



Planet Depos[®]
We Make It Happen™

CONFIDENTIAL

Transcript of Kathryn Arnold

Date: March 22, 2022
Case: Depp, II -v- Heard

Planet Depos
Phone: 888.433.3767
Email: transcripts@planetdepos.com
www.planetdepos.com

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22

V I R G I N I A:

IN THE CIRCUIT COURT OF FAIRFAX COUNTY

- - - - - x

JOHN C. DEPP, II,	:
Plaintiff and Counterclaim	:
Defendant,	:Civil Action No.
v.	:CL-2019-0002911
AMBER LAURA HEARD,	:
Defendant and Counterclaim	
Plaintiff.	

- - - - - x

CONFIDENTIAL

REMOTELY CONDUCTED VIDEOTAPED DEPOSITION OF

KATHRYN ARNOLD

TUESDAY, MARCH 22, 2022

10:34 A.M. CST

JOB NO.: 439288

PAGES: 1 - 204

REPORTED BY: KARISA EKENSEAIR, CCR RPR

1 DEPOSITION OF KATHRYN ARNOLD, CONDUCTED VIA
2 ZOOM VIDEOCONFERENCE.
3
4
5
6
7
8
9

10 Pursuant to notice, before Karisa J.
11 Ekenseair, Certified Shorthand Reporter in and for
12 the States of Arkansas, Oklahoma, and Illinois;
13 National Registered Professional Reporter, Notary
14 Public in and for the State of Arkansas.
15
16
17
18
19
20
21
22

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22

A P P E A R A N C E S

ON BEHALF OF THE PLAINTIFF AND COUNTERCLAIM
DEFENDANT (VIA ZOOM):

BENJAMIN G. CHEW, ESQUIRE
BROWN RUDNICK, LLP
601 THIRTEENTH STREET, NW, SUITE 600
WASHINGTON, DC 20005
202-536-1700

-AND-

STEPHANIE CALNAN, ESQUIRE
BROWN RUDNICK, LLP
ONE FINANCIAL CENTER
BOSTON, MASSACHUSETTS 02111
617-856-8149

ON BEHALF OF THE DEFENDANT AND COUNTERCLAIM
PLAINTIFF HEARD (VIA ZOOM):

ELAINE CHARLSON BREDEHOFT, ESQUIRE
CHARLSON BREDEHOFT COHEN & BROWN, PC
11260 ROGER BACON DRIVE, SUITE 201
RESTON, VIRGINIA 20190
703-318-6800

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22

APPEARANCES

ALSO PRESENT:

CATHERINE GONZALEZ, REMOTE TECHNICIAN

BRENDAN CASE, VIDEOGRAPHER

105

1 **conversations about how that is utilized, but I**
 2 **did rely upon that, yes.**
 3 Q How did -- how has Mr. Schnell
 4 reformulated his opinion?
 5 **A I think he's taken --**
 6 MS. BREDEHOFT: I'm sorry. Objection to
 7 the form of the question. Go ahead.
 8 **A I think he's -- he -- because he wasn't**
 9 **able to get certain data from Twitter, I read in**
 10 **Mr. Schnell's deposition that he is no longer**
 11 **calling it a bot campaign, rather a -- something**
 12 **to the effect of a coordinated Twitter campaign, a**
 13 **coordinated social media campaign.**
 14 Q Are you aware that Ms. Heard's count about
 15 the bot campaign got thrown out?
 16 MS. BREDEHOFT: Objection.
 17 Mischaracterizes. Mischaracterizes the legal
 18 proceedings. Calls for a legal question and has
 19 nothing to do with what she's testifying to. Go
 20 ahead.
 21 **A I'm not aware of all the -- whatever**
 22 **happens in court. I am aware of what Mr. Schnell**

106

1 **said, which was that because he couldn't get**
 2 **specific data from Twitter, that he took the word**
 3 **"bot campaign" out and was using words to the**
 4 **effect of "coordinated campaign," "social media**
 5 **campaign."**
 6 Q Okay. Turning over to page 38, your
 7 disclosure reads, quote, "Mr. Schnell has
 8 identified these tweet patterns as an orchestrated
 9 bot campaign by Depp and his representatives that
 10 is triggered by statements in the press by or
 11 about Ms. Heard.", unquote.
 12 Did I read that correctly?
 13 **A Yes.**
 14 Q Ms. Arnold, are you aware that Mr. Schnell
 15 during his deposition taken last week testified
 16 that he did not form any opinion about the bot
 17 campaign?
 18 MS. BREDEHOFT: Objection to the form of
 19 the question. Go ahead.
 20 **A As I stated earlier in my initial**
 21 **conversation with Mr. Schnell, that the word "bot**
 22 **campaign" had been used. And in some research I**

