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## 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

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## Title search: Storytelling and Themes

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