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## Introducing the New Tsongas Seattle Office

In our effort to continue our goal to build a strategic partnership with our clients, Tsongas Litigation Consulting is approaching another exciting milestone. On September 8, 2005, from 4:00 to 8:00 p.m. we will host a grand opening to celebrate our new, state-of-the-art, consulting and jury research facility in Seattle, located in the prestigious Bank of America Tower (formerly the Columbia Tower).

Whether you are a Seattle area attorney or one of our national clients with a case in Seattle, this new facility will enhance the quality of our collaboration. The Tsongas Seattle office is the only litigation-specific, consulting and jury research facility in the Pacific Northwest. Complete with a fully functional mock courtroom, this high technology facility is capable of conducting multiple-group mock trials or focus groups that can provide crucial data on your case. The trial team and consultants can watch the deliberations as they unfold in the facility's closed-circuit observation room. In addition, this facility provides an ideal environment for opening and closing statement practice, continuing legal education and trial advocacy programs, witness preparation for trial and deposition, mediation, and will include a litigation graphics studio.

It is no coincidence that this endeavor coincides with the expansion of our Seattle consulting team. Our Director of Litigation Graphics, Elizabeth Bourne, has relocated to Seattle to launch our new graphics studio. In the next several months you can look forward to meeting new Associate Litigation Consultants to complement our team.

Within this issue of *The Advantage*, you will find an article by our Director of Research, Craig New, Ph.D., that details the research capabilities of our new facility. The issue is rounded out with a profile of two of our key Seattle consultants.



Theodore O. Prosis, Ph.D.  
Director--Seattle Office  
and Litigation Consultant



Christopher J. Dominic  
President and CEO



Please send any comments, questions or ideas to [editor@tsongas.com](mailto:editor@tsongas.com).

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# TSONGAS EXPANDS SEATTLE PRESENCE

## *Opens New Office and State-of-the-Art Facility*

The Mock Courtroom/Focus Group facility at Tsongas Litigation Consulting - Seattle is the only one of its kind in the Northwest, and one of the few in the nation specifically designed for conducting mock trials and other pretrial research. Tsongas' industry-leading research methodology, refined over 27 years of practice, comes together with the latest state-of-the-art technology to provide the best possible environment for your mock trial or focus group. Every aspect of the facility was designed to complement our methodology and to provide our clients every possible advantage that pretrial research offers.

The facility is located in our new offices in the Bank of America Tower in downtown Seattle. The facility is centrally located and easy to find for mock jurors drawn from King County or USDC - Western Division venues.

From the moment research participants walk in the door, the large mock courtroom offers the sense of gravity, seriousness, and professionalism that your case deserves. Upon arrival, the randomly recruited participants are sent to one of three private rooms where they spend the day as a jury. They watch case arguments; form impressions of your themes, arguments, theories, evidence, and witnesses; discuss and evaluate your case with each other; and

ultimately deliberate to a verdict.

Each jury room is equipped with a flat-screen monitor for viewing case presentations or other stimulus material. Each room has a dedicated DVD/VHS unit that can be controlled independently by the in-room group facilitator, or alternatively, a video feed can be sent to any room(s) (simultaneously or at different times) from the central control room.



A wide-screen digital video camera and high-fidelity ceiling-mounted omnidirectional microphones in each room provide high quality recording of the groups' discussions and deliberations. Unlike most focus group facilities that shoot a "bird's-eye view" static video on VHS, our cameras are controlled independently from the

control room and can pan and zoom to provide a dynamic recording of the juries' deliberations. With real-time DVD burning and high-speed digital duplication capabilities, you can leave the facility with multiple DVD copies of each mock jury deliberation and interview.

Counsel and clients can observe the jury deliberations real-time with a Tsongas consultant in our private closed-circuit viewing room. This

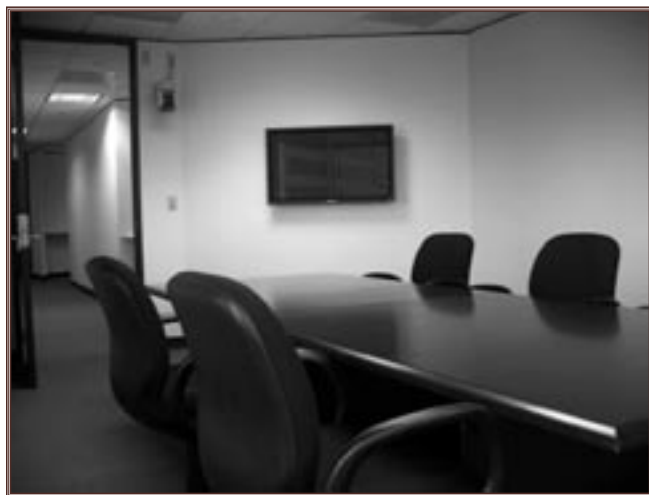


room houses three flat-screen monitors, one for each group. The digital video feed from each group is shown on one of the monitors as it is being recorded onto a DVD. Closed-circuit observers are provided with headphones and a control unit, allowing the viewer to toggle between the three groups without changing seats. This way, some observers can sit and concentrate on one group, while others can move around and watch some of all groups.

