



Media Release

NEW RULES CHANGE THE WAY LAWYERS MAY ADVERTISE

(CALGARY, December 7, 2005) — The Law Society of Alberta has made significant changes concerning the way lawyers may advertise and promote their services. These changes confirm the LSA's commitment to ensure the public has access to legal services, while requiring that lawyers who advertise their services must do so in a professional manner.

Highlights:

- Lawyers must not solicit professional employment from a person who is in need of legal services arising from traumatic circumstances. The exceptions are if they are contacted by a close relative or personal friend of the client or if the lawyer has a personal or professional relationship with the client.
- Lawyers must not advertise in a way that misleads the public about the outcome of a legal matter, such as using dollar signs in a print ad, and using terms such as “maximum recovery” or any other statements which create inappropriate expectations about the results a lawyer can achieve.
- Lawyers must not advertise any statistical data or other information that may indicate past or future success.
- Photographs or images of persons who are not members of the firm are prohibited.
- Lawyers are prohibited from using images of dramatic or graphic scenes, emotional appeals, dramatizations, sound effects, hawkish spokespersons, celebrity endorsements or slapstick routines, in which the primary purpose is to attract public attention. Testimonials containing emotional appeals or misleading statements also offend the new rules.
- An advertisement cannot make reference to a lawyer's status as a former master, justice, or judge unless that lawyer restricts his/her practice to mediation or arbitration.

These changes take effect immediately and lawyers have been urged to review their current advertising practices to ensure they meet the new requirements.

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The complete text of these rule changes is available on www.lawsocietyalberta.com under News and Events, What's New, Code of Professional Conduct Changes.

Information:

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