OMG! u rtnp?  
(Oh my gosh! You read the newspaper?)  
How the digital age is changing media and the law

Friday April 23, 2010  
InterContinental Kansas City at the Plaza  
Kansas City, Missouri

Schedule Includes:

► What are the potential liabilities that flow from the media’s use of new technologies?
► Does the Digital Millennium Copyright Act’s “Safe Harbor” work as originally intended?
► What are the ethical perils of social networking?
► Has privacy ceased to exist?
► Should the Copyright Act be amended to save newspapers?

Luncheon Speaker

► Jake Adelstein, author  
*Tokyo Vice: An American Reporter on the Police Beat in Japan*

Bonus Program on April 22

► All Set for Your 15 Minutes of Fame (or Shame)?  
Crisis management and media response training for lawyers

Sponsors:  
The Kansas City Metropolitan Bar Association Media Law Committee and University of Kansas School of Law

Contributors:  
ABA TIPS Media, Privacy and Defamation Law Committee; AXIS PRO; CNA; Lathrop & Gage; OneBeacon Professional Insurance; and ThinkRisk

Coordinated by:  
University of Kansas Continuing Education

www.ContinuingEd.ku.edu (keyword: Media & Law)
Join us Thursday for a free CLE
All Set for Your 15 Minutes of Fame (or Shame)?

Crisis management and media response training for lawyers

The KCMB Media Law Committee and the ABA TIPS Media, Privacy and Defamation Law Committee are teaming up once again to present a free CLE on Thursday, April 22, from 4-5:30 p.m. This session will focus on how lawyers can effectively and ethically manage a communications crisis involving media and the law. Richard Brundage, a former television news anchor and author of The Heart in Communicating—One Person’s Journey from Broadcaster to Crisis Communicator, will make a keynote presentation. The audience will then engage in hands-on training by participating in a crisis communications case study.

With the explosive growth and evolution of the Internet and new media, attorneys are increasingly finding themselves and their clients in the media spotlight. When this occurs, a complex web of legal, ethical and public relations issues arise. If not handled properly, they can result in a media disaster for the lawyer as well as the client.

Following the session, Mr. Brundage will sign copies of his book.

Moderator: Jim Borelli, Media Liability Practice Leader, CNA, Overland Park, Kan.

Richard Brundage, President, Center for Advanced Media Studies, Overland Park, Kan.

Mike Kautsch, Professor, Media, Law & Policy, University of Kansas School of Law, Lawrence, Kan.

PROGRAM OVERVIEW

In the 1990s, most major media companies embraced an online business model that involved liberal distribution of content free of charge. Instead of charging for content, the business model made revenue from online advertising the main source of income. Aside from proving to be, by and large, a flawed business model, the decision helped give birth to a movement now known as the “free content movement.” Through new technologies, such as social networking sites, the liberal distribution of content now permeates our daily lives. But at what consequence?

This conference will explore the various ways technology has changed the media industry, the law and our lives. What are the potential liabilities that flow from the media’s use of new technology? What are the ethical perils of social networking? Has privacy ceased to exist? Should the Copyright Act be amended to save newspapers? Has the Digital Millennium Copyright Act’s “Safe Harbor” worked as intended?

LUNCHEON SPEAKER: JAKE ADELSTEIN

At 19, Jake Adelstein went to Japan in search of peace and tranquility. But he quickly worked his way from student to crime reporter for Yomiuri Shinbun, Japan’s largest newspaper. Jake is the only American journalist ever to have been admitted to the insular Tokyo Metropolitan Police Press Club. Tokyo Vice: An American Reporter on the Police Beat in Japan gives a firsthand, revelatory look at Japanese culture from the underbelly up. The book explores the seedy side of Japan, where extortion, murder, human trafficking, and corruption are more prevalent than we would imagine, given Japan’s reputation as one of the safest countries in the world. After working as a crime reporter from 1993 to 2005, Jake became the chief investigator for a U.S. State Department-sponsored study of human trafficking in Japan. Considered one of the foremost experts on human trafficking and organized crime in Japan, Jake now works as a writer and consultant in Japan and the United States. Following lunch, Mr. Adelstein will sign copies of his book.

