**Appellate Advocacy in the Electronic Age**
11:00 am to 11:50 am (eligible for Technology CLE credit)

Moderator: Stephanie L. Varela, Greenberg Traurig PA, Miami, FL  
Panelists: Hon. Martin J. Bidwill, Florida’s Seventeenth Judicial Circuit, Ft. Lauderdale, FL  
Courtney Brewer, Bishop & Mills, Tallahassee, FL  
Raoul G. Cantero III, White & Case LLP, Miami, FL  
Jason P. Kairalla, Carlton Fields PA, Miami, FL  
Hon. Melanie G. May, Fourth District Court of Appeal of Florida, West Palm Beach, FL

• **Reading Nowadays**
  
  o How are we reading, comprehending, and processing information differently?
    
    ▪ Purpose of reading
      • Paper versus screen
      • Deep reading versus quick info gathering
      • Analyzing material differently
        o Predictive analytics
    
    ▪ F-pattern
      • More skimming
      • More eye fatigue
      • Structural cues
    
    ▪ Multi-tasking
      • E-mail disruption

• **Writing Nowadays**
  
  o Tips for More Effective Writing for the Avid Screen Reader (bearing in mind the F-pattern)
    
    ▪ Less is more
      • Be brief in your brief
• White space
  ▪ Introductions
  ▪ Headings/Summaries
    • Alignment
    • Frequency
  ▪ Importance of first paragraph
  ▪ Importance of first sentence
  ▪ Bullet points
  ▪ Chunking versus no chunking
  ▪ Footnote
  ▪ Page breaks
  ▪ Omit unnecessary words
  ▪ Visual aids
    • Charts, graphs, pictures, maps where appropriate
    • Record versus extra-record
  ▪ Other helpful tips
    o Tips for Effective Editing
      ▪ Proofreading (typos, spacing, alignment, superscripts)
        • Effective methods (print versus screen; changing font)
    o Decision-making

• Oral Argument Nowadays
  o Preparation on both sides (court and practitioner)
  o Potential reduction of costs
  o Is Skype or the like the future?

• Relevant Rules
  o Appendix, F.R.A.P. 9.220
    ▪ Bookmarking, searchable, proper pagination
      • OCR
    ▪ Hyperlinking
• Other attachments to briefs, motions
• No more mini/condensed transcripts

• Resources
  ▪ Rules
    ▪ Florida Supreme Court Standards for Electronic Access to the Courts
    ▪ Administrative Orders
  ▪ Potential Rule Changes
    ▪ Document Rule (font requirements; word count)
    ▪ Redacted records (security matrix and attorney certification)

• Helpful Apps and other Resources
  ▪ Research (Lexis, Westlaw, and Fastcase)
  ▪ Note-taking (Evernote/One Note, Notes)
  ▪ Office suite (Microsoft Office 365, mobile edition)
  ▪ Document organization/annotation (Readdle, DocReviewPad)
  ▪ 24/7 access (Drop Box, Google Drive, One Drive; GoToMyPC, Citrix)
  ▪ Task management (OmniFocus, Things, Wunderlist, and Toodledo)
  ▪ Messaging (WhatsApp, Telegram, Viber, and Signal)
  ▪ Negotiation/Settlement (Picture it Settled)
  ▪ Transcript review/annotation (TranscriptPad)
  ▪ Client access/Case management (MyCase)
  ▪ OA preparation (Goodreader)
  ▪ Double monitors (Duet)
  ▪ Hyperlinking software (Westlaw Drafting Assistant, for automatically creating links to case law and other authority in a brief; LinkBuilder, for creating automatic links to records in Pacer)
  ▪ Be mindful of rules of your professional responsibilities