

Diverse Talent Acquisition Made Simple!

MCTV promotes the thought leadership of Minority & Women lawyers in engaging practice area legal talk shows so you can identify the right diverse talent!

MCTV is a business sponsor for the 2018 NAMWOLF Annual Convention



www.MinorityCounselorTV.com

Need to gather data to quantify the need for the acquisition of diverse outside counsel talent?

TrakIt ProSM Diversity Spend Tracker

Request a Demo
www.TrakItPro.com (202)830-2004

Track Your Monetary Spend With Diverse Outside Counsel
We Put Faces with the Numbers!

Firm	Ethnic Group
XYZ Law Firm	African American
California Law Firm	Asian American

TrakIt Pro & MCTV Enhances Your Diversity Initiatives!

MinorityCounselorTV.com is a digital property of FHG Media Enterprises, a minority owned legal media and tech company whose sole mission is to promote the thought leadership of minority and woman lawyers through creative and engaging live steamed and on demand video recorded legal talk shows, CLE programs and legal news commentaries on pressing legal issues that impact corporate and government entities as well as minority communities. Through its 24/7/360 on demand legal video programs and e-newsletters delivered electronically to in-house counsel, MCTV helps legal departments to increase their recruitment of minority and women outside counsel through its integrated robust lawyer directory that allows decision makers to view lawyer profiles and watch lawyer practice area videos, podcasts and blogs contributed to the MCTV network. MCTV facilitates the best in-house counsel and outside counsel matching. TrakIt Pro is a “big data” application that provides the diversity data & analytics to ensure increased recruitment is consistent with the growth of the diverse lawyer population.

MCTV Keeps You Up To Date On Relevant Legal Issues

MCTV turns boring CLE and legal alerts sent to legal departments into engaging videos and podcasts that in-house counsel will want to watch which:

- can be viewed from a cell phone while traveling
- can be searched based on practice area, geography and date
- can be shared with other in-house counsel
- can allow in-house counsel to reach out to the lawyer to hire
- can serve as a basis for selecting outside counsel in response to an RFP

Contact support@minoritycounselor.com to learn more.

Reduce Legal Alert E-mail Blasts from Outside Counsel!

By providing out-side counsel with digital media tools specific to the legal industry, MCTV can be your “go to” network to receive up to date legal news and commentary from diverse perspectives.

Rather than receiving a ton of email alerts from all your diverse outside counsel, legal departments can request their NAMWOLF firms or diverse lawyers in majority firms to post all legal alerts and commentary on the MCTV network for 24/7 viewing. Only MCTV will alert you to news in specific to your needs.

Request A Talk Show!

MCTV can also develop practice specific video programs that meet the needs of legal departments. In-House Counsel can suggest a practice area program topic, and MCTV will create the most engaging program and reach out to the minority lawyers in the specified practice areas to be our special guests on the show. With hundreds of lawyers in a given practice area, MCTV will ensure that all lawyers in a given practice area are included on the show. Send a practice area request to: support@minoritycounselor.com





MORE THAN A DIGITAL TV NETWORK

- ✓ Do you attend diversity conferences looking for a diverse lawyer in a specific practice area and never seem to find that lawyer?
- ✓ Do you have 100s of outside counsel give you cards but you don't have time to follow-up?
- ✓ **Solution:** MCTV is building a national directory of the profiles of minority lawyers so you can search for them 24/7/360 in the specific practice area you need!
- ✓ MCTV profiles highlight the best of diverse lawyers – their thought leadership – so you can better know if they may be a fit with your company.
- ✓ MCTV's integrated single media platform helps you engage and recruit—we ask the lawyers to join so you can search.



One searchable profile that allows diverse lawyers to publish practice area blogs, podcast, videos & white papers from one single platform. In-House counsel can receive & review all legal publications in one place!



Engage 24/7/360!



