

Advanced Jury Research

Litigation and Trial Consulting

The Power of Knowledge™

Advanced Jury Research offers litigation strategies, insight and solutions to assist the trial team with even the most challenging cases in order to create the winning edge at trial. With 30+ years of consulting experience, we offer our clients extensive expertise and cutting-edge research in all areas of litigation consulting. We tailor our services to meet the needs, concerns and budgets of clients in preparing for depositions, settlements or trials. AJR works statewide and nationally with a wide range of trial teams in both civil and criminal matters. Clients include government agencies, corporations, insurance firms, educational institutions, medical groups, utility companies, banks, retail and casinos. For more information, please visit our website.

News Watchers Were Defense Jurors

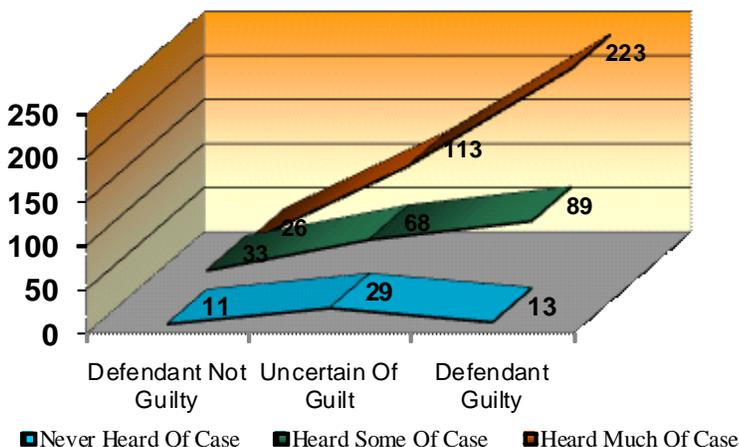
(In a focus group project on fraud)



AJR adheres to the highest level of quality and dedication, and provides valuable assistance to the trial team with in-depth analysis of case issues and likely juror responses to these. **Services include:**

Case Knowledge Infers Defendant Guilt

(Based On 600 Respondants In Opinion Poll)



- Case Strategy
- Client & Witness Preparation
- Trial Simulations
 - Concept Focus Groups
 - Focus Groups
 - Mock Trials
- Survey Research Projects
- Attitude Surveys
- Jury Selection
 - Juror Profiles
 - Voir Dire Questions
 - Jury Questionnaires
 - Selecting The Jury
- Shadow Juries
- Post-Trial Juror Interviews
- Graphics & Exhibits

Since 1980, we have been providing extensive litigation consulting to attorneys statewide and nationally in over 1,500 civil and criminal cases. Our consulting experience has involved a multitude of case types, including the following. Please visit our website for a partial list of AJR clients.

Civil Cases	Criminal Cases	Case Parties
<p>Medical Malpractice Product Liability Personal Injury Bad Faith Claims Discrimination Wrongful Termination Sexual Harassment Civil Rights Violations Racketeering & Fraud Contractual Disputes Patent Infringements Defamation Punitive Claims Excessive Force Vehicle Accidents Wrongful Death</p>	<p>Murder Capital Cases Narcotics Charges Manslaughter Negligent Homicide Aggravated Assault Sexual Assault Child Molestation Armed Robbery Kidnapping Bombings Investment Fraud DUIs IRS Violations Contract Fraud Embezzlement</p>	<p>Banking Institutions Beverage Distributors Casinos Charter Schools Computer Firms Construction Contractors Convenience Stores Convention Facilities Corporate Entities Counselors Day Care Centers Department/Retail Electrical Companies Emergency Services Financial Institutions Government Agencies Hospitals Human Resources Insurance Companies Law Enforcement Law Firms Physicians & Medical Real Estate Firms Restaurants Risk Management School Districts Software Companies Tourist Attractions Transportation Universities, Colleges Utility Companies Vehicle Dealerships Vehicle Manufacturer Warehouses Water Companies</p>



“I have worked with AJR on several occasions in conducting mock trials. These cases included complex commercial transactions and employment disputes. Jan’s dedication to providing for the needs of her clients and her attention to detail were first rate. In each case, we obtained results from the mock trial that greatly assisted in evaluating our strengths and weaknesses.” Philip R. Higdon, Esq., Perkins, Coie, Brown & Bain

Jan Mills Spaeth, Ph.D., litigation and jury consultant, is the founder and owner of Advanced Jury Research. Since 1980, she has worked locally and nationally in all aspects of trial consulting and settlement negotiation, including medical malpractice, product liability,



personal injury, contract disputes, wrongful death, civil rights and criminal cases. She has written extensively on legal issues, and published a series of DVD sets on witness prep with

the American Bar Association. Dr. Spaeth has been a seminar presenter, instructor, and guest speaker for legal organizations, including the American Trial Lawyers' Association (ATLA), the National Business Institute, the U.S. Attorney's Office, the Arizona Trial Lawyers' Association, Arizona Attorneys for Criminal Justice, and the Arizona Society for Health Care Risk Management. She has been a frequent guest on television and radio shows, and news broadcasts. Dr. Spaeth has been an educator for the University of Arizona, Pima Community College, and Cochise Community College. She possesses a Doctorate Degree in Psychology, an Interdisciplinary Master's Degree in Communication and Psychology, and B.A. degrees in Psychology and Social Welfare. (University of Wisconsin, University of Arizona and California Coastal University). She is an active member of the American Society of Trial Consultants, the American Psychological Association, the American Bar Association, and Arizona Attorneys for Criminal Justice.

