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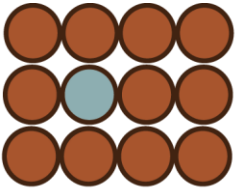
American Society of Trial Consultants (ASTC) Puts New TV Series “*Bull*” Into Perspective: Reality vs. Hollywood Fiction

Reality vs. Hollywood Fiction - Learn about the differences from professional jury/trial consultants

SPRINGFIELD, ILLINOIS – SEPT. 16, 2016 – Trial Consulting takes center stage on CBS this fall on Sept. 20 at 9 p.m. (ET). The new prime time CBS TV series, *Bull*, portrays a fictional character, “Dr. Jason Bull,” and uses dramatic Hollywood-style storytelling to depict how trial consulting practices can help achieve just verdicts in the courtroom. [Michael Weatherly](#) (known for his role as Anthony DiNozzo in the [NCIS series](#)) plays the role of “Dr. Bull,” a psychologist whose character is partially inspired by [Dr. Phil McGraw](#), commonly known as the TV personality “Dr. Phil.” Prior to Dr. Phil’s celebrity psychologist status on national TV networks, he worked as a trial consultant. McGraw is an executive producer of the show.

The American Society of Trial Consultants (ASTC); www.astcweb.org, the largest national association representing trial consultants across the U.S, hosted a webinar on Wednesday, Sept. 1, 2016 to discuss the differences between reality and entertainment. The webinar featured ASTC members with decades of experience in jury and trial consulting, including many high-profile civil and criminal cases. Moderated by Board of Directors’ member [Dr. Judy Rothschild](#) the program featured former ASTC Presidents [Chris Dominic](#) and [Dr. Ken Broda-Bahm](#). Discussion focused on differences between reality and entertainment, and how jury consulting practices in the show compare with the ASTC’s ethical principles, professional standards, and practice guidelines.

Speak to one of our content experts about the webinar on “Bull” or other topics related to jury and trial consulting by contacting us or visiting our website at www.astcweb.org.



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About ASTC: The goals of the ASTC lie at the very heart of the law's ability to deliver justice. The U.S. legal system is based on the principle that each party is putting forward the best case—making the most of facts, law, and presentation skills—which allows the truth to win out far more often than not. ASTC helps litigators become better at case presentation to jurors and other fact-finders, and helping to make the system work in a way that is more meaningful, reliable, and fair.

Vicki Wiltsie, Executive Director

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