



1



2



WAYS TO GET YOUR STORY OR THEME?

- FACTS OF CASE
- INFORMAL FOCUS GROUPS
- TALK TO NEIGHBORS, FRIENDS, LAWYERS
- MOST PEOPLE ARE WILLING TO HEAR AND GIVE THOUGHTS ABOUT A CASE



3



AUDIENCES ARE ALL BASICALLY THE SAME



4



WHAT DO
JURORS
EXPECT?

5

THE RULES OF STORYTELLING AND CASE
PRESENTATION HAVE CHANGED

6

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"Storytelling and Themes"