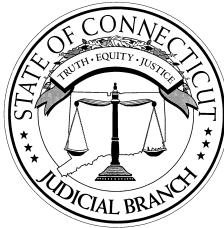


STATEWIDE GRIEVANCE COMMITTEE



Advisory Opinion # 21-06345-A

Newspaper Advertisement Concerning Workers’ Compensation and Firm’s Services

Pursuant to Practice Book § 2-28B, the undersigned, duly-appointed reviewing committee of the Statewide Grievance Committee, reviewed a request for an advisory opinion filed on August 9, 2021. The proposed print advertisement is scheduled to run for eight (8) weeks in the Journal Inquirer in English and the White Eagle in Polish. This reviewing committee concluded that the advertisement complies with the Rules of Professional Conduct.

The advertisement provides the following information: in all capital letters, underneath the words “Important Notice,” the advertisement states,

If you had a workers compensation case because you were injured on the job . . . and now have been told by the insurance company, “your case is closed”, or told “we closed your case” but you never told them to end your case . . . you may be entitled to additional money.

The following line states, “We may be able to help,” and provides the telephone number and address of the law firm. The next line states, “We will look at your file with you, and if still open, we will talk to the insurance about settling your case for money. Although a settlement is not guaranteed, there is no fee to talk with our lawyers.” The advertisement concludes with the name of the Connecticut-licensed attorney responsible for the advertisement, as well as the name, telephone number, and email address of the law firm.

First, the advertisement complies with Rule 7.2(e) of the Rules of Professional Conduct because it includes the name and contact information of at least one lawyer admitted in Connecticut responsible for its content.


Second, the advertisement complies with Rule 7.1 of the Rules of Professional Conduct, which provides that “[a] lawyer shall not make a false or misleading communication about the lawyer or the lawyer’s services.” So long as the communication is not false or misleading, Rule 7.2(a) provides that “[a] lawyer may communicate information regarding the lawyer’s services through all media.” The commentary to Rule 7.2 makes clear that it is permissible to publicly disseminate “information concerning a lawyer or law firm’s name, address, e-mail address, website, and telephone number” as well as “the kinds of services the lawyer will undertake” None of the information in the proposed advertisement is false or misleading in violation of Rule 7.1,¹ nor does the advertisement contain language implying specialization in violation of Rule 7.4A.

Accordingly, this reviewing committee opines that the proposed advertisement complies with the Rules of Professional Conduct.

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¹ This reviewing committee presumes that the advertisement’s statement that a workers’ compensation case may not be closed without the mutual agreement of the parties is not a false or misleading communication regarding Connecticut law.


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