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**E-73-2      Law firm announcing consultation  
service to other attorneys**

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You have requested that we submit to the Professional Ethics Committee your inquiry as to the ethical propriety of your law firm circulating a printed announcement to members of the Wisconsin Bar in an unspecified geographical area of your availability to consult with and assist or serve them in the specialized area of labor law. Your announcement would further state that the law firm had had nineteen years of experience in that particular field of law.

We have had some informal discussion on this subject prior to the submission of this request, and it is my belief that the guidelines expressed herein by the committee are in accord with the general concepts I previously discussed with you.

Disciplinary Rule (DR) 2-105(A)(3), of the Code of Professional Responsibility, very clearly enunciates the proper rule of conduct for attorneys who desire to act in a consulting or association role. It states:

DR 2-105 Limitation of Practice

(A) A lawyer shall not hold himself out publicly as a specialist or as limiting his practice, except as permitted under DR 2-102(A)(6) or as follows:

(3) A lawyer available to act as a consultant to or as an associate of other lawyers in a particular branch of law or legal service may distribute to other lawyers and publish in legal journals a dignified announcement of such availability, but such announcement shall not contain a representation of special competence or experience. The announcement shall not be distributed to lawyers more frequently than once in a calendar year, but it may be published periodically in legal journals.

It was the committee's opinion that your firm's proposed announcement must make no attempt to underscore any expertise in the field of labor law, that you cannot announce that you specialize in labor law, and that your firm exclude any reference to 19 years in the field. They further concluded that a mailed announcement should be restricted geographically to the . . . County and surrounding area.

You should be informed that insofar as announcements in bar journals are concerned, that notwithstanding their acceptance within the above disciplinary rule, the State Bar of Wisconsin Board of Governors has discontinued their publication in the Wisconsin Bar Bulletin as a matter of advertising policy.