

2025 NAPABA Convention

Media & Morality: Walking the Ethical Tightrope in Communicating Powerfully

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The real battleground is no longer just the courtroom; it's the court of public opinion. In an era of instant information and pervasive social media, public perception can sway outcomes, influence settlements, and even impact your client's livelihood. If your opponent is shaping the narrative, you're already behind.

This panel tackles the critical intersection of strategic communications and legal ethics, exploring how to leverage media while protecting your clients and your principles. We'll talk about the ethical considerations that arise in sensitive litigation and challenge you to consider the moral implications of each move. We'll also explore the smart tactics and major pitfalls of dealing with reporters so you can navigate your next prominent case with confidence.

Put your instincts to the test through a real-world scenario and gain invaluable insights (and legal ethics credit!) from this panel of seasoned experts: a former investigative reporter who advises the C-suite on navigating headline-grabbing crises, a leading authority on legal ethics and government compliance, and a veteran attorney with deep experience in government investigations and regulatory matters.

Speaker:

- Hoyt Sze, Partner, Sheppard Mullin

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Attorneys

Hoyt Y. Sze

Practice Areas

Governmental