

Lawyer Communications with the Media

Dec. 5, 2024 – Zoom Webinar



Total Credits: 2 General; 1 Dual

Producer: Melanie Reid, Lincoln Memorial Univ.

Produced by the TBA Criminal Justice Section, this three-hour virtual CLE will explore how attorneys can ethically and effectively manage media relations in high-profile cases. Based on the challenges outlined in real-world scenarios, sessions will cover the delicate balance between protecting your client's legal interests and shaping the public narrative.

10 – 11:30 a.m. CST

Panel Discussion

This session features Fox 17 News anchor Scott Couch along with former reporter turned lawyer Amy Mohan, criminal defense expert David Raybin and communications expert Eric Kowalczyk, will detail the balance between protecting a client's legal interests and shaping the public narrative.

Amy Mohan, Sherrard Roe Voigt & Harbison

David Raybin, Raybin & Weissman

Eric Kowalczyk, Connection Point

Scott Couch, Fox 17 Nashville

11:30 a.m. – 12 p.m.

Case Studies from the Perspective of a Communications Professional

Lawyers and communications professionals are sometimes at odds when deciding how to speak about a case. There is a middle road where defining the narrative together is more than good media relations; it can also be a good legal strategy. This session will detail common concerns and best practices when addressing the media.

Eric Kowalczyk, Connection Point

Melanie Reid, Lincoln Memorial Univ.

12 – 12:15 p.m.

Break

12:15 – 1:15 p.m.

DUAL

Meet the Press: Dealing with the Media

This session will cover ethical obligations involving dealing with the press in high-profile cases. Tenn. Rules of Professional Conduct Rule 8 and Rule 3.6 (Trial Publicity) will be addressed, along with Supreme Court cases concerning these rules.

David Raybin, Raybin & Weissman