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Letter to Mary Smith Forman regarding the Southeastern Law Librarian, August 15, 1991

Mary Cross

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Mary Smith Forman
Director of Library Services
Akerman, Senterfitt & Eidson
255 S. Orange Avenue
Orlando, FL 32801-0231

Dear Mary:

I reviewed my notes from the Executive Board meeting in New Orleans regarding newsletter advertising in The Southeastern Law Librarian. The Board decided that we should continue to accept advertising and not worry about the few number of advertisers. I guess we could try to solicit ads from publishers and/or vendors that are located in the southeast such as Harrison, Darby Printing, Ebsco, Michie, D & S, etc. We could explain that a business card-size ad may not tell the law librarian everything their company publishes or what services it can provide for a law librarian.

The decision was made that I would write a letter to Paulette Webb at Gaunt expressing our concern about their future advertising. The enclosed copy of my letter to Gaunt certainly points out what a company could do to increase its awareness in the law librarian community.

I hope this will answer any questions you may have about advertisements for the newsletter. If you have any questions, please do not hesitate to contact me.

Sincerely,

Mary F. Cross
SEAALL President