

STATEWIDE GRIEVANCE COMMITTEE



Advisory Opinion #2306081-A Television Commercial # 3 Firm Advertising Name Display

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 30, 2023. The proposed advertisement consists of a seventy-seven (77) second video to be streamed on the following platforms: YouTube TV, YouTube, Hulu Live, and Facebook. This reviewing committee concludes one portion of the advertisement does not comply with the Rules of Professional Conduct.

The proposed video to be streamed advertises the services of the requesting law firm and specifically reviews whether a potential client should wait to hire an attorney after being involved in an accident or suffering injury. A complete script of the proposed content accompanied the video for review and provides a verbatim transcript of the words spoken throughout the video.

The video begins with one of the requesting firm attorneys discussing whether clients should negotiate with insurance companies on their own or immediately engage counsel upon the occurrence of an accident. The name of the attorney speaking is prominently featured on the screen in white lettering for approximately five (5) seconds. The firm attorney continues with his monologue by discussing the important role counsel plays when an accident occurs. The attorney states the attorneys in the firm will be able to guide a client through the legal process if ever involved in any accident,

Throughout the attorney's monologue, the video pans on different views of buildings in New Haven, the attorney's degrees, the firm attorneys speaking and working collaboratively, the attorneys meeting with clients, a photo of an auto accident, and the firm attorneys walking throughout New Haven. The video also contains "live" photos of the attorneys in front of New Haven landmarks. The video finishes with the display of the firm name accompanied with the firm logo. This display remains on the screen for four (4) seconds.

Display Name:

Rule 7.2 (e) of the Rules of Professional Conduct provides:

Any advertisement or communication made pursuant to this Rule shall include the name of at least one lawyer admitted in Connecticut responsible for its content. In the case of television advertisements, the name, address and telephone number of the lawyer admitted in Connecticut shall be displayed in bold print for fifteen seconds or the duration of the commercial, whichever is less, and shall be prominent enough to be readable.


The advertisement as submitted displays the speaking attorney's name for five (5) seconds and then at the end of the video, the firm name and logo for four (4) seconds. Assuming the displayed attorney's name is the attorney responsible for the advertisement, to fully comply with Rule 7.2(e) the firm must display the name, address and telephone number of the lawyer admitted in Connecticut who is responsible for the advertisement in bold print for at least fifteen seconds as five seconds does not comply with Rule 7.2(e) of the Rules of Professional Conduct.

Pursuant to Practice Book §2-28B(a) a suggested script was submitted with the advisory opinion request. The script is in keeping with the attorney speaking in the video and as such all

suggested changes as previously stated herein apply not only to the video submitted but also to the script.

Accordingly, this reviewing committee opines that the foregoing portions of the advertisement video as previously discussed herein is not compliant with the Rules of Professional Conduct.

ISSUE DATE: 9.28.23




Barry Butler

Attorney Barry Butler



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Ms. Betsy Browne