

PR update report



Monthly report: July/August 2023

Two pages

Summary:

During the quieter summer period, the new Costs Lawyer course was featured in student publication *Law Careers*. Other coverage came from article submitted to *Litigation Funding*, *Thomson Reuters* and the *Association of District Judges Newsletter*.

Elsewhere, ad hoc articles were commissioned, drafted and sent to MASS and Partners in Costs for their respective publications, with both expected to be published in September.

Coverage achieved:

Law Careers: [Costs Lawyer Professional Qualification offers new route into the legal profession - News \(lawcareers.net\)](#) (20/7)

Litigation Funding PDF only (Aug)

Thomson Reuters Dispute Resolution Blog: [Fixed costs extension: summary and practical tips | Practical Law \(thomsonreuters.com\)](#) (11/8)

Association of District Judges Newsletter: PDF only (Aug)

Westminster Confidential: [Usha Prasad: Whistleblower Consultant cardiologist faces record £180,000 cost claim from NHS health trust | Westminster Confidential \(davidhencke.com\)](#) (16/8)

Additional activity:

3/7: Chased *Law Careers* to run new course article and sent fee details. See coverage above.

5/7: Sent latest article in JR's name to the Association of District Judges.

10/7: Invite received from the PI Awards for JR to be a judge, sent. JR accepted.

20/7: Contacted MASS re: offering ACL as a conference speaker. This was passed onto the events team who will contact us if an opportunity arises. In addition, they commissioned an article for their members' magazine on FRCs, due 14/8, 1,200 words. NR to draft.

20/7: Chased publication of latest *Thomson Reuters* blog; no response.

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7/8: Edited JC's article for *New Law Journal* and sent to the publication.

7/8: Chased publication of latest *Thomson Reuters* blog.

9/8: Contacted JR re: next *Litigation Funding* article due on 4/8. JR drafting for 4/9.

14/8: Drafted article for MASS and sent to AD for approval.

15/8: Checked and approved proof of PiC article.

16/8: Contacted *Legal Cheek* to discuss running news about the new Costs Lawyer course. Publication said it would need to be a commercial arrangement and that they had already had a conversation with ACLT in this regard and were awaiting a response. Fed back to ACLT.

21/8: Approved article sent to MASS.

28/8: Contacted *The Lawyer* to discuss running news about new Costs Lawyer course; publication declined but agreed a hard-hitting opinion piece on how bad solicitors are at handling their budgets, using previous survey data could work. Checked with JR to see if he would put his name to such an article and he agreed. KJ to draft synopsis and sent to *The Lawyer* to confirm commission mid-September when editor returns from holiday.

30/8: Call with ACLT to discuss course promotion. It was agreed it wasn't the right time to announce course numbers but that we should review in 2024. A student roundtable was also discussed, and it was agreed to suggest a future of the profession roundtable to PRAM.

31/8: PRAM meeting with DVB/AD. It was agreed to consider roundtable at next Council meeting. KJ to contact CC to arrange.

Planned activity for September:

- Draft release in relation to FRC consultation response.
- Submit articles for *New Law Journal* and *Litigation Funding*.
- Await coverage from articles supplied to *New Law Journal*, MASS and PiC.
- Draft pitch for *The Lawyer*.
- Work with AD to create social and website videos in support of ACL and a costs law career.

ENDS