

## Branding Slide Show

### **POWER OF THE PROSECUTION**

~~(0:00) If you have been accused of a sex crime, you will most likely be found guilty. This is a fact, not a scare tactic. (0:07)~~

Federal statistics indicate that 98.5 percent of defendants in sex crime cases in California are convicted or accept a plea bargain. Of those, we believe 60-65% are actually innocent. One of the reasons for this is that the Federal Government through the Mondale Act provides hundreds of millions of dollars to local District Attorney's Office to set up special prosecution teams to prosecute people accused of sex crimes, but , the Federal Government does not provide one thin dime for the defense. **(0:42)**

Once you are accused of a sex crime or serious abuse your reputation in the community, your reputation in your church, mosque or temple and even the fact that you may have no criminal record will not stop the District Attorney from prosecuting you. The foundation of who you are as a person means nothing to the District Attorney in deciding whether to criminally charge you. **(1:05)**

The sole word of a child has more power at this stage than the entire fabric of your life up to this time. It is normal for you to be in a state of denial considering the seriousness of your situation. **(1:19)**

Sex crimes are considered almost as serious as murder by the court and are vigorously prosecuted by the District Attorney. That is why people who are convicted, rightfully or wrongly, can receive longer sentences than convicted murderers. There is only one thing worse than being falsely accused of a sex crime and that is being falsely convicted of a sex crime. You must understand what you face if you hope to prove your innocence. **(1:49)**

### **HOPE WITH SPECIALIST DEVOTED TO DOING ONLY THIS ONE THING**

And that is what we want to give you now: HOPE.

It IS possible to overcome the prosecutions vast advantage in money, manpower , and training **(2:00)**

It IS possible to prove your innocence...**(2:03)**

And it IS possible to afford the most aggressive team of specialists to defend you. **(2:07)**

The Innocence Legal Team was founded to overcome the advantages that the prosecution has in money, manpower, and specialty training. The first step was to combine attorneys that are specialists in the field, with investigators that are specialists in this field, with nationally acclaimed Expert Witnesses that are

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specialists in this field, into a team of experts devoted solely to this one area or law. **(2:32)**

### **ROLE OF TECHNOLOGY**

The second step in overcoming the advantage that the prosecution has in money, manpower, and training is to coordinate and enhance the power of our team through the smart use of technology. **(2:44)**

### **TECHNOLOGY FOR THE CLIENTS BENEFIT**

How does this help the you directly? All of the video recordings, audio recordings, pictures and documents are digitized into the computer. Within the limits set by the law, you get to share in the files to assist you in learning the case and assisting the attorneys with the facts of the case. **(3:04)**

Another great advantage to you is the ability to attend strategy meetings with the members of your team. This can be done face to face or with video conferencing. If we have an out of state expert witness, the investigator is in the field, the attorney is at the office, and you are on a business trip, no problem. The stargety meeting can go on as scheduled with the use of a desktop, a laptop, a tablet, or even a smart cell phone. **(3:33)**

The Innocence Legal Team makes its services affordable and available to people throughout California. **(3:40)**

### **TECHNOLOGY FOR THE COORDINATION AND POWER OF THE TEAM**

How does technology help the members of your team? The Innocence Legal Team uses technology to coordinate and enhance the power of its specialist. The team members can move encrypted files seamlessly and quickly between team members, investigators, and expert witnesses. Documents can be worked on in collaboration with other team members not in the office. The members of the team can therefore coordinate their special talents into a team effort on your behalf. **(4:08)**

Each member of your team has your entire file with him or her at all times. No longer are we hauling eight bankers boxes into a courtroom for trial. Technology also allow us to share assets seamlessly such as medical research, psychological research, legal research, legal motions, data banks on our experts, data banks on the prosecution experts, graphics used in closing argument, and many other forms of assets. **(4:38)**

### **TECHNOLOGY FOR TRAINING**

The members of the Innocence Legal Team give of their time and work product to help all defense attorneys in California to be more skilled in the defense

of sex cases. This starts with placing training videos for attorneys on our web page to supplement the live training sessions before audiences of defense attorneys. **(4:58)**