Photo credit: Michael Lionstar

LUNCH PRICING:
Non-KCMBA lawyer (registration by March 26) $350
Non-KCMBA lawyer (registration after March 26) $400
Journalist/media $60
Educator $60
Member of the public $110
Full-time student $55
Luncheon only (available after March 26) $50
Vegetarian option available. Please indicate on registration form.

CLE CREDIT

A total of 8.5 CLE credit hours, including one hour of ethics, has been approved by the Kansas CLE Commission, as well as in Missouri, New York and California. CLE credit is pending in Illinois.

The seminar support staff will provide assistance on-site to attendees who plan to apply for CLE credit from other jurisdictions.

REGISTRATION & FEES

The registration fee includes panel instruction, materials, luncheon and refreshments.

KCMB lawyer $325
Non-KCMBA lawyer $350
Journalist/media $400
Educator $60
Member of the public $110
Full-time student $55

KANSAS CITY ATTRACTIONS

Thinking of enjoying the weekend in Kansas City after the seminar? Attractions include:

Country Club Plaza—Across the street from the InterContinental Kansas City at the Plaza, the 15-block district is one of Kansas City’s popular retail, dining and entertainment destinations. Visit www.countryclubplaza.com.

For additional information on Kansas City events, visit www.kansascity.com.

Privacy Policy: KU Continuing Education does not share, sell or rent its mailing lists. You have our assurance that any information you provide will be held in confidence by KU Continuing Education.

We occasionally use mailing lists that we have leased. If you receive unwanted communication from KUCE, it is because your name appears on a list we have acquired from another source. In this case, please accept our apologies.

Program Accessibility: We accommodate persons with disabilities. Please call 785-864-5823 or mark the space on the registration form, and a KU Continuing Education representative will contact you to discuss your needs. To ensure accommodation, please register at least two weeks before the start of the seminar.

The University of Kansas is committed to providing programs and activities to all persons, regardless of race, religion, color, national origin, ancestry, sex, age, disability, and veteran status. In addition, university policies prohibit discrimination on the basis of sexual orientation, marital status, and parental status.

Refund and Cancellation Policy: A full refund of registration fees, less a $50 administrative fee, will be available if requested in writing and received by April 16, 2010. No refunds will be made after that date. A $30 fee will also be charged for returned checks. (Please note that if you fail to cancel by the deadline and do not attend, you are still responsible for payment.) KU Continuing Education reserves the right to cancel the 23rd Annual Media and the Law Seminar and return all fees in the event of insufficient registration. The liability of the University of Kansas is limited to the registration fee. The University of Kansas will not be responsible for any losses incurred by registrants, including but not limited to airline cancellation charges or hotel deposits.

LOCATION & PARKING

InterContinental Kansas City at the Plaza
401 Ward Parkway, Kansas City, Missouri

Hotel guest valet parking is $17 a day or self-park for $11 a day. Participants commuting to the seminar can park during the day at the InterContinental at no cost.

KANSAS CITY ATTRACTIONS

Thinking of enjoying the weekend in Kansas City after the seminar? Attractions include:

Country Club Plaza—Across the street from the InterContinental Kansas City at the Plaza, the 15-block district is one of Kansas City’s popular retail, dining and entertainment destinations. Visit www.countryclubplaza.com.

For additional information on Kansas City events, visit www.kansascity.com.

Privacy Policy: KU Continuing Education does not share, sell or rent its mailing lists. You have our assurance that any information you provide will be held in confidence by KU Continuing Education.

We occasionally use mailing lists that we have leased. If you receive unwanted communication from KUCE, it is because your name appears on a list we have acquired from another source. In this case, please accept our apologies.

