

## Persuading Jurors

Deborah R. Hansler, 13 Roger Williams U. L. Rev. 8 (2008), Symposium JURORS IN THE MATERIAL WORLD: PUTTING TORT VERDICTS IN THEIR SOCIAL CONTEXT

Jason S. Bloom and John T. "Trey" Cox III, 71 Tex. B.J. 266 (April 2008), Feature IN CLOSING: STRATEGIES FOR CREATING AND ARMING JURIES IN THE CLOSING ARGUMENT

David Ball, 44 Trial 38 (March 2008), Motivating Jurors MAKING PREPONDERANCE WORK Almost All Jurors Expect You to Prove your Case Beyond a Reasonable Doubt, and You Won't Change Their Minds by Explaining Preponderance. But if You Make Preponderance a Working Theme Throughout Trial, Jurors will Make Preponderance-Based Decisions About Liability

Dan Jacks, 75 Def. Couns. J. 26 (2008), Feature Article THE MISSING LINK: CONNECTING KEY EVIDENCE TO THE JURORS

Christopher L. Brinkley, 43 Trial 26 (November 2007), Products Liability GET THE MOST FROM ENGINEERING EXPERTS

Todd E. Pettys, 76 Fordham L. Rev. 1609 (2007), Symposium: Ethics and Evidence THE EMOTIONAL JUROR

Georgetown Law Journal Thirty-Sixth Annual Review of Criminal Procedure, 36 Geo. L.J. 232 (2007), INFLUENCES ON THE JURY

Zoe Littlepage, 43 Trial 32 (October 2007), Trial Techniques KEEP JURORS AWAKE WITH POWERFUL VISUALS Jurors shouldn't need a jolt of caffeine to keep from dozing off during your presentation. Even simple visuals can engage jurors' interest and cement your case themes in their minds—if you use them the right way

David L. Breau and Brian Brook, 31 Law. & Psychol. Rev. 77 (2007), Contribute Articles "MOCK" MOCK JURIES: A FIELD EXPERIMENT ON THE ECOLOGICAL VALIDITY OF JURY SIMULATIONS

James W. McElhaney, 6 A.B.A. J. E-Report 2 (June 1, 2007), The National Pulse PUTTING THE CASE TOGETHER Focus on the elements necessary to tell a convincing story to the jury

Gary B. Pillersdorf, 43 Trial 56 (June 2007), Feature SWEET VISUALS TO SWAY JURORS A Jelly Doughnut as a stand-in for a Herniated Disk? By All Means, if It Helps Jurors Understand Your Client's Injury. Get Creative to Strengthen Your Auto Collision cases without Spending a Bundle on Demonstrative Evidence

Paula Hoffman Wulff, 41 Prosecutor 34 (June 2007), Feature LOW COPY NUMBER DNA: REALITY VS. JURY EXPECTATIONS

Ronald T. Heiman, 29 Pa. Law. 52 (December 2007), Department HOLDING TOGETHER IN FRONT OF THE JURY

Ron Spears, 95 Ill. B.J. 436 (2007), Column IF THE GLOVES DON'T FIT, YOU DIDN'T CHECK YOUR EVIDENCE Physical Evidence Can Have a Huge Impact on Jurors. Just Make Sure You Know Whether It Will Help or Hurt Your Client

Janine Robben, 67 Ore. St. B. Bull. 27 (April 2007), Feature HERE'S LOOKING AT US What jurors have to say about lawyers (and it's more than you think)

James McElhaney, 6 A.B.A. J. E-Report 2 (April 27, 2007), The National Pulse THEMES THAT STRIKE A CHORD Your central idea of the case works best if jurors believe they thought of it first

Robert J. Mongeluzzi and David L. Kwass, 43 Trial 52 (April 2007), Feature TRY OPENING WITH A VIDEOTAPED DEPOSITION To Get Jurors' Attention during Your Opening Statement, Let Them See Your Opponents' Admissions on Screen, in Their Own Words

Daniel J. Siegel, 43 Trial 60 (April 2007), Department REEL IN JURORS WITH TECH-SAVVY PRESENTATIONS

Tracy Carbasho, 9 Lawyers J. 6 (February 2007), From the ACBA ACBA TRIAL PRESENTATION TECHNOLOGY HELPS JURIES UNDERSTAND CASE FACTS