The in house training of members of the Innocence Legal Team is ongoing. Because members are at different locations in the State of California the use of webinars keeps all of our members at the cutting edge of in legal knowledge, medical knowledge, psychological knowledge, and investigative knowledge in the field of sex crime defense. **(5:18)**

## CONCLUSION ON OVERCOMING THE POWER OF THE DISTRICT ATTORNEY

In conclusion, through the use of attorneys, investigators, and expert that are specialist in the field of sex crime defense combined with the smart use of Technology, **we are able** to overcome the advantages that the prosecution has in money, manpower, and training. The Innocence Legal Team can level the playing field and insure you a fair trial. **There is HOPE.** **(5:47)**

***We invite you to watch a few more minutes so you can meet our experts and see how they work as a team for our clients. Or if you prefer to contact us now, please call.*** **(5:55)**

## ROLE OF EACH TEAM MEMBER

Our attorneys, investigators and expert witnesses work as a team in order to use the skills of many individuals to obtain the best possible results for our clients. Sometimes we use GoToMeeting to insure that everyone needed at a strategy meeting can be present no matter where they are located that day. We would like you to understand the role of each member of your team. **(6:10)**

### TEAM LEADER

The **team leader** is in charge of all people involved in your case. In the military he would be called the “tip of the spear”. He is your advocate in the courtroom and the leader of your team. Our “team leaders” are all **specialists** in sex crimes and serious abuse cases. **(6:28)**

Each team leader handles only six cases at any one time so that they can **thoroughly** prepare each case. Sex crimes are among the most serious of charges because public outrage has caused the legislature to pass severe sentencing laws, which is also why many sex offenders may spend more years in prison than convicted murderers. **(6:50)**

With the stakes so high, team leaders know that **through** preparation and **skilled** courtroom presentation is the client’s only hope. **(6:59)**

All of the Innocence Legal Team’s “team leaders” have tried a minimum of 60 jury trials before becoming a “team leader” and have devoted themselves exclusively to people falsely accused of sex crimes. **(7:14)**

### **CHIEF STRATEGIST (INSERT)**

The **Chief Strategist** acts as a coach and helps develop your defense strategy. **(7:20)**

**Patrick Clancy** is the Innocence Legal Team’s Chief Strategist. He personally handles about four to six cases as a Team Leader at any one time and one hundred per cent of all of the Innocence Legal Teams cases as the Chief Strategist. He is a State Bar of California Certified Specialist in Criminal Law. He has prepared case theories and strategies in over 500 sex crime cases and has personally handled over 200 of these cases. Each year Mr. Clancy teaches several hundred attorneys the strategies to use in the defense of sex cases at State Wide Attorney Conferences. **(7:46)**

While each case is different, they present patterns or signs that a specialist can recognize. Those patterns establish a “theory” for what happened and why, and that becomes the basis for developing the case strategy. The strategy is the plan and defensive moves to defeat the prosecutor’s attack. **(8:08)**

The theory will also guide

- your attorney (the team leader) in creating the plan for your defense;
- the investigators’ methods for interviewing people involved in the case;
- the choice of expert witness and what issues to address;
- the witnesses to call and not to call.
- the kinds of motions that will counter the District Attorney’s strategy.

**(8:32)**

Your innocence is not enough to win the case. Without a clearly laid out strategic plan, the best of cases are lost. You do not want to be sent to prison, especially if you are innocent. **(8:44)**

### **CHIEF APPELLATE LAWYER (INSERT)**

Julie Schumer is the Innocence Legal Team’s **Chief Appellate Lawyer**. She is a California State Bar Certified Appellate Law Specialist who handles the complex legal research in your case. Her job is to persuade the judge to accept into evidence all the facts and circumstances that can prove your innocence. At the same time, her work can block the prosecutor’s evidence by proving to the court that it is inadmissible by law. **(9:14)**

