel videos will be provided to bar social and newsletter teams.
- all bar press releases published and/or reported on in the bar news section of MCTV and sister sites
- development of President 5 minute monthly video talk for bar e-newsletter – [see sample](#) – president video can be inserted into bar newsletter to beef up viewership
- FHG markets bar events through national event directory & tracks attendees -
- \$1.00 donated to national bar for every bar member subscriber per month to the MCTV Network – donation paid every 45 days. Each affiliate chapter receives \$.50 per month per subscriber.
- bar can sell private video programs that are exclusive to bar members or charge a fee to members or the public to also view bar created videos – this is an additional source of funding – sell on demand videos of events members missed.

## MEMBER BENEFITS

- branded profile on MCTV.com and MC.com (and once fully launched on [www.WomenLawyersNetwork.com](http://www.WomenLawyersNetwork.com)) to post legal videos, blogs, podcast, white papers & network with members – [see sample channel](#) –
- members invited to speak for LITE -Legal Innovator Talk Experience, no less than 2x per year – [see sample](#) + appear at least 2 times on “[All Things Legal](#)” talk show.
- 1 ticket to the annual MCTV Legal Digital Innovator Economic Empowerment Conference + participate in the Innovator Pitch Contest to pitch a new legal talk show that they can host
- member generated content included in MCTV e-newsletter sent to potential clients - corporate, government and consumers and branded WBADC newsletter – [see sample](#)
- free monthly career development seminars with FHG career recruiters
- free weekly digital media webinars to assist in thought leadership creation called [Brand U!](#)
- eligible for Legal Digital Innovator Awards for best show, podcast or blog
- Note: If up to 200 bar members join the network, FHG will be able to fully launch [www.WomanLawyerNetwork.com](http://www.WomanLawyerNetwork.com) as stand alone platform where all bar and members news will also be aired and published specifically as part of a national directory of women lawyers.

# Bar Association Implementation Timeline

## BAR REQUIREMENTS:

Once a bar association elects to become a media partner, FHG Media Enterprises, owners of MCTV will provide or require the following:

1. \$75 per month – until the bar subscribers reach 200 person.
2. FHG will draft a press release announcing the alliance – to be approved by the bar communications director;
3. FHG will prepare the bar's channel design – using logo and art approved by the bar – 1 week time
4. FHG will create bar's profile set-up 1 week (same time as above)
5. FHG will create and email campaign that includes the bar logo inviting members into the MCTV network.
6. FHG will determine with appropriate bar personnel the 4 or monthly events the bar wants to have MCTV media coverage and video production; with special coverage for the 100 Anniversary set for special talk show production.
7. FHG will send email to committees letting them know whether their event will be covered and if they want coverage that is not schedule they can pay a discounted rate of \$450 flat rate.
8. Bar will receive a monthly statement providing list of members that are subscribed with subscriber donation made quarterly on the last day of the quarter.
9. FHG requests that the MCTV logo appear on the bar website as its media partner with a link to MCTV and a list of the benefits for the members.

# Subscriber Benefits Short list

## EXECUTIVE – BENEFITS

- 1 Conference Ticket
- Lunch
- Compete in Legal Innovator Pitch Contest
- Networking/Connect thru App
- Professional Profile listed in MCTV/MC.com up to 2 additional
- Own TV Channel on MCTV Network
- Own Podcast
- Own Blog
- Own Photo Album
- Own Events Pages
- Practice Area Groups
- Speak at least 2x for **LITE Talks** + brand / view [LITETALKS.TV](#)
- Attend "MCTV Brand U" seminars or other content creation webinars free or receive 30 min. free content creation consultation
- All content posted distributed via e-mail or digital magazine to up to 165 corp. legal depts., trade organizations business publications like Black Enterprises, Hispanic Business, & millions of minority community organizations
- Revenue share model, details @ conference – earn while you are sleeping

## PREMIUM – BENEFITS

- Same benefits as Executive, plus
- Premium VIP seats at conference
- Attend GC & CEO Conference reception
- Qualified to attend **MC Angels Bootcamp** & listed as MC Angels founding member (additional fee req. to attend)
- Appear on new legal talk show "All Things Legal" no less than 4 x/1 qtr per year
- Receive 4 introductions to decision makers per year
- Listed as "Lead Contributor" on up to 3 branded Practice Area newsletters your videos, blogs or podcast content automatically included in the newsletters in the top– [click to view sample](#)
- Profile marketed to boards of directors through MCTV alliances
- Invites to special private procurement events or NASDAQ sponsored board education events and more....

All LITE Talks speakers are included in the MC Speaker Bureau directory, where you can be hired by organizations to speak for a fee. MCTV will handle your bookings for a % of the speaker fee negotiated.