107

1 **have done, there were other experts that were**
 2 **calling it a bot campaign.**
 3 **I am aware that Mr. Schnell in his**
 4 **deposition of late changed that wording. Yes.**
 5 Q And are you also aware that Mr. Schnell
 6 testified that he did not form any opinion as to
 7 whether the tweets he relied on in his opinion
 8 were connected to Mr. Depp or to Mr. Waldman?
 9 MS. BREDEHOFT: Objection to the form of
 10 the question. Assumes facts not in evidence. Go
 11 ahead.
 12 **A I don't recall exactly what Mr. Schnell**
 13 **said in his deposition. I'm just aware of the**
 14 **fact that the word "bot campaign" has been taken**
 15 **out.**
 16 Q Does this impact your opinion at all?
 17 **A No.**
 18 Q Going further down, your disclosure reads,
 19 quote, "The defamatory statements widely
 20 disseminated by the bot campaign have made it
 21 nearly impossible for Ms. Heard to promote herself
 22 for personal appearances, speaking engagements,

108

1 and industry events as normal circumstances would
 2 permit."
 3 Did I read that correctly?
 4 **A Yes.**
 5 Q Is this your opinion?
 6 **A Again, if we take out the word "bot**
 7 **campaign" and we look at the tremendous amount of**
 8 **negative social media that has been directed**
 9 **towards Ms. Heard, I still believe that that had**
 10 **affected her career.**
 11 Q What are you relying on to form your
 12 opinion?
 13 **A The deposition testimony of Ms. Jessica**
 14 **K., the deposition testimony of Ms. Heard, e-mails**
 15 **that I have read from the William Morris Endeavor**
 16 **production that talked about too much drama**
 17 **surrounding Amber and everything to do with**
 18 **Mr. Depp, came from directors, producers, casting**
 19 **directors.**
 20 So it was an amalgam of the material that
 21 I read that referenced drama and negative social
 22 media attention that was directed towards

CONFIDENTIAL
Transcript of Kathryn Arnold
Conducted on March 22, 2022

106

1 said, which was that because he couldn't get 12:32:51
2 specific data from Twitter, that he took the word 12:32:54
3 "bot campaign" out and was using words to the 12:32:58
4 effect of "coordinated campaign," "social media 12:33:01
5 campaign." 12:33:05

6 Q Okay. Turning over to page 38, your 12:33:06
7 disclosure reads, quote, "Mr. Schnell has 12:33:09
8 identified these tweet patterns as an orchestrated 12:33:12
9 bot campaign by Depp and his representatives that 12:33:16
10 is triggered by statements in the press by or 12:33:19
11 about Ms. Heard.", unquote. 12:33:21

12 Did I read that correctly? 12:33:23

13 A Yes. 12:33:24

14 Q Ms. Arnold, are you aware that Mr. Schnell 12:33:28
15 during his deposition taken last week testified 12:33:31
16 that he did not form any opinion about the bot 12:33:33
17 campaign? 12:33:36

18 MS. BREDEHOFT: Objection to the form of 12:33:37
19 the question. Go ahead. 12:33:38

20 A **As I stated earlier in my initial** 12:33:38
21 **conversation with Mr. Schnell, that the word "bot** 12:33:43
22 **campaign" had been used. And in some research I** 12:33:48

