

STATEWIDE GRIEVANCE COMMITTEE



Advisory Opinion #23-06086-A Television Commercial # 8 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 thirty (30) 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 discusses the firm representation of clients that are involved with complicated and difficult matters. A complete script of the proposed content accompanied the video for review and provides a verbatim transcript of the words spoken throughout the video. This video is a thirty (30) second version of the video discussed in Advisory Opinion (#23-06082-A).

Display Name:

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

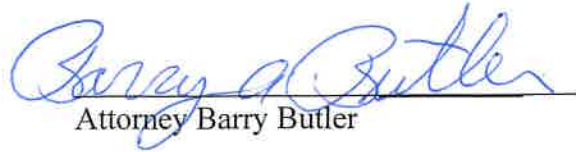
Any advertisement or communication made pursuant to this Rule shall include the name of at least one lawyer admitted in Connecticut responsible for its content. In the case of television advertisements, the name, address and telephone number of the lawyer admitted in Connecticut shall be displayed in 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 firm name and logo for four (4) seconds. To fully comply with Rule 7.2(e) of the Rules of Professional Conduct the firm advertisement 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.

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



Attorney Barry Butler



Attorney Kevin Black


Ms. Betsy Browne