Join the MCTV In-House Network and your legal department will receive:

- ✓ **National Minority & Women Lawyer Directory** – MCTV's branded directory makes it easy to search for all individual diverse lawyers
- ✓ **Branded Profiles** – No more searching firm websites –all diverse lawyer practice blogs, videos & podcast are viewable in one platform
- ✓ **Legal Talk Shows** –MCTV features diverse lawyers in practice area talk show at least 3 times a year so you can hear from them
- ✓ **Recruit** – Post unlimited jobs on your company profile and include in practice area job forum –complete video interviews using the network video chat feature
- ✓ **Newsletters** – MCTV will send practice area newsletters that you want – MCTV will aggregate the contact from all the lawyers and deliver the videos, podcasts and blogs in one single e-newsletter. All content is later searchable by practice area, date and more
- ✓ **Event Promo** – MCTV promotes your events in its national searchable Eventbrite type exclusive diversity event directory
- ✓ **Announcements** – MCTV will announce your new hires
- ✓ **Promote Your Company NEws?** – MCTV will report on legal news your company wants to tell the world
- ✓ **Awards Magazine** – your in-house lawyers will be eligible to be featured in one of MCTV best in practice awards Magazine – See [Women of Achievement Magazine](#)
- ✓ **Digital Innovator Awards** – by 2020 MCTV will launch its Digital Innovator awards for best blog, podcast or videos in a practice area and your company can be a judge and sponsor of the awards program
- ✓ **Free webinars** – Attend MCTV live streamed practice webinars hosted by the minority lawyers in the network
- ✓ **Book of Attendees** – receive the Book of Attendees digital magazines for all future NAMWOLF conferences. Ask all lawyer attendees to join so you can get the list and search the lawyers in the MCTV network.

Mission

Increase utilization, revenue generation, retention, and advancement of lawyers of color and women in the legal profession

Problem

Underutilization of these lawyers by law firms and corporate legal departments impacting the firm's ROI which makes for an unsustainable legal career for these professionals

Solution - MinorityCounselor.com & Trakit Pro



Accountability

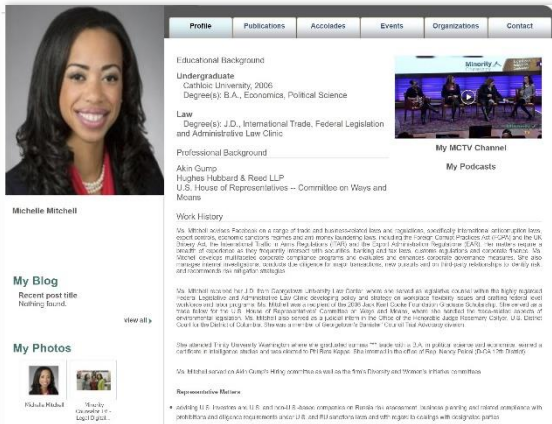
Track true value per matter (actual time) v. amount paid for legal services provided by diverse outside counsel

Transparency

Trakit Pro identifies gaps and deficiencies in the utilization of minority and women lawyers in law firms and by legal departments

Engagement

MinorityCounselorTV.com integrates with Trakit Pro to promote the thought leadership of diverse outside counsel thru engaging legal talks shows and legal alerts relevant to your company



MCTV + Trakit Pro = a D.A.T.E. with diversity **D**iversity, **A**ccountability, **T**ransparency and **E**ngagement! Trakit Pro's dashboard enhances diversity initiatives by providing quantitative data, comprehensive reports without the hassle of spreadsheets while addressing implicit bias through the positive images of minority lawyers in practice area programs!