1 have done, there were other experts that were 12:33:50
2 calling it a bot campaign. 12:33:52
3 I am aware that Mr. Schnell in his 12:33:54
4 deposition of late changed that wording. Yes. 12:33:57
5 Q And are you also aware that Mr. Schnell 12:34:01
6 testified that he did not form any opinion as to 12:34:04
7 whether the tweets he relied on in his opinion 12:34:06
8 were connected to Mr. Depp or to Mr. Waldman? 12:34:10
9 MS. BREDEHOFT: Objection to the form of 12:34:13
10 the question. Assumes facts not in evidence. Go 12:34:14
11 ahead. 12:34:17
12 A I don't recall exactly what Mr. Schnell 12:34:17
13 said in his deposition. I'm just aware of the 12:34:21
14 fact that the word "bot campaign" has been taken 12:34:24
15 out. 12:34:27
16 Q Does this impact your opinion at all? 12:34:27
17 A No. 12:34:30
18 Q Going further down, your disclosure reads, 12:34:32
19 quote, "The defamatory statements widely 12:34:36
20 disseminated by the bot campaign have made it 12:34:40
21 nearly impossible for Ms. Heard to promote herself 12:34:43
22 for personal appearances, speaking engagements, 12:34:45

CONFIDENTIAL

Transcript of Kathryn Arnold
Conducted on March 22, 2022

108

1	and industry events as normal circumstances would	12:34:49
2	permit."	12:34:51
3	Did I read that correctly?	12:34:52
4	A Yes.	12:34:54
5	Q Is this your opinion?	12:34:54
6	A Again, if we take out the word "bot	12:35:00
7	campaign" and we look at the tremendous amount of	12:35:03
8	negative social media that has been directed	12:35:06
9	towards Ms. Heard, I still believe that that had	12:35:08
10	affected her career.	12:35:11
11	Q What are you relying on to form your	12:35:14
12	opinion?	12:35:17
13	A The deposition testimony of Ms. Jessica	12:35:17
14	K., the deposition testimony of Ms. Heard, e-mails	12:35:23
15	that I have read from the William Morris Endeavor	12:35:27
16	production that talked about too much drama	12:35:31
17	surrounding Amber and everything to do with	12:35:34
18	Mr. Depp, came from directors, producers, casting	12:35:37
19	directors.	12:35:41
20	So it was an amalgam of the material that	12:35:42
21	I read that referenced drama and negative social	12:35:45
22	media attention that was directed towards	12:35:51

1 **Ms. Heard that helped me define my opinion.** 12:35:53

2 **Q Is this opinion affected in any way by** 12:35:56

3 **Mr. Schnell's testimony that his opinion is not** 12:35:59

4 **related to the bot campaign?** 12:36:02

5 MS. BREDEHOFT: Objection to the form of 12:36:03

6 the question. Mischaracterizes the testimony, but 12:36:05

7 go ahead. 12:36:07

8 **A I -- I don't -- I don't know exactly what** 12:36:09

9 **Mr. Schnell was hired for. I utilized the** 12:36:12

10 **information that he gave me regarding the number** 12:36:14

11 **of tweets, the hashtags, the timing of the tweets** 12:36:17

12 **and how they related to my opinion and my** 12:36:21

13 **conversations. They all added up to the same** 12:36:24

14 **perspective that I had about Ms. Heard's career** 12:36:29

15 **had been affected by this social media activity** 12:36:33

16 **post-statements of Mr. Waldman.** 12:36:37

17 **Q Is your opinion impacted or in any way** 12:36:40

18 **affected by Mr. Schnell's testimony last week that** 12:36:44

19 **his opinion does not connect these tweets to** 12:36:47

20 **Mr. Depp or to Mr. Waldman?** 12:36:50

21 MS. BREDEHOFT: Objection. 12:36:52

22 Mischaracterizes the testimony. Assumes facts not 12:36:53

CONFIDENTIAL
Transcript of Kathryn Arnold
Conducted on March 22, 2022

110

1	in evidence. Go ahead. Form of the question. Go	12:36:58
2	ahead.	12:37:00
3	A No. Because what I relied upon was the	12:37:00
4	number of tweets and the timing of tweets and the	12:37:02
5	number of negative tweets and other social media	12:37:06
6	posts that were done that I relied upon.	12:37:08
7	Q So who is responsible for the tweets	12:37:11
8	doesn't impact your decision in any way?	12:37:15
9	MS. BREDEHOFT: Objection to the form of	12:37:19
10	the question. Go ahead.	12:37:20
11	Q Let me restate the -- I'll strike that	12:37:21
12	question.	12:37:24
13	So the fact that Mr. Depp or Mr. Waldman	12:37:25
14	may not have any connection with these tweets does	12:37:30
15	not in any way impact your opinion?	12:37:33
16	MS. BREDEHOFT: Objection to the form of	12:37:36
17	the question. Assumes facts not in evidence.	12:37:38
18	Mischaracterizes the testimony. Go ahead.	12:37:40
19	A Well, I'm not sure whether it has been	12:37:43
20	found by the trier of fact and in the court	12:37:45
21	whether there was or wasn't a connection. It is	12:37:47
22	my understanding that these tweets came after the	12:37:51

