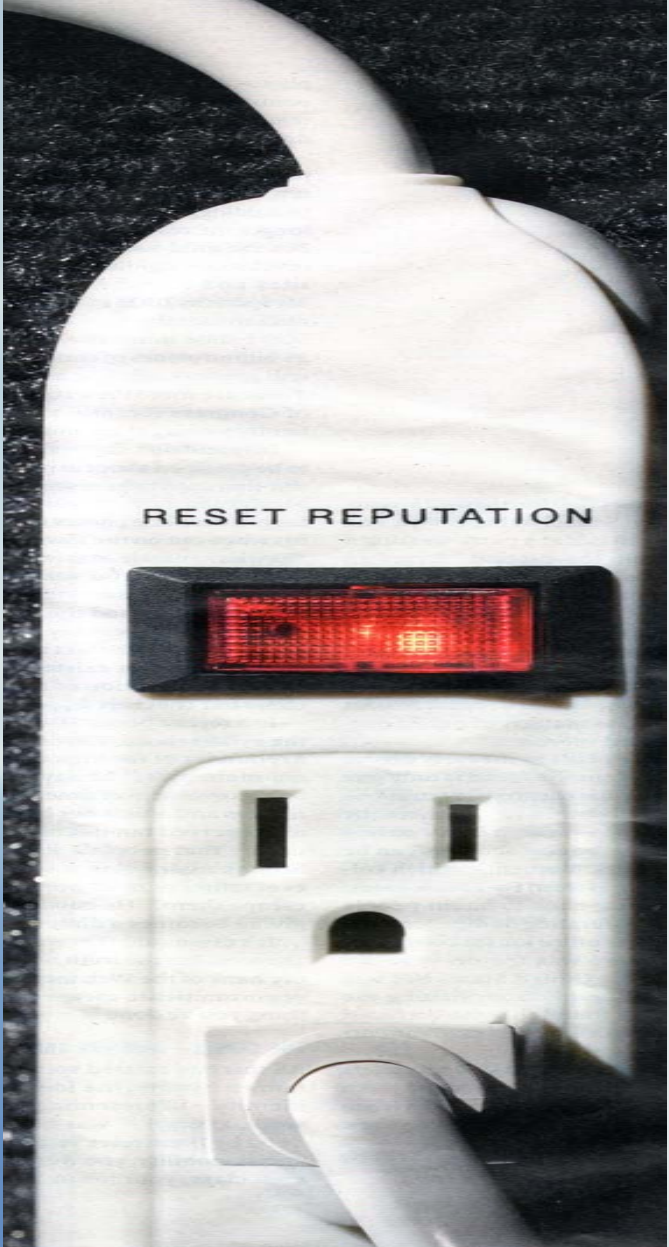


Controlling Media Publicity for a Client In Crisis

Miranda Sevcik, Media Masters

www.mediamastersonline.net





Gauging Media Interest

Litigation Checklist

- Type of Action
- Client Notoriety
- Publicity Environment
- WIIFM

Trial Publicity Rules

- ABA Model Rules of Professional Conduct
- Disciplinary Rules of Professional Conduct
- SLOMP Standard
- Speak to what has been publicly filed

Media Plan Strategy

- Legal and Client Restrictions
- Purpose
- Message
- Audience
- Develop three talking points

The Angry Mob



Why Grant Interviews At All?

- Levels the playing field
- You appear forthcoming
- Starts to put reasonable doubt in the minds of the public
- Corrects misperceptions

Should You Allow the Interview?

- Consider the timing
- What's in it for you?
 - Will it defuse the negative perceptions?
- Is the situation controllable?
- Do you know ALL the facts?
- Could your statement be contradicted later?

Interviews

- Appear as a sympathetic human being
- If person directly affected can't talk find someone close to them to
- Explain process in layman's terms
- Exercise decent self restraint

Effective Interviews



Using the Media to Launch a Lawsuit



Using You Tube

YOUTUBE/KVBC

DEVELOPING STORY
MICHAEL JACKSON DEATH CHARGES
Doctor expected to face manslaughter count

DOW
▼ -223.02
10,047.53

LIVE
CNN

UPDATE FROM THE CNN, THE MIDDLEWICH...
11:44 AM ET

Using In-House PR

- Synergize efforts with client, legal counsel
- Advise consultants on what can and can't be said
- Keep lines of communication open throughout campaign

Infotainment Marketing



Marketing Videos



Media: Friend or Foe?

- Determine which media relationships will help your client- then foster them
 - Give exclusives
 - Give “inside” information
 - Tip them off for video/pictures

Developing the Website

- Quick way to post breaking news, or responses to breaking news
- Post information about case, client
- Post names/numbers of sympathetic experts/supporters

STRADLEY, CHERNOFF & ALFORD LLP

ATTORNEYS AT LAW CRIMINAL DEFENSE

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SE HABLA ESPAÑOL

April 4, 2010

Dr. Conrad Murray and his legal team will attend a hearing at the Clara Shortridge Foltz Criminal Justice Center on Monday, April 5, at 1:30pm. We anticipate a short appearance. We will be requesting a reset date to enable the prosecution to provide the remainder of the discovery documents. We also anticipate discussing the request for amendment of bail conditions, filed by the California Attorney General. After the court appearance, Dr. Murray and his team will immediately leave the courthouse. There will be no press conference.