Rosalind R. Greene, J.D., litigation and jury consultant, is a licensed attorney in Arizona as well as an adjunct professor at the University of Arizona, teaching *Communication in the Legal Process*. She received her J.D. from the University of Arizona, and a B.A. degree in Communication, with high distinction. She was also the Research Editor for the Arizona Law Review. Prior to consulting with AJR, Ms. Greene practiced with Snell & Wilmer for 8 years, primarily in areas of general litigation with an emphasis on product liability. She has also worked extensively in the area of mediation as a Judge Pro



Tempore Settlement Master, and a mediator with JAMS/ENDISPUTE, U.S. Arbitration & Mediation, and the Arizona Attorney General's Office. Ms. Greene combines her legal training and experience with her communication expertise to provide consulting services in witness preparation, jury selection, mock trials and focus groups, case strategy sessions, and settlement negotiations. She has been a seminar presenter for the Arizona State Bar, the Arizona Trial Lawyers' Association, The Pima County Bar Association, and the American Society of Trial Consultants. (ASTC). Her academic achievements include induction into the National Honor Societies of Phi Beta Kappa and Phi Kappa Phi. Ms. Greene is the Chair of the Professional Standards Committee of ASTC, and a member of the State Bar of Arizona, the Pima County Bar Association, and the Arizona Women's Lawyer Association.

Please see our website at www.adjuryresearch.com for our support staff and affiliations.

"We used Advanced Jury Research to mock try a large commercial case we were defending... Jan Spaeth and her team did an outstanding job with all aspects of the mock trial and preparing a very thorough report. She was professional, reasonable, effective and an absolute pleasure to work with. Mark T. Davenport, Esq., Figari & Davenport, L.L.P., Dallas, Texas

FREQUENTLY ASKED QUESTIONS

[Why Do I Need A Consultant?](#)

You don't. You can certainly do you own case strategy, witness preparation, focus group/jury research and jury selection. With a busy practice, though, you may have neither the time nor inclination to specialize in these, or to keep up with current psychological research. By the nature of our practice, consultants expertly provide these services on dozens of cases *annually*. This is an opportunity attorneys seldom get. You and your client may *want* a consultant on your trial team.

[Why Do I Want A Consultant?](#)

Consultants can help you analyze the case, identify case needs, develop a game plan, and carry it through. AJR can offer you experience, skill and knowledge to:

- Develop strategies/themes
- Simplify your case
- Conduct jury research
- Bolster case strengths
- Dilute drawbacks
- Prep clients & witnesses
- Determine public opinion
- Select a jury
- Analyze case value

[When Do I Want A Consultant?](#)

The sooner the better. Involving AJR early in the case helps formulate strategies which can be immediately implemented in discovery, disclosure, depositions, settlement options, selection of experts, and ultimately at trial if the case proceeds that far. Concept focus groups in early stages are particularly useful to assess case strengths and problems, and to develop persuasive themes.

[What If My Cases Usually Settle?](#)

Most cases do. AJR focuses heavily on bolstering your case for settlement. This includes assessment of case strengths and drawbacks from a fact finder view, along with strategies to counter opposition arguments and to strengthen your positions.

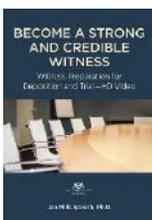
[Aren't Consultants Expensive?](#)

Not necessarily. Consulting can consist of simply a few hours of strategizing, a half-day of witness prep, and/or a day of jury selection. AJR can design focus group and mock trial research to your specific needs, and can tailor this research to your client's budget. We can save counsel time, for example, by designing voir dire questions and jury questionnaires.

Witness Preparation Packages By Dr. Jan Mills Spaeth & The ABA

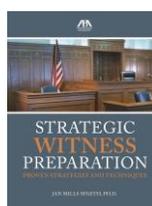
For more information, please see our home page on our website, at www.adjuryresearch.com.

The first set is for witnesses to watch prior to testifying in depositions or trials.



“Become A Strong And Credible Witness”. Witness preparation for depositions or trials can be a time-consuming process...Now, one of the nation's leading authorities on jury research and witness preparation, nationally-recognized litigation consultant Jan Mills Spaeth, Ph.D., has created two essential witness preparation HD videos for witnesses to watch (1 for depositions, 1 for trials). [These cover the 3 Steps & 10 C's for credible witness testimony.](#)

<https://www.americanbar.org/products/ecd/vppv/384422203/>, **Product Page, ABA**



“Witness Preparation, a DVD set providing 4.25 hours of CLE, is a unique, innovative and entertaining resource for attorneys... This practical, original program covers a wide range of topics, including the 5 Elements and 10 C's of Credible Testimony, myths involving witness prep, developing rapport with clients and witnesses, the 3 Steps for witness responses, the 8 Critical Steps for witness preparation, handling 13 of the most challenging witnesses, and more...witness clips are used throughout...” **Product Page, American Bar Association**