

ARIZONA'S  
FAMILY



# How to deal with the Media

Commissioner Monica K. Lindstrom

Chandler Municipal Court

9.6.23

# What we will talk about:



How big cases  
have changed  
the landscape of  
trials and the  
court of public  
opinion



How cases  
catch the  
media's eye

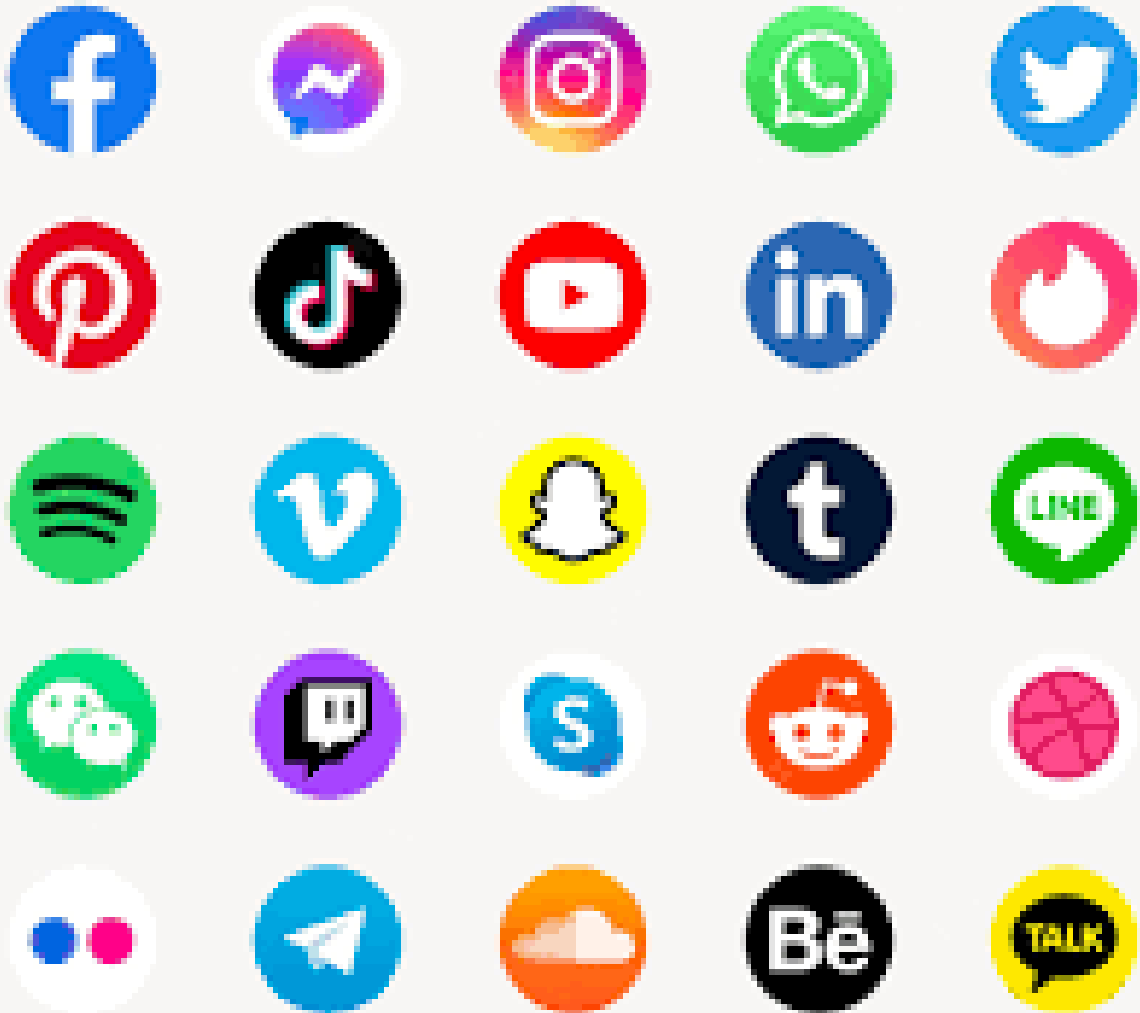


What Court  
staff & judges  
can(t) say  
and do



Practical  
Considerations

# SOCIAL MEDIA ICONS



← **Social Media**

v.

