

July 10, 1996

MARICOPA
COMMUNITY
COLLEGES

Ivan Bender
Lisa Livingston
Co-Chairs, CCUMC Educational Multimedia
Fair use Guideline Development Committee

Dear Mr. Bender and Ms. Livingston:

District Governing Board

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Donald R. Campbell
M. Grant Christensen
Barbara Hitchcock
Linda B. Rosenthal

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Chancellor

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For the past eighteen months, Dr. Mary Lou Mosley, a representative of the Maricopa Community Colleges, has met with you and others representing educational associations and copyright owners for the purpose of creating fair use guidelines for the development of educational multimedia materials. Our faculty have been frustrated because they did not have a clear or easy way to get permission or pay royalties to use nonprint materials in developing multimedia instruction and they did not want to violate the copyright law.

Our faculty are driven by their desire to help students learn and developing multimedia instructional materials is one very important and successful method at the community college for improving the teaching and learning process. Our instructional materials must address the needs and motivations of adult learners who do better if they can control the pace of their learning, interact or respond, and get the information in different ways than traditional lecture. Our faculty purchase commercial multimedia materials for use in course-based curricula and individual study. However, the commercial market cannot meet all of the individual requirements of our faculty and students. We need to have the option of creating our own multimedia modules that address discrete skills and concepts.

Inasmuch as fair use does not have a precise definition in the copyright law nor in the courts themselves and must be determined on a case by case basis, these guidelines provide a positive sense of direction. I understand that the fair use guidelines have evolved from a series of compromises. Yet, without these guidelines, educators developing multimedia projects are inhibited in their efforts and copyright proprietors similarly are impacted negatively.

The Maricopa Community Colleges appreciate having the opportunity to be part of the negotiating committee and are pleased to add our name to the list of organizations which formally approve of the fair use guidelines for educational multimedia with the understanding that you will be seeking Congressional approval of them without recommending any amendment to the law itself.

Sincerely,



Dr. Alfredo G. de los Santos Jr.
Vice Chancellor for Educational Development