

LEGAL CLINIC ASKS FOR USE OF RADIO, TV ADVERTISING

The Wilmington Legal Clinic of Eric M. Doroshow has petitioned the Delaware Supreme Court to liberalize its advertising rules governing attorneys. Doroshow is asking the court to permit radio, television and direct mail advertising.

Doroshow states, "Our clinic has seen over 1,700 middle-income people since opening a year and a half ago. Many of these clients had never used an attorney before. These are the people the American Bar Association has found are not being adequately served by the legal profession. The use of radio, TV and direct mail will allow us to reach out to this population more effectively."

Doroshow petitioned the Supreme Court a year ago to allow radio advertising in Delaware. The Court turned him down, saying that the change was not appropriate at that time. However, both Maryland and Pennsylvania now have liberal advertising rules which allow the use of radio and television.

Doroshow is hoping that the Court will reconsider its opinion in this changed climate. ●

Delaware Today Aware/December 1