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Harvard Gay & Lesbian Review Email Response

David A. Yegerlehner Ph.D.

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Chris Mensel
at RE Book Co.

The Harvard Gay & Lesbian Review

David A. Yegerlehner, Ph.D., Advertising Manager

17 March 1997

Hi Bill,

Many thanks for getting back to me this morning.

GLBA Films: Free
Mon. Mar. 24 → 7:30
It's My Partner → 9:30
Go Fish → at Edwards

As I mentioned, it would be great if we could identify someone who would be willing to represent *The Harvard Gay & Lesbian Review* at your April conference.....and continue to do so on an on-going basis. I am attaching three letters which I have been using to inform people about The Review.

Please give my name and contact information to anyone who expresses interest and has questions.

This letter I have sent to some potential advertisers:

Four years ago Richard Schneider set out to establish *The New York Times Review of Books* for gay and lesbian readers. That he succeeded brilliantly in this mission with *The Harvard Gay & Lesbian Review* is now clear.

⇒ Within a year and a half, *Library Journal* described *The Harvard Gay & Lesbian Review* as

- "Essential for all but small public libraries."
- "... the journal of record for the examination of broader questions such as the origins of homosexuality, theory vs. practice of sexual politics, and the future of gay literature in an age of assimilation."
- "... a magazine of the obvious weight and importance that one assumes must have been around for decades."

⇒ Because of its consistent high quality and select readership, *The Harvard Gay & Lesbian Review* has attracted some of the most prestigious presses in the country as advertisers: **Columbia University Press, University of Chicago Press, Oxford University Press, Yale University Press, Harper San Francisco, Scribners, New York University Press**—to name but a few.

Please pass my name and contact numbers along to anyone who would be willing to spread the word about *The Harvard Gay & Lesbian Review* and promote subscriptions—and be paid commission! I will gladly forward a free copy to those who respond.