27th Annual

MEDIA and the LAW

Seminar

9 Hours of CLE & 2 Hours of Insurance CE Available

When Bytes
Managing Liability, Privacy and Free Speech

Featuring:

Tweets from the Office or #URSOBUSTED
"Tweeting" and "Liking" on the job and the issues social media creates for employers and employees

Copyright Meets I, Robot
The challenges Artificial Intelligence poses for copyright law

The Ethics of Jury Cyberstalking
The propriety of using social media to investigate and monitor jurors

Psst, Your P.I.I. is Showing
Recovering after data exposure

Tunneling through the Data Mines
Finding and managing the digital files others keep about you

Extreme Makeover: Reputation Edition
How to rehabilitate, restore or rewrite damaged online reputations, and the legal and ethical issues this raises for journalists

Bonus Session:
Thursday, April 24 | 4 p.m. - 5:30 p.m.

Now You See it, Now You Don't...
If your non-media clients rely on their CGL policies to insure internet and advertising activities, think again. Changes to CGL policies have resulted in disappearing Advertising and Personal Injury Coverages.

Bite Back
from Cubicle to Courtroom

Friday April 25, 2014 | 8:00 a.m. - 4:15 p.m.

InterContinental Hotel at the Plaza | Kansas City, Missouri

Sponsors - The Kansas City Metropolitan Bar Association Media Law Committee; University of Kansas School of Law

Contributors - AXIS Insurance; CNA; Larry Worrall, H&W Underwriters; Michelle Worrall, Media Risk Consultants LLC; Lardon Rowland, Lead Bank; Lathrop & Gage LLP; OneBeacon Professional Insurance; Shook, Hardy & Bacon LLP; Katten Muchin Renseman LLP; Levine Sullivan Koch & Schulz, LLP; Holland & Knight LLP; and the Media, Privacy and Defamation Law Committee and the Insurance Coverage Committee of the Tort, Trial and Insurance Practice Section of the ABA

Coordinated by:
University of Kansas Continuing Education

registration and program information:
media-law-seminar@ku.edu | Phone toll-free 877-404-5823 or 785-864-5823
Program Overview

As the world becomes increasingly populated by connected devices that collect and share information, our digital lives are recorded byte by byte. The ability to immediately access and share this data creates many benefits, but our digital gratification also raises profound concerns about data privacy, security and liability. Every post, click, ping and text leaves behind an indelible trail of information that can be used by third parties, including employers, prospective employers, opposing counsel, marketers and governmental agencies, to create digital dossiers. Against this wired backdrop, a unique tension exists in the workplace as email, text and social media have replaced the water cooler, and employees increasingly use company time and company devices - to manage their virtual lives giving rise to host of legal and HR headaches for employers.

Experts will discuss the inherent conflict that exists between access, privacy and the First Amendment. An ethical dilemma will unfold as the uninhibited "P-Dawg," an ethically challenged attorney, goes to jail and professional ethics. Can employers gain access to a employee Facebook pages to search for incriminating posts? How can we get access to, control over, the vast amount of personal information that government agencies and private companies collect and keep about us? A panel will explore what is being done by individuals and companies to rehabilitate damaged reputations, and the challenges it presents for journalists and other newswatchers when online history is rewritten. Our luncheon speaker, who is a public relations expert and currently manages travel logistics for the Obama administration, will discuss the challenge of managing communications - and reputations - in this fast-paced digital environment. Panelists will also discuss how attorneys can help clients minimize risk, including employment practices, network security and intellectual property liability, which are inherent in today's wired environment. These important issues and more will be discussed.

Once again, we are pleased to offer a free session on Thursday afternoon for attendees who have registered for the Friday program. This year's panel will highlight disappearing media and advertising insuring agreements under the CGL policy and related coverage issues. This is problematic for non-media companies who are relying on their CGL policy for claims arising from corporate communications. Two hours of Insurance Continuing Education Credit are available in Kansas (Missouri pending) for insurance professionals attending this informative session.

Join us Thursday for a free* CLE/CE
Now You See it, Now You Don't...

Non-media companies have increased media exposure arising from advertising, social media, websites, newsletters, white papers and other corporate communications. Unfortunately, the Commercial General Liability Policy - the "go-to" policy for most business-related lawsuits - provides less coverage than ever before for invasion of privacy and intellectual property claims. This industry panel will discuss the evolution of disappearing media advertising and the potential for media advertising coverage issues, strategies for resolving coverage disputes and whether non-media companies should seek coverage from specialty insurance markets for comprehensive coverage. This program will be entertaining, as well as informative.

