

PR Masters Series Podcast, Episode #29 – Michael C. Lasky, Partner, Davis & Gilbert LLP



Overview

[The Stevens Group](#) has been presenting the [PR Masters Series Podcast](#) for almost two years now. This series is part of the ongoing partnership between The Stevens Group and CommPRO to bring to [PR](#), digital/interactive and marketing communications agencies the wisdom of those who have reached the top of the PR profession. Today's special guest is [Michael C. Lasky](#), Partner / Co-Chair Litigation; Public Relations Law at [Davis & Gilbert LLP](#).

About Our Guest



Michael C. Lasky is a partner at the New York City law firm of Davis & Gilbert LLP. Mr. Lasky is founder and chair of the firm's Public Relations Law Practice Group, the only practice group in the country devoted to meeting the legal needs of public relations and marketing communications firms. The practice includes attorneys with deep industry and legal expertise needed to run a successful firm – employment, executive benefits, intellectual property, new media, and marketing law, corporate, M&A, real estate and litigation.

Mr. Lasky is proud to represent many of the fastest growing independent public relations firms. Mr. Lasky and his colleagues work closely with their clients to design strategies, programs, and agreements to enhance profitability and growth. He prides himself on his ability to counsel clients to help them achieve their business objectives and implement best practices in legal and risk management.

Mr. Lasky is also co-chair of Davis & Gilbert's litigation department, where he devotes a significant portion of his practice to advising executives and owners of service sector companies on their employment, shareholder and incentive compensation arrangements and disputes. He also is regarded as an expert in the areas of restrictive covenants and the movement of talent between competitive organizations.

Mr. Lasky often collaborates with leading industry trade associations, including The Arthur Page Society (for which he serves as legal counsel), the American Marketing Association

and the Public Relations Society of America. He serves as legal counsel to the PR Council (formerly known as the Council of PR Firms) and has done so since its inception in 1998. In addition, Mr. Lasky is widely recognized as a thought leader in the marketing communications and public relations industry, working with clients to implement best practices throughout their organizations, both anticipating and responding to the legal and business changes affecting the industry.

Mr. Lasky is an honors graduate of Rutgers College and Rutgers University School of Law, where he served as Editor-in-Chief of Rutgers University Law Review. He is a member of the Law School's Alumni Board of Trustees, the Dean's Advisory Council. He also serves on boards of a host of other professional, educational and charitable organizations, including Volunteer Lawyers for the Arts, the leading legal aid and education organization dedicated to New York artists, and cultural institutions.