

STATEWIDE GRIEVANCE COMMITTEE



Advisory Opinion #07-01087-A Radio Advertisement Areas of Practice; Rule 7.4

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 September 19, 2007. The proposed 60 second radio advertisement is scheduled for broadcast on an FM radio station several times a day for the next several months. The reviewing committee concluded that the advertisement complies with the Rules of Professional Conduct.

The advertisement consists of a discussion alternating between three attorneys, who provide their names and describe their law firm. Attorney "A" provides the name of the law firm. Attorney "B" informs the listener that the firm has been in existence in the county for 100 years and lists the areas of legal practice. Attorney "A" next speaks about the firm's relationship with the community and acknowledges the 50th anniversary of a co-worker. Attorney "C" then introduces himself and provides the phone number and address of the law firm, inviting the listener to call if they require help.

The advertisement complies with Rule 7.2 (3) (d) of the Rules of Professional Conduct because it includes "the name of at least one lawyer admitted in Connecticut responsible for its content." Furthermore, the listing of the firm's areas of practice, during the commercial, also complies with Rule 7.4, since there is no other language stating or implying that the lawyers or

law firm are specialists in these areas of law.

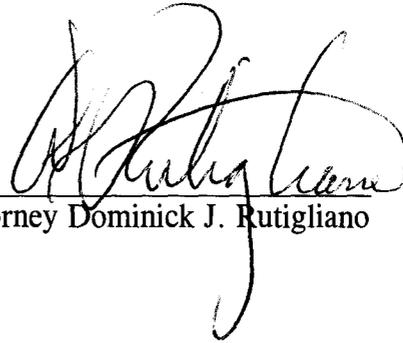
Accordingly, this reviewing committee opines that the advertisement complies with the Rules of Professional Conduct.

(E)

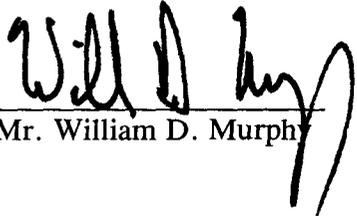
OPINION DATE: 10/19/2007

A handwritten signature in black ink, written in a cursive style. The signature appears to read "Salvatore C. DePiano".

Attorney Salvatore C. DePiano

A handwritten signature in black ink, appearing to read "D. Rutigliano", written over a horizontal line.

Attorney Dominick J. Rutigliano



Mr. William D. Murphy