

ETHICS ADVISORY PANEL
Opinion #93-9, Request #339
Issued March 15, 1993

An attorney seeks Panel advice with regard to the ethical propriety of a print advertisement. The attorney proposes to publish in local newspapers an advice column regarding various law related topics. The attorney encloses a copy of such advertisement and asks whether the column falls within the scope of Rule 7.2. In addition the attorney would like to know if a subscription to the newspapers to the Disciplinary Counsel's office would comply with Rule 7.2.

It is important to note that the Panel does not embark on the task of editing advertisements for attorneys.

Rule 7.2(b) entitled "Advertising" states that: A copy of each print advertisement (other than yellow page advertisements), . . . shall be sent to the Supreme Court Disciplinary Counsel prior to or within 48 hours of the first dissemination of such advertisement and another copy of each print advertisement . . . shall be retained by the lawyer for two years after its last dissemination along with a record of when and where it was used.

The attorney's suggestion of mailing a subscription to the Disciplinary Counsel is quite unreasonable to expect the staff to search out advertisement in each issue; and therefore is not in compliance with Rule 7.2. The attorney must send a copy of each print advertisement to the Disciplinary Counsel in order to comply with the Rules of Professional Conduct.