Michael P. Griffin and John W. Clark, III, 43 Crim. Law Bulletin 3 (March-April 2007), JUROR EXPECTATIONS CONCERNING TECHNOLOGY IMPLEMENTATION IN THE COURTROOM

James W. McElhaney, 6 A.B.A. J. E-Report 2 (March 9, 2007), The National Pulse MCELHANEY: PUTTING ON A GOOD FACE There are ways to help the jury see beyond your big client's nasty image

James W. McElhaney, 6 A.B.A. J. E-Report 4 (February 9, 2007), The National Pulse LANGUAGE HAS ITS LIMITS Show the Jurors—Don't Just Tell Them—the Story of Your Case

Kenneth J. Lopez, 24 Ent. & Sports Law. (Fall 2006), SEEING "EYE TO EYE" WITH A JURY Study Reveals Attorneys and Juries Learn and Communicate Differently

Alan M. Turkheimer, 79 Wis. Law. 14 (November 2006), Feature PERSUADING JURORS During Voir Dire

J. Steven Patrick, 35 Colo. Law. 79 (April 2006), Department and More SEVEN HABITS FOR HIGHLY EFFECTIVE JURY TRIALS

Cliff Atkinson and W. Mark Lanier, 42 Trial 18 (Apr. 2006), Powerful Persuasion TAP INTO THE POWER OF A POWERPOINT STORYBOARD Want to Produce Evidence That Captivates Jurors, Makes Complicated Ideas Easy for Them to Understand, and Seamlessly Complements Your Case Themes and Verbal Delivery? Turn on Your Computer and Open Your PowerPoint Program

John W. Clark, 42 Crim. Law Bull. 3 (Mar.-Apr. 2006), The Utility of Jury Consultants in the Twenty-First Century

Michelle Pan, 74 U. Cin. L. Rev. 259 (2005), Comment and Casenote STRATEGY OR STRATAGEM : THE USE OF IMPROPER PSYCHOLOGICAL TACTICS BY TRIAL ATTORNEYS TO PERSUADE JURORS

J. Bradley Ponder, 29 Law & Psychol. Rev. 289 (2005), Student Article BUT LOOK OVER HERE: HOW THE USE OF TECHNOLOGY AT TRIAL MESMERIZES JURORS AND SECURES VERDICTS

Peter Perlman, 41 Trial 66 (June 2005), Department HELP JURORS UNDERSTAND THEIR POWER

Harry J. Plotkin, 47 Orange County Law. 28 (August 2005), Feature BUILDING TRUST AMONG THE JURY Creating Positive Impressions of Witnesses and Attorneys

Lisa Blue, Robert Hirschhorn, 41 Trial 28 (July 2005), Trial Technique LESSONS FROM THE CAMPAIGN TRAIL The Last Two Presidential Elections Showcased Several Effective Strategies You Can Use to Win the Votes You Want Most—the Jurors'

Edward J. Imwinkelried, 41 Trial 48 (Oct. 2005), Electronic Evidence CAN THIS PHOTO BE TRUSTED? Digital Photos Can Be Enhanced to Help Jurors—Or Manipulated to Mislead Them. Use Your Digital Images Carefully, and Know When to Challenge Your Opponent's

Ryan Griffiths, 68 Tex. B.J. 320 (Apr. 2005), Feature STEERING CLEAR OF THE RUNAWAY JURY

Charles L. Becton, 41 Trial 60 (March 2005), Feature HELP THE JURY UNDERSTAND PAIN AND SUFFERING An award of economic damages is not enough to make your client whole. Jurors must provide compensation for human losses as well.

Bill Davis, 52 Fed. Law. 4 (Feb 2005), Column COMMUNICATING WITH JURIES

Alphonse A. Gerhardstein, 24 Pace L. Rev. 691 (2004), Symposium Prison Reform Revisited: The Unfinished Agenda A PRACTITIONER'S GUIDE TO SUCCESSFUL JURY TRIALS ON BEHALF OF PRISONER-PLAINTIFFS

Siobhan Morrissey, 3 ABA Journal E-Report No. 35, p. 6, COLOR ME INTERESTED: GRAPHICS HAVE JURIES SEEING THE LAWYER'S POINT SOMETIMES IN SPECIFIC HUES

Roger D. Townsend, 67 Tex. B. J. 448 (2004), IMPROPER JURY ARGUMENT AND PROFESSIONALISM

