

**For Immediate Release**  
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## **Loyola's New Institute for Innovative Trial Techniques Investigates the Art of Juror Persuasion**

**Los Angeles** — The mistrial in the Phil Spector murder case prompted many to ask, "What was the jury thinking?" Loyola Law School's new Institute for Innovative Trial Techniques will provide a framework for answering that question from 8:30 am to 5:30 pm on Saturday, Oct. 13 on Loyola's downtown LA campus. In this era of increasingly high-tech courtroom presentations and in-depth scientific testimony, the Institute's mission is to equip experienced litigators to try – and win – cases by arming them with cutting-edge cognitive research on the art and science of communicating with and persuading jurors. The Institute, part of Loyola's Civil Justice Program, will distill thousands of hours of complex research in into an easy-to-digest day of sessions designed to provide a deeper understanding of how to influence a jury. Speakers are top jury experts from such esteemed jury-appraising institutions as the Visual Persuasion Project at New York Law School, the Gerry Spence Trial Lawyers' College and more.

"We're offering something new that no one else is offering: a concerted, one-day program designed to bring research in cognitive psychology and persuasion to bear on the current practice of law," said Professor Bob Brain, Institute co-founder. "The program is designed for experienced lawyers who want to keep abreast of ongoing research in the cognitive sciences—how do we know, what do we think we know, and how to shift perceptions about what we think we know." Added Professor John Nockleby, CJP director: "Loyola is seeking to bring cutting edge research in persuasion to the attention of the trial bar."

The day includes a host of panels designed to decipher juror thinking. The first panel is "Communicating to the Jury through Stories and Pictures." In it, Professor Philip Meyer, author of "What Attorneys Might Learn From Popular Storytellers About Narrative Persuasion," will demonstrate how giving the jury a story to fill in the blanks at trial will engage their imaginations as well as their hearing. Professor Richard Sherwin, director of the Visual Persuasion Project at New York Law School, will demonstrate how pictures as well as sound can have an enormous impact on how jurors receive and retain information.

"Communicating to Jurors Individually" will explore the importance of connecting with jurors individually rather than as part of a larger group. Joshua Karton will connect individually with seminar participants and teach them how to reach each individual juror and varying your presentation to make each feel you are talking to them. Karton is a pioneer in the application of personal communication techniques from theater, film and television to the art of trial advocacy.

"What I Have Learned about Communication During my 20-plus Years on the Radio" will feature Bill Handel, host of *Handel on the Law* as well as the top-rated morning radio show, Handle will explain how he tackles complex subjects – from politics to environmental law to the constitution – and makes them understandable and enjoyable to his listeners.

"Focus on the Jury: How they Decide and How You Can Influence that Decision" will investigate how the group dynamic influences a jury's decision. Dr. Sunwolf, who teaches "Jury Law & Strategies" at Santa Clara University law school, will show attendees how to tap into that dynamic. R. Rex Parris, a member of the Board of Directors of the Gerry Spence Trial Lawyers' College, will explain the cognitive process by which jurors receive and process information, and how to structure and word trial presentation so as to maximize its impact.

During "Wrap-up and Putting the Ideas into Practice," Karton will conclude the seminar by taking the ideas expressed throughout the day and demonstrate how they can be used effectively by trial lawyers.

**Further details about the symposium are available at <http://events.lls.edu/cjp/itt>. Members of the media are invited to attend the symposium free of charge. Contact Brian Costello, deputy director of communications, at 213-736-1444 (desk) or 213-923-0609 (cell).**

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