



Richard S. Levick Annual Lecture in Crisis  
Communication and International Law

# THE ROLE OF MEDIA IN INTERNATIONAL & LEGAL CONTROVERSIES

*What Every Lawyer, Executive, Board Member & Diplomat Must Know to  
Win in Washington & On Wall Street*

*Presented by*

RICHARD S. LEVICK, ESQ., President & CEO,  
Levick Strategic Communications

*with*

STEVE ELLIS, SVP & Chair, International Practice

*and*

MICHAEL W. ROBINSON, SVP & Chair, Corporate & Regulatory Practice

**March 26, 2008**

**5:30 pm – 7:00 pm**

**Reception Immediately Following**

American University Washington College of Law  
4801 Massachusetts Avenue, NW, 6<sup>th</sup> Floor  
Washington, DC 20016



## **General Registration – no charge**

CLE Accreditation (2 credits) will be applied for – CLE Registration - \$35

To register, please go to [www.wcl.american.edu/secle/cle\\_form.cfm](http://www.wcl.american.edu/secle/cle_form.cfm).

For further information, please contact: Office of Special Events & Continuing Legal Education,

American University Washington College of Law

Phone: 202.274.4075; Fax: 202.274.4079; or [secle@wcl.american.edu](mailto:secle@wcl.american.edu)

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# Topics

**24-hour news cycles**, ubiquitous international television coverage, and an increasingly powerful blogosphere make it nearly a certainty that lawyers, executives, board members, and diplomats will face a hostile media at some point. Already the last few years have seen a seismic shift where for the first time, communications counselors are at times called in first, before the lawyers and lobbyists.

*As result, the key elements that must be addressed include:*

- How do you drive the media's influence on public policy?
- How can lawyers protect privilege and the client in the Court of Public Opinion?
- How do countries and foreign companies prepare for American media; Washington's unique legal requirements (such as CFIUS, FARA and LDA); and a hyper democratic (and not necessarily fair) blogosphere?

**Drawing on experiences** from the highest profile matters from around the world, Mr. Levick will advise lawyers, executives, board members, and diplomats on what they need to know about Western media, and along the way discuss a number of examples:

- Guantanamo Bay – How online search engines drive public policy.
- Regulatory Agencies – How American regulatory agencies pick their targets and influence the media in the process.
- How the Executive Branch and Congress will influence media coverage in America – and how you can avoid being a new target.
- Lessons from Dubai Ports – Finding friends in Washington.

# Speakers

## **RICHARD S. LEVICK, ESQ.**

### **PRESIDENT & CEO, LEVICK STRATEGIC COMMUNICATIONS**

Richard Levick, Esq. President & CEO of Levick Strategic Communications, represents countries and companies on the highest-stakes global crises and litigation. His firm has directed the media on the spinach, pet food and toy recalls; Guantanamo Bay; the Catholic Church; and the largest international regulatory matters and multinational mergers. He and his firm have been honored with multiple professional awards, including Crisis Agency of the Year by two different publications as well as the nation's top litigation communications firm. A regular commentator on national television, he was recently named to both the PRNews Hall of Fame and to the College of Law Practice Management for life time achievement.

## **Steven G. Ellis**

Steve Ellis, Senior Vice President of Levick Strategic Communications, has worked with 14 foreign governments at the highest levels to assist them in presenting their messages to the right people and the right time in Washington and around the world. Having advised leaders in Europe, the Middle East, Latin America, and Asia, Steve knows from direct experience that the way a country handles its news media communications can enhance or erode its bilateral relations with the US and its multilateral relations with the rest of the international community. Accordingly, he counsels government clients to communicate thoughtfully and strategically. Steve has broad experience in the corporate, agency, and consulting parts of the communications profession and has been recognized with numerous public relations industry awards.

## **Michael W. Robinson**

Michael W. Robinson, Senior Vice President of Levick Strategic Communications, is one of the nation's leading communications counselors to the financial services industry as well as a shrewd advisor to C-Suites on regulatory matters and related litigation. On both Wall Street and K Street, Michael works with analysts, manages the financial press, and provides an insider's guidance to current compliance policy. In fact, Michael helped create that policy. As the SEC's Public Affairs and Policy Chief, Michael was agency spokesperson on Sarbanes-Oxley and a trusted advisor to the Chairman. In the public marketplace, he directed global communications for NASDAQ and the NASD, as well as one of the nation's leading investment banks.