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Letter to William S. Hein, Jr. regarding advertisements, April 16, 1990

Richard Danner

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April 16, 1990

Mr. William S. Hein, Jr.
President
William S. Hein & Co., Inc.
1285 Main Street
Buffalo, NY 14209

Dear Bill:

Thank you for your letter and Kevin's, and for the copy of Eileen Allen's paper. I appreciate your withdrawal of the ad as it currently appears on the Southeastern Chapter directory.

I do want to make clear, however, that our concern about this matter is not with the interpretation of the survey data from Ms. Allen's paper. It is rather with the characterization of her paper in the ad as "the latest American Association of Law Libraries Survey." The paper, as I received it, clearly indicates that it was written as a library school project and implies no sponsorship or official sanction by AALL. (The copy I received does not include page 1, which I would appreciate your sending along if you have it.) Ms. Allen herself has no idea how the paper got outside the School of Library and Information Sciences at BYU.

The queries that Judy and I received were not from librarians, but from vendors who were concerned about the Association taking an official position on whose services were superior. That is not something that we have done, or have any intention of doing. The unfortunate result of the ad is the implication that we have rated the vendors and do so regularly.

If the ad is revised to eliminate reference to AALL, I think that no further action is necessary as far as we are concerned. If you intend to continue to use the survey results, it might be a good idea to check with Ms. Allen about her intentions for the survey and paper.
April 16, 1990

Thanks again for your prompt attention to this matter. I look forward to seeing you in Minneapolis if not before.

Sincerely,

[Signature]

Richard A. Danner
Director of the Library
and Professor of Legal Research

RAD: sr

cc:  Ms. Eileen Allen
     Mr. Wes Cochran
     Ms. Judy Genesen
     Mr. Kevin Marmion