Features include:

- ✓ Cloud based 256-bit secure encryption
- ✓ Auto imports data from law firm billing system 24/7 (no need to ask for reports)
- ✓ Over a dozen form reports
- ✓ Application can be customized to suit legal departments needs & create new reports
- ✓ Eliminate excess legal alerts from outside counsel – centralize important practice group seminars into a single portal

Diversity Spend Tracker		Promoting Diversity Through Technology	
Golden State Foods		Available Reports	
<ul style="list-style-type: none"> <input type="checkbox"/> Firms Retained: 25 <ul style="list-style-type: none"> Majority Owned: 2 Minority Owned: 0 Woman Owned: 13 Minority & Woman Owned: 10 Veteran Owned: 0 <input type="checkbox"/> Partners by Ethnic Group <ul style="list-style-type: none"> African-American/Black: 5 Asian Pacific American: 0 Hispanic/Latino: 1 Native American: 0 Southeast Asian American: 0 White/Caucasian: 0 African/Caribbean-Black (Int'l): 0 Latin American (Int'l): 0 Asian Pacific/Pacific Islander (Int'l): 0 <input type="checkbox"/> Number of organization lawyers who assigned matters: 5 <ul style="list-style-type: none"> Total matters assigned: 26 Total billed to all matters (as of today's date): \$113,385.00 Amount Paid: \$397,255.00 	<ul style="list-style-type: none"> <input type="checkbox"/> Layers Retained by Ethnic Group: 11 <ul style="list-style-type: none"> African-American/Black: 9 Asian Pacific American: 0 Native American: 0 Southwest Asian American: 0 White/Caucasian: 1 African/Caribbean-Black (Int'l): 0 Latin American (Int'l): 0 Asian Pacific/Pacific Islander (Int'l): 0 <input type="checkbox"/> Associates by Ethnic Group <ul style="list-style-type: none"> African-American/Black: 3 Asian Pacific American: 0 Hispanic/Latino: 0 Native American: 0 Southeast Asian American: 0 White/Caucasian: 0 African/Caribbean-Black (Int'l): 0 Latin American (Int'l): 0 Asian Pacific/Pacific Islander (Int'l): 0 	<ul style="list-style-type: none"> Demographic Billing Reports Total Billed by Ethnic Group Total Billed by Partners Total Billed by Gender & Position Firm Demographic Billing Reports Firm Billed by Ethnic Group Firm Billed by Partners Firm Billed by Associates Firm Billed by Gender & Position Minority Counselor TV Reports Total Paid to Each Minority Owned Category Total Paid to Minority Owned Partners Relationship Partner Verification Reports VERIFICATION REPORT VERIFICATION BY FIRM RELATIONSHIP PARTNER LIST AsianCounselor BlackCounselor LatinoCounselor MinorityCounselor 	



Track time & spend with diverse counsel from the web or desktop



View profiles of diverse counsel to learn more about their capabilities



Manage and assign matters to diverse counsel



Monitor your progress generate reports with a few clicks

Trakt ProSM

Diversity Spend Tracker

REAL TIME DIVERSITY SPEND REPORTING

TraktPro is the only web based legal bill tracking software application that allows law departments to view in real time the billing entries of women and minority lawyers and generate diversity spend reports in minutes. No more annual requests for data from your outside counsel. With a few clicks of a mouse, legal departments can generate and print legal spend reports daily based on ethnic groups, gender, practice area, geography, law firms and more. Trakt Pro imports data from existing law firm electronic billing software with a few click. Trakt Pro replaces old "excel" spreadsheets and provides a powerful Dashboard that allows you to analyze the data without the pain of searching through spreadsheets.

Unlike other billing tools, Trakt Pro gets you beyond the numbers and connects the numbers with the faces of your diverse outside lawyers. To effectively increase the utilization of women and minority lawyers by legal departments, FHG has integrated the professional profiles from the Minority Counselor.com lawyer directory database into the reporting tool, so that in-house counsel can search these diverse lawyers 24/7 through Trakt Pro's comprehensive search tools that allows searches by practice area, geography, gender, law firm and more. Every law department lawyer can see and learn about the practice areas and publications of every outside women and minority lawyer.

Matter Analytics

Lawyer Search Tool

Electronic Billing Upload

Dashboard – provides in-house counsel with a comprehensive overview of the law departments entire diversity spend.

Search Features – allows all law department lawyers to search for women and minority outside counsel nation wide.

E-Billing Upload

Trakt Pro easily Imports time from existing billing Applications with Just a few clicks.

