

# OPENING STATEMENTS AND CLOSING ARGUMENTS



*How Far Can You Go?*

By: Frank Guerra, IV  
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## OVERVIEW

*The Audience and Jury Selection*  
*The Laws of Primacy and Recency*  
*The Golden Rule*  
*Reaching Your Audience*  
*The Do's and Don'ts of Opening  
Statement and Closing Argument*

# JURY SELECTION

## Who Is Your Audience?



# Age Distribution of Jurors

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|                                 |                              |                            |                            |                               |                                  |                           |
|---------------------------------|------------------------------|----------------------------|----------------------------|-------------------------------|----------------------------------|---------------------------|
| 1<br>MCEVOY<br>GERALD 60        | 2<br>COTY<br>SIBBET 73       | 3<br>JIM<br>JONES 67       | 4<br>BIL<br>JONES 64       | 5<br>ALEXANDER<br>DAVID 63    | 6<br>ALLEN<br>CHARLOTTE 63       | 7<br>HARRISON<br>LUNUS 60 |
| 8<br>ABRAHAM<br>INDIRAH SAID 60 | 9<br>ALBERT<br>JANCT. REE 57 | 10<br>FLEEMAN<br>MARY D 57 | 11<br>WARNER<br>LYNETTE 56 | 12<br>HARDON JR<br>LIZOR M 56 | 13<br>HAROLD<br>BILIE DARLENE 56 |                           |
|                                 | 14<br>CHACON<br>JERRY 55     | 15<br>NABBAK<br>LISSA 54   | 16<br>KEEHL<br>MICHAEL     |                               | 17<br>MILLER<br>SUELA DEANE 52   |                           |
|                                 |                              |                            |                            |                               | 18<br>HANDLEY<br>DORIS JEAN 52   |                           |

# Venire Panel Seated Behind Bar

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|          |          |          |          |          |          |          |          |          |          |          |          |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| 43<br>20 | 44<br>25 | 45<br>24 | 46<br>23 | 47<br>22 | 48<br>22 | 49<br>34 | 50<br>46 |          |          |          |          |
| 31<br>40 | 32<br>39 | 33<br>39 | 34<br>37 | 35<br>35 | 36<br>34 | 37<br>34 | 38<br>30 | 39<br>28 | 40<br>28 | 41<br>27 | 42<br>26 |
| 19<br>49 | 20<br>47 | 21<br>46 | 22<br>46 | 23<br>46 | 24<br>43 | 25<br>43 | 26<br>43 | 27<br>42 | 28<br>42 | 29<br>42 | 30<br>41 |

Plaintiff's Exhibit  
**703**

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