



PROGRAM ANNOUNCEMENT

The Advocacy Institute Is Pleased to Present

EFFECTIVE AND ETHICAL MEDIA RELATIONS

January 31, 2020
10:00 a.m. – 12:00 p.m.
R.J. Hughes Justice Complex
5th Floor Division of Criminal Justice Training Room
Trenton, New Jersey

NOTICE REGARDING COURSE MATERIALS

You will receive the course materials on the day of the program.

Program Summary

This program will provide guidance for interacting with the media and collaborating with the communications office to promote the work of your division on behalf of the Department of Law and Public Safety. The program will include a review of LPS media policies and procedures. It will also address media relations in the course of litigation, the ethics of litigation publicity and compliance with the applicable Rules of Professional Conduct.

Who Should Attend?

Registration for this course is limited to executive staff in the Department of Law and Public Safety who have been invited to attend.

Who Is the Faculty?

DAG Erik Daab is the Deputy Chief of the Gangs and Organized Crime Bureau of the Division of Criminal Justice, prosecuting large-scale narcotics and weapons trafficking cases. He previously served in the Appellate Bureau, Corruption Bureau, and as Chief of the Medicaid Fraud Unit in the Division of Criminal Justice. Erik started his career working on death penalty cases for the Tennessee Office of the Attorney General and was the State Witness for the execution of the first inmate executed in Tennessee in forty years.

Sharon Lauchaire is the Director of Communications for the Department of Law and Public Safety. She coordinates media and public relations for the Office of the Attorney General and all divisions within the Department and oversees multi-media, social media, publications, and websites. She previously served as the Public Information Officer at the Juvenile Justice Commission and as a member of the JJC's Executive Leadership Team. She has also served as Press Secretary to the Mercer County Executive. She holds an undergraduate degree from Drew University and a Master's of Science in Public Policy from the Eagleton Institute of Politics at Rutgers University.

Whitney Lewis is the Assistant Director of Communications for the Department of Law and Public Safety. She coordinates media relations for the Office of the Attorney General and all divisions within the Department and oversees graphic design, social media, speechwriting, and websites. She previously held positions at the New Jersey Business & Industry Association, Thomas Edison State University, and Townsquare Media. She holds an undergraduate degree from The College of New Jersey and a Master's of Business Administration focused in marketing from Thomas Edison State University.

Lisa Coryell is a Public Information Officer for the Department of Law and Public Safety. The offices she represents include NJ CARES, the Division of Highway Traffic Safety, the Division of Alcoholic Beverage Control, the Office of the Insurance Fraud Prosecutor and the Division of Consumer Affairs. She was previously an award-winning investigative reporter and a producer of true crime series for the Investigative Discovery Channel.

CLE Credit

NJ CLE Credit: This program had been approved by the Board on Continuing Legal Education of the Supreme Court of New Jersey for 2.0 hours of total CLE credit. Of these, 2.0 qualify as hours of credit for ethics/professionalism.

NY CLE Credit: 2.0 Ethics Credits (pursuant to the approved jurisdiction policy).

PA CLE Credit: 1.5 Ethics Credits (\$3.00 mandatory registration fee required).