

STATEWIDE GRIEVANCE COMMITTEE



Advisory Opinion #09-03156-A Television Advertisement On Home Foreclosures

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 between 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 script indicates that the advertisement displays in the lower third of the screen, the name, address and telephone number of the lawyer responsible for the advertisement in bold readable print for at least fifteen seconds.

In this television advertisement, the speaker will state:

Stop Foreclosure Now.

Know Your Rights as a Homeowner.

The speaker will indicate that the firm has represented homeowners in foreclosure actions for a number of years and invites the viewer to contact the law firm. A phone number is recited and repeated.

The graphics portion of the script indicates that a "For Sale" sign in front of a home and the word "Foreclosure" will be displayed. Then an art card with pictures of the firm attorneys and offices will be displayed, along with the phone number and the firm's website address, which will remain on the screen for the rest of the commercial. Finally, the name, address and phone number of the responsible attorney will be displayed for at least 15 seconds in a bold and readable font.

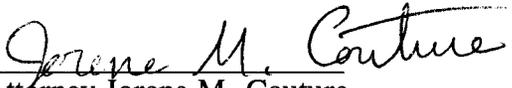
None of the information in the proposed advertisement is misleading pursuant to Rule 7.1 and the advertisement complies with Rule 7.2(d) which requires television commercials to display the name, address and phone number of the attorney admitted in Connecticut who is responsible for the advertisement.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

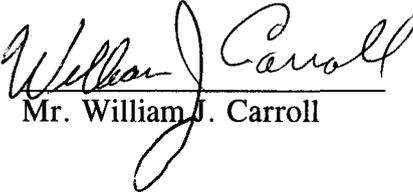
Accordingly, this reviewing committee opines that the proposed advertisement complies with the Rules of Professional Conduct.

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