

# THE LAW SOCIETY OF SINGAPORE

## PRACTICE DIRECTION 6.2.4

*[Formerly PDR 2013, para 67; PDR 1989, chap 6, para 9]*

### **PUBLICITY BY LEGAL PRACTITIONERS THROUGH PUBLIC APPEARANCES AND CONTRIBUTIONS TO PUBLICATIONS**

#### **A. Public Appearances by Legal Practitioners**

Subject to Part 5 of the Legal Profession (Professional Conduct) Rules 2015 (S 706/2015) ('PCR 2015'), where a legal practitioner:

- (a) makes an appearance on the radio or television;
- (b) gives a talk or lecture;
- (c) gives an interview to the press;
- (d) contributes an article or writes a letter to the press; or
- (e) edits or writes a book or other publication on a legal or non-legal subject,

he/she may be identified by name, the fact that he/she is a legal practitioner, and the name of the law practice of which the legal practitioner is a director, a partner or an employee and particulars may be given of any special qualifications or specialised knowledge directly relevant to the subject-matter of the publication or appearance.

#### **B. Organising Seminars**

*[Ethics Committee Guidance: 27 May 2005]*

It is not improper for a law practice to organise and advertise a seminar for members of the public to be conducted at its premises as a means of self-promotion and charge admission fees. However, the law practice must ensure compliance with the PCR 2015 at all times.

#### **C. Answering of Questions on Legal Matters in Non-Legal Publications**

*[Formerly PDR 1989, chap 6, para 20; Ethics Committee's Guidance: 14 May 2010]*

Rule 47 of the PCR 2015 does not apply to the answering of questions by legal practitioners on legal matters in non-legal publications, as a non-legal publication is not a 'facility' which holds itself out as giving legal assistance to the public. It is permissible for the legal practitioner to be identified by his/her name, the fact that he/she is a legal practitioner, and the name of the law practice of which the legal practitioner is a director, a partner or an employee and particulars may be given of any special qualifications or specialised knowledge directly relevant to the subject-matter of the publication.

This aside, legal practitioners should be mindful that providing such a service can entail legal consequences in the event wrong advice is given resulting in loss sustained by readers who have adopted such advice. Legal practitioners may therefore wish to include an appropriately worded disclaimer for the enquirer to seek independent legal advice before acting on any advice set out in the publication.

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**THE COUNCIL OF THE LAW SOCIETY OF SINGAPORE**