

KAREN LISKO, P.H.D.

Proven Jury Arguments
& Evidence



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Dr. Lisko utilizes her training to conduct focus group and mock trial research for arbitration, bench, and jury trials. She relies on her experience with hundreds of actual and mock juries as well as with mock judge panels to develop case strategy recommendations based on the research findings. Dr. Lisko has provided expert witness testimony on jury bias, jury decision-making, and community attitude survey research for change of venue. She holds a doctorate in legal communication, a specialized degree held by only a few consultants in the nation.

Dr. Lisko is the former president of the American Society of Trial Consultants (ASTC), and she is a lecturer in the Trial Consulting Certificate Program at Towson University in Towson, Maryland. She is also a member of the Board of the ASTC Foundation, and a member of the American Bar Association, Section of Intellectual Property Law. In addition, she has published several articles and has spoken to numerous groups regarding courtroom persuasion and jury decision-making.

Dedication

To my beautiful, eloquent daughters, Elena, Alexa, and Nika. And to my husband, Brian, who can barely get in a word edgewise most of the time.

Acknowledgements

Juries are fascinating, confounding, hard working, and, at many turns, predictable. Yet anyone who thinks they are regularly predictable is overstating their ability to read jury behavior. I am grateful to and humbled by the many hundreds of jurors who have allowed me a peek inside their complex thinking. I continue to learn and be surprised every day.

Any book that attempts to summarize how to persuade juries should be acknowledged as creative plagiarism. I have spent a great deal of time in the company of great attorneys and great trial consultants, listening to, learning from, and reading their wisdom. I am especially grateful to my mentors: Ron Matlon, Tom Beisecker, Joyce Tsongas, and Richard Crawford. I hope you see your teaching reflected in these pages, and I hope I have done your wisdom justice by adding my own experience in this book. To my home for these past many years, Holland & Hart, and its many talented litigators, I thank you. To my colleagues and terrific staff at Persuasion Strategies, especially consultants Shelley Spiecker, Ken Broda-Bahm, and Kevin Bouilly, thank you for allowing your brilliance to rub off. Jason Bullinger, you deserve so much credit for your talent and patience in turning my scribbled demonstrative drawings and concepts into technicolor accomplishments.

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About the Illustrator

Jason Bullinger is an award-winning artist who has worked as a graphic designer and illustrator for 15 years. He has, for the past nine years, created demonstrative graphics to assist attorneys in federal and state courts. He has created winning legal visuals in numerous cases in the construction, products liability, patent, labor, and environmental practice areas. Mr. Bullinger received his Bachelor of Fine Arts degree in Illustration from Moorhead State University, and his Associates degree in Graphic Design and Multimedia from Westwood College of Technology.



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