Trakt Pro also auto populates the data for daily analysis

Traklt ProSM

Diversity Spend Tracker

A TRACKING TOOL THAT INTEGRATES CLE LEGAL ALERT TOOLS & ASSISTS WITH TALENT ACQUISITION

Traklt ProSM logout

Dashboard Manage Organizations Manage Firms Manage Coupons Manage Super Admin Manage TimeLogs Reports Change Password

Diversity Spend Tracker

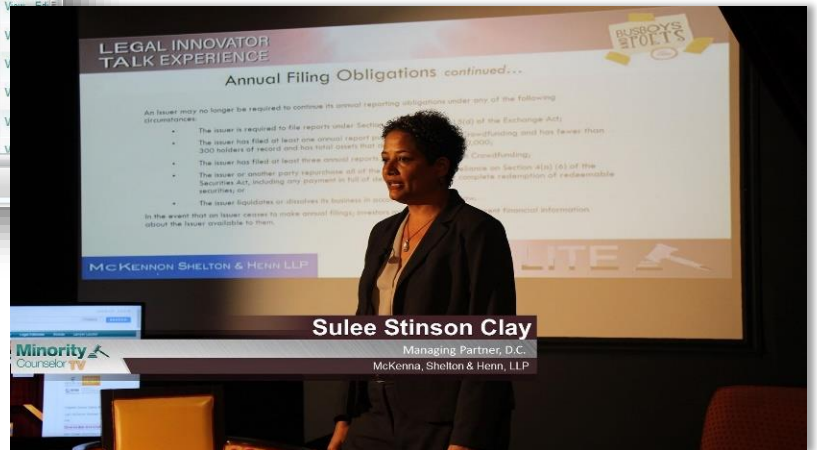
Promoting Diversity Through Technology

Firm Lawyer

Firm	Office	First Name	Last Name	Gender	Ethnicity	Practice Area	Position	Registered On	Status	Action
Andrew Asso	Phoenix	Parag	P	Male	African American		3rd Year Associ	03/22/2011	Active	View Edit
Baker & McKenzie I	San Diego	Kandace	Watson	Female	African American	Transactional	Partner	03/11/2011	Active	View Edit
Baker & McKenzie I	New York	Charlotte	Smith	Female	African American	Litigation	2nd Year Associ	06/17/2010	Active	View Edit
Baker & McKenzie I	San Diego	Charles	Taylor	Male	African American	Tax	6th Year Associ	06/17/2010	Active	View Edit
Baker & McKenzie I	Chicago	Lee	Chong	Male	Asian American	Transactional	9th Year Associ	02/28/2011	Active	View Edit
Gonzalez, Saggio &	Cincinnati (2)	Christopher L.	Muzzo	Male	Latino/Hispanic		Partner	04/16/2010	Active	View Edit
Gonzalez, Saggio &	Chicago	Dawn	Phillips	Female	African American		Partner	04/16/2010	Active	View Edit
Gonzalez, Saggio &	Phoenix	Charles	Houston	Male	African American	Litigation	Partner	06/17/2010	Active	View Edit
jktech	jktech solutions	kelly	deic	Female	Latino/Hispanic		2nd Year Associ	01/07/2011	Active	View Edit
jktech	JK Tech	Luke	Friac	Male	Minority/Other		Partner	04/06/2010	Active	View Edit

10 Page 1 of 2 Displaying 1 to 10 of 20 items

Traklt Pro integrates diverse outside counsel billable time tracking with CLE legal alerts and talent acquisition tools in one platform. When an in-house counsel clicks a lawyers name in the system, it launches the lawyers profile on MCTV where you can watch the lawyers practice area legal alerts in videos, blogs or podcasts and search future CLE events. What better way to stay abreast of legal changes in your industry while tracking analytics.



