

THE GEORGE E. ALLEN CHAIR IN LAW honors the late George E. Allen, distinguished Virginia trial lawyer. Allen was the first recipient of the Award for Courageous Advocacy from the American College of Trial Lawyers in 1965. The award was presented for Allen's representation of an African-American law student from Harvard who, while serving as a summer intern with a firm in Virginia, was charged with felonious assault with intent to kill a police officer at a local courthouse where the young intern had gone to file legal documents. Serving without fee and at the request of Harvard Law School Dean Erwin Griswold and the Lawyer's Committee for Civil Rights Under Law, Allen successfully represented the student.



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The Allen Chair Symposium

**LAWYER ADVERTISING
IN THE ELECTRONIC AGE**

APRIL 5, 2001

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IN THE ELECTRONIC AGE**

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The Allen Chair Symposium | University of Richmond School of Law

THE 2001 ALLEN SYMPOSIUM will focus on the ethical and constitutional issues posed by lawyer advertising in the new electronic age. Three national experts on lawyer advertising, Professor Ronald Rotunda of the University of Illinois College of Law, Professor Louise Hill of the Widener University School of Law, and William Hornsby of the American Bar Association, will join a distinguished panel of lawyers, judges, faculty and law students for an evening of discussion and debate on the ethical concerns and First

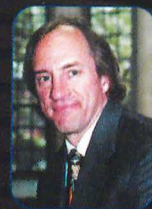
Amendment problems posed by regulation of lawyer advertising.

The centerpiece of the evening program will

include a role-playing exercise portraying a mock disciplinary proceeding arising from a dispute over lawyer advertising, followed by argument and discussion regarding the ethical and legal issues posed by the exercise.

LAWYER ADVERTISING IN THE ELECTRONIC AGE

APRIL 5, 2001 | 6:00 P.M.-8:30 P.M. | MOOT COURT ROOM | UNIVERSITY OF RICHMOND SCHOOL OF LAW



RODNEY A. SMOLLA

Rodney A. Smolla is the holder of the George E. Allen Chair in Law. Smolla received his J.D. at Duke University School of Law, and his Bachelor of Arts, *cum laude*, from Yale University, with a major in American studies. His books include; *Free Speech in an Open Society*, which received the 1992 William O. Douglas Prize for Most Distinguished Monograph in Freedom of Expression; *Jerry Falwell v. Larry Flint: The First Amendment on Trial*, and *Suing the Press: Libel, the Media and Power*, which received the ABA Silver Gavel Award Certificate of Merit. He was editor of the book *A Year in the Life of the Supreme Court*, which also won the ABA Silver Gavel Award, and he is the author of several treatises and casebooks in the fields of defamation, the First Amendment, civil rights and constitutional law.

Smolla is the first full-time occupant of the Allen Chair, which was established with initial gifts from the late George E. Allen, Jr., Ashby B. Allen, and Wilbur Allen, sons of George E. Allen.

SPEAKERS:

RODNEY A. SMOLLA is the George E. Allen Professor of Law at the University of Richmond.

RONALD D. ROTUNDA is the Albert E. Jenner, Jr. Professor of Law at the University of Illinois College of Law. He is one of the nation's foremost experts in the fields of constitutional law and legal ethics.

LOUISE L. HILL is professor of law at the Widener University School of Law. She is one of the nation's leading scholars on the subject of lawyer advertising, including lawyer advertising in electronic media.

WILLIAM HORNSBY is legal counsel to the American Bar Association Commission on Responsibility in Client Development, formally known as the ABA Commission on Advertising. He has been a leading figure in the development of ABA policies regarding lawyer advertising.

2.0 hours MCLE credit, including 2.0 hours of ethics credit, has been approved by the Virginia State Bar.

Sponsored by the George E. Allen Chair in Law at the University of Richmond School of Law.

For further information, please call (804) 289-8740.

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UNIVERSITY OF RICHMOND SCHOOL OF LAW

YES, I WOULD LIKE TO ATTEND...

Name _____

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I am interested in MCLE credit.

To register, detach and return to: Dean's Office, School of Law, University of Richmond, VA 23173 or call (804) 289-8740.