Uncategorized No Comments »

March 22, 2010

"In response to the recent story from the Associated Press regarding a statement made by Mr. Alvarez, we note that this statement was given more than two months after Michael Jackson's death and is inconsistent with a statement he gave the police the day after Mr. Jackson was taken to the hospital. Further, his statement does not match up with much of the physical evidence found at the scene.

The defense would caution against putting too much emphasis on statements leaked by law enforcement or the District Attorney's office. These leaks are provided piecemeal and are timed for effect.

Since Dr. Murray's next court hearing is scheduled in ten days, we expect more leaks. However, we will not be trying this case in the press. We would ask the public to reserve judgment until after the People's witnesses are placed under oath and subjected to the rigours of cross-examination. We are confident that a fair trial will ferret out the truth." –Ed Chernoff

Pages

- » Biographical Information: Dr. Conrad Murray
- » Biographical Information: Edward M. Chernoff
- » Biographical Information: J. Michael Flanagan
- » Biographical Information: Matthew B. Alford
- » Biographical Information: William M. Stradley
- » Dr. Conrad Murray Current Friends and Patients
- » Ed Chernoff Quotes About Dr. Conrad Murray
- » FAQ Page
- » October 8, 2009
- » Patient Testimonials About Dr. Murray
- » Photo Gallery
- » Press Releases
- » Press Room Home Page - Latest News

Archives

- » April 2010
- » March 2010
- » February 2010
- » January 2010
- » November 2009
- » October 2009
- » August 2009
- » July 2009

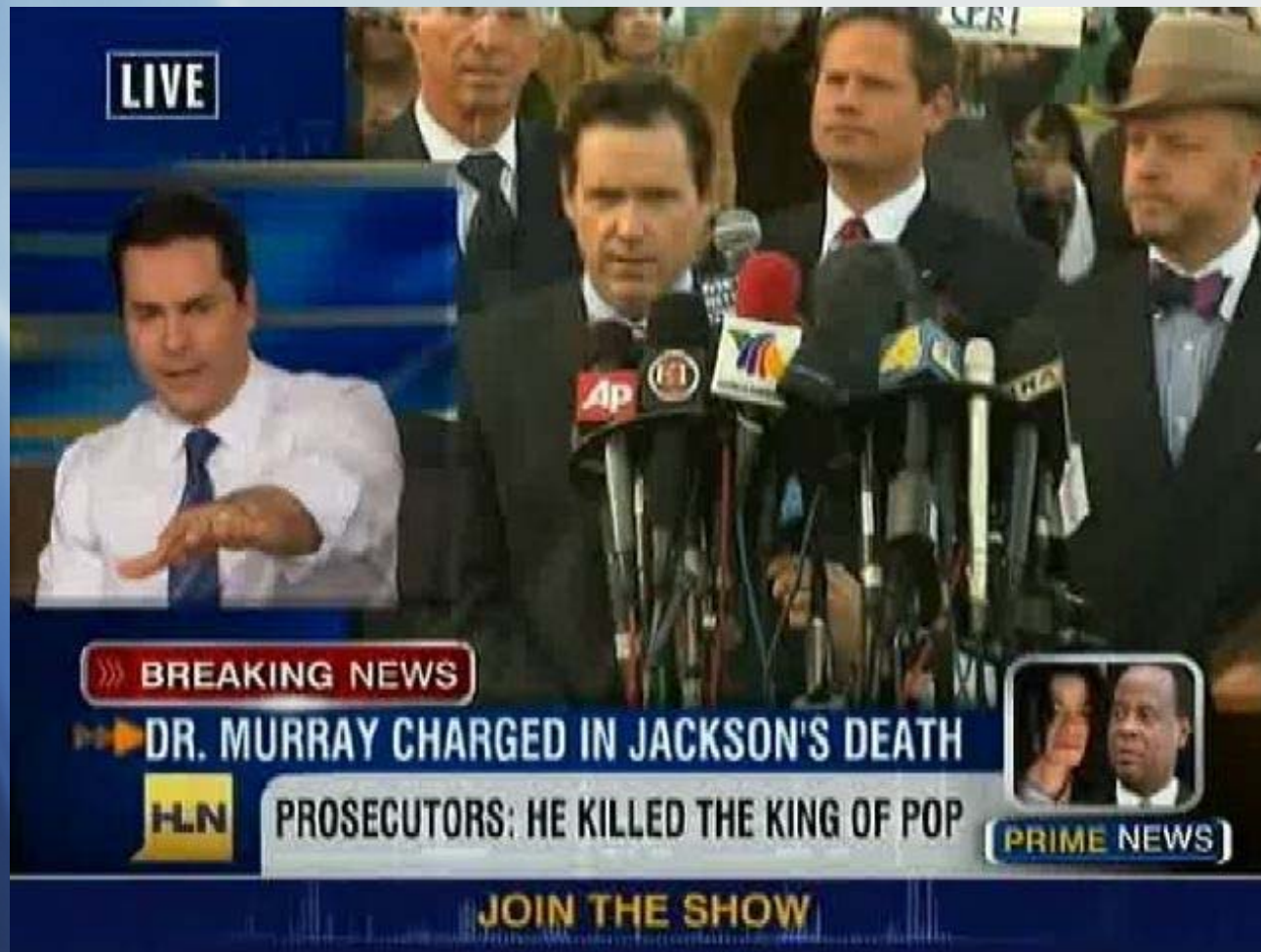
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The Press Conference



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