



Subject: How Billboard Attorneys React When Their Bottom Lines Are Threatened By Pro-Consumer Reforms

To: Advocates for Protecting Consumers

From: Protecting American Consumers Together (PACT)

When billboard attorneys' bottom lines are threatened by efforts to reform a broken legal system, their reactions follow a clear – and deeply troubling – pattern. Across the country, PACT has witnessed aggressive, threatening, and misleading tactics designed to protect their profits at the expense of consumers, small businesses, and the public good.

Here is the billboard attorneys' playbook when they are faced with real reform efforts that protect consumers, ensure victims can access the legal system with dignity and respect, and will lower prices for all Americans:

1. They Threaten People Who Support Reform

Billboard attorneys in Texas and Georgia have resorted to direct threats and intimidation in an attempt to silence voices calling for commonsense lawsuit abuse reforms.

- In Texas, during a marathon hearing on SB 30, former personal injury attorney Melissa Casey [testified](#) that her former employer—a major Texas billboard attorney firm—threatened her with legal consequences for supporting reform. As Casey put it:

“Why am I being threatened to tell you what’s going on if it isn’t fraud?”

- In Georgia, a personal injury lawyer publicly promised to “punish” small businesses that supported Governor Kemp’s legislation to end lawsuit abuse. In a Facebook post, the lawyer [wrote](#):

“I cannot wait to sue businesses who blindly support tort reform... I will punish you for your pathetic attempt to put profits over people.”

2. They Fund Dark Money Front Groups To Oppose Reform

Billboard attorneys hide behind secretive organizations to manufacture fake grassroots opposition.

- In Texas, a [mysterious](#) out-of-state group called “Citizens for Integrity and Accountability Foundation” emerged to attack SB 30, falsely claiming the bill “protects Chinese corporations.” The group’s first known online followers were both directly linked to the Texas Trial Lawyers Association.
- Also in Texas, billboard attorneys and George Soros have [teamed](#) up” to bankroll First Tuesday PAC, a left-wing group that spent millions in 2024 to try to defeat Republicans.
- In [South Carolina](#), a “massive, well-funded misinformation campaign subsidized by South Carolina’s wealthy and powerful trial lawyer lobby” was launched to attack lawsuit abuse reform earlier this year.

3. They Make Up Baseless Attacks

When threats and dark money are not enough, billboard attorneys resort to baseless lies.

- In Texas, billboard attorneys peddled an outrageous—and thoroughly debunked—claim that the bill would somehow protect communist countries like China. During a [hearing](#), Senators Charles Schwertner and Lois Kolkhorst, a known China critic who has [filed](#) legislation to ban Chinese citizens and the Chinese government from owning property in Texas, made it clear that is false:

Kolkhorst: "Does this bill have anything to do with China?"

Schwertner: "Absolutely not."

The Bottom Line

The playbook for billboard attorneys is clear: threaten supporters of reform, fund anonymous dark money operations, and manufacture false attacks. Their actions in Texas, Georgia, South Carolina, and elsewhere across the country show how far they are willing to go to protect an abusive status quo that lines their pockets.