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Letter to Timothy Coggins regarding marketing of databases, April 20, 1987

Hilary Burg

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April 20, 1987

Timothy Coggins  
University of North Carolina  
Law Library  
Van Hecke, Wettach Bldg. 064A  
Chapel Hill, N.C.  27514

Dear Mr. Coggins,

I found your talk on marketing LEXIS at the SEAALL Conference very interesting. As a public law library, the Fairfax Law Library has been offering WESTLAW on a fee-basis to its patrons for several years. However, when the number of civil cases filed in Fairfax County decreases so does our budget. More and more I am looking at my interactive databases as a source of revenue.

It would be very beneficial if I could look at the forms you have used with your patrons to see approaches to this type of marketing of which I am not aware. I would appreciate seeing anything you could send me.

I have enclosed an addressed envelope for your convenience.

Thank you very much.

Sincerely,

Hilary Burg  
Law Librarian

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