**Traditional**



- JOURNALISTS
- REPORTERS
- HOSTS
- TELEVISION
- MAGAZINES
- RADIO
- NEWSPAPER  
(remember these?)

State v. OJ, Oct. 3, 1995



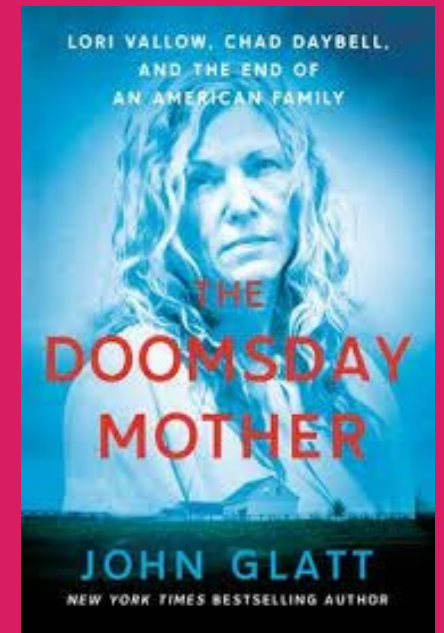
The landscape has changed,  
and courts have to change  
with it.



# Idaho v. Chad Daybell & Lori Vallow Daybell (Doomsday Cult Case)



“High Profile” cases are a big business



How do cases get the media's attention?



High Profile people



POLITICAL  
ISSUE



Gruesome case





# *Not Just Cases in Court*

Former Maricopa County DCA Juan Martinez



Former Pinal County Sheriff Paull Babeu



# How do they get into my courtroom?

## Rule 122 Use of Recording Devices in a Courtroom

- 122(c) Request to Cover a Proceeding
- 122(d) Denial or Limitation of Coverage
  - 122(e-h) Manner, number, types (pool camera)
  - 122(k) Prohibitions





# Be Careful!

## Rule 1.2. Promoting Confidence in the Judiciary

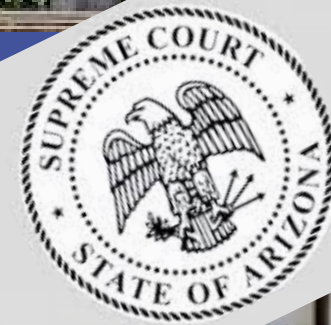
A judge shall act at all times in a manner that promotes public confidence in the independence, integrity, and impartiality of the judiciary, and shall avoid impropriety and the appearance of impropriety.



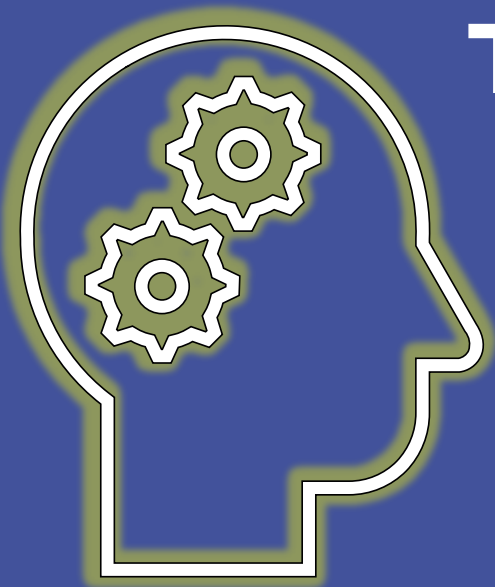
# CAUTION

## Rule 1.3. Avoiding Abuse of the Prestige of Judicial Office

A judge shall not abuse the prestige of judicial office to advance the personal or economic interests of the judge or others, or allow others to do so.



