

# JOSEPH R. GIGANTI

Joe@GigantiHQ.com

---

## WORK HISTORY:

MEDIA MOJOE, LLC /GIGANTIHQ, LLC

03/2009 – Present

### Self-Employed

Created Media MoJoe brand to market consulting work to corporate, political and non-profit clients focusing on their branding, marketing and public relations needs. Also provide crisis communications, issue management and media coaching services. Launched a multimedia website—GigantiHQ.com—to distribute original content, including commentaries in audio, video and written form; as well as to showcase broadcast media efforts.

- MEDIA MOJOE: Provide analysis, strategy and execution methodology to clients based on individual client parameters.
- MEDIA MOJOE: Clients include Nicolet National Bank; the Thomas More Society; and Peroutka & Peroutka Law.
- GigantiHQ: Conceptualized, branded, wrote, produced and hosted 4Real Video commentary series. (See Addendum II)
- GigantiHQ: Served as guest host for **The G. Gordon Liddy Show** (nationally syndicated); **The Adam McManus Show** (San Antonio, TX); and **The Jeff Kuhner Show** (Washington, D.C.), among others. (See Addendum II)

SOVEREIGN CITY COMMUNICATIONS, LLC

03/2007 – 02/2009

### President & Chief Operating Officer

Conceptualized, designed and directed creation of syndicated music radio network that specialized in positive, upbeat, family-friendly programming. Management responsibilities included oversight of eight divisions, more than 50 employees and a \$7.5 million budget.

- Built format concept from scratch to fully operational network facility in 5 ½ months.
- Managed design, build-out and utilization of state-of-the-art fully digital radio studios in six weeks.
- Launched initial beta test of **Oasis** format and had 24/7 line up ready to market in 11 months.
- Successfully marketed Sovereign City and **Oasis** to local, national and industry outlets, including appearances at the Conclave, National Association of Broadcasters (NAB) Radio Show and Radio Advertising Bureau (RAB) Annual Board Meeting.
- Represented Sovereign City and **Oasis** in interviews to newspapers, magazines and trade journals, and at public/private forums pitching major group owners and at other public appearances.
- In June 2007, appointed president, chief operating officer and board member of Music that Matters, Inc., an associated 501(c)3 not-for-profit organization that owned the non-commercial radio station 91.1 FM WOVM.
- WOVM: Successfully navigated FCC approval process to increase station's signal power by almost 800 percent.
- WOVM: Headed station billing effort that realized desired station sales goals within one quarter.
- In May 2007, appointed president, chief operating officer and board member of Advance Acquisition, Inc., an associated company that was a radio brokerage firm.
- ADVANCE ACQUISITION: Successfully led special effort to have a \$4.7 million dollar FCC fine waived. The fine—the largest of its kind in FCC history—was accessed due to a bidding error. Supervised multiple teams—in addition to Sovereign City counterparts—that included, but was not limited to, legal representatives, lobbyists and a public relations firm to complete this task.

VERITAS MEDIA GROUP, INC. (VMG)

Washington, D.C.

02/2000 – 03/2007

### President & CEO

Founded full-service media consulting and production firm that provided effective, high quality communications products to non-profit, entertainment, political and corporate entities and individuals. VMG specialized in design and execution of turnaround strategy for client's media, public policy and/or public relations efforts and/or departments. Provided interview and on-camera training for executives, spokesmen, government officials and media personalities.

- Successfully launched advocacy efforts for healthcare and business groups.
- Secured successful media placement in virtually every major national media outlet including, but not limited to: *Fox News Channel, ESPN, MSNBC, CNN, ABC, NBC, CBS, Fox, The New York Times, Time, People, The Washington Post, The Washington Times, Austin-American Statesman, The Houston Chronicle, The Boston Globe, The LA Times, Associated Press, The Rush Limbaugh Show* and many more.
- Client list includes, but is not limited to: New Line Cinema/Kairos Marketing: Tarek Saab, 2005 finalist of NBC's *The Apprentice*; Metanoia Films; United States Business and Industry Council (USBIC): Miss America 2001, Angela Perez

Baraquio; The Beach Boys; Council for National Policy; The Original Drifters; the Free Congress Foundation; Parry, Romani, DeConcini & Symms; ObscenityCrimes.org; American Life League; Texans for NO New Taxes (TNT); Project: FAN.S.; John Carroll for Governor 2002; SafeMinds.

- **Please see Addendum I for Production & Media Relations achievements.**

JUDICIAL WATCH, INC. Washington, D.C. 08/1999 - 01/2000

**Director/V.P. of Communications and Broadcast Media**

Developed and implemented comprehensive media and public relations strategy to raise the profile for the public interest law firm. Directed distribution, placement and promotion of organizational efforts to TV, radio and print outlets.

- Conceptualized and launched syndicated radio and TV shows hosted by organization's principals.
- Produced and directed 5<sup>th</sup> Anniversary Video, *This is Judicial Watch*, which debuted at the organization gala dinner.
- Successfully secured media coverage and/or placement in major print, TV and radio outlets.

