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The Two Teds – Episode 8 – Media Relations

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In this episode of "The Two Teds," Ted OIson and Ted Boutrous discuss the growing importance of media relations as a critical skill for lawyers and a potentially significant factor in controversial legal cases. They talk about the necessity of working with the media to protect the client's interests, brand, and reputation; the delicate balance that lawyers must strike when dealing with journalists; and how law firms' media strategy has evolved in recent years. They also draw upon their experience working on high-profile cases to share best practices.

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HOSTS:

Ted Boutrous - Theodore J. Boutrous, Jr., a partner in the Los Angeles office of Gibson, Dunn & Crutcher LLP, is global Co-Chair of the firm's Litigation Group and previously led the firm's Appellate, Crisis Management, Transnational Litigation and Media groups. He also is a member of the firm's Executive and Management Committees. Recognized for a decade of excellence in the legal profession, the *Daily Journal* in 2021 named Mr. Boutrous as a Top Lawyer of the Decade for his victories. As a tireless advocate and leader for high-stakes and high-profile cases, Mr. Boutrous was also named the 2019 "Litigator of the Year, Grand Prize Winner" by *The American Lawyer*. **Ted Olson** - Theodore B. Olson is a Partner in Gibson, Dunn & Crutcher's Washington, D.C. office; a founder of the Firm's Crisis Management, Sports Law, and Appellate and Constitutional Law Practice Groups. Mr. Olson was Solicitor General of the United States during the period 2001-2004. From 1981-1984, he was Assistant Attorney General in charge of the Office of Legal Counsel in the U.S. Department of Justice. Except for those two intervals, he has been a lawyer with Gibson, Dunn & Crutcher in Los Angeles and Washington, D.C. since 1965.

Related Capabilities

Appellate and Constitutional Law

Related People

Theodore J. Boutrous Jr.

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