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## **ATTORNEY OF RECORD FREQUENTLY ASKED QUESTIONS**

### **What is SafetyForum?**

SafetyForum is a consulting firm based in Washington, DC, specializing in researching, defining, articulating, and aggressively pursuing solutions to significant public health and safety issues. Our research and communications services support litigation in the public interest.

Our website, [www.safetyforum.com](http://www.safetyforum.com), is on the leading edge of using the Internet as a tool to better define and direct public debate concerning health and safety, to force recalcitrant manufacturers to come forth with honest information about their products, and to help level the playing field by providing consumers with important safety-related information.

Founded as Ralph Hoar and Associates in 1988, our commitment to traditional research and innovative litigation support has been the foundation of our achievements.

We count among our successes, Nissan's buy-back of 30,000 fire-prone minivans, Chrysler's replacement of 4.5 million rear liftgate latches, Ford's recall of 8.5 million vehicles with fire-prone ignition switches, Ford and Firestone's replacement of 18 million Wilderness tires.

### **What is [www.safetyforum.com](http://www.safetyforum.com)?**

SafetyForum's website, [www.safetyforum.com](http://www.safetyforum.com), was launched on the Internet in 1996 as a way to inform the general public about unsafe products and hazardous practices. Over time, [www.safetyforum.com](http://www.safetyforum.com) has become an Internet force all its own. Its initial focus on vehicle safety has expanded to a broad range of issues that impact health and safety worldwide. While its focus has expanded, its underlying philosophy has not changed: Litigation is a critical component in efforts to minimize the harm caused by unsafe products and practices.

### **Who are the Attorneys of Record on SafetyForum?**

The Attorneys of Record on SafetyForum are a select group of litigators who are willing to share with the public an issue they have successfully litigated that involves a defective product or a hazardous practice.

### **Can anyone be a SafetyForum Attorney of Record?**

No. To become a SafetyForum Attorney of Record, you must have successfully litigated an issue. In select cases that involve emerging issues, SafetyForum will consider the merits of the issue and the standing of the attorney seeking to become an Attorney of Record.

### **What issues are eligible for SafetyForum?**

SafetyForum began with vehicle safety issues. Now, it has expanded to include all modes of transportation, harmful consumer products, medical malpractice, environmental hazards, workplace injuries and hazardous practices.

### **What makes SafetyForum different from other Internet legal directories?**

SafetyForum is not a directory. SafetyForum is content driven. It is a unique Internet exploration of a broad range of issues that cause harm. Trial lawyers get to tell about the good they do. On SafetyForum, citizens have a voice and an opportunity to learn about the need for continued vigilance against products and practices that cause harm. And, they learn where they should go when they need help.

### **Who visits SafetyForum?**

SafetyForum is visited by the general public, the media, the legal community, policy makers, manufacturers and service providers.

### **How much traffic does SafetyForum generate?**

SafetyForum is visited by 100,000 people every month. We are vigilant and aggressive about expanding our audience. We have made Attorney of Record pages available to attorneys who have statewide or regional practices. This will increase the range of issues that impact health and safety to include all modes of transportation, harmful consumer products, medical malpractice, environmental hazards, workplace injuries and hazardous practices. We have a proven track record that clearly demonstrates: as we increase the range of issues, we generate more interest and more traffic.

### **What other strategies are you employing to generate traffic?**

We keep our site current and dynamic. It changes daily. We are listed on all major search engines and news groups as a unique, comprehensive public health and safety site. We've created alliances with other like-minded organizations that directly link to our site. Finally, we have a solid, long-standing relationship with both broadcast and print media.

### **Can you tell me more about State and Regional Attorneys of Record?**

Initially, Attorneys of Record on SafetyForum specialized in auto products litigation. Their practices tend to be national. In response to increasing interest from attorneys who have statewide or regional practices, SafetyForum now offers Attorney of Record recognition for one state or for several states. For instance, if someone indicates they're looking for an Attorney of Record in California for faulty construction practices, they'll get the Attorney of Record for that issue in California.

### **How do I become an Attorney of Record?**

Contact SafetyForum at 202-483-3400 or [contact@safetyforum.com](mailto:contact@safetyforum.com) to make arrangements to reserve the specific issues for which you want to be Attorney of Record. Tell us which package interests you: *National, Regional or Multiple States, Statewide and Local*. We'll work with you to develop the webpage, probably with information and graphics you already have. It's not our favorite way to do it, but we've developed a page from initial call to finish in less than 24 hours.

### **Is that all I need to do?**

That's up to you. Some attorneys see SafetyForum as an opportunity to be identified as an important force in an important issue. They're encouraging citizens who have an interest in their issue to get involved. It builds traffic to their site and it enhances their reputation. To become an Attorney of Record and let your SafetyForum webpage just sit there without promoting it, is pretty much like getting your JD, hanging out a sign, and sitting behind a desk expecting the world to beat a path to your door. It probably won't happen.

### **So, what does it cost to become an Attorney of Record?**

That depends on the issues you choose and whether you want to be Attorney of Record for one state, multiple states, or nationally. We've attached a current rate sheet. Rates are subject to change.

### **Why SafetyForum? Why now?**

Never in the history of civil litigation, has our tort system been under such relentless assault

from so many directions. If it is to survive, trial lawyers must define themselves, rather than let the tort tinkers and "dismantlers" define you. You must change the icon for litigation from "McDonald's Coffee" to "Injured Children." If not now, when? If not you, who?