

Schedule

Welcome

- 8:30-9:15 **A Courtside Seat:
Representing Kobe Bryant -
Pamela Mackey**
- 9:15-9:25 *Break*
- 9:25-11:10 **To Comment or Not to
Comment: What the Media
Wants, What the Client Needs,
What the Rules Require**
- 11:10-11:20 *Break*
- 11:20-12:00 **Surviving the Media
Onslaught -
Joe Cheshire**
- 12:00-12:30 *Lunch Break*
- 12:30-1:10 **A Historical Perspective on
Justice and Journalism -
John Seigenthaler**
- 1:10-3:00 **Cross Training: Journalism for
Lawyers, Law for Journalists**
- 3:00-3:10 *Break*
- 3:10-4:55 **Lawyers as Crisis
Communicators**

**CLE Credit - \$75 for 7.42 hours
(including 4.25 dual) including lunch**

Other Participants - \$10 for lunch

A Courtside Seat: Representing Kobe Bryant

Pamela Robillard Mackey, attorney at Haddon, Morgan, Mueller and Forman, P.C., in Denver, Colorado, practices criminal defense and civil litigation, concentrating heavily on federal white collar crime. Participants will learn about the responsibilities of handling a high-profile client in both the courtroom and the court of public opinion, the particular challenges of handling the press in the Kobe Bryant case, and the reasons that many lawyers avoid talking to the press. This keynote will also address the ethical rules that effect trial publicity.

To Comment or Not to Comment: What the Media Wants, What the Client Needs, What the Rules Require

Panelists will discuss the role of journalists covering legal issues, the tension between what a journalist needs to tell a story and an attorney's obligations to her client, and the ethical issues involved both for journalists covering legal matters and attorneys in the representation of their clients. Panelists will talk about their individual experiences in their respective fields, their view of the other discipline, and the tools that both journalists and lawyers can use in dealing with one another to their mutual benefit.

Panelists include: Mark Curriden, Joe Cheshire, Kim Helper, and Al Tompkins

Surviving the Media Onslaught

Joe Cheshire views the law as a profession designed to help speak for those who may not be able to speak for themselves and those who have come up against the awesome power of government. In 2006, Cheshire took the case of David Evans, a member of the Duke lacrosse team wrongly accused in a sex scandal. Cheshire has described the case as "an American phenomenon" which caused him to shake his finger at the media and say "you people are lying to the American public." No stranger to controversial cases or media attention, Cheshire will talk about his experiences in dealing with the media throughout his distinguished 40-year legal career.

A Historical Perspective on Justice and Journalism

John Seigenthaler, the founder of the First Amendment Center, spent more than forty years as an award-winning journalist at Nashville newspaper *The Tennessean*, where he retired as editor, publisher and CEO. He was the founding editorial director of *USA Today*. Mr. Seigenthaler will talk about his many encounters with the legal system as both a journalist and when he worked for Attorney General Robert Kennedy. Mr. Seigenthaler will also address how news coverage affects legal proceedings and his vision of the future for news coverage of legal events.

Cross Training: Journalism for Lawyers, Law for Journalists

Journalists will explain how news cycles work, how stories are pitched, what goes into the reporting of a story, what journalists expect from lawyers when covering legal issues, and journalism ethics. Attorneys will discuss what they expect from the media when handling a high-profile client or a case that garners media coverage, and what attorneys feel would allow them to speak more freely to the press. Both will discuss the tension between the two professions and how the two disciplines can work together to further their particular interests.

Panelists include: Joie Chen, James Duff, Kim Helper, and Cynthia Moxley

Lawyers as Crisis Communicators

Panelists will talk about how best to handle a crisis, on an individual or corporate level, how best to represent the client in crisis situations, and how to communicate with the public at large. Panelists will also debate the merits of attorneys undertaking the media relations role as opposed to retaining a communications expert to relate to the press, integrating a discussion of the effect on the attorney-client privilege.

Panelists include: Judge Harry S. Mattice, Jr., Josh Galper, Adam Goldberg, and Tom Griscom