THE ALAN KEYES SHOW Arlington, VA 03/1997 - 07/1999

**Executive Producer**

Managed day-to-day production and operation of nationally syndicated, issues-driven radio/television talk show simulcast. Supervised affiliate acquisition and relations; advertising and marketing; and commercial traffic and office management. Created show's overall sound and content. Wrote, produced and/or voiced a variety of parodies, commercials and other key production elements. While initially hired by Salem Radio Network—the show's syndicator at the time—the show continued past Salem's initial contract in self-syndication.

- Negotiated unique three-way syndication/simulcast deal for *The Alan Keyes Show* with Talk Radio Network, Catholic Family Radio Network and America's Voice Cable TV Network after show's initial syndication run with Salem Radio Network concluded.
- Achieved show's largest audience with a combined potential daily audience of 18 million homes.
- Show was named to *Talker's Magazine* 100 Most Influential Talk Shows, February 1998.

COMMON SENSE RADIO WITH OLIVER NORTH Arlington, VA 03/1997 - 03/1998

**Co-Producer**

Provided support and production direction for nationally syndicated, issues-driven radio show. Maintained show's overall sound and content. Wrote, produced and/or voiced a variety of parodies, commercials and other key production elements.

**EDUCATION:**

Montgomery College, Rockville, MD  
A.A., Mass Communications, TV & Radio concentration

St. John's College High School, Washington, D.C.  
Diploma & Rank of First Lieutenant, Army ROTC

# JOSEPH R. GIGANTI

## ADDENDUM I: PRODUCTION & MEDIA RELATIONS HIGHLIGHTS

---

### Production:

- ◆ **Dead in the Water** (Documentary, 2007). Co-wrote, co-produced and directed television documentary film that premiered on an international cable channel in September 2007.
- ◆ **United States Office of Special Counsel** (USOSC, 2006). Wrote, produced and directed two educational training films that detail the limits imposed on government employees' political activity.
- ◆ **Freedom Alliance 15th Anniversary Gala Dinner** (2005), Conceptualized, staged and produced/filmed major event featuring Fox News' Brian Kilmeade, Lt. Col. Oliver North and Gen. Tommy Franks. Event included live cut-in from event on Fox News Channel.
- ◆ **Conservative Political Action Conference** (2000–2001, 2003–2004, 2006). Produced musical elements of annual event.
- ◆ **FCF News on Demand** (2002). Developed and launched ground-breaking audio news and soundbite service that utilized a unique, internet-based digital delivery system.
- ◆ **National Charity Awards Dinner** (2001). Star-studded event featuring Hollywood celebrities honoring work of child advocacy organizations.
- ◆ **Ronald Reagan Tribute** (Center for Security Policy, 2001). Produced nationally televised tribute to President Ronald Reagan in conjunction with the christening ceremony of the USS Ronald Reagan. Tribute featured many members of Reagan's national security team, including Edwin Meese III, Frank Gaffney and Jeanne Kirkpatrick.
- ◆ **The Beach Boys** (2000–2002): Co-produced and voiced national TV spots and corporate demo promoting Rock-n-Roll Hall of Fame band. Co-produced concert events.
- ◆ **Keys 2000** (Presidential Campaign), Served as national media strategist, which included overseeing production/distribution/placement of short- and long-form promotional videos, infomercials, and TV and radio commercials.

### Grassroots/Public Policy/Media Relations:

- ◆ **Bella** (Metanoia Films, 2007): Oversaw specific areas of grassroots outreach and public relations efforts for film that won the coveted People's Choice Award at the 2006 Toronto Film Festival.
- ◆ **United States Office of Special Counsel** (USOSC, 2006). Provided strategic media consulting and strategy to Special Counsel and key members of USOSC staff per details of contract award. Areas Included: engaging members of Congress and the national media; manage relations with TV, radio, print and on-line media outlets; and provide media training.
- ◆ **The Nativity Story** (New Line Cinema, 2006): Coordinated specific areas of grassroots promotion and outreach to faith-based audience for major motion picture.
- ◆ **Mark Smith, Esq.** (2001–2006): Provided media training/coaching to *New York Times* best-selling author and litigator for promotional appearances, debates and public speaking events. Provided assistance in creation of two *New York Times* best-selling books.
- ◆ **Tarek Saab**: Represented reality TV star (NBC's *The Apprentice*) for speaking engagements and general media consulting.
- ◆ **Texans for NO New Taxes** (TNT, 2006): Created brand and key marketing tools for effort to oppose the largest tax increase in the history of the Lone Star State.
- ◆ **Miss America 2001**- Angela Perez Baraquio Grey: Handled speaking engagements and general media consulting.
- ◆ **Let the People Vote - Houston** (2006): Led public relations campaign to preserve city's Taxpayer Bill of Rights (TABOR) law.
- ◆ **Project: F.A.N.S.** (Freedom of Access to Natural Solutions, 2003, 2006): Helped launch health advocacy group focused on defeating invasive, prohibitive healthcare legislation. **Successfully defeated Clinton-Durbin led S.722.**
- ◆ **National Pro-Life Action Center** (NPLAC, 2005–2006): Formulated and launched advocacy group's media relations strategy.
- ◆ **American Life League** (2002–2004): Reorganized and managed advocacy group's media and public relations department and strategy. **Successful turnaround included a 1,500 percent quantitative increase in media coverage in first quarter alone.** Successfully placed organizational spokesmen on/in most major media outlets including, but not limited to, ESPN, CNN, FNC, Associated Press and *The Washington Post*.
- ◆ **SafeMinds** (2004): Led turnaround of media efforts for children's health advocacy group that resulted in exponentially increased coverage, including stories in *People* magazine, *Mothering Magazine* and more.
- ◆ **Keys 2000**: Served as national media strategist, which included writing and distribution of press statements, and serving as a campaign spokesman.

