LexVid Services, Inc., Presents:

Dealing with the Media: What Lawyers Ethically Can and Can't Say

Total: **60 Minutes**

Speakers: Martin Kruming

What do you do when you get a call from a reporter asking about your high-profile case or background on a land deal you are working on? There are a number of ethical landmines to consider before making statements to the media. In this program, you'll learn about what you can do to communicate with the media in an effective and ethical manner.

1. Lawyers' role in dealing with the media? (10 minutes)
2. Appropriate and ethical responses to questions (10 minutes)
3. Real-world cases and case studies (15 min.)
4. Ethics with social media (10 minutes)
5. Specific statements that violate ethics rules (15 min.)

Total: 60 minutes

Meet the Lecturer(s)

Martin Kruming is an attorney who practices media law and teaches Media Law & Ethics to journalists and future spinmeisters at San Diego State University. He has previously served as Editor of San Diego Lawyer magazine and The Daily Transcript newspaper and is a traveler who has been to many places including Azerbaijan, Latvia, and Mongolia, and he will be going to Botswana in the near future. In 2012, Mr. Kruming won the prestigious Bernard Witkin Award from the Law Library Justice Foundation for his civic leadership, teaching and contributions to the legal community.