

Science Doesn't Sell Itself; It Needs a Story

1. Decisions are often emotional, and stories are critical to connect science with emotion.
2. Create a compelling narrative and use scientific evidence to support critical points of your story.
3. Use simple language and graphics to present scientific material.
4. Science may explain “what,” but your story explains “why” and reaches jurors’ emotions.
5. Maximize your credibility by disclosing bias in scientific material and showing vulnerability in your story.

Robert G. Smith, Jr.
Moderator
LORANCE THOMPSON PC
Houston, Texas
RGS@LoranceThompson.com

Grace Garcia
MORRISON MAHONEY LLP
Boston, Massachusetts
ggarcia@morrisonmahoney.com