# JOSEPH R. GIGANTI

## ADDENDUM II: ON-AIR HIGHLIGHTS

---

### Radio:

- ◆ **The G. Gordon Liddy Show, Guest Host** (Nationally Syndicated, 2010)  
Served as guest host to highly acclaimed, issues-driven, nationally syndicated radio show.
- ◆ **The Jeff Kuhner Show, Guest Host** (Washington, D.C., 2009-2010)  
Served as guest host for Top 10 market midday conservative talk show.
- ◆ **The Pulse with Leland Conway, Guest Host** (Lexington, KY, 2009)  
Guest hosted issues-driven afternoon-drive conservative talk show featured on top-rated Clear Channel station.
- ◆ **The Adam McManus Show, Guest Host** (San Antonio, TX, 2009-2010)  
Served as guest host more than a dozen times for this Top 50 market, highly rated, daily talk show. Show is an issues-driven, caller-interactive show that features occasional guest interviews.
- ◆ **The Regular Joe Show, Host** (Nationally Syndicated, 2006).  
Hosted weekly, issues-driven, caller-interactive, syndicated radio show for Radio America network. The show aired for approximately three months as the network transitioned Sunday evening programming into a new line-up. Successfully reinvigorated timeslot from virtually no callers to full phone boards for entire two-hour block.
- ◆ **Bob Barr's Laws of the Universe, Guest Host** (Nationally Syndicated, 2006).  
This show was the direct predecessor of *The Regular Joe Show*. I began as interim guest host, but became the permanent host when the network canceled Barr's show and re-christened the two-hour block. Successfully shifted show's narrow Libertarian bent to broader conservative themes with dedication to consistency of principle. Within three turns as host, the show was transformed from sleeper show into highly interactive, listener-driven talk show.
- ◆ **The Roger Fredinburg Show, Guest Host** (Nationally Syndicated, 2002-2005):  
Served as guest host of daily, nationally syndicated, issues-oriented talk show on numerous occasions. Featured some guests, but was primarily a caller-interactive show.
- ◆ **The Alan Keyes Show: America's Wake Up Call, Executive Producer** (Nationally Syndicated, 1997-1999):  
Served as executive producer of this daily, three-hour, nationally syndicated, nationally simulcast (America's Voice TV Network), issues-driven talk show.
- ◆ **The Michael Reagan Show, Guest Producer** (Nationally Syndicated, 1997-1999):  
Served as guest producer when Michael Reagan hosted the daily, syndicated show from Washington, D.C. Provided local support to Reagan's fulltime California staff, including, but not limited to topic selection, guest booking, talent coaching and live production elements.

### Television:

- ◆ **The Washington Times** (2009)  
Created the **Giganti's 4Real** video commentary series in partnership with *The Washington Times*. Giganti's 4Real utilizes comedic elements and other high-end production techniques to tackle the hot-button issues of the day in an entertaining and informative manner.
- ◆ **Fox News Channel** (2000-2006):  
Have appeared numerous times on many of the network's top shows—including *Hannity & Colmes*; *Special Report*; *Fox News Live*, *The Big Story* and *Studio B*—to present and defend core conservative principles on life, liberty, trade, taxation and national security.
- ◆ **ESPN** (2004):  
Responsible for the bookings that resulted in the only time an episode of the network's Sunday morning talk show was dedicated to the pro-life debate and the role professional athletes play in supporting the indelible right to life.
- ◆ **RNN TV** (2003-2006):  
Provided the conservative viewpoint in multiple debates and commentaries on this New York City-based regional cable news network, which reached more than five million homes.
- ◆ **MSNBC** (2002-2006):  
Have appeared and/or booked appearances on this network to provide the conservative point-of-view.
- ◆ **CNN, CNNfn** (2000-2006):  
Made several appearances on these networks to provide a strong defense of core conservative principles.
- ◆ **N.E.T./AMERICA'S VOICE TELEVISION** (1994-1997):  
Served in multiple positions on the production crew of this groundbreaking news/talk cable television channel founded by Paul Weyrich.