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No opinion
issued

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214

August 22, 1984

Dear [REDACTED]

This will acknowledge receipt of your letter of August 21, 1984, which was sent to me.

I am taking the liberty of forwarding your request for an opinion from the Ethics Committee concerning the placement of a picture of yourself in a display ad in the yellow page section of the telephone directory to the Chairperson, Linda Catalano, for further consideration by that Committee.

You will note that I am also forwarding a copy of your letter to Mr. Michael Rost, Executive Director, State Bar Association of North Dakota, so that our Executive staff is aware that you are making this request for an opinion.

I trust that you will hear directly from the Ethics Committee on this matter.

Yours very truly,

VOGEL, BRANTNER, KELLY, KNUTSON, WEIR & BYE, LTD. .

By Kenneth Edward Bye

KEBcmb

cc:Linda Catalano, Chairperson

cc:Mr. Michael Rost, Executive Director

RECEIVED
AUG 22 1984

84-07

August 21, 1984

Chairman of the Ethics Committee
Kermit Bye
70 North 5th Street, Box 1389
Fargo, ND 58102

RE: PHOTOGRAPH OF ATTORNEY APPEARING IN YELLOW-PAGE ADVERTISING

Dear Mr. Bye and Members of the Board:

Recently the advertising representative for the Northwestern Bell Yellow Pages came to my office to inquire about placement of an ad in next year's telephone directory. I indicated to him the size of the copy desired and the type of ad I wanted and he suggested that I place a photograph of myself in the ad similar to that is done for many other businesses such as real estate offices, etc. My first impression was that this was a fine idea and I agreed to do so. However, upon reflection and reading the Code of Professional Responsibility, I am not certain that it is appropriate to do that under the existing guidelines.

I would appreciate very much receiving an opinion from the committee as to whether or not it is appropriate to allow a photograph of an attorney to appear in the yellow-page advertising in the telephone directory. This may not seem like a very important matter, but I am anxious to conform to the appropriate conduct required under the rules and would like to have the opinion of the committee.

Yours truly,

[Redacted Signature]

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