

ROBERT J. FISHER

Defamation, Reputation Damage & Communications Expert Witness

☎ 805-496-5386

🌐 <https://www.fisherexpertwitness.com>

@ fisherexpertwitness@gmail.com

📍 Westlake Village, CA



EXPERT WITNESS EXPERIENCE

Robert J. Fisher Expert Witness

📅 2006 - Present

AREAS OF EXPERTISE

Defamation	Defamation of Character	Reputation Damage
Reputation Repair	Reputation Costs	Slander & Libel
False Light/Privacy	Crisis Communications	
Negative Media Exposure	Public Opinion/Perception	
Negative Online Reviews		

STRENGTHS

💎 Expert Witness Experience

Robert J. Fisher has had 120 cases in 32 states as an expert witness, representing both plaintiffs and defendants. He has extensive experience testifying in federal and state courts, in both jury and bench trials, as well as in arbitration hearings and depositions.

🔗 Specialized Analytical Skills

Specialized analytical skills provide legal professionals with critical insights that assist with the interpretation of cases. This helps to assess reputational harm occurred, media coverage, negative online visibility, and to assess and quantify harm due to negative communications.

★ Communications and Media Acumen

These specialized strengths helps link statements to actual reputational consequences in defamation cases that often involve journalism, PR, or social media. This helps legal professionals, judges and juries in understanding how messages spread, public perception forms, and how communication can be construed as damaging or false.

🔧 Reputation Management & Crisis Communication

Extensive experience in reputation repair and crisis PR. This helps to explain how reputations are built, harmed, and recovered. This is valuable in establishing defamation baselines and when testifying to mitigation efforts regarding effectiveness, or failure.

👥 Collaborative Approach with Legal Teams

Extensive experience educating and working well with attorneys, enabling them to understand litigation strategy, meet deadlines, and evidentiary requirements, which increases efficiency and overall case outcomes.

SUMMARY

Robert J. Fisher is a nationally recognized veteran public relations and communications executive, litigation consultant, author, lecturer, and expert witness. With nearly five decades in the fields of journalism, public relations, marketing, and advertising, Mr. Fisher's career has segued from being a reporter for the New York Times to owning a PR firm, Fisher & Associates in Los Angeles for 40+ years. Concurrently, since 2006 he has served as a communications and public relations expert witness.

Fisher & Associates had been a national pioneer in creating and developing public relations and marketing/communications programs as well as litigation support for the legal profession. Mr. Fisher and his firm have represented 130+ law firms, provided communications services, and litigation support for hundreds of legal matters throughout the United States.

As an expert witness, over the past 20 years, Mr. Fisher has been retained in over 100 cases in 32 states on issues of defamation, reputation damage/repair/costs, slander/libel, crisis communications, false light/privacy, negative media exposure, public opinion/perception, and negative online reviews. He provides unbiased analysis, insights, comments and opinions expressed in his reports and testimony in depositions, arbitration hearings, and trials for plaintiff and defendant. He bases his opinions on his extensive professional experience, analytics, academic expertise, and a deep understanding of communications, defamation and reputation related litigation.

Mr. Fisher has a proven track record that aligns with research-based methodologies, ensuring that his opinions are accurate and can stand up to the scrutiny of cross-examination. He utilizes his diverse experience as public relations executive, lecturer, litigation consultant and expert witness to communicate evidence in a manner that can be understood by legal professionals, juries and judges.

Mr. Fisher is a multi-subject matter expert highly proficient in evaluating the accuracy, appropriateness, and reliability of other experts' conclusions & opinions, which increases the accuracy, efficiency and effectiveness consistent with generating positive case outcomes. He is also committed to staying at the forefront of public relations, media, and communications advancements which enhances his credibility and provides legal teams with a significant advantage in court.

