



MEDIA SKILLS: The Lawyer as Spokesperson

Wednesday January 27, 2010 • 7:30 am to 8:30 am
The Metropolitan Hotel, 108 Chestnut Street, Toronto

When the spotlight is suddenly on you or your client, knowing how to stay ahead of the media curve is crucial. Don't miss this rare opportunity to benefit from one of the masters of the craft. Internationally known trial lawyer and lecturer Roger Dodd teaches you practical tips for every aspect of dealing with the media, from understanding how the media works to how to shine in the press and do damage control when your client is on the wrong side of the story. Topics include:

- The "60 Minute Rule"
- Questions YOU should be asking the reporter
- Seven crucial interview preparation steps
- Why "winging it" is for the birds
- Crafting effective sound bites



Media Skills: the Lawyer as Spokesperson is the exciting new offering from LexisNexis by noted trial advocate Roger Dodd and public relations specialist Claudia N. Oltean. Copies of the book will be available for purchase and signing on site.

About Roger Dodd



Roger Dodd is an internationally-known trial attorney, author, lecturer, consultant and recognized expert on cross-examination techniques and media relations. His focus is on serious or catastrophic personal injury, wrongful death, trucking cases, aviation accidents, and medical malpractice. Roger is Board Certified by the National Board of Trial Advocacy in both civil and criminal practice, and has been a member of the Florida Bar for 29 years, and The State Bar of Georgia for 30 years. In addition to his practice in Valdosta, Georgia, Roger is senior partner of Spohrer & Dodd of Jacksonville, Florida. Listed in The Best Lawyers in America since 1991, he is co-author of the best selling title ever published by LexisNexis: *Cross-Examination: Science and Techniques*. Roger is a frequent guest and commentator on Court TV, Good Morning America and numerous local Fox, CBS, NBC and ABC affiliate stations. Roger has lectured or testified as an expert witness in all fifty states, as well as internationally. His lecture tour is limited to 30 appearances a year, to standing-room-only crowds.

\$85 + 4.25 GST = \$89.25 (includes attendance and breakfast)
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