

STATEWIDE GRIEVANCE COMMITTEE



Advisory Opinion #07-00860-A Radio Advertisement

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 17, 2007. The proposed one minute radio advertisement is scheduled to run at least weekly on WTIC AM from late September 2007 until approximately May of 2008. The reviewing committee concluded that the advertisement does not comply with the Rules of Professional Conduct.

The advertisement consists of two testimonials regarding auto injury cases. The persons, identified as clients of the law firm, state their town of residence and one client provides his name. A professional announcer is heard after each testimonial. The professional announcer provides the name of the law firm and closes the commercial with information about the firm's website address and the fact that it is located in Hartford. No particular attorney is named in the advertisement.

The first testimonial consists of the speaker describing how the law firm provided the client with peace of mind and proclaims that the "lawyers at Riscassi and Davis fight for you." The second testimonial is by a client who praises the manner in which the firm prepared his accident case.

The radio advertisement violates Rule 7.2(d) of the Rules of Professional Conduct because it fails to include the name of at least one Connecticut admitted lawyer responsible for the advertisement. Only the name of the law firm is given in the radio commercial. According to Rule

7.2(d) the name of the Connecticut admitted attorney responsible for the advertisement must be given.

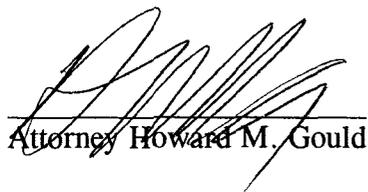
The two testimonials purport to be from actual clients who give who provide a name and/or a town of residence. This advisory opinion is predicated on the representation that the testimonials are from actual clients of the firm. Testimonials in lawyer advertising must comply with the Rules of Professional Conduct by operation of Rule 8.4(1).

Accordingly, this reviewing committee opines that the foregoing portion of the advertisement do not comply with the Rules of Professional Conduct.

(E)

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