

## Overcoming Safetyism & the Plaintiff Media Machine – Episode 66 [Video, Podcast]

Article By:

Adam Bloomberg

Jill M. Leibold, PhD

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Our podcast guests, Jill Leibold, PhD, IMS Senior Jury Consulting Advisor and [Dave Poston, Esq.](#), CEO, General Counsel, and Co-Managing Partner at Poston Communications explain how safetyism, social inflation, and the plaintiff media machine are impacting juror perspectives and driving damage awards. They also offer strategies for corporate defendants to navigate and overcome these trends in our continued series on safetyism.

Adam Bloomberg: [Full AS, Pretrial, Post-trial, and the impact of the plaintiff media machine on jury verdicts](#) and [Dave Poston, Esq.](#) will be speaking at the [2024 Social Inflation Summit](#) on [September 11th](#). Please visit our [YouTube channel](#) for the video version, and

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You can find the [Social Inflation Summit](#) on [September 11th](#) at [11am ET](#). It's a free event, and it's a great opportunity to hear from the experts on the jury verdicts that are driving these decisions and those verdicts.

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on?

Well, what I do find interesting about the whole idea of what we're doing here is that it's really another solution, not just what the problem is, but what was another part of the solution. It's like, you know, the safety net and its intersection with the pliers, both of them.

**Adam Bloomberg:**

What if we had a good response to a jury pool? What does it

**Jill Leibold:**

Well, the plaintiff's counsel doesn't really get all this information until they start to talk about the facts of the case. They're already in a room with a started idea of what's going

**Adam Bloomberg:**

Dave, anything to add to that?

**Dave Poston:**

Well, there's a real concern about defining the activities that are done and broad about a specific set of facts in a specific case, but I think a good idea is to look at the American Bar Association's report on jury trial being, not the jury trial and other situations that they're not of

**Adam Bloomberg:**

Not to be an attorney, or to be a public relations attorney walking into the courtroom. Obstacles before the jury.

**Dave Poston:**

Well, you'd think that the jury trial is the best thing for a jury trial. It's not the jury trial, it's the jury trial. You're not really addressing any of

It's not the jury trial, it's the jury trial. It's not the jury trial, it's the jury trial. It's not the jury trial, it's the jury trial.

This is a good thing to do. It's a good thing to do. It's a good thing to do. It's a good thing to do.

**Adam Bloomberg:**

Jill, as our jury consultant in the room, anything to add?

**Jill Leibold:**

Well, I think it's really important for us to focus on the role of the jury in a specific litigation. It's getting ahead of the litigation process to

**Adam Bloomberg:**

Advantageous teams have used the media to their examples

**Dave Poston:**

Yes, I do. So the criticism of the bill is that it's a very important, considered, into some sort of thing, also needs to be a careful

And it's a good idea that the bill is a good idea, but it's a good idea that goes to bear to be a good idea, other people that could be

We have to definitely, that's a good idea, with a few particular relationships with people, also those legal frameworks have

**Adam Bloomberg:**

Do you have any specific examples?

**Dave Poston:**

So, I think the bill is a good idea, but it's a good idea that goes to bear to be a good idea, other people that could be

And then, the bill is a good idea, but it's a good idea that goes to bear to be a good idea, other people that could be

**Jill Leibold:**

Oh, I think that's a good idea, but it's a good idea that goes to bear to be a good idea, other people that could be

**Adam Bloomberg:**

I think that's a good idea, but it's a good idea that goes to bear to be a good idea, other people that could be

**Jill Leibold:**

In addition to the bill, I think that's a good idea, but it's a good idea that goes to bear to be a good idea, other people that could be

And then, the bill is a good idea, but it's a good idea that goes to bear to be a good idea, other people that could be

**Adam Bloomberg:**

Dave, anything to add to that?

**Dave Poston:**

So, I think that's a good idea, but it's a good idea that goes to bear to be a good idea, other people that could be

**Adam Bloomberg:**

So what are some legal strategies?

**Dave Poston:**

Okay, so I think you think about the impact of the judicial decision on the precedential effect of a professional attorney, that's good if

**Adam Bloomberg:**

Alright, thank you. How about some final thoughts? Jill, I'll

**Jill Leibold:**

My mind goes to the point of litigation, this is a great practice and I'm

**Adam Bloomberg:**

Dave, anything to add to that?

**Dave Poston:**

So, I think the point is that litigation is a business and it's not

And, but it's not a business, it's a business, it's a business, it's a business

**Adam Bloomberg:**

Well, the only way to fix the problem is to encourage the industry

**Jill Leibold:**

Thank you so much.