



First Court JuryReactions: Checklist & Pricing

NOTE: If you do not have the time or resources to complete this Checklist please call First Court at 855-908-9089. We will create the JuryReactions presentation for you, quickly and efficiently.

TO GATHER REACTIONS SEND THE FOLLOWING TO MIKE.LIFFRIG@FIRSTCOURT.COM:

- __1. Contact Info: Name, tel and email of person doing this research.
- __2. Deadline: When do you want the first ten jurors to complete your Reactions? (For deadlines under 30 days a 30% rush charge will be added to all three fees set forth below.)
- __3. Venue: Where do you want your jurors to reside?
- __4. Provide “The Story of this Case” This Word document identifies the parties, gives a short overview of what happened, and then provides the key testimony and arguments for both sides. You must indicate when in the Story you want the jurors to see each exhibit, including clips.

Our pricing assumes The Story will be well crafted—most of our clients are great writers!—allowing a First Court technician to move the Story verbatim, paragraph by paragraph, into separate screens of your presentation. Remember to use bullet points:

- These make text easier to digest.
- The paragraphs should vary in length.
- No paragraph may be longer than 70 words.
- Video clips may not exceed 3 minutes; multiple clips are encouraged. (mpeg-4 only)

- __5. Send us your clearly identified exhibits. More Visuals = Better Reactions.
- __6. Feedback Questions: Tell us why you are doing this research. What specific questions do you want your jurors to answer? Please include a verdict form with Special Interrogatories.
- __7. Billing Info: Name, tel and email of person paying for this research.

PRICING

Survey Setup Fee for a one-hour Story (i.e. 5,000 words or less) is \$7,400. We count a photograph as 25 words and each minute of video as 150 words. Video and studio time is billed at \$180 per hour.

Juror Fees Each panel of ten jurors cost \$2,500 for a one-hour Story.

Questions? Call Mike Liffrig at 855-908-9089