

FINAL

ETHICS ADVISORY PANEL
OPINION # 95-55, - REQUEST # 631
ISSUED - NOVEMBER 9, 1995

The inquiring attorney states that there is a "group" which provides television advertisements for attorneys. The basic text of the advertisement is the same in all cases with the names of attorneys appearing at the bottom of the screen on a rotating basis. The inquiring attorney would like to use this service but does not want his/her name or the firm's name to appear at the advertisement's conclusion. Instead, an 800 telephone number would appear which would give potential clients access to the inquiring attorney. The inquiring attorney asks whether he/she may use this service without using his/her name in the advertisement.

Rule 7.2 "Advertising" states in pertinent part:

(a) Subject to the requirements of Rule 7.1, a lawyer may advertise services through public media, such as a telephone directory, legal directory, newspaper or other periodical, outdoor, radio or television, or through written communication not involving solicitation as defined in Rule 7.3.

(d) Any communication made pursuant to this rule shall include the name of at least one lawyer responsible for its content. (As amended by the court on December 2, 1992.)

Rule 7.2(d) clearly states that any advertisement by a lawyer must contain the name of an attorney responsible for the content of the ad. If the inquiring attorney utilizes this service, his/her name or the law firm's name must be used within its contents.