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Good News in Your E-Mail

UB Law Forum

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Good news in your e-mail

To receive UB Law Links, send your e-mail address to law-alumni@buffalo.edu

Better communications. Increased visibility. Enhanced reputation. The Law School's UB Law Links e-mail newsletter accomplishes all that and more.

Launched in January 2003, UB Law Links now is sent quarterly to an estimated 2,500 alumni (out of 8,800 total living UB Law graduates) who have supplied their e-mail addresses to the school. It includes feature stories about the Law School, stories by or about faculty members, and stories of notable alumni, as well as the online version of Class Action, with career notes on alums, marriages, births and deaths.

"We realized that we needed to communicate more often and in different ways with our alumni, who are now living and practicing throughout the country and around the world," says Ilene R. Fleischmann, associate dean for alumni, public relations and communications, and executive director of the UB Law Alumni Association.

"Some people prefer to read hard copy and are happy to peruse the UB Law Forum. But others would rather scan an e-mail newsletter."

Accessible on the Web through the Law School's main site, www.law.buffalo.edu (click on Alumni & Giving), UB Law Links is true to its name – it provides brief summaries of feature articles, then hyperlinks to the full story. Also included: photography and an archive feature that allows access to previous issues of the newsletter.

Other features include listings of upcoming events and Law Library acquisitions, and a section called Hot Links that allows users to update their address, donate to the Law School, contact staff members, find out about reunions, hire a law student, make an admissions referral or read the site's privacy policy.

The bulk of alums' e-mail addresses were gathered when the school pub-



Ilene R. Fleischmann and Lisa Mueller '93

lished a printed alumni directory in 2001, Fleischmann says. "We have been asking people to send their e-mail addresses. Now they really have a reason to," she says, emphasizing that "our e-mail addresses are confidential and used strictly for Law School purposes."

In addition to alumni, UB Law Links is e-mailed to current students, a number of journalists, and law school faculty around the country. "It raises the visibility and enhances the reputation of the Law School," Fleischmann says.

While Fleischmann is the editor, Lisa Mueller '93, associate director of alumni and communications, collaborates closely with her to produce the newsletter. Cindy Watts, a member of the Alumni Relations staff, compiles the extensive listing of class notes.

"I think it is a great outreach to our alumni," Fleischmann says. "We have a lot of good news to share. So many

wonderful things are happening at UB Law School, it is hard to keep up with all of them. This is a quick and easy way for law alumni to stay in touch with us and with each other."

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