Deciphering the State Bar of Texas Advertising Rules

A lack of familiarity with advertising rules can lead to a firm or an individual lawyer having their ad, website, etc., labeled as “noncompliant” by the State Bar of Texas Advertising Review Department, warns Bruce Vincent of **Muse Communications**.

That department reviews lawyer advertising for violations under the Texas Disciplinary Rules of Professional Conduct. Those who fail to remedy noncompliant communications may be the subject of an official complaint filed with the Bar’s Chief Disciplinary Counsel.

Vincent interviewed Gene Major, director of the State Bar Advertising Review Department and director of the Bar’s Attorney Compliance Division, about the state’s lawyer advertising landscape and the common mistakes that can lead to violations.

Major discussed some of the most common mistakes and violations he sees, possible penalties, and the use of mailing lists for marketing.

Read the article.