



The Jury EXPERT

The Art and Science of Litigation Advocacy

What is *The Jury Expert*?

The Jury Expert (TJE) is the on-line publication of the American Society of Trial Consultants (ASTC). *TJE* is published six times a year on the ASTC website and is freely available to a wide-reaching readership.

For what audience is *TJE* written?

While *The Jury Expert* is the publication of the American Society of Trial Consultants, its goal is to inform and educate litigators and showcase the wide variety of skills, backgrounds, knowledge and experience of the ASTC membership. *TJE* is not meant to serve as continuing education for trial consultants. It is an opportunity for ASTC to feature our members' diversity, knowledge-base, and value to the practicing litigator and to have an external voice for the organization.

Why are you publishing articles by people that aren't trial consultants?

As ASTC made the decision to move *The Jury Expert* from a subscription-based, print edition to an on-line and interactive publication, we considered multiple ways of highlighting trial consultants' value.

Taking advantage of the variety of legal professionals with insights into best litigation practices allows *TJE* to support and highlight valuable contributions of trial consultants (and ASTC members) while also providing the diverse perspectives our readership requires. *TJE* will continue to publish articles by trial consultants, with perhaps most of its content authored by trial consultants. We simply will not rely *only* on trial consultants to provide thought-provoking, relevant, contemporary, and practical content.

How can a writer who isn't a trial consultant write things of value for attorneys?

There are many valuable writers who are not trial consultants. We ask writers to craft original work that addresses issues we encounter in our work. *TJE* will publish articles on generational differences, racism, persuasion, decision-making, jury composition and its impact on outcomes, detecting deception, how juries determine damage awards, advances in neurolaw relevant to litigation and much more.

In a new interactive feature, *The Jury Expert* will solicit responses from ASTC-member trial consultants with experiences relevant to specific *article* content. These “respondents” will review write a *response* to article content by discussing to how it informs the work, raises important questions, or prompts examples in which the consultant has dealt with a particular issue. The author then has an opportunity to *reply* to each of response’s thoughts and/or questions.

Once the article (and the responses and potential replies) are published on-line, readers can contribute their own responses/reactions in a unique on-line dialogue on issues confronting litigators and consultants on a regular basis.

What will be the tone of the member-consultant response? If I write an article, will I be criticized in print?

We recognize that authors are providing a service. Member-consultant responses will be professional, diplomatic, and their conclusions will be supported by facts, experience, and informed opinion. Like all authors contributing to *TJE*, ASTC-member consultants/litigators responding to articles will have their responses edited for clarity.

If response content is deemed to be less than professional, we will respectfully request an alternate submission. Disagreements, if any, will be expressed with courtesy. Authors will see the responses and be able to make a thoughtful and considered response to those comments if so desired.

TJE is an edited and professional publication. The Readers' Reactions section will be similarly monitored/contained. Our goal is for responses and reader reactions to contribute to discourse, not to short-circuit it.

What are the publication deadlines?

The Jury Expert will publish six times a year: January, March, May, July, September, and November. If you are submitting an article that will receive comments from ASTC members we need it the third week of the month prior to publishing to have time to edit, obtain responses, and show you those responses so you can respond (if you so choose). You tell us when you'd like to publish, and we'll let you know if we have room or if we need to negotiate an earlier or later timeline.

How long are these feature articles supposed to be? Can I write something shorter than a feature article?

Feature articles will be 4-8 pages single-spaced (plus references). *The Jury Expert* has several regular column-length articles. Columns will be 1-2 pages single spaced.

How can I get published in *The Jury Expert*?

Review the Article Submission Guidelines and email us with information on the topic you are considering. We will happily consider all relevant ideas for *TJE* inclusion.

Could you publish articles to help me learn to be a trial consultant?

The Jury Expert is designed to publish information of use to attorneys. While you may learn information useful to work as a trial consultant from reading our journal, our focus is to provide practical, valuable, and professional insights to our target-audience: legal professionals interested in and practicing litigation.