

TIMED AGENDA

START - STOP	TOPIC	LENGTH
12:30 - 1:00	Preconditioning	30
1:00 - 1:30	Psychological Anchoring	30
1:30 - 2:00	Jury Instructions	30
2:00 - 2:30	Q&A	30
TOTAL MINUTES: 90 MIN AND 30 MIN Q&A		

Program Start Time: 12:30 PM PT

Program End Time: 2:30 PM PT

EDUCATIONAL MATERIALS

Rex, Parris. (2023) *Debunking Courtroom Myths*, PowerPoint (32 Slides)

TRIAL GUIDES COURSE NO. 231101

DESCRIPTION

For an industry intended to uproot falsehoods and expose the truth, the legal field is plagued with myths about the practice of trial law itself. Whether they know it or not, many trial lawyers have subconsciously woven a myth or two into their practice. These tidbits of “common knowledge” may sound plausible, but they are at best unproven—and, at worst, outright wrong.

R. Rex Parris joins Trial Guides for a 90-minute webinar aimed at debunking common courtroom myths that may be compromising your trial practice. With a presentation aimed at the most prevalent beliefs that hold lawyers back, Parris will help separate hard facts from hearsay.

Topics to be covered:

- **Preconditioning:** One common myth is the notion that "preconditioning" a jury, or shaping their perspectives before the trial begins, is a surefire way to sway their opinions. Fact or fiction?
- **Psychological Anchoring:** Anchoring is a powerful psychological concept, often successfully used to influence courtroom decision-making. But how do jurors truly perceive these anchors, and will they affect your verdicts?
- **Jury Instructions:** Jury instructions are perhaps the most fundamental—and misunderstood—part of any trial. We explore common misperceptions surrounding jury instructions and offer a clearer perspective on their importance, limitations, and timing.

If you're ready to separate fact from fiction, challenge your thinking, and improve your trial outcomes, don't miss this exciting new webinar.

PRESENTER



R. REX PARRIS

- Attorney, Founding Partner PARRIS Law Firm
- Member, Consumer Attorneys of California
- Member, Consumer Attorneys Association of Los Angeles
- Member, Antelope Valley Bar Association
- J.D., Southwestern School of Law
- B.A. in Law & Society, University of California, Santa Barbara

Admissions: California

Rex has achieved outstanding results in the courtroom over the span of his career – he obtained the first million-dollar verdict in California’s Kern County as a young lawyer and, years later, obtained an historic, record-breaking defamation jury verdict in Los Angeles for \$370,000,000. In between, Rex has obtained dozens of seven-, eight- and nine-figure verdicts and settlements. His success is hardly happenstance – Rex prepares every case, for trial using the latest science in persuasion skills. Everything from metaphoric choices, word selection and visuals are tested and re-tested before each trial.

In addition to managing his trial calendar and the Firm’s diversified practice, Rex also manages one of California’s fastest-growing cities. As the mayor of Lancaster since 2008, Rex has gained nationwide media attention for his efforts to improve the wellbeing of the city’s residents. For example, gang violence dropped 82%, the city’s downtown area was completely redeveloped during the worst economic downturn in over 75 years, and all of the city’s municipal buildings were converted to solar power.

Rex and his wife, Carrol, founded the Firm in 1985 with the goal of building a truly great law firm. That goal has never changed – they continue to innovate and work tirelessly to improve the service and results they provide daily.

WEBSITE

- <https://www.parris.com/>

NOTABLE OUTCOMES

- Teodora Tapia v. Tesla Motors Inc. \$13 million settlement
- Lenig et al. v. CRST Inc. et al. \$52.7 million verdict
- Taylor v. Schilling \$41.6 million verdict
- Emma Kiaie v. City of Bakersfield \$10,500,000 settlement
- Choi v. Beverly Wilshire Properties \$370 million

HONORS

- National Law Journal – Plaintiff’s Lawyers Trailblazers 2020
- Best Lawyers – U.S. News & World Report 2014-2020
- Daily Journal Top Plaintiff 2020
- Super Lawyers 2008-2020
- Metropolitan News Man of the Year 2019
- EPA Green Power Leader of the Year 2019
- CAALA Trial Lawyer of the Year Finalist 2018
- Best Lawyers Lawyer of the Year – U.S. News & World Report 2018
- Largest verdict in the United States in 2009 (\$370 Million)
- Top Attorneys in Southern California
- Twice Named Trial Attorney of the Year – Antelope Valley
- UCSB Scholars’ Program Master Advocate in 1991 by The National Institute for Trial Advocacy