



MAGNETIC MARKETING

If you work at a law school, you know it is *U.S. News & World Report* season. As we have noted before (*see, e.g., 'Tis U.S. News Survey Season*, 11 GREEN BAG 2D 8), it is the time of year when almost every law school dean is overcome by an urge to mail numerous

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flashy brochures and postcards to all law school professors and administrators everywhere, letting them know about the tremendous amount of top-flight teaching, deeply insightful scholarship, and world-changing public service that is going on at the dean's law school. A few deans resist or do not feel the urge. *See, e.g., U of N News & World Report*, 7 GREEN BAG 2D 81.

And then there is that rarest of creatures, the dean who recognizes and (at least implicitly) acknowledges that the seasonal urge to share with all of legal academia (via direct mail) the wonderfulness of his or her law school is sparked by the impending arrival in the hands of some law school faculty and administrators of the annual *U.S. News & World Report* law school reputation survey. These special deans do not waste their direct mail on just anyone. Instead, they direct their communiqués to the likely recipients of the survey, including the “Most Recently Tenured” member of each law school's faculty (they are *U.S. News* favorites for some reason or other).

In the past, the primary beneficiaries of these narrowly focused mailings have been, we suppose, trees: smaller mailings mean fewer fellings. This year, however, the targets of the mailings have benefitted as well. Smaller mailings also mean cost savings, and this year the University of Pittsburgh School of Law – one of those rare schools that does not engage in autumnal direct mail carpet-bombing – invested some of those savings in an unusually snazzy mailing. Most Recently Tenured professors received from Pitt a clear cellophane envelope containing a large, heavy, perforated card. On one side were printed colorful announcements of upcoming big events at the law school. On the other side ... a magnet! Torn along its perforations, and separated into the resulting pieces, the sheet yielded a collection of Pitt-event fridge magnets sufficient to keep a Most Recently Tenured professor excited about goings-on at Pitt for a whole year.

