



## Effective Legal Writing using AI, Story Telling and Graphics

WEDNESDAY, JUNE 17, 2026

Approved for 3.75 CLE credits  
(3.25 Law and Legal Procedure + 0.50 Ethics)

\$129 - New Members\*

\$159 - Standard/Non-Section Members

Washington State Bar Association  
1325 Fourth Ave., Suite 600 | Seattle, WA 98101

WEBCAST  
ONLY

### DESCRIPTION

Effective legal writing is often resource-intensive, and the results do not always guarantee that decision makers or other legal practitioners will integrate the details. Expanding the tools and approaches available to legal writers can help bridge this gap. Efficiency through ethical AI use, the power of persuasion through storytelling, and the strategic use of graphics all strengthen the ability to convey a compelling legal narrative.

#### FACULTY

**Amanda Stephens** - *University of Washington School of Law, Seattle*

**William Bailey** - *University of Washington School of Law, Seattle*

**Ben Schorr** - *Affinity Consulting Group, Seattle*

**Colin Levy** - *Malbek, Great Barrington, MA*

**Shawn Murinko** - *Washington State Department of Transportation, Olympia*

### SCHEDULE

9:10 a.m. > **Webcast Log-In Opens**

9:25 a.m. > **Welcome and Introductions**

- **Professor Christopher Mercado** - *Gonzaga University of Law, Spokane*

9:30 a.m. > **AI in Legal Practice: Ethics and Attribution**

30 minutes, 0.25 credits L&LP + 0.25 credits Ethics

This session provides an overview of ABA Formal Opinion 512 on Generative Artificial Intelligence Tools and offers practical guidance on citing AI-generated content under the Bluebook and other leading style guides, equipping attorneys with the tools to use AI responsibly and transparently in their legal writing.

- **Amanda Stephens** - *University of Washington School of Law, Seattle*

10:00 a.m. > **Prompting as a Legal Skill:**

**How Lawyers Can Get Better Outcomes from AI Tools**

30 minutes, 0.5 credits L&LP

Prompting is becoming a core competency for lawyers, much like legal research or contract drafting. The quality of AI output is directly tied to how well a lawyer communicates with the tool, and lawyers are actually well-positioned for this because legal training emphasizes precision, structured thinking, and anticipating ambiguity. This session provides an overview of this process.

- **Colin Levy** - *Malbek, Great Barrington, MA*

10:30 a.m. > **Visualized Legal Writing:**

**A Whole New World of Persuasion**

45 minutes, 0.75 credits L&LP

We all know that a picture is worth a 1,000 words. But tradition has us separate out images where they do little or no good-as attachments. During this session, participants learn how to harness the proven power of combining words and images in their legal writing.

- **William Bailey** - *University of Washington School of Law, Seattle*

# WSBA CLE #26733 WEB

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## SCHEDULE

**11:15 a.m. > BREAK**

**11:30 a.m. > Narrative Advocacy in Legal Writing:  
Telling Your Client's Story Within the Bounds of the Law**

*75 minutes, 1.0 credits L&LP + 0.25 credits Ethics*

This session examines how attorneys can use storytelling techniques to enhance the persuasiveness and clarity of legal writing while remaining accurate, ethical, and professional. Participants explore narrative structure, thematic framing, and effective use of facts in briefs and motions, with a focus on integrating storytelling into legal analysis without overstating the record or undermining credibility. This session offers practical tools attorneys can immediately apply to strengthen written advocacy before courts and other decision-makers.

- **Shawn Murinko** - *Washington State Department of Transportation, Olympia*

**12:45 p.m. > LUNCH on your own**

**1:45 p.m. > Drafting with Copilot**

*45 minutes, 0.75 credits L&LP*

This session summarizes using Copilot to create content in Microsoft Word, PowerPoint, Outlook, and more. Participants explore some tricks for creating and editing text quickly and effectively. Copilot can get you from a blank page to a first draft in seconds, or act as a writing partner to help you improve your existing content.

- **Ben Schorr** - *Affinity Consulting Group, Seattle*

**2:30 p.m. > Adjourn • Complete Online Evaluations**

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## REGISTRATION

To register online, please go to the [registration page](#). Click to add to cart and complete your purchase. You may pay by credit card, or via ACH. Alternatively, you may print and mail an invoice seven business days prior to the program along with your check payable to WSBA. Credit card payments by mail or fax are no longer accepted. Note, our service provider will charge you a separate, non-refundable transaction fee of 2.5% on all bank card transactions.

Effective Oct. 1, 2025, applicable sales tax will be applied to all live seminar registrations (in-person or virtual). For more information, refer to changes to [Washington sales tax law](#).

If special accommodations are needed, please email [cle@wsba.org](mailto:cle@wsba.org) or call toll-free at 1-800-945-9722.

Please omit my name from the networking list made available to exhibitors and/or attendees.

### PRICING INFORMATION

**#26733 WEB, attend via webcast, 6/17/26**

\$129 - New Members\*

\$159 - Standard/Non-Section Members

*\*Active members of the Washington State Bar Association will be considered New Members through the calendar end of the tenth year following admittance to practice in the state.*

### Seminar Registration Transfers, Refunds and Cancellations

In most circumstances, if you cannot attend the live event, we can transfer your registration to the on-demand product, once available (8-10 weeks from the program delivery date). Generally, for webcast/webinar registrations, tuition fees may be refunded, less \$25 for processing, for written cancellations postmarked, emailed, or faxed up to the start of the event. For in-person registrations, tuition fees may be refunded, less \$25 for processing, for written cancellations postmarked, emailed, or faxed by 5 p.m. up to three business days before the event. No refunds will be provided after the dates specified. You may also send a substitute in lieu of canceling. *When applicable, specific exceptions to these policies will be noted on individual event registration pages.* Please email [cle@wsba.org](mailto:cle@wsba.org) with any requests or questions.

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