Moderator: James Holmes, Partner, Sedgwick, LLP, Los Angeles, CA
Panelists:
Adam Cottini, Area Senior Vice President, Arthur J. Gallagher, New York, NY
Cassandra S. Franklin, Managing Attorney - Coverage Counsel, Fireman's Fund Insurance Company, Los Angeles, CA
Seth Lamden, Partner, Neal, Gerber & Eisenberg LLP, Chicago, IL
Larry Warshaw, CLE Speaker and Client Relationship Manager, MagiCLE Presentations and Carl Warren & Co., Fairway, KS

*Lunch is included

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Program Accessibility: We accommodate persons with disabilities. Please call 785-864-5823 or mail the space on the registration form, and we will make every effort to accommodate your needs. Refund and Cancellation Policy: A full refund of registration fees, less a $5 administrative fee, will be available if requested in writing and received by April 18, 2014. No refunds will be made after that date. A $30 fee also will be charged for returned checks. (Please note that if you fail to cancel by the deadlines and do not attend, you are still responsible for payment.) KU Continuing Education reserves the right to cancel the 27th Annual Media and Law Seminar and return all fees in the event of insufficient registration.

Luncheon Speaker: Roshann Parris

Roshann Parris is CEO and founder of Parris Communications Inc., a PR and strategic communications firm specializing in crisis communications and media relations. Since its founding in 1998, the firm has built a national clientele, including Fortune 50 companies. While running her firm, Parris also worked as lead advance for President and Hillary Clinton during the entirety of the Clinton presidency. Her White House work continued with the Obama administration, organizing trips for both President and Michelle Obama. Parris serves on numerous civic and philanthropic boards and is this year's chairwoman of the Greater Kansas City Chamber of Commerce. She earned a bachelor's degree from Indiana University and an MBA from the University of Kansas. She and her husband have five children, four grandchildren and two golden retrievers, who rule the roost.

CLE & Insurance CE Credit
A total of 9 CLE credit hours, including one hour of ethics, has been approved by Kansas CLE Commission, as well as in Missouri, New York and California. The seminar support staff will provide on-site assistance to attendees who plan to apply for CLE credit from other jurisdictions. Also, this year both the Kansas and Missouri Insurance Departments have approved 2 CE's for the Thursday "Now You See It, Now You Don't..." session. Certificates will be issued after the seminar for Insurance documentation.

Lodging
A block of rooms has been reserved at the InterContinental Kansas City at the Plaza, 401 Ward Parkway, Kansas City, Mo., until 5 p.m., 2/28/2014. After that date, room availability and rate cannot be guaranteed. Make reservations by calling 866-856-9717, or register online at www.kansascity.com. To receive the special seminar rate of $184, mention that you will be attending the University of Kansas Media and Law Seminar or use the group code M14 when registering online.

Location & Parking
InterContinental Kansas City at the Plaza, 401 Ward Parkway, Kansas City, Missouri Hotel guest valet parking is $18 a day or self-park for $15 a day. Participants commuting to the seminar can park during the day at the InterContinental at no cost.

Visiting Kansas City
Thinking of enjoying the weekend in Kansas City after the seminar? Attractions include the Country Club Plaza, Westport, Crossroads Art District and the Power & Light District. For more information, visit www.visitkc.com.
Thursday, April 24

4-5:45 p.m.  **BONUS SESSION** – (2 hours CE & 2 hours CLE)

Now You See it, Now You Don’t...
Disappearing media coverage under the CGI policy increases risk for corporate communications
(A program jointly sponsored by the KCMB, the Media & Defamation Torts Committee of ABA/TIPS and the Insurance Coverage Committee of ABA/TIPS)

11:30 a.m.  **LUNCHEON ADDRESS**

Speaker: Roshann Parrish, President and CEO, Parris Communications Inc., Kansas City, MO

1:00 p.m.  **PANEL 4**

Tunneling through the Data Mines
Finding and managing the digital files others keep about you

Moderator: Joseph E. Martineau, Member, Lewis Rice Fingersh, L.C., St. Louis, MO

Panelists: Roger Hurlbert, President, Sage Information Services, Glenn Ellen, CA
Ginger McCall, Associate Director, Electronic Privacy Information Center, Washington, D.C.
Jonathan A. Strauss, Member, Sapientia Law Group, Minneapolis, MN
Karen Dillon, Investigative Producer, KSHB-TV, Kansas City, MO

