

ASTC's New President: Douglas L. Keene, Ph.D.

Every July, a new ASTC President takes office. This year our new President is Doug Keene of Keene Trial Consulting based in Austin, Texas. Take a look at Doug's agenda for the next year and his thoughts on the ASTC 2008 Conference in Chicago [here](#).

ASTC 2008 Conference Audio, Video, and Course Materials are [Now Available!](#)

Here is Doug's description of the conference:

"The June conference of the ASTC was the best-attended in our 27 year history. Entitled "Advanced Tools for a Changing World", it offered a diverse array of workshops, lectures, and demonstrations designed to help any trial consultant become more skilled. Some of the most notable litigation consultants, researchers, and experts in the country offered their insights not only into the most effective strategies or interventions for graphic design, witness preparation, jury selection, or creating a compelling trial story, but more importantly they offered the reasons why one approach has a different impact than another.

This year also marked the first long-form program in the conference history, with 3-90 minute sessions being devoted to a simulated consultation on a case, growing from initial consultation and case strategy sessions through jury selection, opening statement, and witness preparation. To observe the differences of approach, style, and perspective that this large team of senior litigation consultants from all over the country brought to these tasks was illuminating.

Our keynote speaker embodied much of what ASTC has offered to litigation professionals since its inception: The very finest integration of research, academic analysis, and practical application in the courtroom. **George Lakoff** is one of the world's most distinguished writers and researchers in Linguistics. His lecture on the reasons that some messages are more readily internalized and accepted and others encounter resistance was challenging and useful, and was followed by a terrific panel discussion in which litigation consultants asked him to reflect on the way his research informs juror comprehension, persuasion, and decision-making.

As usual, the richness of the conference offerings was both a boon and a frustration. At best, you could only attend half of the offerings, and difficult decisions had to be made. For those who were not able to attend, or those (like me) who didn't get to hear and see everything we wanted to, there is good news: This year also marked our first video-recording of many of the sessions, in addition to the audio recordings. So if you are a person who likes to learn while you commute, or study the lessons of our gifted program speakers on your computer screen or television, or review the fantastic depth reflected in the conference papers and materials, all of this is available to you still. See [the website](#) for purchase information.

To the dozens of people who assisted in the planning of the conference and making it happen, I thank you deeply. Your efforts bore great results. To the additional dozens of speakers and teachers of the art and science of litigation consulting, I thank you for sharing so freely the craft you have worked so long and hard to master. And to all who read this message, I look forward to seeing you in Atlanta next June!

Thanks for looking at the July 2008 issue of TJE. This month we are pleased to bring you not only diverse but international perspectives. This issue of The Jury Expert has authors from England, Canada, and all across the United States.

This time we're all about witness preparation, the eye witness research literature, a new 'secret weapon' for ensuring your witnesses remember facts as accurately as possible, religion in the jury box, case themes, a new form of forensic animation, and understanding RSS without any real work on your part. Plus our July 2008 "favorite thing" is hidden away inside.

We appreciate the feedback you've given us and are eager for more! Tell us what you think or what you'd like to see in The Jury Expert by simply sending an email to the [Editor](#).

Upcoming issues are filling up and promise to be intriguing and relevant to your practice. If you like us, tell your colleagues and friends about us and encourage them to subscribe. You can forward this pdf document to them or send them to our URL (<http://www.astcweb.org/public/publication/>). And thanks again for reading TJE!

Rita R. Handrich, PhD
Editor, The Jury Expert



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Editors

Rita R. Handrich, PhD — Editor
EditorTJE@astcweb.org

Kevin R. Bouly, PhD — Associate Editor
AssocEditorTJE@astcweb.org

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