



## About Our Presentation

In Bates v. State Bar of Arizona (1977), the U.S. Supreme Court held for the first time that the First and Fourteenth Amendments' protection of the freedom of speech extends to truthful advertising of attorneys' services. The ruling set aside decades of ethics rules that had prohibited lawyers from engaging in this type of marketing that bar associations had deemed predatory and beneath the stature of the profession.

Could the justices have predicted the attorney advertising that has spawned since? Could they have predicted its impact on the practice?

# ATTORNEY ADVERTISING:

## USEFUL INFORMATION OR MISLEADING HYPE?



Kennedy Inn of Court 2023-24  
Team 6 - March 19, 2024

# Our Cast of Characters

## VIDEO

Ronan Sleat, TV Anchor. . . . . Hon. Jaya Badiga  
Wade Deeper, TV Reporter . . . . . Alek Kocher

## THEN

## ACT 1

Lewis F. Powell, Jr., Justice . . . . . Cristy Williams  
William R. Rehnquist, Justice . . . Saralynn Adkins  
Harry A. Blackmun, Justice . . . . . Kathi Finnerty  
Warren A. Burger, Chief Justice. . . Stefani Coggins

## NOW

## ACT 2

Hon. Claudia N. Colder. . . . . Jennifer Hemmer  
Sunny Day, Courtroom Clerk. . . . . Ron Lamb  
Ima Frayed, Rain & Sleat . . . . . Allison Cross  
Celia Moore, Family Law Atty . . . . . Stacy Mook  
Mae "Kit" Rain, PI Atty . . . . . Carolyn Northrop  
Betty Half . . . . . Stefani Coggins  
Lester Half . . . . . Alex Kocher

Script Coordinator . . . . . Lanny Winberry  
Audio Visual Creator . . . . . Alek Kocher  
Program Coordinator . . . . . Kathi Finnerty  
Team Leader . . . . . Hon. Jaya Badiga  
Exec. Comm. Advisor. . . . . Hon. Kevin Culhane, (Ret.)

# Fodder for Thought

According to then-Judge Neil Gorsuch, the lawyer in *Breaking Bad* is not just driving culture but also reflecting what America thinks of its lawyers. "We have reason to look hard in the mirror when our profession's reflected image in popular culture is no longer Atticus Finch but Saul Goodman." 37 Harv. J. L & Pub. Policy, 743, 752 (2014)

"[t]he interest of the States in regulating lawyers is especially great since lawyers are essential to the primary governmental function of administering justice, and have historically been 'officers of the courts.'" *Bates v. Arizona*, Powell Dissent @ 401.

