



BOARD OF COUNTY COMMISSIONERS

Communications/SCGTV Office

2725 Judge Fran Jamieson Way  
Building C, Room 301  
Viera, Florida 32940

## Inter-Office Memo

**TO:** Frank B. Abbate, County Manager

**FROM:** Don Walker, Communications/SCGTV Director

**SUBJ:** Citizen Efficiency and Effectiveness Recommendation #2024012

**DATE:** 04/01/2024

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CEER #2024012 was received by the County from Gary Peterford on December 15, 2023.

### Citizen Statement:

Is there any way to get Lawyer Dan Newlin to slow down on all his TV ads about suing auto insurance companies to get these clients loads of money?

A lot of us are tired of hearing this ambulance chaser day and night on most of the channels. It's impacting the cost of our auto insurance when he keeps suing them and it also encourages people who want to become rich to get into a crash after they hear those tremendous awards. The clients should never be put on camera and brag how much of an award they won with a grin. I am sure Dan pays them extra to do that.

At least the other lawyers don't show their clients and don't broadcast what they won.

If need be, I will start a petition to get action on this issue.

Please look into this matter.

### Citizen Recommendation:

Please look into what can be done to slow down Dan Newlin's TV ads.

### Staff Analysis:

The regulation of lawyer advertising on television (and otherwise) has come about as a result of various court decisions and the Florida Bar Rules on Professional Conduct. The County has no role to play in the regulation of lawyers or advertisement of legal services. Under Florida Bar Rules of Professional Conduct Rule 4-7.11(b), the lawyer advertising rules in Florida apply to lawyers admitted to practice in Florida advertising to provide legal services in Florida.

**Staff Recommended Action:**

It is recommended that CEER #20024012 be rejected by the Board as the County has no jurisdiction on advertisements pertaining to the legal profession.

## Recommendation Details

## Contact Information

<b>Full Name:</b>	Gary A Peterford	<b>Email Address:</b>	Gareee2562@aol.com
<b>Mailing Address:</b>	430 Wynfield Circle Rockledge fl 32955-5390	<b>Alt Email Address:</b>	
		<b>Phone Number</b>	321-208-8143
<b>Group/Organization</b>	N/A	<b>Recommendation Information</b>	

**Recommendation Title:** Excessive TV lawyer's ads  
**Areas Affected:**

## Department:

Hello,  
Is there any way to get Lawyer Dan Newlin to slow down on all his TV ads about suing auto insurance companies to get these clients loads of money?  
Alot of us are tired of hearing this ambulance chaser day and night on most of the channels. It's impacting the cost of our auto insurance when he keeps suing them and it also encourages people who want to become rich to get into a crash after they hear those tremendous awards. The clients should never be put on camera and brag how much of an award they won with a grin. I am sure Dan pays them extra to do that.  
At least the other lawyers don't show their clients and don't broadcast what they won.  
If need be, I will start a petition to get action on this issue.  
Please look into this matter.  
Thank you, Gary Peterford

**Problem Description:**

Please look into what can be done to slow down Dan Newlin's TV ads.

**Recommendation Description****Attachments**

There are no attachments for this recommendation.

## Administrative Action

## Evaluation

## Recommendation Timeline

User	Status	Date	Remarks
CEER	Citizen	Dec 15, 2023	

User	Status	Date	Remarks
WebUser	Submitted		
Karen Conde	Department Assigned	Dec 20, 2023	SCGTV/COMMUNICATIONS OFFICE Assigned

Awaiting action from department director