

# Courtroom Reference Book 'On the Jury Trial' Tops UNT Press' Best-Sellers List

The guide to courtroom preparation and trial strategy co-authored by **Winston & Strawn** Dallas Managing Partner Tom Melsheimer and Texas Judge Craig Smith that spent more than a year as the University of North Texas Press' best-selling book, has consistently ranked among the publisher's top-selling titles since its release in October 2017.

Almost immediately upon its release, "On the Jury Trial: Principles and Practice for Effective Advocacy," vaulted to the top of UNT Press' best-sellers list, holding that distinction from September 2017 through August 2018. According to UNT Press, the book remains solidly among the top 10 best-selling titles in its catalog through the beginning of 2019.

Described as the "senior law partner's memo to associates on how to really try a case," "On the Jury Trial" also represents a literal investment in the next generation of trial lawyers. Melsheimer and Smith have donated all profits from the sale of the book to the UNT Dallas College of Law, the only public law school in Dallas. The pledge has grown in significance with the continued strong combined physical and digital sales of the book.

"We are at a point where the number of jury trials is diminishing. As a result, too few lawyers are getting the experience they need to be effective advocates for their clients when they do end up before a jury," said Melsheimer. "It is through the sharing of knowledge and experience that we can help prevent the loss of these important skills."

The book has earned praise from preeminent trial lawyers across the country as an invaluable resource. Providing

advice, examples, and commentary, "On the Jury Trial" offers an insider's view into high-level trial preparation and strategy, focusing on jury selection, witness preparation, jury research, effective opening statements, and more.

Nationally renowned for his trial skills, Melsheimer has tried cases for more than 30 years. He has been honored as a Trial Lawyer of the Year by the Texas chapters of the American Board of Trial Advocates (ABOTA) as well as the Dallas Bar Association. Smith was an accomplished trial lawyer for more than 25 years before his election to the 192nd District Court in Dallas County in 2006.