Program Accessibility: We accommodate persons with disabilities. Please call 785-864-5823 or mark the space on the registration form, and a KU Continuing Education representative will contact you to discuss your needs. To ensure accommodation, please register at least two weeks before the start of the seminar.

The University of Kansas is committed to providing programs and activities to all persons, regardless of race, religion, color, national origin, ancestry, sex, age, disability, and veteran status. In addition, university policies prohibit discrimination on the basis of sexual orientation, marital status, and parental status.

Refund and Cancellation Policy: A full refund of registration fees, less a $50 administrative fee, will be available if requested in writing and received by April 16, 2010. No refunds will be made after that date. A $30 fee will also be charged for returned checks. (Please note that if you fail to cancel by the deadline and do not attend, you are still responsible for payment.) KU Continuing Education reserves the right to cancel the 23rd Annual Media and the Law Seminar and return all fees in the event of insufficient registration. The liability of the University of Kansas is limited to the registration fee. The University of Kansas will not be responsible for any losses incurred by registrants, including but not limited to airline cancellation charges or hotel deposits.
**Thursday, April 22**

4–5:30 p.m. *Bonus Program* (free CLE)

*All Set for Your 15 Minutes of Fame (or Shame)?*
Crisis management and media response training for lawyers

**Friday, April 23**

7 a.m. Registration & Continental Breakfast

8:00 a.m. **Welcome**

**Blaine Kimrey**, Co-Chair, Media & the Law Committee, Partner, Lathrop & Gage, Chicago, Ill.

*Seminar Moderator: Mike Kautsch*, Professor, Media, Law & Policy, University of Kansas School of Law, Lawrence, Kan.

8:10 a.m. **PANEL 1. Whose Burden Is It Anyway? Does the DMCA “Safe Harbor” Work as Originally Intended?**


**Jack Lerner**, Clinical Assistant Professor of Law and Director of Intellectual Property Clinic, University of Southern California School of Law, Los Angeles, Calif.

**Corynne McSherry**, Senior Staff Attorney, Electronic Frontier Foundation, San Francisco, Calif.

**Elizabeth Valentina**, Senior Counsel, Fox Entertainment Group, Los Angeles, Calif.

9:10 a.m. **Q & A**

9:25 a.m. **PANEL 2. Every Step You Take: Has Privacy, as Americans Have Come to Know It, Ceased to Exist?**


**Marc Rotenberg**, Director, Electronic Privacy Information Center, Washington, D.C.

**Chris Wolf**, Partner, Hogan & Hartson, Washington, D.C.

10:25 a.m. **Q & A**

10:35 a.m. **Break**

10:50 a.m. **PANEL 3. LinkedIn, Twitter, Facebook, Oh My! The Ethical Dangers of Social Networking for Attorneys**

*Moderator: Dick Goehler*, Partner, Frost Brown Todd, Cincinnati, Ohio


**Bruce E. H. Johnson**, Partner, Davis Wright Tremaine, Seattle, Wash.

**Jane Kirtley**, Silha Professor of Media Ethics and Law, University of Minnesota, Minneapolis, Minn.

11:50 a.m. **Q & A**

Noon **Luncheon Address: Jake Adelstein**

1:30 p.m. **PANEL 4. Aggregators, Agitators and Actors. Does the Law Have to Be Amended to Save Journalism?**

*Moderator: Srinandan Kasi*, Vice President and General Counsel, Associated Press, New York, N.Y.

**David Marburger**, Partner, Baker & Hostetler, Cleveland, Ohio

**Daniel Marburger**, Professor of Economics, Arkansas State University, Jonseboro, Ark.


**Victoria Smith Ekstrand**, Assistant Professor of Journalism, Bowling Green State University, Bowling Green, Ohio

2:30 p.m. **Q & A**

2:40 p.m. **Break**

3:00 p.m. **PANEL 5. Is There an App for That? Traditional Media’s Challenges with New Technology**

*Moderator: Kelli Sager*, Partner, Davis Wright Tremaine, Los Angeles, Calif.