Thomas J. Vesper, 39 Trial 46 (Sept. 2003), Experts and Evidence ADD DYNAMICS TO DIRECT EXAMINATION

Lara Dolnik, Trevor I. Case and Kipling D. Williams, 27 L. & Hum. Beh. 267 (2003) STEALING THUNDER AS A COURTROOM TACTIC REVISITED: PROCESSES AND BOUNDARIES

Phillip H. Miller, 26 Am. J. Trial Advoc. 489 (2003), Trial Techniques STORYTELLING: A TECHNIQUE FOR JUROR PERSUASION

Raymond J. Brassard, 47 B. B.J. 8 (Feb. 2003), Department WHAT JURORS SAY ABOUT LAWYERS

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Richard D. Lawrence, 38 Trial 28 (Sept. 2002), Damage WHAT GOOD WILL MONEY DO?

Bryant L. Welch, 38 Trial 33 (Sept. 2002), Damage DRAW A MAP THROUGH THE DESERT Attorneys Whose Clients have Trudged across the Sands of Depression may Think Convincing a Jury is only a Mirage.

Gary B. Pillersdorf, 38 Trial 57 (Sept. 2002), Feature THE NEW JUROR

Shelley Rice Weinberg, 90 Ill. B.J. 427 (2002), Column PAINTING A PICTURE FOR THE JURY: A JUROR'S PERSPECTIVE

John P. Cronan, 39 Am. Crim. L. Rev. 1187 (2002), Article IS ANY OF THIS MAKING SENSE? REFLECTING ON GUILTY PLEAS TO AID CRIMINAL JUROR COMPREHENSION

Lee L. Bennett, 69 Def. Couns. J. 273 (2002), Feature Article DEFENSE COMMUNITY ISSUES: NEW LIABILITIES AND HOW TO RESPOND TO THE PLAINTIFFS' BAR

Donald G. Alexander, 17 Me. B.J. 194 (2002), Feature PREPARING FOR MORE EFFECTIVE CLOSING ARGUMENT

Murray Ogborn, 38 Trial 57 (Jan. 2002), Feature BRINGING THE CASE TO LIFE

Samuel H. Solomon and Josh Dubin, 38 Trial 72 (Jan. 2002), Department HELP JURORS REMEMBER

Jacob G. Vigil, 37 Trial 29 (May 2001), Medical Negligence NEGLIGENCE IN THE EMERGENCY ROOM

Luke M. Pittoni, 30 Brief 25 (Spring 2001), USING TECHNOLOGY DURING TRIAL TO PERSUADE THE JURY: A DEFENSE PERSPECTIVE

Anthony J. Bocchino, 74 Temp. L. Rev. 177 (2001), Article WHAT JURIES WANT TO HEAR II: REVERSE ENGINEERING(TM) THE VERDICT

William S. Bailey, 37 Trial 58 (Feb. 2001), Feature TIE YOUR CASE TOGETHER WITH A GOOD THEME

Elizabeth A. Foley, 14 CBA Rec. 28 (Nov. 2000), Features THE CHANGING FACE OF JURIES: UNDERSTANDING GENERATION X

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Barbara Kacir, 1 Sedona Conf. J. 19 (2000), Article USING JURY RESEARCH TO UNDERSTAND, STRUCTURE AND PRESENT YOUR CASE

Robert Gordon, 36 Trial 64 (June 2000), Law Office Management TRIAL RESEARCH IN THE AGE OF TECHNOLOGY

Donald J. Ramsell, 88 Ill. B.J. 285 (2000), Practice Tips EFFECTIVE CLOSING ARGUMENTS IN DUI JURY CASES

Anthony J. Bocchino, 67 Tenn. L. Rev. 543 (2000), Symposium: Communicating with Juries WHAT JURIES WANT TO HEAR: METHODS FOR DEVELOPING PERSUASIVE CASE THEORY

Philip Gaines, 67 Tenn. L. Rev. 599 (2000), Symposium: Communicating with Juries COMMUNICATING WITH JURIES: EPISODIC REPRESENTATIONAL STRUCTURE IN CROSS-EXAMINATION

Amy Singer, 36 Trial 76 (Jan. 2000), 10 COMMON MISTAKES ATTORNEYS MAKE WITH JURORS