

## STATEWIDE GRIEVANCE COMMITTEE



### **Advisory Opinion #12-03902-A Radio Advertisement Concerning Sunday Office Hours**

Pursuant to Practice Book §2-28B, the undersigned, duly-appointed reviewing committee of the Statewide Grievance Committee<sup>1</sup>, reviewed a request for an advisory opinion filed on June 11, 2012. The proposed advertisement is a radio commercial. The reviewing committee concluded that the advertisement complies with the Rules of Professional Conduct.

The proposed radio commercial advertises the availability of Sunday appointments with the requesting firm's attorneys. A script of the proposed content of the commercial was provided for the advisory opinion request. The advertisement is purportedly spoken by the requesting attorney, who states his name and offers information about the firm's legal services. The proposed advertisement asserts that legal issues can be challenging and finding time to schedule an appointment with an attorney can be difficult.

The proposed advertisement states that the firm provides services for divorce, custody, bankruptcy, criminal and personal injury cases. The advertisement asserts that the attorneys work weekends in order to be available to clients. The proposed advertisement concludes with the offer that a Sunday appointment may be obtained by calling to schedule one. The name of the firm's website is stated, which is also the name of the firm, and a toll free number is also provided which

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<sup>1</sup> Mr. Vincent Mauro, the lay person member originally assigned to this Reviewing Committee, became unavailable and this decision was rendered by Attorney Evelyn Gryk Frolich and Attorney Noble Allen.

incorporates part of the name of the firm. The name of the law firm is a trade name apparently used by the firm's attorneys who are admitted in Connecticut and is part of a law group based in Massachusetts. The requesting law firm has a Connecticut firm juris number.

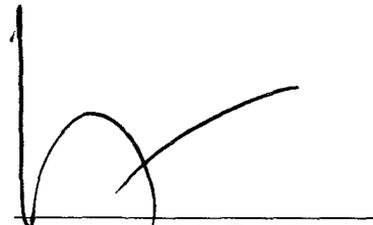
The proposed advertisement complies with Rule 7.2(d) of the Rules of Professional Conduct which requires the name of a Connecticut admitted attorney responsible for the advertisement be provided, since the name of the attorney is spoken in the radio advertisement. Pursuant to Rule 7.2(i) of the Rules of Professional Conduct, the above referenced information which references the firm's name, website information and toll free number is presumed not to violate the provisions of Rule 7.1 of the Rules of Professional Conduct, and therefore is not false or misleading.

The name of the firm is a trade name and does not violate the provisions of Rule 7.5 of the Rules of Professional Conduct, which regulates attorney trade names. The website address is the name of the firm, and the toll free number incorporates the firm's trade name. The website address and the toll free number also comply with Rule 7.5. None of the information in the proposed advertisement is misleading pursuant to Rule 7.1 and the content discussing the various practice areas of the firm does not contain language implying specialization which would violate Rules 7.4 and 7.4A.

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

(E)

ISSUE DATE: July 10, 2012



Attorney Noble F. Allen

  
Attorney Evelyn Gryk Frolich