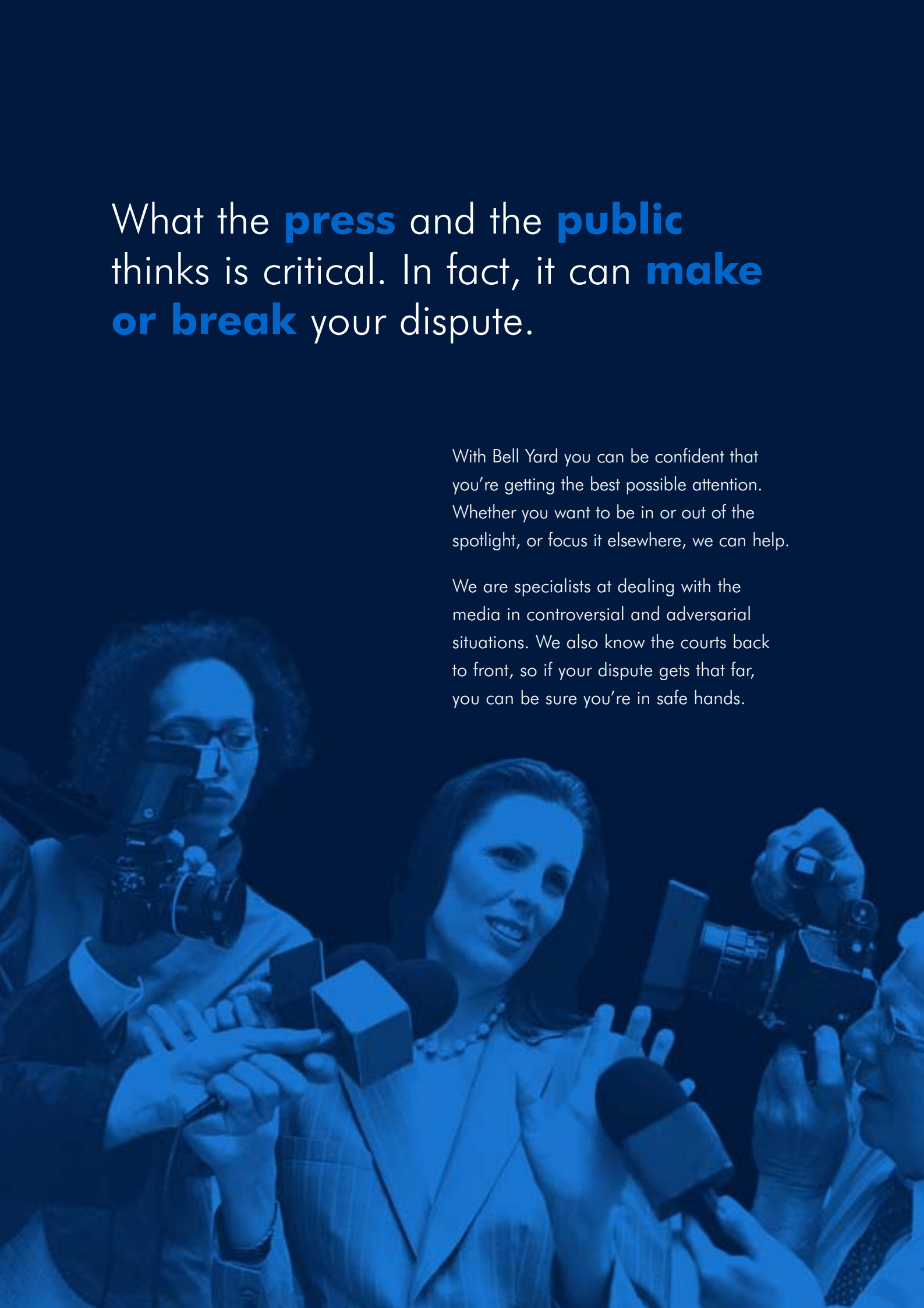


Bell Yard.

*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 had been betrayed by his former friend and confidante, the TV interviewer Martin Bashir.



# JACKO: I SLEPT WITH



Everyone should...



**SHOWBIZ**

**SCRAP OF THE YEAR**

# JACKO IS PERFECT DAD

# PERFECT DAD

His kids' mother hits back at film



NEWS

# Judge damns foul-mouth culture of City bullies

By Dominic Kennedy

A CRISPING indictment of the culture of the City...



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



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 running it for the Princess's charities. The fund is fighting an uphill battle over the Princess's inheritance. It is now £33 million. The fund is running it for the Princess's charities.



# 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 SUNDAY TIMES · JUNE 28, 2003

This unusual plot, involving a hitman, a tycoon and a former senior employee of a City firm, has been described as a 'disgrace to the City'.



## 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...

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

Mr Horkulak described his Japanese as "slanty-eyed and a few fucks". He said Mr Amaitis's deal with Mr Amaitis were "calm". "He would give me instructions and refer to me as 'drinker'."

I objected to and which ultimately brought me to resign from my employment with Cantor Fitzgerald," said Mr Horkulak.

## Shape: How the went wrong



Undercover reporter was hailed as saviour

Undercover reporter was hailed as saviour

## Former Cantor trader wins £1m in bullying case

A former senior director of Cantor Fitzgerald, the US-based broking firm, has won a £1m claim for constructive dismissal. The judge, Mr Justice Neill, said that Mr Amaitis's behaviour was "unacceptable" and "unreasonable".



## Business driven by money



### Pensions ruling is £125m blow to Lloyds

Pensions ruling is £125m blow to Lloyds

## Beaverbrooks and the £40m 'art grab'

Beaverbrooks and the £40m 'art grab'



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  
Crisis Communications  
Reputation Management**

227-228 Strand  
London WC2R 1BE

T: +44 (0)20 7936 2021  
F: +44 (0)20 7936 2031  
E: [info@bell-yard.com](mailto:info@bell-yard.com)  
[www.bell-yard.com](http://www.bell-yard.com)