



ATLA Serials

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June 4, 2004

Clair Bowles, Associate Editor
Dialogue and Alliance
C/o Inter-Religious Federation for World Peace
4 West 43rd Street
New York, New York 10036

Dear Ms. Bowles,

The American Theological Library Association (ATLA) would like to invite you to consider including *Dialogue and Alliance* in a new online full-text collection, ATLASerials for Congregations and Clergy.

ATLA has indexed *Dialogue and Alliance* in the ATLA Religion Database since you began publication, as one of more than 650 religious and theological periodicals included in our database. Recently we met with an ecumenical clergy focus group organized by the Indianapolis Center for Congregations to identify ten journals to be added to our existing full-text database (ATLASerials), and they identified *Dialogue and Alliance* as one of their top ten choices for inclusion in the new collection.

This new venture builds upon our very successful initial project, ATLASerials (ATLAS), now available to college, university, and public libraries throughout the United States (more than 600 subscriptions so far). By agreeing to join our project you would make *Dialogue and Alliance* available to all of those libraries, but also to congregations and clergy throughout the United States and Canada.

Publishers who participate in ATLAS receive compensation for their participation based upon the percentage of hits their journal(s) receive each year. Current publishers have been very pleased with their participation in the project, and the results have been mutually beneficial. By participating in the new ATLAS FOR CONGREGATIONS AND CLERGY project you would receive compensation from both the library version and the congregational version.

I'd like to tell you a bit about the original ATLAS project to give you an idea of how it works. Through a generous grant from the Lilly Endowment ATLA was able to develop a full-text collection of some 50 journals three years ago. Working with an advisory panel of fifteen theological and religious scholars, ATLA identified journals in six major areas of interest:

- Biblical Studies, Archaeology, and Antiquities
- Theology, Philosophy and Ethics
- History of Religions
- Pastoral Ministry
- Church History, Missions, and Ecumenism
- Human Culture and Society

The result of that project is a unique full-text database of significant journals in theology and religious studies. You can see a current list of our full-text titles on our website: http://www.atla.com/products/titles/titles_atlas.html

There are a number of unique features about the ATLASerials product, including the ability to browse or to search by field.

I would welcome an opportunity to discuss this possibility with you. I would be pleased to give you a temporary subscription of your own so that you can explore the original ATLAS database. If *Dialogue and Alliance* would agree to participate in this project, you would receive royalties both from the regular ATLAS project and also from the ATLAS for Congregations and Clergy Project. The current Lilly grant includes a major budget for advertising and promoting the ATLAS FOR CONGREGATIONS AND CLERGY collection to congregations and clergy from all religious traditions.

I appreciate your taking time to read through my letter. I will be in contact with you next week to answer any questions or concerns you may have. I include a copy of the brochure describing the current ATLAS product and a copy of our annual report that should help to familiarize you with ATLA.

Yours sincerely,



David A. Merlin
ATLA Executive Director

