

## OFFICIAL BLOG OF THE BUSINESS LAW SECTION OF THE FLORIDA BAR

The Business Section of the Florida Bar (“**BLS**”) has launched an official BLS Blog through and in partnership with the BLS Communications Committee. The BLS Blog is now seeking topic proposals for publication as blog posts. Published blog posts will be featured on the BLS website, advertised through BLS social media and digital outlets, and visible to the entire BLS membership, which is over 5,000 strong.

### TOPIC PROPOSALS

Prior to being considered for publication, it is, however, necessary to first submit a topic proposal, which must consist of at least the following:

1. Must include a proposed title
2. Must include a 1-3 sentence summary of proposed blog post
3. Must specify a single citation to a primary case or statute
4. Must explain why topic proposal is interesting and relevant to BLS membership

All topic proposals will be reviewed by the BLS. All potential authors submitting topic proposals will be advised of the status of their proposal in a timely fashion. If the topic proposal is not selected, the author will receive feedback regarding the decision and, timeliness permitting, may have the opportunity to rework and resubmit their topic proposal for further consideration.

### BLOG POST REQUIREMENTS

Ultimate requirements for BLS Blog posts are as follows:

1. Must involve a twist or legal issue that is pure Florida
2. Must be very specific, involving only a single primary substantive issue
3. Must be titled with something “catchy”
4. Must be both interesting and timely
5. Must be thoughtfully drafted with quality and care
6. Must be approximately 500-1,000 words
7. Must include minimal citations
8. Must include all citations in the body of the post

The basic goal is to create something that is both interesting and relevant to the BLS membership, while at the same time easily digestible and capable of being read and understood very quickly. For reference on style and formatting, authors are advised to review, for example, the Bankruptcy Blog produced by Weil, Gotshal & Manges LLP, which is available at:

<http://business-finance-restructuring.weil.com/>

## PREVIOUSLY PUBLISHED MATERIALS

As a general rule, the BLS does not re-publish exact reproductions of previously published material. However, the BLS will consider re-publishing existing articles, posts, etc., so long as such materials are modified to create something that is quasi-transformative.

Because we require that posts deal with timely issues and/or fairly recent case law, modification typically involves, for example, updating the material with a case from the past six months or so and adding an additional paragraph or two addressing current status of the issue as modified by new information. Other ideas regarding modification will be considered on a case by case basis. All other BLS Blog post requirements should also be incorporated as well.

## TIMING, EDITORS, & RESERVATION

In the event a topic proposal is accepted, the author will have a fixed window of time to prepare their article. To ensure timeliness of blog posts, this window of time is generally limited to approximately two weeks or less, but shall in no case exceed thirty days. When an author fails to timely follow up on their post, the BLS expressly reserves the right to ask another author to write on the topic.

All authors will be paired with an editor who will assist with light copyediting and generally help prepare the article for publication. Please be advised, however, that editors will not research for you, fact-check your work, or materially re-write your post. Your BLS Blog post will be published under your by-line alone and you are solely responsible for its contents.

Finally, if your topic proposal is accepted but your post is not submitted in a publishable form, the BLS Blog reserves the right to postpone or cancel publication of your work. In that event, the author will be advised of the reason(s) behind the decision and, timeliness permitting, may be granted additional time to rework and resubmit their post for further consideration.