To speak for LITE – all lawyers must subscribe to the MCTV Network to be listed in the directory & to receive their own video channel where their video will play.

<div>Executive</div> <div>Gov/Professors/Public Interest/Law Students/Entrepreneurs or Out of Law</div> <div>\$20 /Month</div> <div>Subscribe</div>	<div>Executive</div> <div>Small Firm/In-house</div> <div>\$35 /Month</div> <div> <ul style="list-style-type: none"> <li>• If you are an adjunct professor and practicing at a law firm, you must subscribe based on the size of your law firm.</li> <li>• Small Firms = 20 or less lawyers and solo practitioners.</li> </ul> </div> <div>Subscribe</div>	<div>Executive</div> <div>Large Counsel</div> <div>\$65 /Month</div> <div>Subscribe</div>
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# BRAND U

## MINORITY LAWYER MARKETING STRATEGIES

- ✓ Game Changing
- ✓ Shared Economy Marketing
- ✓ High Visibility
- ✓ Content Publishing
- ✓ Branded Channel
- ✓ FREE Head Shot

BUSINESS DEVELOPMENT IN THE "NEW NORM"

Register For This Historic Event ▶▶

Tuesday, December 20th, 6:30-8:30 PM | Holiday Networking to 10 PM

[iCalendar](#) • [Google Calendar](#) • [Outlook](#) • [Outlook Online](#) • [Yahoo! Calendar](#)

**PGCEDC Conference Center**  
1801 McCormick Dr #350  
Upper Marlboro, MD 20774



The PG County Economic Development Corporation expects 2017 and beyond to result in great business development growth in the county, which President Coleman anticipates will increase the demand for legal services. Consequently, President Coleman is calling on **all minority and women lawyers in PG County** to attend this complimentary, high powered legal services business development strategy meeting. During the meeting, Mr. Coleman will outline the expected business development strategy for the county and will introduce a new digital TV network - MinorityCounselorTV.com and its "Big Data" technology application developed specifically to brand and market minority and women lawyers to the new businesses, corporations, government decision makers and consumers in PG County and nationally.

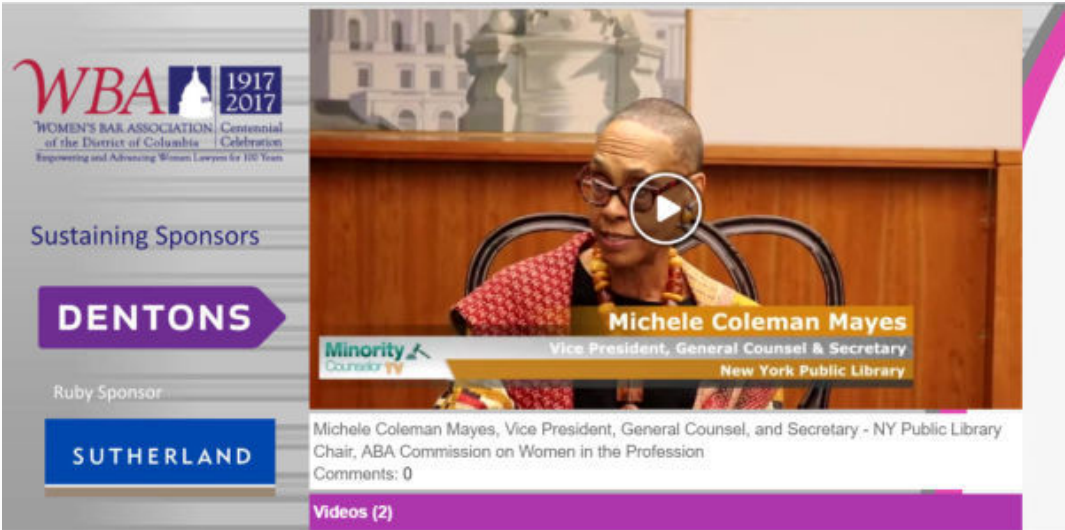
**Watch President Coleman's Call To Action**



REGISTER FOR THIS FREE EVENT

"MINORITY FLIGHT" - LEARN WHY WOMEN OF COLOR ARE LEAVING LAW FIRMS AND WHY BRANDING AND MARKETING FOR BUSINESS DEVELOPMENT IS SO ESSENTIAL TO DEVELOPING YOUR BOOK- produced by Minority Counselor TV

Click on the image to view the entire presentation.



Web Version



For questions, speaker opportunities, or sponsorship, please contact (202) 830-2004 or email [jo@fhgmediaent.com](mailto:jo@fhgmediaent.com).