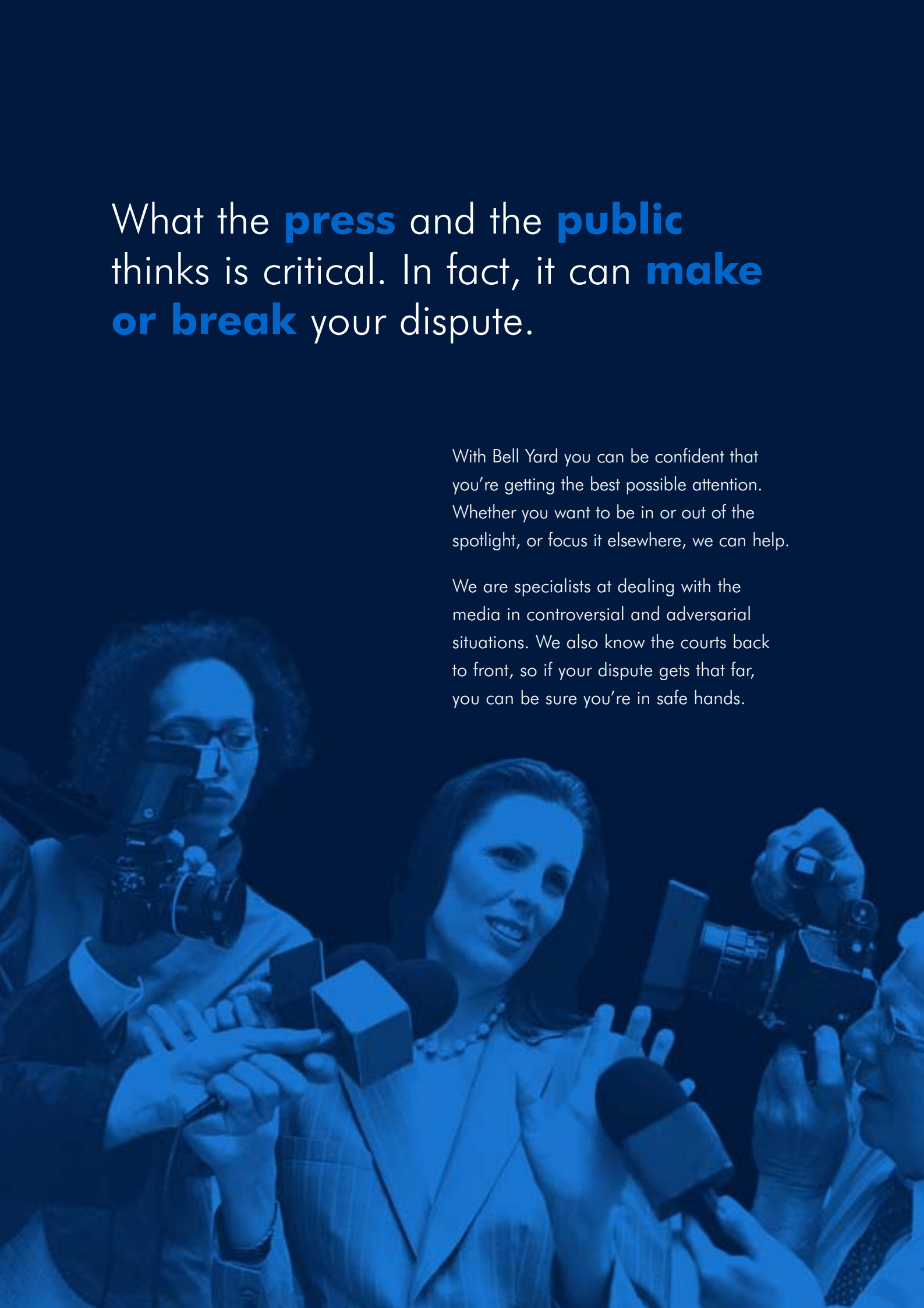


Bell Yard.

*The media give you 30 seconds to make your case. **Go.***



A woman in a light-colored suit and necklace is speaking to a group of reporters. Several microphones are held up towards her, and a camera is visible on the left. The scene is dimly lit, with a blue tint. The text is overlaid on the top left of the image.

What the **press** and the **public** thinks is critical. In fact, it can **make or break** your dispute.

With Bell Yard you can be confident that you're getting the best possible attention. Whether you want to be in or out of the spotlight, or focus it elsewhere, we can help.

We are specialists at dealing with the media in controversial and adversarial situations. We also know the courts back to front, so if your dispute gets that far, you can be sure you're in safe hands.

# No firm has more dispute and litigation PR experience

You may be seeking to minimise the media interest in your dispute, or use the facts to focus attention on the other side. Perhaps you are seeking to bring them to the bargaining table or improve your position once there. Deft handling of the media can help with all of these.

Litigation PR is managing the media impact of a dispute that has gone, or is likely to go to court. Litigation PR requires special understanding of the processes and people involved in legal disputes. A quote out of turn at trial can have serious legal consequences, so you need PR advisers who know the legal process, what to say and when. Just as you hire a barrister, so you should hire litigation PR specialists.

There are very few practitioners of true litigation PR in Europe. Fewer still who do it exclusively. To get the advantage, shouldn't they be on your side?

## 'No comment'

Always seems like the safe answer when you're under pressure. But the truth is that 'no comment' can cede advantage to the other side. Even if the journalist seems to be opposed to your cause and is asking you all the wrong questions, there are things to say to improve the outcome. We know. We've done some difficult cases in our time: Michael Jackson, for instance. He came to us having been mauled by the press, tabloid and broadsheet alike, for an interview with ITV's Martin Bashir. Rather than 'no comment,' we advised Michael to come out fighting, and the next day's headlines changed dramatically.

