



PERSUASIVE WRITING WORKSHOP

ADMINISTRATIVE OFFICE OF THE U.S. COURTS DEFENDER SERVICES OFFICE TRAINING DIVISION

Renaissance Seattle
515 Madison Street
Seattle, Washington 98104
August 8-10, 2022

DRAFT AGENDA

Monday, August 8, 2022

7:30 – 8:30 a.m. Registration – Continental Breakfast

8:30 – 8:50 a.m. Welcoming Remarks

Colin Fieman, *Federal Public Defender, Western District of Washington, Seattle, WA*

Paula T. Olson, *CJA Panel Representative, Western District of Washington, Tacoma, WA*

8:50 – 9:00 a.m. Introduction to Workshop

Craig Crawford, *Attorney Advisor, Training Division, Defender Services Office, Washington, DC*

9:00 – 10:00 a.m. Plenary Session: Channeling Mr. Rogers

Jay McEntire, *Senior Litigator, Federal Defenders of Eastern Washington and Idaho, Spokane, WA*

Colin Prince, *Chief Appellate Attorney, Federal Defenders of Eastern Washington and Idaho, Spokane, WA*

On May 1, 1969, Fred Rogers testified before a Senate subcommittee to save PBS from budget cuts. In just 6 minutes, Mr. Rogers turned the subcommittee from deep skeptics into passionate supporters. In this talk, we'll discuss how to blend the moral psychology that Mr. Rogers relied on with classy writing to craft persuasive motions and briefs – no matter the audience.

10:00 – 10:15 a.m. Break

10:15 – 11:15 a.m. Plenary Session: Issue Spotting Using a Fact-Based Approach

Susan Lin, *Partner, Kairys, Rudovsky, Messing, Feinberg & Lin, Philadelphia, PA*

Fredilyn Sison, *Assistant Federal Defender, Training Coordinator & Director, Office of the Federal Public Defender for the Western District of North Carolina, Asheville, NC*

Wouldn't you like some facts with that law? Knowing the law is great, but it only gets us halfway to a persuasively-written document. In this interactive session, we will use the mock case to learn a fact-based approach to spotting legal issues and organizing your persuasive pleading.

11:15 – 11:30 a.m. Break

11:30 a.m. – 12:30 p.m. Workshop Session I: Issue Spotting Using a Fact-Based Approach

Room locations for the small groups will be provided in a separate document available at the registration desk. All small groups will meet in the same rooms throughout the workshop.

Participants will meet with their small group facilitators to issue spot their cases using a fact-based approach.

12:30 – 1:45 p.m. Lunch – on your own

1:45 – 3:45 p.m. Workshop Session I: Issue Spotting Using a Fact-Based Approach (cont'd)

3:45 – 4:00 p.m. Break

4:00 – 5:15 p.m. Plenary Session: Discovering and Telling the Story

Fredilyn Sison, *Assistant Federal Defender, Training Coordinator & Director, Office of the Federal Public Defender for the Western District of North Carolina, Asheville, NC*

Now that you have extracted the facts and identified the legal issues, you must develop the story of your case. This session will discuss the elements of the story; demonstrate how to craft the story using these elements; and discuss how to tell your client's story in the most persuasive manner by developing characters, structuring and sequence, and identifying the key emotions and themes. By the end of the session, you will understand the importance of summarizing the key factual,

legal, and emotional aspects of your case that convey your story, before you begin to write.

Tuesday, August 9, 2022

7:30 – 8:30 a.m. Continental Breakfast

8:30 – 10:00 a.m. Workshop Session II: Discovering and Telling the Story

Participants will meet with their small group facilitators to apply storytelling techniques to the facts of their cases.

10:00 – 10:15 a.m. Break

10:15 – 11:45 a.m. Workshop Session II: Discovering and Telling the Story (cont'd)

**11:45 a.m. –
1:00 p.m. Lunch – on your own**

1:00 – 2:15 p.m. Plenary Session: Writing, With Style
Jay McEntire, Senior Litigator, Federal Defenders of Eastern Washington and Idaho, Spokane, WA
Colin Prince, Chief Appellate Attorney, Federal Defenders of Eastern Washington and Idaho, Spokane, WA

In this talk we'll discuss easy-to-implement tips to make your motions, memoranda, and briefs sing. These tips will cover a wide range of topics, including how to 1) draft aesthetically-pleasing documents, 2) craft informative headers, and 3) generate clear, cohesive sentences to improve the readability of your motion, memorandum, and brief.

2:15 – 2:30 p.m. Break

2:30 – 3:45 p.m. Workshop Session III: Persuasively Writing the Facts

Participants will meet with their small group facilitators to draft and re-write the facts in their cases using the principles learned in the preceding plenary sessions.

3:45 – 4:00 p.m. Break

4:00 – 5:15 p.m. Workshop Session III: Persuasively Writing the Facts (cont'd)

Wednesday, August 10, 2022

7:30 – 8:30 a.m. Continental Breakfast

8:30 – 9:30 a.m. Plenary Session: Integrating the Facts and the Law
Paul Rashkind, *Esquire, Miami, FL*

This session will cover the principles of crafting a fact-driven legal argument, instead of an argument that reads like a law review article. We will discuss how to summarize and distill the crucial facts, how to blend the facts and the law so that they exist harmoniously, and how to find the right balance of facts and law for the particular document you are writing.

9:30 – 9:45 a.m. Break

9:45 – 11:45 a.m. Workshop Session IV: Writing the Argument

Participants will meet with their small group facilitators to draft and revise the first few paragraphs of the legal argument in their cases.

11:45 a.m.
– 1:00 p.m. Lunch – on your own

1:00 – 2:45 p.m. Workshop Session IV: Writing the Argument (cont'd)

2:45 – 3:00 p.m. Break

3:00 – 4:00 p.m. Plenary Session: Using More Than Words to Persuade
Paige Nichols, *Assistant Federal Public Defender, Office of the Federal Public Defender for the District of Kansas, Topeka, KS*

A picture is worth at least a thousand words and can add life, clarity, and emotion to your client's argument. This session will look beyond the written word and examine ways to include powerful and persuasive images and graphics to emphasize, illuminate, and strengthen an argument.

4:00 – 4:10 p.m. Closing Remarks/Adjournment
Craig Crawford, *Attorney Advisor, Training Division, Defender Services Office, Washington, DC*

CLE Accreditation