Ms. Schumer’s work is directed by the Team Leader and the motions she writes help to support the theory and strategy of your case. You most likely will never meet her, but her work is critical to winning your case. **(9:28)**

Besides being a lawyer, Ms. Schumer is a phi beta kappa English Major from UCLA. Motion work and appellate work is about research and writing ability. **(9:39)**

The Innocence Legal Team is unique in using a Certified Appellate Law Specialist of Ms. Schumer's caliber at the trial court level for doing trial court motions work. You would not usually have a Certified Appellate Law Specialist at the trial level. They are normally only found at the Court of Appeals level. Ms. Schumer will be a member of your team. **(10:03)**

### **CHIEF INVESTIGATOR (INSERT)**

The Innocence Legal Team's **Chief Investigator** is Rodney Harmon, who is one of California's most experienced investigators of sex crimes. He oversees the collection of evidence in all our clients' cases in order to prove their innocence. He works closely with both the Team Leader and the Chief Specialist.

Mr. Harmon's job is to know what to look for and how to find it. His knowledge of human behavior makes him an effective interviewer, even when witnesses may be hostile or unwilling to cooperate. He knows how to uncover information that the police have missed or overlooked because he knows how their premature presumption of guilt can color perceptions of what is important.

What Mr. Harmon finds will be the basis for a theory to explain your case and the foundation for laying out the strategy for your defense. Those are the facts and circumstances that the Appellate Specialist must protect so they can be presented for trial. **(11:02)**

### **CHIEF OF OPERATIONS (INSERT)**

~~**(11:02)** William Daley is the **Chief of Operations** of the Innocence Legal Team. He will be your first contact with the firm. He is in his fourth decades of practicing criminal law and is dedicated to helping our clients quickly and efficiently. **(11:16)** If you meet him in his office ask him about the picture sitting on his desk of his father in law, also lawyer, representing Mohammad Ali in front of the California Athletic Commission. **(11:27)**~~

~~But first, Mr. Daley will answer your questions, interview you, and when you are ready, Mr. Daley selects the team leader best suited for you. He also coordinates all the information pertinent to your case by maintaining our medical and psychological research data bases, our legal motions data base, and our expert witness data base. Even after you have a team leader, he is available to help answer your questions. **(11:53)**~~

### **HEAD OF SCIENTIFIC RESEARCH (INSERT)**

The Innocence Legal Team's **Head of Scientific Research** plays a vital role in proving your innocence. She worked as a Medical Scientist in the beginning of her career. Later she moved from the medical field to the mental health field and earned her Master's Degree from UC Berkeley. With several decades of research experience in both medicine and psychology, she advises the "team leader" and the "chief Strategist" of the current research available to support the theory of your case. When and if your case goes to trial, she will arrange for the best and most appropriate expert witnesses to support the medical or psychological theories in your case. **(12:34)**

## **YOU, THE CLIENT**

**Most importantly, you** are part of the team because your knowledge of the circumstances is indispensable for preparing your case for trial. That is one reason we encourage you to join us for team meetings, either face-to-face or by video conferencing. **(12:51)**

You are the person that controls your case. In the end it is you that must make the critical decision of whether to accept the offer from the District Attorney or take your case before a jury. **(13:02)**

Our job is to educate you about every aspect of your case so that you can make an informed decision. **(13:09)**

You must know the short and long term consequences of accepting an offer made by the District Attorney. **(13:16)**

You must know how your case will be tried, the theories that will be used, the experts that will be used, what witness will be called and what they will be allowed to testify about and all other aspects of your trial so that you can weight your strengths and weaknesses and make an informed decision. Only after all of the work is done preparing the case will you be in a position to make that informed decision. That is why we emphasis preparation, preparation, preparation....**(13:46)**

The next step is up to you. If you want to call us please do. **If you want to learn more about the law of the specific allegation of which you or a loved one are being accused, click on the **Crime Tab**.** Knowledge is power. **(14:03)**