Friday, April 25

8:00 a.m.  **WELCOME**

Michelle Worrall Tilton, Chair, Media & the Law Committee, Media Risk Consultants, LLC, Shawnee Mission, KS

Seminar Moderator: Mike Kautsch, Professor, Media, Law & Technology, University of Kansas School of Law, Lawrence, KS

8:10 a.m.  **PANEL 1**

Tweets from the Office or #URSOBUSTED
"Tweeting" and "Liking" on the job and the issues social media creates for employers and employees

Moderator: Karen Glickstein, Partner, Polsinelli, Kansas City, MO

Panelists: Jeff Fromm, Executive Vice President, Barkley Inc., Kansas City, MO
William C. Martucci, Partner, Shook, Hardy & Bacon, Kansas City, MO
Edward T. McNally II, Global EPL Practice Leader, CNA, Kansas City, MO

9:10 a.m.  **PANEL 2**

Copyright Meets I, Robot
The challenges Artificial Intelligence poses for copyright law

Moderator: Marcia B. Paul, Partner, Davis Wright Tremaine, New York, NY

Panelists: Professor Peter Jaszi, Faculty Director of the Glushko Samuelson Intellectual Property Clinic, American University Washington College of Law, Washington, D.C.
Albert P. Mauro, Jr., Assistant General Counsel, Hallmark Cards, Kansas City, MO

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Albert P. Mauro, Jr., Assistant General Counsel, Hallmark Cards, Kansas City, MO

10:15 a.m.  Break

10:30 a.m.  **PANEL 3**

The Ethics of Jury Cyberstalking
The propriety of using social media to investigate and monitor jurors

Moderator: Thomas B. Kelley, Partner, Levine, Sullivan Koch & Schulz, Denver, CO

Panelists: Charles Babcock, Partner, Jackson Walker L.L.P., Houston, TX
Luke J. Gilman, Associate, Jackson Walker L.L.P., Houston, TX
Patrick Groshong (P-Dawg), Assistant Vice President - Claims, AXIS Insurance, Kansas City, MO
Leonard M. Niehoff, Counsel, Honigman, Ann Arbor, MI

4:15 p.m.  **PANEL 6**

Extreme Makeover: Reputation Edition
How to rehabilitate, restore or rewrite damaged online reputations, and the legal and ethical issues this raises for journalists

Moderator: Mark Sableman, Partner, Thompson Coburn LLP, St. Louis, MO

Panelists: Professor Deni Elliott, Eleanor Boyer Jamison Professor of Media Ethics and Press Policy, University of South Florida, St. Petersburg, FL
David S. Korzenik, Partner, Miller Korzenik Sommers LLP, New York, NY
Leslie Grace Hobbs, Director, Public Relations, Reputation.com, Redwood City, CA

4:30 p.m.  **Cocktail Reception**

InterContinental Rooftop Lounge

Sponsored by:
AXIS Insurance
CNA
OneBeacon Professional Insurance
Larry Worrall, Heid Underwriters
Michelle Worrall Tilton, Media Risk Consultants, LLC.
When Bytes Bite Back
Managing Liability, Privacy and Free Speech from Cubicle to Courtroom
Friday April 25, 2014 | InterContinental Hotel at the Plaza | Kansas City, Missouri

http://law.ku.edu/media-law-seminar

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Media and the Law Seminar - April 25, 2014

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Fees include panel instruction, materials, luncheon and refreshments

April 24 - Pre-Conference CLE/CE
☐ "Now You See It, Now You Don't:" ........................................ No charge (if attending the Seminar on April 25)
☐ "Now You See It, Now You Don't:" (Thursday only) .............. $40

April 25
☐ KCMBBA lawyer ......................................................... $325
☐ Non-KCMBBA lawyer registered by March 28, 2014 ....... $350
☐ Non-KCMBBA lawyer registered after March 28, 2014 .... $400
☐ Journalist/media ....................................................... $60
☐ Educator ................................................................. $60
☐ Member of the public .................................................. $710
☐ Full-time student ....................................................... $555
☐ Luncheon only (available after March 31; preference will be given to seminar registrants) ....... $50
☐ Vegetarian lunch

Total due $__________

Payment - Registrations will not be processed until payment is received. Payment for early bird registrations must be received on or before the early bird deadline
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