PROFESSIONAL LEADERSHIP POSITIONS

Counselor's Academy Executive Committee Member

Public Relations Society of America,

Officer

Public Communicators of Los Angeles

Board Member

Institute of Management Consultants

Vice Chairman, Communications Committee

American Heart Association

ACADEMIC APPOINTMENTS & TEACHING

Lecturer

American BAR Association

Lecturer

Southern California BAR Association

Lecturer

Multiple Universities & Academic Institutions

Lecturer

Multiple Trade Associations

SELECT LEGAL PUBLICATIONS

"Image/Reputation/Brand Damage: Does Litigation Solve the Problem"

American Bar Association Young Lawyers Division-TYL Summer Publication

Robert J. Fisher

📅 2019 - 2020

"Playing the Media Card"

South California Bar Association, San Bernardino Valley Bar Association

Robert J. Fisher

📅 1998

"Competition, Specialization Push Lawyers to Marketing"

Los Angeles Business Journal Weekly

Robert J. Fisher

📅 2001

"From Fantasy to Reality: A Time for Awakening"

Nevada Bar Association-Communique

Robert J. Fisher

📅 1995

"Effective Marketing and Communications For a Law Practice"

Fair\$hare-The Matrimonial Law Monthly

Robert J. Fisher

📅 1993

INDUSTRY EXPERTISE

Defamation

Public Relations

Marketing

Advertising

Journalism

Defamation

Damage to Image or Reputation

Public Perception/Opinion

Crisis Communications/Management

Media Operation/Procedures/Ethics

Effects From Negative or Inaccurate Media Exposure

Effects From Litigation Media Exposure

Communications Analysis/Evaluation

Cause and Repair

Consequences of Failure to Perform

Professional Malpractice

Improper Guarantees

Flawed Strategies

Bad Execution

Improper or Over Billing

Communications Firm Operation, Procedures, Policies

PROFESSIONAL EXPERIENCE

President/Owner, Principal Consultant

Fisher & Associates, LLC

📅 1978 - 2018

Account Supervisor

Burson-Marsteller

📅 1972 - 1973

Account Executive

Harshe, Rotman & Druck

📅 1970 - 1972

Reporter

New York Times

📅 1968 - 1969

SELECT LEGAL PUBLICATIONS

"Promote Your Practice With PR"

American Bar Association-The Complete Lawyer

Robert J. Fisher

📅 1984

KEY ACHIEVEMENTS

💎 **Mr. Fisher's firm (Fisher & Associates, Inc. is one of the first firms in the United States to represent the legal profession beginning the day after the U.S. Supreme Court's Bates v. Arizona Decision (1978).**

★ **Mr. Fisher has been nationally utilized by the mass media as an expert media information source and analyst on news, issues and matters relating to litigation communications, image development, image repair, controversial people, or businesses and those suffering reputation harm, and/or facing a crisis.**

📋 **During and between the O.J. Simpson criminal and civil trials, he was often interviewed by media both in this country and around the world.**

AWARDS & DISTINCTIONS

💎 **Public Education Award**

Public Relations Society of America

💎 **Legal Assistance Award**

Publicity Club of Los Angeles

💎 **"Irresistible & Unforgettable", Collateral Material Award**

Public Communicators of Los Angeles

💎 **"Brothels A Safe Sex Alternative", Crisis Communications Award**

Public Communicators of Los Angeles

💎 **"Tipping the Scales for Justice", Crisis Communications Award**

Public Communicators of Los Angeles

EDUCATION

B.A., Public Relations

San Jose State College

📅 1966 📍 Los Angeles, California

University of California at Los Angeles (UCLA)

Industry Professional Development Courses

📍 Los Angeles, California

SELECT DEFAMATION & REPUTATION DAMAGE ARTICLES

"Defamation: The Stain That Can Never Be Removed."

Robert J. Fisher

"Negative Communications: The Process of Absorption and Transmission."

Robert J. Fisher

"Defamation: Guiding Principles of Negative Communications That Result in Image and Reputation Damage."

Robert J. Fisher

"Reputation Damage Can Emanate From Actions/In-Actions... As Well as Words."

Robert J. Fisher

"Defamation Defense: Is there a Third Bite of the Apple?"

Robert J. Fisher

"Image/Reputation Damage From Media News Reports: Is it Legally Actionable?"

Robert J. Fisher

"Harmful Media Exposure: Beware of the Hidden Sources of Damage."

Robert J. Fisher

"Image/Reputation/Brand Damage: Does Litigation Solve the Problem?"

Robert J. Fisher

"Defamation Cases: Why an Expert Witness is Vital?"

Robert J. Fisher

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