DEALING WITH THE MEDIA



Thursday, January 24, 2019

San Diego Law Library

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THE MEDIA

- Newspapers/print and digital: Washington Post, New York Times, Wall Street Journal; San Diego Union-Tribune.
- Magazines: New Yorker, Atlantic, Economist; San Diego Magazine.
- Broadcast: CBS, NBC, ABC, PBS/NPR and local affiliates.
- Cable: CNN, MSNBC, Fox News, ESPN.
- Social Media: Facebook, Twitter.
- Newsletters, blogs.
- Reporters, editors, anchors, commentators, analysts.



LAWYERS AND THE MEDIA

- Are these lawyers effective in dealing with the media? Why?







THE MEDIA AND LAWYERS

- Are these journalists effective in dealing with lawyers? Why?







NEWS

- Timely.
- Relevant.
- Entertaining.
- Visual.
- Areas: Law (criminal, civil), business/trade, real estate, immigration, education, finance, families, sports, environment and much more.

1. NO COMMENT

- What's the impact?
- What should you say?
- What can you say?



2. RESPONSE

- Journalists are frequently on deadline. If they don't contact you, they'll contact someone else. So if you want to talk to the media:
- Take the call even if it's to say you'll get back to them shortly. What's their deadline?
- Know what you want to get across.
- Get to the point.
- Avoid legalese.
- Know what's "Off the Record" and "for background only".

3. CREDIBILITY

- Don't mislead journalists. They need accurate information.
- Credibility works both ways – for the journalists and the lawyers.
- Remember public perception.
- Develop relationships. It's all about trust.







SOCIAL MEDIA

- Facebook, Twitter, LinkedIn and more.
- Watch what you say and do.
- Lawyers can shape public opinion.
- What's in the best interest of your client?

ETHICS

- Bates vs. State Bar of Arizona (1977); California Rules of Professional Conduct.
- "Another great victory in court today! My client is delighted. Who wants to be next?"
- "Case finally over. Unanimous verdict! Celebrating tonight."
- "Won a million dollar verdict. Tell your friends and check out website."
- "Won another personal injury case. Call me for a free consultation."
- "Just published an article on wage and hour breaks. Let me know if you'd like a copy."

THANKS FOR COMING!

