



AMERICAN SOCIETY OF MAGAZINE EDITORS
ANNOUNCING AN ASME SEMINAR

LEGAL ISSUES FACING MAGAZINE EDITORS: WHAT'S NEW?

When: Thursday, September 21, 1995

Where: ASME Conference Room
919 Third Avenue at 55th Street, 22nd floor
New York City

Time: 9:00 a.m. - Noon (*Continental breakfast from 8:30 a.m.*)

Cost: \$75.00 per person

Legal concerns and potential liabilities continue to have a major impact on the success (if not the survival) of magazines. On September 21, 1995, ASME will present a seminar on recent legal developments facing magazine editors. Our speaker will be Lawrence Savell, litigation attorney in the New York office of the law firm Chadbourne & Parke LLP.

Mr. Savell counsels clients on matters including libel, privacy, trademark, copyright, contract, negligence, and products liability. He serves on the New York City Bar Association Communications and Media Law Committee, where he is Chair of the Subcommittee on Freelance Contracts Indemnification Issues. He has written legal articles for a wide variety of professional and mass-market publications, currently serving as the legal columnist for *Car Collector* and *Golf for Women* magazines. In an up-to-date, practical, and non-legalese presentation, Mr. Savell will discuss the following issues:

1. The potential limits of editorial discretion and revision (the Choe case);
2. Ownership of electronic rights to articles by free-lancers (the Tasini case), and methods to cover your magazine through careful contractual language;
3. Recent developments in libel law, including liability for book and other reviews (the Moldea case), and how proposed legislation -- which needs your support -- may reduce the costs and risks of defending against defamation claims;
4. The potential risks of running ad and other parodies (the Anheuser-Busch case), and simple steps you can take to reduce risks;
5. Recent key invasion of privacy decisions;
6. Other developments in copyright and trademark law relevant to the magazine business (including the latest rulings regarding "fair use"); and
7. Products liability claims against publishers: can a magazine or article possibly be a defective product?

Questions will be welcome throughout the presentation as well as afterwards, encouraging open and informal discussion and interaction. An extensive handout will be provided, addressing in greater detail many of the subjects discussed in the seminar.

Marlene Kahan
Executive Director