

Pro Bono Spotlight: Analyzing Economic Losses from War

OVERVIEW:

Marie Colvin, an American journalist who was working for the British national newspaper *The Sunday Times*, died in February 2012 while covering the Syrian civil war in the city of Homs. Marie, who was only age 56, covered wars in the Middle East, Africa and Asia during her nearly 30-year career. In 2016, her family filed a lawsuit in Washington, D.C., against the Syrian government, claiming Syrian officials targeted and killed Marie to silence her reporting on Syria and the besieged city of Homs.

OUR STORY:

In August 2017, a senior partner at Shearman & Sterling, who represented Marie's family, approached Senior Managing Director Charlie Mikulka for assistance with calculating economic losses arising from her death. Charlie turned to Maria Tsennykh, Ph.D., a Senior Director in the Dispute Advisory Services practice within FTI Consulting's Forensic & Litigation Consulting segment, to lead this project. Maria is an economist with more than a decade of experience in valuation, accounting and auditing in Europe and the United States.

The project took more than six months to complete, due to challenges in obtaining information, additional findings on subsequent relevant facts and the exotic nature of such a lost earnings calculation with an additional risk of being a foreign correspondent working in war zones.

Marie worked with multiple FTI Consulting professionals around the world, including colleagues in the Dispute Advisory Services practice, the Economic Consulting segment, and tax and actuarial experts. She also worked with Shearman & Sterling's team in New York, Washington, D.C., and London.

PRO BONO CONTRIBUTION:

FTI Consulting contributed 539 hours, or USD\$327,635, in pro bono services on this case in 2017.

OUR IMPACT:

Marie submitted the expert report to the court on March 22, 2018, and testified to her findings at a hearing. According to calculations of lost income, pensions and other benefits, the economic damage caused by Marie's death was estimated to be USD\$2.38 million. The expert report quoted Marie's editor about the high level of dedication Marie exhibited towards her career and added that had Marie not been killed, she could have worked at *The Sunday Times* "for as long as she wished, even into her 70s."

The case has received significant media coverage, and Marie's expert report was featured prominently in an article in *The Sunday Times*. The parties are awaiting a final decision from the court.



"This was an incredibly rewarding professional and personal experience, to be involved in such a high-profile matter with significant international exposure. I was given the opportunity to build a relationship of trust with the Shearman & Sterling team. I also had the opportunity to interview multiple journalists as part of this project, and I heard numerous times how much our society lost because of Marie Colvin's premature death. She could have done so much more if she had lived, including all her support and mentorship for junior journalists. I am glad that being a part of the FTI Consulting team and utilizing my prior professional and academic background allowed me to contribute to such an important matter."

— **MARIA TSENKYKH, PH.D.**
Senior Director, Forensic & Litigation Consulting, New York

Pro Bono Spotlight: **Confronting Prejudice through Education**

OVERVIEW:

Diversity Role Models (“DRM”) is a registered charity that was established in 2011 to eliminate homophobic, biphobic and transphobic bullying in UK schools and to prevent bullying before it happens by educating young people about difference, challenging stereotypes and addressing the misuse of language. Since 2011, DRM has visited over 300 schools, held nearly 3,000 workshops and educated more than 70,000 pupils across the UK. After DRM workshops, 96% of young people say they would treat an LGBT+ person better, and nearly 50% would be more supportive of a friend who is LGBT+.

OUR STORY:

Phil Kennedy, a Senior Director in the Strategic Communications segment and Chair of FTI Consulting’s LGBTQ Network in London, was introduced to DRM in 2011 through a former colleague. FTI Consulting has since supported DRM on strategic public affairs, identifying and building relationships with influential stakeholders and briefing Members of Parliament prior to relevant debates. The team also supports DRM by providing guidance on media relations, drafting press materials, advising on target journalists and identifying media opportunities.

PRO BONO CONTRIBUTION:

FTI Consulting has contributed more than USD\$70,000 in pro bono services to the charity since November 2011.

OUR IMPACT:

Recent successes led by FTI Consulting include DRM’s participation in an ITV documentary and a productive meeting re-establishing the charity’s relationship with the Government Equalities Office, previously an important source of funding. FTI Consulting is currently supporting DRM’s efforts to expand beyond London’s boundaries, arranging meetings with decision makers in target locations such as Bristol, Manchester and Scotland.

RECOGNITION:

In November 2017, a Member of Parliament briefed by FTI Consulting told an education minister in the House of Commons, “We need to offer more support to these young people, and we can take inspiration from the work of Diversity Role Models. It encourages schoolchildren to celebrate being different and is achieving fantastic results.”



