



FOR IMMEDIATE RELEASE
July 5, 2023

RICHLAND LIBRARY WELCOMES ENTREPRENEUR-IN-RESIDENCE

Meet Video Visibility Coach and Content Creator Roshanda "The Rosho Pratt"

(Columbia, SC) - Build your brand, attract your ideal clients, and maximize your profitability! **Richland Library is thrilled to welcome our next Entrepreneur-in-Residence (EiR), [Roshanda Pratt](#). No stranger to Richland Library, this Summer EiR residency will be her encore stint with the library, focusing on creating a visible and profitable online brand.**

Pratt will offer virtual EiR appointments each Wednesday in July from 12 - 1 p.m. and 5 - 8 p.m. answering questions and sharing her knowledge about how to craft compelling videos that leave a lasting impression.

In addition, she will host [EiR Presents: Show Me the Money - Funding for Your Small Business Idea](#) (July 20) and [EiR Presents: Content to Cash - Creating a Profitable & Visible Online Brand](#) (August 10). Both programs will explore ways to capitalize on your content to make your business and brand profitable in today's market. To secure your spot, registration is required.

A graduate of Winthrop University, Pratt is the founder of REP Network and host of The Rosho Live. As a well-respected and highly sought-after broadcast journalist with 20 years of experience, she is a regular contributor on local television, radio, and podcasts. Her dynamic personality and expertise have also been featured nationally on CBS' The Talk, the Tamron Hall Show, and The Today Show.

Pratt is the author of two bestselling books available at Richland Library, [CEO of Live Video: Discover the Fundamentals of Dominating Live Video Through the Eyes of a Producer](#) and [Visibility Is Power: Discover the Power of Being Seen and Heard](#).

Pratt is a wife and mother and regularly shares her faith, humor, and her television-producing experience.



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Pratt's residency will run through the end of August.

Richland Library's Entrepreneur-in-Residence program strives to offer access to seasoned, diverse entrepreneurial leaders with proven expertise, demonstrated success and the heart of a coach.

For media inquiries, please contact Kimberlei Davis at 803-351-5616 or kdavis@richlandlibrary.com.

About Richland Library

Awarded the National Medal in 2017 by the Institute of Museum and Library Services, [Richland Library](#) is a vibrant, contemporary organization that provides resources and information that advance the Midlands. Offering state-of-the-art technology, a variety of literary and cultural programs and 13 bustling facilities located throughout the county, Richland Library provides a truly customizable, modern library experience for residents and visitors alike.