

Diffusing Negative Press and Publicity: A Legal Perspective on Crisis Management

Speaking Engagement
State Farm, Webcast
October 11, 2023

Crisis Management attorney, Ryan Jacobson, presented to State Farm's Law Department providing them guidance on how to identify the situations that could be the most harmful to a company's reputation, how and when to strategize and the do's and don'ts of combatting bad publicity.

Ryan's niche crisis-management and media-law practice draws upon his psychology degree and his experience as a litigator, educator, actor and strategist. He is routinely consulted by corporate officers, risk managers and public relations specialists on best practices, including how to mitigate public scandal and regain control of the narrative. Ryan is also relied upon by the press, celebrities and elected officials dragged into controversy or made party to litigation. Ryan is fluent in defamation law and enjoys a storied history of notable decisions from inside and outside of the courtroom. He is conscientious, pragmatic and a tenacious advocate for those who have placed their trust in his hands.

PROFESSIONALS

Ryan B. Jacobson
Partner

RELATED SERVICES

Reputation & Crisis
Management