**THINK!**



## Rule 2.4. External Influences on Judicial Conduct

(A) A judge shall not be swayed by partisan interests, public clamor, or fear of criticism.



# REMEMBER

## Rule 2.10 Judicial Statements

(A) A judge shall not make any public statement that might reasonably be expected to affect the outcome of impair the fairness of a matter pending or impending in any court...

(D) ...may explain court procedures...”

(E)...may respond directly via social media or broadcast media to ...allegations...concerning judge’s conduct



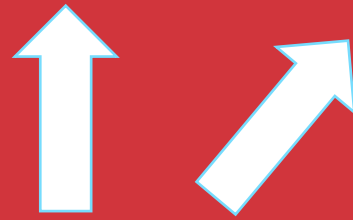
# Just because you *CAN* doesn't mean you *SHOULD*

*CAN* and *SHOULD* you speak to the media?

- Purpose?
- *Be Mindful!*
- Any rules out there? Judicial policies?



# Again, purpose? Goal



Brand

What do you  
want it to be?

Reputation

Is it worth it

Credibility among  
peers and  
judiciary







What do I do if the media contacts me?

# *Etiquette*



CALL THEM BACK





Be authentic/credibility

Create relationship with the media

Help them help you

Get to the point (15 seconds)

No legalese

Nothing off record, always hot microphone



# Watch Out!



restaurants  
public places



Social Media  
Email



Colleagues

Have.  
The.  
Conversation.

RULE 2.12 Supervisory Duties

Talk to your staff

Their social media

Their actions

Their family and friends

# *With great power comes great responsibility*

Lawyers are ambassadors for the profession. When addressing the media, they have the opportunity to teach the public about the legal system and explain legal issues of current public interest.

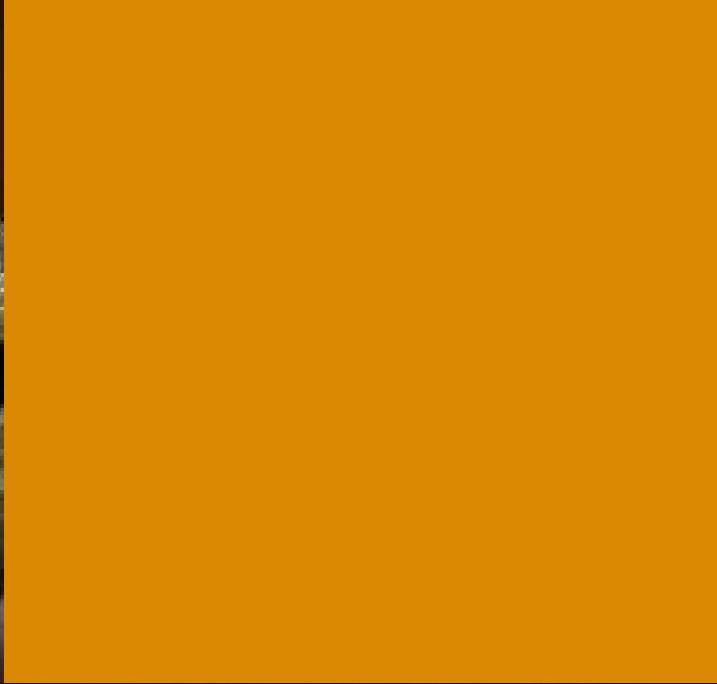
Most importantly, they are in an excellent position to explain and exemplify how lawyers defend individual rights, liberties and the rule of law.

*The Lawyer and the Media; What can a lawyer say to the media?"*

*Brian Foster Q.C. LL.B. and Jared Craig J.D.*







**Education?**  
**Yes, really**

High profile cases often bring important issues to light – Johnny Depp/Amber Heard



Judges can be educators  
(1.2, 2.1)

# Key takeaways



THINK

THINK  
SOME  
MORE

KEEP THINKING



# Thank You!

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