## Good advice when you need it

It's not just high-flying, attention-grabbing cases where we can help. You can see examples of situations where we were promoting or defending clients in high profile cases. What we can't show you in press clippings are all the cases in which we helped dampen down press interest to take the heat and light out of the issue.

Whatever the situation, we can advise on the potential for media interest in your case, and the best way forward. Sometimes the public implications of your private issue aren't entirely clear. Maybe the other side has a history of running to the press, and you think it might happen again, this time with your name involved. Perhaps the media has been printing articles around your issue for months, but hasn't written your story yet. Or maybe you think press interest might be beneficial for you, but you're worried about the risks. Call us to help you make that call.



# JACKO: BASHIR BETRAYED ME

'devastated' by now that revealed grotesque lifestyle

Winter and Wayne Vynny

JACKSON today sensationally revealed that he was a "vicious ratings junkie" who had "slept with" his own children.



# JACKO: I SLEPT WITH MY CHILDREN



Everyone should...



## SHOWBIZ

# JACKO IS PERFECT DAD

## SCRAP OF THE YEAR

# JACKO IS PERFECT DAD

His kids' mother hits back at film

...of his...  
...of his...  
...of his...

...of his...  
...of his...  
...of his...

## NEWS

# Judge damns foul-mouth culture of City bullies

By Dominic Kennedy



## News

# Sex, lies and unused talent: BBC's model inquiry w...



Every month, £30,000 is donated to the Diana Memorial Fund. Every month, the fund spends £30,000 trying to ban this doll



By MICHAEL HARVEY

THE Diana, Princess of Wales Memorial Fund is fighting an uphill battle over the Princess's inheritance. It is now £33 million. The fund is trying to ban the 'Diana' doll.

## THE CANTON CASE

# Foul-mouthed bo...

No [the America's] business philosophy is simple. He is passionate about money and the need for the business to make money. To act as if it unnecessarily reduce profitability makes him to anger and passion.



# Profits and office in the City of London



THE SUNDAY TIMES - JUNE 28, 2003

# City plot thickens in tale of tycoons and a hitman

Jonathan Calvert

The plot to assassinate the former British ambassador to the United States, Sir Kenneth Robinson, is said to have been hatched in the City of London, according to a former intelligence source. The source, who has provided information to the Sunday Times, claims that a group of City financiers, including a former senior executive of Cantor Fitzgerald, were involved in the plot. The source also claims that the plot was intended to be carried out in the United States.

The source also claims that the plot was intended to be carried out in the United States. The source also claims that the plot was intended to be carried out in the United States.



# Petty dictators

## Decent behaviour makes business sense, even for brokers

Cantor Fitzgerald, a broking firm, has lost an infamous case for constructive dismissal brought by Steven Horkulak, a former senior employee. Although the ruling does not set a strong legal precedent, it is an important signal that firms must clean up its act. It appears to ask their employees to behave decently. Thankfully, Mr Horkulak suggests that the courts are right.

what the job entailed. It settled out of court.

These excuses are wearing thin. A few jobs will inevitably require long hours and stressful conditions. But a culture of sexism and bullying is not an inevitable part of business success. Even when it is enjoyed by existing employees, it unfairly excludes potential employees - many women, minorities and indeed most people who eat with a knife and fork. Without an improvement in standards, such firms are on the door.

# £1.5m claim against Cantor

## He suffered six months of abuse

The Japanese as "slanty-eyed cow flocks". Daily Mr Horkulak's deal with Mr Amaitis were calm. "He would give me a letter of recommendation for my next job. I objected to and which ultimately brought me to resign from my employment with Cantor Fitzgerald," said Mr Horkulak.

until he resigned. On one occasion called Mr Horkulak threatened to "break the door down" and "kick my ass". The judge, Mr Justice Neill, concluded that the abuse was "unreasonable and unjustified".

# Shape: How the diet went wrong



## Undercover reporter was hailed as saviour

Undercover reporter was hailed as saviour. The undercover reporter, who had been posing as a client of the dietitian, revealed that the dietitian had been prescribing a diet that was not only unhealthy but also extremely expensive. The dietitian had been charging clients thousands of pounds for a diet that was essentially a collection of expensive, low-calorie foods.

# Former Cantor trader wins £1m in bullying case

A former senior director of Cantor Fitzgerald, the US-based broking firm, has won a £1m judgment for constructive dismissal. The judge found that the trader had been subjected to a "campaign of abuse" by his superiors. The abuse included being called "slanty-eyed cow flocks" and being threatened with physical violence. The trader had resigned after six months of abuse.



# Business driven by money



## Pensions ruling is £125m blow to Lloyds

A ruling by the High Court has dealt a £125m blow to Lloyds Bank. The ruling states that Lloyds' pension scheme was not a "contractual" scheme, as claimed by the bank. This means that the bank is not liable for the pension payments of its former employees. The ruling is a significant setback for Lloyds, which has been struggling with its pension liabilities.

# Beaverbrooks and the £40m 'art grab'

Beaverbrooks, the London jeweller, has been accused of a £40m "art grab". The jeweller is alleged to have stolen a collection of valuable artworks from a private collection. The artworks include a painting by a famous artist and a collection of rare books. The jeweller has denied the allegations and has claimed that the artworks were sold to a private collector.



Bell Yard is based in the UK and works with clients from all over the world. For our international clients we have handled media issues on all continents, from local print and trade media to international TV networks.



**Bell Yard.**

**Litigation PR  
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Reputation Management**

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