**Lee Levine**, Partner, Levine Sullivan Koch & Schulz, Washington, D.C.

**The Hon. Stephen Nixon**, Presiding Judge, 16th Circuit Court of Jackson County, Mo.

**John Stodder, Jr.**, Director of Social Media, Dolan Media Company, Los Angeles, Calif.

**Additional panelists pending**

4:00 p.m. **Q & A**

4:10 p.m. **Closing Remarks**

4:20 p.m. **Adjourn**

4:30 p.m. **Beer & Wine Reception at the InterContinental Rooftop Lounge** sponsored by ABA TIPS Media, Privacy & Defamation Law Committee

6:00 p.m. **Cocktails and Hors d’Oeuvres Reception at Brio Tuscan Grille, 500 Nichols Road, Kansas City, Mo.** sponsored by AXIS PRO, CNA, OneBeacon Professional Insurance and ThinkRisk
REGISTER NOW!

Jake Adelstein, journalist and author of *Tokyo Vice*, will describe his first-hand experiences with the Japanese mafia and astound you with the ways “journalism” is practiced in Japan.

“I have been attending these seminars for about 18 years. I always come away with one or more pieces of information that prove invaluable in my media practice.”
—Evan T. Larason, Boston, Mass.

www.ContinuingEd.ku.edu
*(keyword: Media & Law)*

---

**MEDIA and the LAW 2010**

**April 23, 2010**

**MEDIA and the LAW 2010**

April 23, 2010 • InterContinental Kansas City at the Plaza, Kansas City, Missouri

www.ContinuingEd.ku.edu
*(keyword: Media & Law)*

---

**Please Print**

Title (Mr., Mrs., Ms., Dr.) __________________________ Full name (First, MI, Last, Suffix) ___________________________________

Send my confirmation and receipt to this e-mail address: ________________________________________________________

Priority code (Please copy this code located above your name on the mailing label.) _________________________________

Company name ____________________________________________________________

Address (☐ Home or ☐ Work) ____________________________________________________________

City, State, ZIP ______________________________________________

Daytime phone ( ) __________________________________ Fax ( ) ____________________

☐ Please include my information on the participant roster. ☐ Please do not include my information on the participant roster.

---

**Fees**

**April 22—Pre-Conference CLE**

☐ “All Set for Your 15 Minutes of Fame or Shame” .............................................. $0

---

**April 23**

☐ KCMB lawyer .................................................................................................. $325

☐ Non-KCMB lawyer registered by March 26, 2010 ....................................... $350

☐ Non-KCMB lawyer registered after March 26, 2010 ............................... $400

☐ Journalist/media ......................................................................................... $60

☐ Educator ......................................................................................................... $60

☐ Member of the public .................................................................................. $110

☐ Full-time student .......................................................................................... $55

☐ Luncheon only (available after March 26; preference will be given to seminar registrants) ................................ $50

☐ Vegetarian lunch option

Total due $ __________

---

**Payment**

☐ Check enclosed, payable to the University of Kansas.

Charge to:  ____________________________ Exp. ____________

Name on card (print) _____________________________________________

---

**Preferred Means of Communication**

Please continue to send KUCE information by (check all that apply):

☐ Mail ☐ E-mail ☐ Fax

☐ Please remove my name from the mailing list.

---

**Easy Ways to Register**

Mail Complete the registration form and mail with payment to:
The University of Kansas
Continuing Education Registrations
1515 Saint Andrews Drive
Lawrence, Kansas 66047-1619

Phone Toll-free 877-404-5823 or 785-864-5823
Fax 785-864-4871
TDD 800-766-3777
Web www.ContinuingEd.ku.edu
*(keyword: Media & Law)*

---

**Special Accommodation**

☐ If you will need special accommodation, please mark the box above, and a member of the Continuing Education staff will contact you.

AAI06030/JCN100870