



WALTER & HAVERFIELD LLP  
IN ASSOCIATION WITH  
HENNES COMMUNICATIONS LLC  
INVITES YOU TO:

**MANAGING THE MEDIA:  
LAWYERS & THE PRESS**

Thursday, October 22, 2009, 3:00 - 6:00 p.m.

Main Speaker: Bruce Hennes, Hennes Communications LLC

*(Walter & Haverfield attorneys will also speak briefly on  
a lawyer's ethical obligations when dealing with the media.)*

In today's world of "gotcha" journalism, the internet and social media (i.e. Twitter, Facebook and YouTube), it is beyond dispute that the management of the media is often a critical component of trial avoidance - or case strategy in litigation practice.

In this session, attorneys, corporate counsel, business owners, elected officials and nonprofit executives will receive practical instruction about how to manage the media. The seminar includes:

- What it means to "Feed the Beast" when the media descends upon you in a sudden crisis situation
- Establishing & maintaining "control of the message"
- Handling difficult questions
- What reporters expect; what you should expect
- Defining and creating Key Messages
- The reporter's agenda vs. the attorney's agenda

- The difference between print, TV and radio interviews and how each require different skill sets
- Dealing with the press proactively and reactively
- “Off the record, not for attribution” and other advanced techniques
- Tactical alternatives to “no comment”
- A lawyer’s ethical obligations when dealing with the media

Everyone who attends will receive a copy of “Stop The Presses – The Litigation PR Desk Reference” by Richard Levick and Larry Smith (140 pages).

*An application to the Ohio Supreme Court Commission on Continuing Legal Education for 2.75 general CLE credit hours has been submitted but has not yet received approval.*

**When:**

Thursday, October 22, 2009, 3:00 p.m. to 6:00 p.m.

**Location:**

The Tower at Erievue  
1301 East Ninth Street, 4th Floor  
Cleveland, Ohio 44114

**Cost:**

Free

**To Register:**

<http://www.walterhav.com/registration.htm>

**For more information:**

R. Todd Hunt, [rthunt@walterhav.com](mailto:rthunt@walterhav.com) or  
Bruce Hennes, [hennes@crisiscommunications.com](mailto:hennes@crisiscommunications.com)

Cocktail Hour to follow.