



2009 ORAL ADVOCACY ORGANIZATION ORATOR'S LECTURE

The University of Arizona James E. Rogers College of Law Oral Advocacy Organization will host its first Orator's Lecture on **Tuesday, November 17, 2009**, from **12:30 p.m. to 1:30 p.m.** in the **Ares Auditorium (Room 164)**. The Orator's Lecture will focus on advanced forensic public speaking techniques. The Lecture is free and open to all University of Arizona students, staff, and faculty and members of the State Bar of Arizona.

This year's guest lecturer is Brian K. Johnson, coauthor of *The Articulate Advocate: New Techniques of Persuasion for Trial Lawyers*. Brian K. Johnson is a courtroom communication consultant whose clients include the National Advocacy Center of the United States Department of Justice, for whom he trains assistant U.S. attorneys in criminal and civil trial advocacy programs. He is also a communication specialist for the National Institute for Trial Advocacy, teaching training programs in the U.S. and overseas.

Attached are copies of Brian K. Johnson's biography and a marketing flier for his new book. Please help us spread the word about this event. We hope to see you there.

Edward C. Hopkins Jr.
2009-2010 President
Oral Advocacy Organization

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OAO MISSION

PROMOTE Arizona Law's oral advocacy programs, competitions, and courses.

STRENGTHEN law students' oral advocacy interest and skills through student-led and attorney-supported training sessions, special events, seminars, and workshops.

CONNECT law students with trial court and appellate court oral advocates and judges.

CONTACT INFORMATION

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Brian K. Johnson
Communication Consultant

Brian K. Johnson is co-author of *The Articulate Advocate: New Techniques of Persuasion for Trial Lawyers*. He has been the communication specialist for the National Institute for Trial Advocacy since 1981. For the past decade he has trained all new Assistant United States Attorneys at the Department of Justice National Advocacy Center. Every year he works one-on-one with more than 1,000 trial lawyers to improve their persuasive skills.

Working exclusively with attorneys, his international consulting practice includes teaching advocacy skills to trial lawyers and public speaking skills to transactional attorneys. This winter his next book *The Articulate Attorney: Public Speaking for Corporate Lawyers* will be published by Crown King Books.

In 2000 NITA recognized his unique contribution to the teaching of advocacy skills by presenting him with its Honorable Prentice Marshall Faculty Award. He was the first non-lawyer in NITA history to receive this honor. NITA participants consistently rate his communication training as one of the most valuable aspects of their NITA experience. For 20 years his presentation on courtroom communication has been the kick-off speech to open the NITA National Session in Colorado.

Johnson's other clients in the U.S., Canada, and Europe include Kirkland & Ellis; Arnold & Porter; Alston & Bird; Kaye Scholer; Duane Morris; Robins, Kaplan, Miller & Ciresi; Dorsey & Whitney; Fulbright & Jaworski; Hogan & Hartson; Fish & Richardson; O'Melveny & Myers; Morgan, Lewis & Bockius; Cozen O'Connor; Stinson Morrison Hecker; and Borden Ladner Gervais in Canada. He has taught for the Law Society of Upper Ontario and the Law Society in Dublin, Ireland, as well as the Institute for Professional Legal Studies in Belfast, Northern Ireland. He also teaches at the European offices of U.S. law firms.

As a trial consultant, Johnson works with trial lawyers preparing witnesses to testify at trial. He has consulted on cases involving computer patent infringement, internet browsers, breast implants, medical devices, financial services, and the airline industry. In 2003 and 2004, his work on patent infringement cases helped two clients win jury verdicts that exceeded \$500 million each.

THE ARTICULATE ADVOCATE

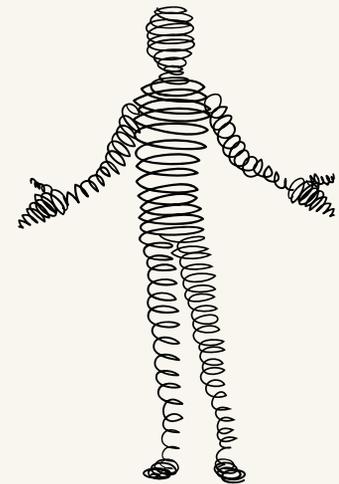
New Techniques of Persuasion for Trial Lawyers

BRIAN K. JOHNSON & MARSHA HUNTER

The Articulate Advocate, an illustrated how-to guide, teaches lawyers how to speak persuasively and spontaneously in court. Based on more than 25 years of experience coaching practitioners, Johnson and Hunter's innovative techniques – which incorporate cutting-edge discoveries in linguistics, neuroscience, and sports psychology – help litigators look, sound, and feel natural and polished. Challenges that lawyers face daily are addressed:

- What do I do with my hands? Isn't gesture distracting?
- How can I stop saying *Um*?
- I talk so fast—how can I slow down?
- Should I read my opening statement, or recite it from memory?
- How do I remember everything?

A must-read for law students as well as practicing attorneys, *The Articulate Advocate* furthermore offers valuable insights for business professionals.



Ask Mr. Springy, Esq.



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