The facility is also equipped with the Perception Analyzer™ audience-based response system, which can provide instantaneous data from the participants to the closed-circuit observers. Each research participant uses a wireless handheld device to answer multiple-choice questions, rate witness credibility, or provide a moment-to-moment evaluation of a presentation in real time. The data collected from the handheld devices can be displayed on the

monitors in the closed-circuit room as it is being collected, eliminating the wait for manual tabulation or data processing.

We welcome you to stop by and see our new facility.



## **THEODORE O. PROSISE, PH.D.** *Director--Seattle Office and Litigation Consultant*

Litigation Consultant Ted Prosis, Ph.D., is a pivotal member of the Tsongas team. He focuses on the practice of effective advocacy and case strategy, based on persuasion and argument theory as well as years of observing, interpreting, and evaluating jury deliberations. He is intent on enhancing the effectiveness of opening statements and closing arguments, as well as bolstering the impact of case refutation strategy and technique. In his former role as an Assistant Professor of Communication at the University of Washington, he specialized in the study and teaching of advocacy, argument, debate, and persuasion.

Prosis began working with Tsongas in 2001. With grounding in the knowledge of human communication theory and research, Prosis assists attorneys in witness preparation, facilitating the improvement of both nonverbal and verbal components of witness testimony. He manages, directs, facilitates, and analyzes pretrial jury research offering data-driven case strategy recommendations. He also offers intelligent insight into the art of visual argument and demonstrative litigation graphics, as well as jury selection. He has spoken at numerous seminars and conferences on all aspects of trial advocacy and jury behavior.

Prosis received his doctorate from the Annenberg School for Communication at the University of Southern California. He has taught undergraduate and graduate courses in argument, persuasion, rhetorical theory, public speaking, and debate at the university level for more than a decade. He served on the communication faculty at California State University Long Beach, was director of forensics and debate at San Diego State University and taught at Western Washington University. He is a member of the American Society of Trial Consultants (ASTC) and is Co-Chair of the ASTC Professional Visibility Committee. Prosis also serves as the Director of the Seattle office.

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## **ELIZABETH BOURNE** *Director of Litigation Graphics*

Litigation Graphics Director Elizabeth Bourne brings more than 20 years of experience in design and presentation media to bear in her efforts to enhance the strength of a trial team's message. She joined the firm in 2000.

Her expertise and graphics creativity is focused on making complex litigation concepts more understandable and meaningful to juries, mediators, and judges. She translates large volumes of case documents and facts into more meaningful, simple, and clear, but powerful persuasive messages. Partnering with the trial team and the Tsongas team of consultants, these graphics are used for opening and closing statements, testimony, arbitration and mediation, bench trials, Markman hearings and exhibits for expert testimony.

As a protégé of renowned graphic designer Herb Lubalin, Bourne was the youngest art director admitted to the prestigious New York Art Directors Club. Her career began in publishing and evolved into multi-media presentation and the design and implementation of training programs for the "Big Six" accounting firms in Canada.

Following her return to the United States, she honed her skills in computer animation design, multi-media technology, and communication graphics during her tenure with several leading Northwest multi-media studios. In 1985 she founded Slidepro, Inc., specializing in computer graphics and presentations for high profile clients such as Intel, Microsoft, Fujitsu, Standard Insurance, Freightliner, US Bank, Weiden & Kennedy, Mercedes-Benz, Tektronix, Floating Point Systems, Mentor Graphics, and NASA. Bourne has been a member of the board of directors of the Multi-Image Producers Association. She has also been a PhotoShop and PowerPoint consultant for the Mac Users Group of Oregon, and has taught seminars and classes in visual development and presentation. She has won awards in design and illustration from Adobe and Corel corporations and has exhibited nationally and internationally. She is a member of the American Society of Trial Consultants and the Administrator for the Demonstrative Exhibit Specialists Association.