



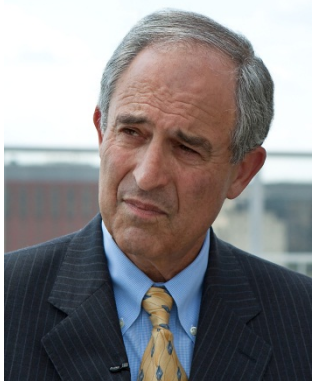
PURPLE NATION
S O L U T I O N S
— *Law, Media, Politics* —

EFFECTIVE LEGAL CRISIS MANAGEMENT

Building Bridges: Reconciling the Natural
Tensions Between Legal and PR needs

Three horizontal bars of varying shades of purple and grey are positioned at the bottom of the slide. The top bar is a dark purple, the middle bar is a medium grey, and the bottom bar is a light purple.

LANNY J. DAVIS BIOGRAPHY



40 Years in Washington law, media, politics

LEGAL:

- ⑩ *1970: Yale Law School graduate*
- ⑩ *1972-1996: Practicing Attorney, specializing in litigation*
- ⑩ *1996-1998: Special Counsel to President Bill Clinton*
- ⑩ *1999-Present: Litigation and legal crisis management*
- ⑩ *2009-Present: Founder Lanny. J Davis & Associates law firm*

MEDIA:

- ⑩ *Special counsel to President Bill Clinton: White House media spokesperson*
- ⑩ *Political columnist, TV appearances, FOX News channel contributor*

POLITICS:

- ⑩ *1976: Democratic nominee for congress, Maryland's either congressional district*
- ⑩ *1980's-Present: congressional, regulatory lobbying: using law (FACTS), media, and politics to achieve result*
- ⑩ *2011-Present: Founder public affairs firm, Purple Nation Solutions*



TENSION BETWEEN LEGAL AND PR

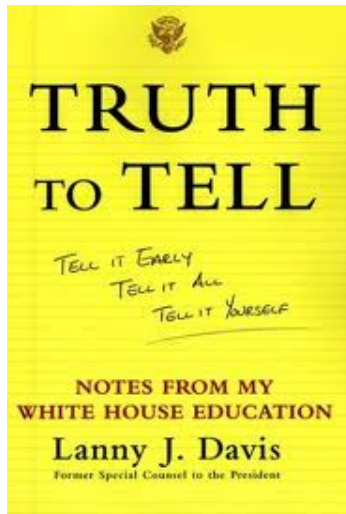
I. The Legal Perspective



- **Attorney-Client Privilege: Protecting the client who might face civil or criminal liability**
- **Worry about waiver – all can be subpoenaed to testify against client, including lawyers as well as PR advisors – and to produce strategy documents**
- **Worry about conceding facts and admitting to liability (PR advisors may not be up to date on facts or understand complicated legal issues):**
 - **Conversations with journalists not privileged**
 - **Documents sent to journalists not privileged**
- **Worry about not knowing all the facts – something comes up later**

Therefore: “NO COMMENT” USUALLY BETTER

II. The Public Relations Perspective



- “Tell It Early, Tell It All, Tell It Yourself”
- The “Fact Book” [not privileged... so be careful!]

III. How to Reconcile Lawyers and PR

BRIDGE BUILDING



- **Team work in one strategic team**
 - **Lawyers**
 - **PR team**
 - **Business**
 - **Management**

- **Get lawyers comfortable: fact book reviewed and approved**
 - **Fact book: undisputed facts backed up by documents**

- **Getting Ahead of the story: Penn State**



- **Staying out of the news: DSK/Sofitel**



- **News of the Day:**
 - **Ambassador Rice/Benghazi: WH handling**



Q&A

THANK YOU



“Practicing law, talking to the media, and devising legislative and regulatory strategies are the three disciplines of a crisis management practice. This is the tripod of skills a lawyer needs to have. Lawyers must learn how to talk to and work with the media. The traditional approach of “no comment” is no longer acceptable.

– Lanny J. Davis