



# The Jury EXPERT

## *The Art and Science of Litigation Advocacy*

### Submission Guidelines

*TJE is a bi-monthly, practice-based on-line journal designed to help litigators improve their skills in the courtroom. We publish in January, March, May, July, September and November of each year with occasional supplements. Prospective contributors should consider the following guidelines for article content.*

**1. Content should be practical, relevant to legal practice, and presented in language that is clear and concise. [This is not an academic journal. We need strategies, tips, tools, and a clear rationale for ‘why’ these recommendations are made. Write for us thinking of “lessons learned”.]**

**2. Content should focus on the following general topics:**

Research	Case Strategy	Jury Selection
Change of venue Community attitude surveys Focus groups Mock jury trials Mock bench trials Mock arbitrations Jury decision making Judicial decision making Jury trial reforms	Case analysis Case merit evaluation Damages High profile issues Pre-trial publicity Theme development Story development Specific case types	Juror questionnaires Voir dire strategy Procedure Question development Theme development Common problems Evaluating jurors Non-verbal communication Eliciting opinions In-court assistance Exercising challenges
Witness Work	Communication	Visuals
Witness preparation Expert testimony Common problems Witness credibility Improving communication Direct examination Cross-examination Witness roles	Opening statements Closing arguments Persuasion Persuasive speaking Presentation skills Non-verbal communication Language and voice	Persuasion and visual aids PowerPoint Courtroom technology Multimedia presentations Effective graphics/visuals Juror perceptions of demonstrative aids Strategy for developing & presenting visuals

Relevant Topical Areas	Social Science Constructs	Ethics/Practice Issues
Generational issues Eye witness testimony Deception Bias Racism/racial communication Mediation Apology Non-verbal behavior/communication	Clearly defined theoretical constructs made relevant, practical and applicable. (This is not an area for research papers but one for a ‘user-friendly’ explanation of what a theoretical construct ‘is’ and how to use it in day-to-day practice. Emphasis is on ‘how’ not ‘is’!)	Are there ‘bad’ people? Neurolaw (my brain made me do it) Client management Law office climate/interactions Legal malpractice Attorney/client privilege Electronic discovery

If you have practice-relevant ideas for publication that are not included here, please contact us with your ideas (rhandrich@keenetrial.com).

**3. Content can be delivered from a variety of approaches, including:**

- *Practical* approaches demonstrating a “how to” focus
- *Interviewing* key consultants, lawyers, judges, or researchers
- Relevant *Book Reviews*
- Reporting *trends*
- Reporting *current news* and issues
- Responding to media coverage or current events

**4. We solicit content from authors and happily consider unsolicited contributions.**

- We want your ideas for possible content.
- If you have suggestions of colleagues or writers you think would be useful to our readers or whose work is relevant, please let us know.
- If you want to submit an article for publication in *The Jury Expert*, please communicate with us before writing unsolicited content to ensure the best fit possible with current content.

**5. Style Guidelines:**

- Use language that is concrete and specific. Try to avoid jargon and legalese.
- Write in a voice that is active, not passive. Avoid a dry or academic tone.
- Provide valuable, practical information appropriate for litigators.
- Give plenty of advice, tips and strategies.
- Emphasize practical, bottom-line information.
- Follow the straight-talk personality of a newsletter.
- References: Include any referenced material as footnotes and please include a reference list. You can format the references in whatever recognized style you prefer.

**6. Structure Guidelines:**

- “Rule of Ones”: Try to make one major point in your article. Each paragraph and each sentence should also make a single point.
- Make sure the piece has a beginning, middle and end.
- Intro should tell readers why they should keep reading, explain why they’re reading about this now, and lay out a road map for the piece. Make it catchy.

- Follow a logical dialog with the reader. Try to answer all the reader's questions as they come up.
- Structure should present practical information clearly.
- Ending should leave reader with a useful bit of information or advice.

### **7. Length Guidelines:**

- Brief article (500-800 words; approx. 1-2 pages single-spaced)
- Feature (1300-3200 words; approx. 4-8 pages single-spaced)

### **8. Editing:**

- TJE aims for readability as well as accuracy. All manuscripts accepted for publication are checked for accuracy and edited for style and clarity.
- **Due Date:** Negotiated in consultation with Editors. However, the sooner you turn it in, the sooner we can edit and publish your work.

If published, you or your firm will receive a brief biography, including contact information. Please send your Word or WordPerfect document via e-mail to:

**Rita R. Handrich, PhD**      [EditorTJE@astcweb.org](mailto:EditorTJE@astcweb.org)