

PR update report



Monthly report: March 2022

Two pages

Summary:

During March we have successfully drafted and placed two separate articles in the *Law Society Gazette* over consecutive weeks. This is the first time the ACL has featured in consecutive opinion articles in the publication.

Elsewhere, in addition to submitting articles to *Litigation Funding Magazine* and *the Association of Costs Judges Newsletter*, both of which will be published in April, we have also taken over the maintenance of ACL's LinkedIn page. To date this has yielded a 70% increase in new followers.

Coverage achieved:

Law Society Gazette: [Jack Ridgway article on costs reform](#) (page 23) (18/3). Also featured on *Gazette* website: <https://www.lawgazette.co.uk/practice-points/a-streamlined-costs-system-would-benefit-all/5111985.article> (25/3)

Law Society Gazette: [Bott v Ryanair article](#) (page 30) (25/3)

Law Society Gazette: [Supreme Court gives lien a clean footing | Feature | Law Gazette](#) (25/3)

Additional activity:

- 3/3: Edited LR's article for *New Law Journal* and sent to the publication.
- 3/3: Pitched article to the *Law Society Gazette* on *Crypto Open Patent Alliance v Wright* [\[2022\] EWHC 242 \(Ch\)](#); awaiting response. Commissioned. NR to draft.
- 9/3: Edited ACL's LinkedIn page to include tagline and descriptor.
- 9/3: NR drafted 800 words for *Law Society Gazette* as per above. See coverage above.
- 15/3: Contacted by *Law Society Gazette* for an article on the recent Bott & Co travel case. NR drafting 900 words for 22/3.
- 17/3: Light edits made for KK's article for *Litigation Funding* and sent to the publication. Awaiting coverage.
- 22/3: Submitted a previous article from ICN to the *Association of District Judges* newsletter. Article will be published in April edition.

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- 22/3: NR drafted 900-words on behalf of LR for *Law Society Gazette* on Bott & Co v Ryanair. See coverage above.
- 28/3: Further updates made to ACL's LinkedIn page, including updating cover photo, new posts and inviting followers.
- 28/3: Liaised with DVB re: article topics for next *Thomson Reuters* blog.
- 31/3: Drafted press release for new Chair and sent to JR for approval.

Planned activity for April:

- Article to be edited and sent to *Thomson Reuters* with DVB, topic to be agreed for next *Litigation Funding* article with SA.
- Look for any comment opportunities.

ENDS