CONFIDENTIAL
Transcript of Kathryn Arnold
Conducted on March 22, 2022

111

1 statements were made and that many of the tweets 12:37:53
2 used similar language that are in the statements 12:37:56
3 by Waldman. 12:37:58

4 So that is how I have made the connection 12:37:59
5 and that is how Ms. Jessica K. and other members 12:38:02
6 of Amber's team have also shared in their 12:38:08
7 deposition testimony and in their e-mails and in 12:38:14
8 their conversations with me that there was a de 12:38:16
9 facto connection between the two. 12:38:19

10 Q What is the basis of your understanding 12:38:22
11 that there's a de facto connection between the 12:38:24
12 two? 12:38:30

13 A The timing of the tweets, and the language 12:38:30
14 of the tweets that is similar to the statements 12:38:34
15 made by Mr. Waldman. 12:38:36

16 Q Going back to page 37, which is one page 12:38:38
17 before this, at the top of page 37, your 12:38:42
18 disclosures read, quote, "Ms. Arnold has been 12:38:50
19 asked to offer her expert opinion and assess the 12:38:54
20 reputational harm and economic opportunities lost 12:38:57
21 by Ms. Heard as a result of the defamatory 12:38:59
22 statements described in paragraphs 45 through 47 12:39:02

CONFIDENTIAL
Transcript of Kathryn Arnold
Conducted on March 22, 2022

154

1	Q What are you relying on to form this	13:37:51
2	opinion?	13:37:55
3	A Conversations with Amber's agent at	13:37:58
4	William Morris and some e-mails that I saw back	13:38:00
5	and forth between Loreal and either -- I believe	13:38:05
6	it was William Morris who handles her endorsement	13:38:08
7	contracts, Katie.	13:38:12
8	Q Which agent at William Morris did you	13:38:14
9	speak with?	13:38:16
10	A Katie.	13:38:17
11	Q And what did Katie tell you about the	13:38:18
12	Loreal contract?	13:38:23
13	A That they had made the contract, that they	13:38:26
14	really liked Amber. They were very supportive of	13:38:28
15	her. They weren't going to be able to use her as	13:38:31
16	much as they wanted to. They were, I believe,	13:38:34
17	going to renew the option, but they were going to	13:38:38
18	postpone, but it -- but they weren't going to	13:38:41
19	raise any money on the option or future contracts	13:38:43
20	until after the trial and all the publicity about	13:38:46
21	the current trial subsided.	13:38:51
22	Q And you spoke about seeing particular	13:38:52

CONFIDENTIAL

Transcript of Kathryn Arnold
Conducted on March 22, 2022

155

1 e-mails between William Morris and Loreal. What 13:38:54
2 e-mails are you referring to? 13:38:58
3 A Well, there were e-mails about the social 13:38:59
4 media campaigns that were coordinated negative 13:39:01
5 campaigns coordinated against Amber based on the 13:39:05
6 statements. There was also a lot of conversation 13:39:09
7 about they are very supportive of Amber. They 13:39:11
8 want to be able to work with her. They're going 13:39:16
9 to try to work with her. Maybe they'll use some 13:39:18
10 of the shoot that they used, but not all of it, 13:39:22
11 and in what context, they were unsure. 13:39:24
12 But it was a lot of cloudiness around what 13:39:27
13 should have been a very straightforward contract 13:39:31
14 and -- and services to provide, that Amber was 13:39:33
15 supposed to provide. 13:39:40
16 Q Who coordinated the negative media 13:39:41
17 campaigns against Amber? 13:39:43
18 A I don't know who coordinated -- there's 13:39:46
19 been conversations about who coordinated, but I 13:39:48
20 don't know specifically who coordinated it. 13:39:50
21 Q Do you have any evidence that Mr. Depp 13:39:52
22 coordinated it? 13:39:56

PLANET DEPOS

888.433.3767 | WWW.PLANETDEPOS.COM