

PR update report



Monthly report: February 2021

2 pages

Summary:

There were no relevant news stories to comment on this month. As such, coverage came as a result of our regular columns, namely in *Litigation Funding* and *Thomson Reuters Dispute Resolution Blog*. Separately, *Solicitors Journal* requested a contribution from ACL so an article from CG on GHR was edited and sent. Elsewhere, we suggested an approach to the CLSB following the appointment of their new chair which could yield a PR opportunity for ACL. We have now interviewed David Heath for a press release and article in *Costs Lawyer* to be used in March.

Coverage achieved:

Litigation Funding: PDF only (February)

Thomson Reuters Dispute Resolution Blog: <http://disputeresolutionblog.practicallaw.com/assessment-of-fees-under-the-solicitors-act-1974-masters-v-charles-fussell-co-llp/> (25/2)

Additional activity:

5/2: Edited FK's article for *Thomson Reuters* and sent to publication. See coverage above.

17/2: Liaised with *Litigation Funding* magazine re; FK's next article and agreed topic.

17/2: PR catch-up with FK over Zoom. Agreed to present a PR review to Council on 11/3.

22/2: Pitched GHR piece to *Solicitors Journal*; edited previous article on behalf of CG and sent to publication. Awaiting publication in March.

24/2: After FK agreed to idea of offering services to CLSB to announce David Heath's appointment, NR obtained agreement from Kate Wellington and David Heath. Conducted 45-minute interview, which will be used for press release and also article in *Costs Lawyer*.

25/2: Liaised with CG over article topic for next *Thomson Reuters* blog and confirmed with the publication.

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Planned activity for April:

- Distributing David Heath press release.
- Council presentation on 11/3.
- Submitting regular article commissions for *Litigation Funding*, *New Law Journal* and *Thomson Reuters Dispute Resolution Blog*.

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