



1



2



WAYS TO GET YOUR STORY OR THEME?

FACTS OF CASE

INFORMAL FOCUS GROUPS

TALK TO NEIGHBORS, FRIENDS,
LAWYERS

MOST PEOPLE ARE WILLING TO HEAR
AND GIVE THOUGHTS ABOUT A CASE



3



AUDIENCES ARE ALL BASICALLY THE SAME



4



WHAT DO
JURORS
EXPECT?

5

THE RULES OF STORYTELLING AND CASE
PRESENTATION HAVE CHANGED

6

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