“Small charities like DRM achieve wonders on shoestring budgets. We can help them punch above their weight with influencers and decision makers, giving them some of the focus and insight that a well-funded corporate would take for granted.”

— PHIL KENNEDY
Senior Director, Strategic Communications, London

PRO BONO SPOTLIGHT:

Calculating Educational Equality in the Bay Area

OVERVIEW:

A core focus of the racial justice work of the Lawyers' Committee for Civil Rights ("LCCR") of the San Francisco Bay Area has been advancing equal educational opportunities for minority and low-income students. Compass Lexecon, a wholly owned FTI Consulting subsidiary, supported LCCR in its investigation of discrimination in the public school systems in the Bay Area, focusing on two target areas: discipline and math misplacement.

OUR STORY:

LCCR's investigation called for analysis to examine whether the school districts in the counties of San Mateo and Santa Clara were complying with their set of criteria regarding placement of students in math courses. The Compass Lexecon team defined and collected data, completed an econometric analysis to determine whether factors, including race or socioeconomic status, influenced student promotion or retention and examined referrals to the principal's office, suspensions and expulsions to determine any identifiable patterns.

PRO BONO CONTRIBUTION:

Compass Lexecon professionals contributed **332** pro bono hours or **USD\$120,000** in services in 2016.

OUR IMPACT:

The expertise of the Compass Lexecon team has been instrumental in advancing LCCR's legal challenges to the discriminatory placement and discipline of students of color and low income. Together, Compass Lexecon's and LCCR's advocacy is ensuring that hundreds of students have the right to remain in school and advance in college track high school coursework.

RECOGNITION:

Compass Lexecon was honored with LCCR's Robert G. Sproul Award, which is presented "to an exemplary partner who has contributed to the provision of legal services to under-represented communities and marshaled the resources of his firm to defend the rights of the disenfranchised."



Keith Wurster of LCCR presents Jith Jayartne, Maya Meidan and Bret Dickey with the Robert G. Sproul Award.

"We were able to apply skills similar to those that we use regularly in the context of antitrust and other commercial disputes. The issues, however, were new, and the implications of the work were quite different. That was undoubtedly the most rewarding aspect of the project — knowing that our analysis could impact the lives of many students in concrete and substantial ways."

EXECUTIVE VICE PRESIDENT, COMPASS LEXECON
OAKLAND

PRO BONO SPOTLIGHT: Taking Inclusion to the Street

OVERVIEW:

Out Leadership was founded in 2011 as Out on the Street, a consortium of six financial services institutions that sought to advance LGBT business opportunities and leadership strategies in the industry. Today, Out Leadership encompasses banking, hedge funds, venture capital, law firms and accounting firms and has five global initiatives focused on engaging and empowering C-suite and business leaders who are committed to the business case for LGBT inclusion.

OUR STORY:

Out Leadership called on a team of FTI Consulting Strategic Communications professionals in 2012 to develop media strategies and provide on-site communications support, including creating media materials, securing print and broadcast interviews and coordinating on-site logistics for its inaugural London summit. Following the success of the London event, Out Leadership asked FTI Consulting to provide support for the annual New York summit in 2013, which included 15 member financial services firms. FTI Consulting's involvement further expanded to Out Leadership's first Asia summit in Hong Kong in 2013. For the last three years, FTI Consulting professionals have provided support for Out Leadership events in all three cities.

PRO BONO CONTRIBUTION:

Strategic Communications professionals contributed **258** pro bono hours in 2016, or **USD\$115,900** in services.

OUR IMPACT:

Over the course of the team's involvement, media attendance at the events increased, which has led to expanded coverage and opportunities for Out Leadership to influence conversations around business inclusion. This was achieved through a mix of traditional and digital media outreach, as well as a sustained social media campaign that connected the events. FTI Consulting has secured coverage in outlets such as *The Wall Street Journal*, *Bloomberg News*, *Bloomberg BusinessWeek*, *CNNMoney*, *Reuters*, *The Times of London* and *Politico*.

RECOGNITION:

FTI Consulting's Asia Pacific team was honored for their work with Out Leadership with a 2016 Association of Management Consulting Firms Spotlight Award in the Corporate Social Responsibility category.



"In partnering with Out Leadership, we have been able to highlight that a company performs best when it allows its people to bring themselves to work, irrespective of their colour, gender or sexual preference. As a member of the LGBTQ community, I am very proud that my employer encourages this and that we see LGBTQ employees rise through our organisation. It is also extremely rewarding to work with a company that is actively taking a stand to address the social stigmas not just in the United States but all over the world."

SENIOR DIRECTOR, STRATEGIC COMMUNICATIONS
HONG KONG

