

Environmental Litigation CASE STUDY

Case: Newmont Mining/Joint Defense Group

Year: 1997

Venue: Colorado State Court

Think Twice was engaged to join the team of co-counsels representing multiple defendants in a mining site groundwater contamination case outside of Telluride, Colorado.

Challenges

First, Think Twice would need to simplify, develop and weave a consistent story among the multiple defendants and their experts to establish our story in the minds of the jury. Second, Think Twice would need to present clear and compelling demonstratives on proper mining procedures, the actual events surrounding the contamination, and the expert environmental and geological data, for the jury to understand the legal arguments and application of state statutes.

Finally, if the defendants were found liable, the jury's calculation of damages would depend on their understanding of the relevance of occurrence records.

Solutions

Working closely with the various experts, Think Twice distilled the often disparate and arcane report data into one convincing visual story. We conveyed a favorable interpretation to the jury with easily comprehensible and engaging technical graphics, analogies and tutorials.

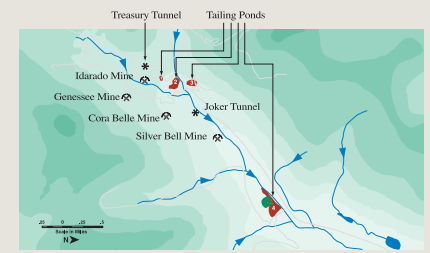
Outcome

The jury ruled in the defendants' favor, accepting our presentation of the facts and environmental implications.

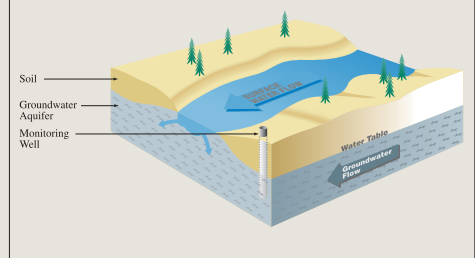
Services Provided

- Strategic planning
- Creative development
- Graphic design
- Technical illustrations
- Tutorials
- Still graphics, slides and boards
- Document scanning and coding
- Databasing

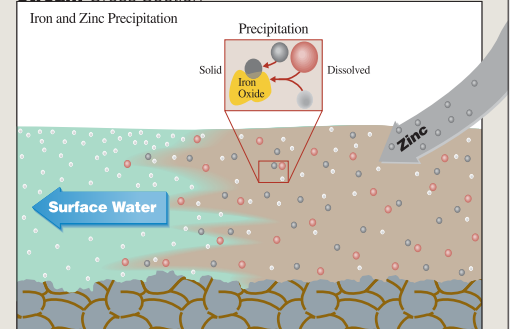
Red Mountain Mining Site



Monitoring Well



Stream Cross Section



Trace Metal Release (Zinc Example)

