



Jury Research Services
a division of National Legal Research Group, Inc.

How will they decide?



Waiting for the jury verdict is one of the most uncertain times in a jury trial.

Were the right decisions made in selecting the jury?

Was the case communicated effectively?

Did the jurors understand and identify with the issues?

What verdict will they return?

At the Jury Research Services Division of the National Legal Research Group, Inc., we understand these questions and, more importantly, we understand jurors. Since 1982, our expertise has helped clients maximize their effectiveness in jury trials. We have assisted federal and state prosecutors, criminal and civil defendants, and plaintiffs in both highly publicized and less publicized cases. We have also assisted defendants in highly publicized courts-martial. Our experience includes:

CIVIL AREA

- Breach of contract
- Intellectual property
- Fraud
- RICO
- Antitrust
- Toxic torts
- Product liability
- Employment discrimination
- Libel
- Medical negligence
- Excessive force
- Personal injury
- Premises liability
- Wrongful death

CRIMINAL AREA

- White-collar crimes
- Environmental crimes
- Terrorism
- Organized crime
- Drug distribution
- Fraud
- Public corruption
- Capital crimes
- RICO
- Military courts-martial
- Crimes of violence, including murder and rape
- Cases involving substantial pretrial publicity



Pretrial Assistance

Success with juries requires both understanding jurors and effective communication skills. Using juror surveys and small group research, we identify juror dispositions and opinions as well as key issues and arguments that will affect your case. Our case preparation promotes effective communication. Our pretrial assistance maximizes your position in negotiations and at trial.

SURVEYS

Surveys or opinion polls conducted in the trial jurisdiction are a valuable tool in understanding the beliefs and opinions of jurors.

- **Juror profile surveys** We design juror profile surveys to develop profiles of “good” and “bad” jurors, evaluate potential themes, and assess basic issues in your case.
- **Venue surveys** Whether for expert testimony or for internal purposes, we can assess the impact of trying a case in different jurisdictions by polling in these jurisdictions.

SMALL GROUP RESEARCH

Our small group research techniques allow us to pretest your case using juror-qualified residents in the trial jurisdiction. This information comes at the most useful time—before trial—when course corrections can be made in the case.

- **Focus groups** Get feedback on the issues and arguments in your case from sample “jurors” in focus groups.
- **Trial simulations** Our full-blown “mock trials” yield more in-depth insights into jurors’ views on issues and arguments, strengths and weaknesses of your case, witness credibility, and potential verdicts.

CASE PREPARATION

Effective communication is critical to success at trial. Our experienced consultants help you prepare witnesses, evaluate evidence, and communicate persuasively.

- **Witness preparation** Teach your witnesses to better communicate their testimony through what they say and how they say it.
- **Evidence evaluation** Capitalize on how jurors process information, and present your physical evidence in the most persuasive manner.

- **Persuasive communications** Use principles of persuasion to maximize the power of your opening statements and closing arguments as well as your overall presentation of the case.

Trial Assistance

Success at trial requires intelligent jury selection and expert observation of how jurors are responding to your case. We can help you be more effective in jury selection, and then during trial, observe how jurors view your case.

JURY SELECTION

- **Internet assessment** Use potential jurors’ Internet activities (e.g., SNS, posts, and blogs) to understand how they will be as jurors.
- **Voir dire development** Maximize voir dire by focusing on what key questions need to be asked and how the questions are phrased.
- **Juror questionnaires** Design juror questionnaires that uncover important information to further enhance your effectiveness in jury selection.
- **In-court jury selection** Evaluate jurors and the likely role they will play on the jury to increase your effectiveness in exercising peremptory challenges and challenges for cause.

TRIAL MONITORING

- **Trial observation** Observe the jury during trial to assess how jurors view your case and what adjustments can be made to increase your effectiveness.

Posttrial Assistance

Learning how jurors decided the case—both the good news and the bad news—makes good attorneys even better.

POSTTRIAL INTERVIEWS

When allowed in the trial jurisdiction, posttrial interviews let you see how jurors arrived at their decision.

- Use posttrial interviews to help you understand what happened at trial.
- Analyze the feedback to determine how to try future cases more effectively.



E-LIBRARY AVAILABLE

Use our publications, white papers, and newsletters (www.nlrg.com/jury) as your information resource for how to be more effective at trial. Topics include themes, jury selection, supplemental juror questionnaires, witness preparation, juror profile surveys, and small group research. Our Persuasion at Trial newsletter series gives tips on being more effective in opening statements, direct examination, cross-examination, using physical evidence, and closing arguments. Download supplemental juror questionnaires from our free catalog of questionnaires from numerous criminal and civil trials across the nation (www.nlrg.com/supplemental-juror-questionnaires/).

FEES

We tailor our research to meet your needs. From a brief case consultation to complex litigation drawing upon a variety of our research services, we are committed to providing the best quality of service at reasonable rates. Cost quotations based on your exact requirements are available without charge or obligation.

For more information

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Jeffrey T. Frederick, Ph.D., is the Director of our Jury Research Services Division. He received his M.S. and Ph.D. in Social Psychology from North Carolina State University. He has assisted attorneys since 1975 and is a nationally renowned speaker on topics related to jury selection and persuasion. He has written numerous articles and blogs and is the author of two key books on jury selection and jury psychology: *Mastering Voir Dire and Jury Selection: Gain an Edge in Questioning and Selecting Your Jury, Third Edition* (ABA Press, 2011) and *The Psychology of the American Jury* (The Michie Company, 1987).

