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## Law firm that ran whistleblower ads in theaters secures blockbuster award

Bruce Carton (<http://www.complianceweek.com/authors/bruce-carton>) | September 7, 2016

Way back in 2010, I noted (<https://www.complianceweek.com/blogs/enforcement-action/coming-soon-in-cinemas-lawyer-ads-for-whistleblowers#.V9AidFeCxoc>) that given the recent passage of the whistleblower provisions in Dodd-Frank, some plaintiffs' lawyers believed that a lucrative new practice area might be brewing. Specifically, Section 922 of Dodd-Frank provides that any whistleblower who makes a claim may be represented by counsel, and must be represented by counsel if he or she wishes to submit the claim anonymously.

Indeed, I observed, some industrious plaintiffs' lawyers were going all-in on the concept. New York attorney Stuart Meissner actually created an advertisement that he ran in movie theaters in Manhattan. Meissner's ad (watch it here (<https://www.youtube.com/watch?v=pHhdB3tJsXU>)) was played prior to the showing of the 2010 movie, "*Wall Street: Money Never Sleeps*," and referred potential whistleblowers to the firm's website, SECSnitch.com (<http://www.secsnitch.com>). Meissner's law firm was also aggressive in the earliest days of the SEC's whistleblower program, claiming (<http://www.prweb.com/releases/2010/07/prweb4319924.htm>) to have filed the first-ever whistleblower complaint pursuant to the provisions of Dodd-Frank.

Fast forward six years and the early work Meissner's law firm put in seems to have paid off in a big way. As discussed here, last week the SEC announced (<https://www.complianceweek.com/blogs/enforcement-action/secs-22-million-award-to-whistleblower-pushes-programs-total-over-100>) a milestone award of \$22.5 million to a whistleblower -- the second-largest whistleblower award ever issued by the SEC. That same day, the Meissner law firm confirmed (<http://www.smeissner.com/sec-whistleblowerattorney-sec-whistleblower-award/>) that it had helped secure the \$22.5 million award for its client, who was a former employee of Monsanto Co.

I do not know what percentage whistleblower law firms receive from their clients' awards, but I going to guess that it will easily pay for Meissner's 2010 movie preview ad -- and then some!

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