

**Charles J. “Jack” Holt**

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Jack Holt is the Sr. Strategist for Emerging Media for the Department of Defense, Defense Media Activity. Chartered under the 2006 QDR, the Emerging Media office was instituted to help guide policy, plans and procedures in dealing with the 24/7 New Media Global Information Environment.



For the past two years, Mr. Holt has developed communication strategies and tactics to maximize the effect of DoD communication efforts by incorporating New Media tools with traditional Public Affairs channels. Holt has briefed dozens of SES and flag officer senior leader forums on New and Social Media, and conducted strategy sessions to address corporate level strategic objectives.

Mr. Holt is a member of the Social Media for Government Transparency and Openness Program Advisory Board, the DoDTechipedia Governance Board, the University of Oklahoma Risk and Crisis Management Community Advisory Board, and the 2009 Chair for the PRSA National Capital Region Public Affairs and Government Committee. He has taught sessions on New Media strategies and tactics at the Defense Information School, the Naval Postgraduate School Strategic Communication Workshop and the NATO School Strategic Communication Workshop.

Mr. Holt has prior active duty military service with the National Guard at the National Guard Bureau and has deployed in support of Operation Joint Guard in Hungary – Croatia – Bosnia and Operation Enduring Freedom in Afghanistan. His previous civilian assignments have been with DoD Press Operations Media Outreach and the U.S. Army Corps of Engineers as the media officer for the U.S. Army Engineering and Support Center, Huntsville, Alabama. He earned his M.A. in Communication from the University of Oklahoma and a B.B.A. in Management from the University of Central Oklahoma.