

2026 Regular Session

SENATE BILL NO. 486

BY SENATOR LUNEAU

ADVERTISING. Prohibits attorney advertising through telephone communications. (8/1/26)

1 AN ACT

2 To enact R.S. 37:223(E)(3), relative to advertisements; to provide for advertisements for
3 legal services; to prohibit certain types of communications in attorney
4 advertisements; to provide for terms and conditions; and to provide for related
5 matters.

6 Be it enacted by the Legislature of Louisiana:

7 Section 1. R.S. 37:223(E)(3) is hereby enacted to read as follows:

8 §223. Advertisements for legal services

9 * * *

10 E. The following communications in attorney advertisements shall be
11 prohibited:

12 * * *

13 **(3) Any advertisement for legal services through unsolicited direct, live,**
14 **or real-time telephone communication, including but not limited to a phone**
15 **bank, call center, or an automated dialing system, when a significant motive for**
16 **the communication is pecuniary gain. The prohibition shall apply to any**
17 **telephone communication made by the attorney or through the use of an**

