

Nebraska Ethics Advisory Opinion for Lawyers
No. 72-10

A LAWYER INQUIRES AS TO WHETHER OR NOT IT WOULD BE PERMISSIBLE TO PUT A PUBLIC NOTICE IN THE LOCAL NEWSPAPERS STATING THE FACT OF THE ASSOCIATION OF MR. _____ WITH THE FIRM. THE QUESTION WHICH HE RAISES IS COMPLETELY COVERED AND ANSWERED BY DR 2-101(B) OF THE NEW CODE OF PROFESSIONAL RESPONSIBILITY WHICH IS AS FOLLOWS:

"A lawyer shall not publicize himself, his partner, or associate as a lawyer through newspaper or magazine advertisements, radio or television announcements, display advertisements in city or telephone directories, or other means of commercial publicity, nor shall he authorize or permit others to do so in his behalf except as permitted under DR 2-103." (emphasis supplied)

Certain exceptions follow which are not germane to the inquiry.

In view of the above quoted provision of the Disciplinary Rules, it would seem that the answer to this inquiry should be in the negative. In other words, the publication of a notice in the local newspapers such as he suggests appears to be prohibited under the Code.

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