Request a Demo!
support@MinorityCounselor.com
Or call (202) 830-2004

Dashboard Manage Admins Manage Offices Lawyers Firms Manage Matter Matter Types Timesheet Reports Change Password

Diversity Spend Tracker

Promoting Diversity Through Technology

Firm Profile

Organizations*

Law Firm*

Firm Email	arnold-porter@mail.com
Name	Arnold Porter - Test
Firm	Arnold & Porter
Office	Arnold & Porter 1629 K Street, NW Suite 300 Washington, District of Columbia 20006
Phone	
Total Number of Lawyers	1
Total Number of Equity Partners	500
Total Number of Non-Equity Partners	200
Total Number of Associates	400
Total Number of women lawyers	300
Total Executive Committee Members	10
Total Number of Diversity Leaders/Non-Lawyers	2
Total Number of non-lawyers	700
Total Number of offices	10
Total Number of Minority owned Suppliers	5
Total Number of women owned suppliers	10

Firm Demographics

Traklt Pro also contains a firm's demographic profile that reports on the firms entire lawyer population, including the total number of lawyers, equity partners, diverse suppliers and more.

All of your reporting can be done through Traklt Pro. Traklt Pro can also be customized to provide more reports and additional search fields.

TrakIt ProSM

Diversity Spend Tracker

CONFIDENTIAL

FEATURES	ADDITIONAL FEATURES
<ul style="list-style-type: none"> • <u>Security Features</u> Proprietary web based & secure software that stores data on secure servers with 256 bit encryption 	<ul style="list-style-type: none"> • <u>Available Reports</u> Over 20 custom spend reports that can be printed in PDF or .CSV files – FHG is creating more reports that come with the license (any additional reports will require a fee for production)
<ul style="list-style-type: none"> • <u>Tracking System</u> System tracks legal departments spend with minority lawyers by ethnic group, firm, gender, position by tracking billed to of each minority lawyer retained by the company and more.... 	<ul style="list-style-type: none"> • <u>Import Feature</u> Imports billing data from other systems and can be customized to integrate communications with other systems
<ul style="list-style-type: none"> • <u>Dashboard Summary</u> Each in-house lawyer’s user dashboard summarizes number of minority lawyers retained by the company and lists number of minority lawyers by ethnic group, position in firm and summarizes each in-house lawyer’s individual spend with minority lawyers 	<ul style="list-style-type: none"> • <u>Additional Resources</u> Links to FHG’s Five (5) Minority Counselor websites to allow in-house counsel to search for new minority lawyers when the company’s panel counsel list may not contain lawyers with a specific practice expertise
<ul style="list-style-type: none"> • <u>Viewable Counsel Profiles</u> Outside Counsel Professional Profiles are Integrated throughout the system to afford in-house counsel the ability to learn about the practice areas of its panel minority outside and search all minority lawyers by firm, location, practice area, position, gender and more.. 	<ul style="list-style-type: none"> • <u>Matter Management Tools</u> Application allows each in-house counsel to manage matters assigned to minority out-side counsel and search all matters by matter name, jurisdiction, matter type and more..
<ul style="list-style-type: none"> • <u>Track Billing Real Time</u> Ability to view minority lawyer timesheets within minutes after the time is entered or daily, weekly or monthly depending on time entry policy. (Note: FHG can create an enhancement that allows the creation of an invoice) 	<ul style="list-style-type: none"> • <u>Law Firm Diversity Demographics Profile</u> Application also tracks firm wide diversity on the Firm Demographics Profile page
<ul style="list-style-type: none"> • <u>Various User Privileges</u> Different user levels with the following privileges: <ul style="list-style-type: none"> ➤ Create, edit, & view ➤ Edit & view ➤ View only 	<ul style="list-style-type: none"> • <u>In-House Lawyer Tracking</u> Application allows the head of the legal department to track how much each lawyer in the legal department is individually spending with minority lawyers and generate reports. The system tracks the matters assigned by each in-house lawyer and amount billed each individual minority lawyer; this feature provides a method of measuring each lawyers commitment to diversity based on a combination of the number of matters assigned and the amount billed by each minority lawyer on a given matter