

SERVICES

Media Law

Butzel's Media Law Practice Department is an active force in media law at state and national levels. We routinely handle all aspects of the legal challenges faced by the media industry and advise a variety of media organizations as they seek to serve the public interest. Our clients include traditional media outlets with traditional media issues and emerging technology groups and digital businesses needing advice on data protection and cybercrimes. We also advise clients with respect to publishing and royalty disputes, representing both publishers and authors.

The attorneys in this Practice Department possess extensive experience in traditional areas such as libel and privacy, newsroom counseling, state and federal Freedom of Information Act and Open Meetings Act disputes, entry into courtrooms and other public proceedings, and access to public records. We advise on the gamut of newsgathering issues, subpoena, and access litigation. We are also experienced in representing clients concerning digital media, including advertising clearance, the Communications Decency Act, the Digital Millennium Copyright Act, user agreements including terms of use and privacy policies, international privacy protection, endorsement issues, content licensing, branding, website and software development, PCI compliance, and cybersquatting.

We are dedicated to helping clients avoid litigation by regularly counseling on legal issues throughout content development. We conduct, for example, pre-publication reviews and seminars to help avoid costly litigation. Yet—when the need arises—our attorneys are well prepared, bringing experience to the table, with a rich history of successful litigation of traditional and digital media issues at the trial and appellate levels, as we actively participate in the development of First Amendment theory and practice.

Our clients are diverse and sophisticated, conducting their business both on and offline. Our digital media clients range from bloggers and social media boards to internet start-up

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companies.

Advertising, marketing, branding and promotion clients include:

- Lafayette American
- Xperience Communications
- LUIS Technologies
- DRiV
- Bank On Yourself
- Gonogos

Our press and publishing clients include:

- Advance Publications
- Amazon
- Ballotpedia
- Bridge Michigan
- BuzzFeed
- CBS Broadcasting Inc.
- CNN
- Detroit News
- Detroit Public TV
- Digital First Media
- Discovery Communications
- *E!*
- Flint Journal
- Fox TV
- Gannett Co., Inc.
- Graham Media
- Gray TV
- Lansing State Journal
- Macomb Daily
- Michigan Newspapers, Inc., (MPAS)
- Michigan Press Association

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Areas of Concentration

Access, Freedom of Information Act & Open Meetings Act

Content Review and Pre-Publication Vetting

Media Litigation

Privacy, Data Breach & Data Security

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- Monroe Evening News
- Nexstar
- New York Times
- Oakland Press
- Ogemaw County Herald
- Petoskey News Review
- Scripps Media, Inc.
- Sinclair Broadcast Group
- Traverse City Record Eagle
- WDIV Channel 4 Detroit
- WWMT
- WXYZ-TV Channel 7