

September 2008
Volume 1, Issue 2

Tip the Scales

A newsletter brought to you by TrialTech, Inc./305-371-5991



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New Washington, D.C. Location!

We've been busy at *TrialTech* this summer, and hope that you have been as well! As the summer comes to an end, we are looking forward to an even busier fall and winter. We would like to take this opportunity to share with you some exciting developments at *TrialTech*.

TrialTech is pleased to announce that Senior Consultant Rachel York has completed her graduate studies at Florida International University, earning a Ph.D. in Legal Psychology. Dr. York has relocated to the Washington, D.C. area, and we have opened a *TrialTech* office in Alexandria, VA.

TrialTech is a nationwide trial consulting firm, doing business throughout the country. We offer a variety of services, including case analysis and trial strategy, community attitude surveys, focus groups, mock trials, witness preparation, voir dire consultation and jury selection, in-courtroom observation, and shadow juries. Now we are even better able to serve you with a second location in the D.C. metropolitan area. Additionally, we have a strategic alliance with litigation consulting and graphics firm Legal-eze, whose trial technology services, including exhibits, presentations, animations, document imaging, and courtroom equipment rental and setup, are also available to our Virginia, Maryland, and Washington, D.C. clients. Call Dr. York today for a free consultation on your case!



MySpace: The New Frontier in Jury Selection?

At *TrialTech*, we are always on the lookout for new and better ways to serve our clients. One such technique that has recently come to our attention is the use of the internet to research potential and/or seated jurors. Most trial attorneys are well aware that panel members often do not provide the most complete or accurate pictures of their case-relevant attitudes and life experiences during voir dire. This may simply be the byproduct of shyness or practical matters such as time constraints imposed by the court, but could also be the result of a direct attempt by the venire member to conceal or distort some unfavorable attitude or affiliation. As such, attorneys and trial consultants have consistently sought other means to learn about jurors beyond questionnaires and voir dire. One such method involves internet searches on the venire. In today's web-based society, many people have accounts on popular social networking sites such as MySpace or Facebook. The information people post on these sites can be very informative to trial consultants such as *TrialTech* when making jury selection recommendations. Specifically, a potential juror may identify an affiliation with a political or social group material to the case. Beyond jury selection, such internet research can also prove useful for consultants and attorneys in developing case themes and strategy. For instance, if a seated juror notes an interest in a particular author, the attorney might quote that author in his or her closing arguments to catch that juror's attention and really drive home the point.