

STATEWIDE GRIEVANCE COMMITTEE



Advisory Opinion #09-03158-A Television Advertisement On Debtor Rights

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 May 18, 2009. The proposed television advertisement will be shown several times daily on various channels broadcast by a local cable television provider in the New Haven and Middlesex County areas. It will appear during the commercial breaks of normally aired programming for a three month period. This reviewing committee concludes that the proposed television advertisement complies with the Rules of Professional Conduct.

The television advertisement has been submitted in the form of a script and does not include the actual video. The script provides a detailed description of the graphics that will be displayed in the video portion of the proposed advertisement including, the actual words displayed and their sequence. The script also provides a verbatim report of the words to be spoken during the audio portion of the commercial. The proposed advertisement will be presented by a spokesperson who at the beginning will state, "I am a paid non-attorney spokesperson." The advertisement displays the name, address and telephone number of the lawyer responsible for the advertisement in the lower third of the screen in a bold and readable font for at least fifteen seconds.

In this television advertisement, the speaker will state:

Foreclosures. Liens. Bankruptcies.

In Today's Economy It's Important to Know Your Rights.

The speaker will proceed to say that the firm has helped people secure their rights for a number of years in a "complex judicial system." The voice over will state: "If you have any questions about the law call [the firm]. Don't wait until it's too late." The firm's phone number is then provided.

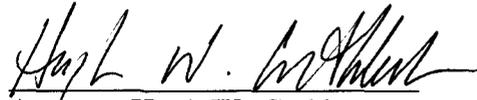
The graphics portion of the script indicates an art card with the words "Foreclosures. Liens. Bankruptcies" will be displayed followed by "Know Your Rights." Various pictures of the attorneys at the firm and the offices will be shown. Another art card will display the words "Complex Judicial System." The firm's phone number will then be displayed along with the firm's website address. Finally, the name of the attorney responsible for the advertisement and their address and phone number will appear in the lower third of the screen for at least 15 seconds.

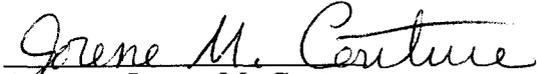
None of the information in the proposed advertisement is misleading pursuant to Rule 7.1 and the advertisement complies with Rule 7.2(d) which requires television commercials to display the name, address and phone number of the responsible attorney admitted in Connecticut. Although this advertisement displays the firm's website address, the website itself was not reviewed in connection with this advisory opinion request.

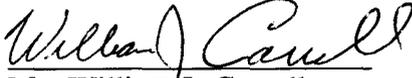
Accordingly, this reviewing committee opines that the proposed advertisement complies with the Rules of Professional Conduct.

ISSUE DATE: June 3, 2009

(E)


Attorney Hugh W. Cuthbertson


Attorney Jorene M. Couture



Mr. William J. Carroll