Once jury selection is completed, you have your audience. Remember to play to that audience. Study the information you've collected on each juror and use it during the remainder of the trial.

The manner in which you present factual evidence, the exactness of the proof, and the extent to which it must be demonstrative should be greatly influenced by the background and experience of the jurors selected.

This jury information should be shared with key witnesses and particularly forensic witnesses, such as engineers, economists, and physicians. It is important that these key witnesses understand the nature of the people with whom they are communicating. The character of the jury should influence the particular examples and illustrations used to communicate technical matters to them.

A close study of the jurors may cause you to omit marginal evidence that may possibly be offensive to one or more of the jurors.

As Jim McElhaney says, 'It's far easier to adjust your case to suit your audience than to adjust your audience to suit your case.'

**FOOTNOTES:**


(n2)Footnote 2. Id.