

## PR update report



Monthly report: September 2020

Two pages

### Summary:

There were five pieces of coverage this month. All came from article placements across three different media, namely: *Solicitors Journal*, *Thomson Reuters* and *New Law Journal*. One press release was also issued on the last day of the month looking at the new rule 3.15A, which expect will yield some coverage in early October.

### Releases:

*Rule change puts onus on solicitors to revise budgets now, warns ACL*, release drafted and sent on 30/9.

### Coverage achieved:

*Solicitors Journal*: <https://solicitorsjournal.com/sjarticle/Innovating%20costs> (Sept)

*Solicitors Journal*: PDF only (Sept)

*Thomson Reuters Dispute Resolution Blog*: <http://disputeresolutionblog.practicallaw.com/costs-management-teeing-off-for-the-autumn/> (17/9)

*New Law Journal*: <https://www.newlawjournal.co.uk/content/budget-departures-the-indemnity-principle> (17/9)

*New Law Journal*: PDF (18/9)

### Additional activity:

- 3/9: Edited SA's article for *Thomson Reuters* and sent to publication; awaiting coverage.
- 8/9: Edited SA's above article and submitted for the Association of District Judges' October newsletter.
- 14/9: NR drafted 1,500 words for *Litigation Funding* on behalf of FK on *Global Energy Horizons Corporation v The Winros Partnership*. Awaiting publication on October.
- 14/9: Approved proof of DC's latest article with *New Law Journal*. See coverage above.

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- 21/9: Sent DC proof of his second article with *New Law Journal* and feedback comments to editor; awaiting publication.
- 28/9: Arranged PR planning call and update with CG/FK for 1/10.
- 28/9: Liaised with FK re: his latest article for *Thomson Reuters* and sent suggestions; awaiting response.
- 29/9: Liaised with AG re: his latest article for *New Law Journal*. Agreed a piece on Precedent T, copy due on 9 October.

### Planned activity for October:

- Publication of SA's article in the Association of District Judges' October newsletter.
- Publication of FK's article in *Litigation Funding*.
- Publication of DC's latest article in *New Law Journal*.
- Submit latest articles to *Thomson Reuters* and *New Law Journal*.
- PR planning conference call with CG/FK.

ENDS