

1221 Avenue of the Americas
New York, NY 10020-1095
Tel 212 512 6253
Fax 212 512 4860

Peter Jovanovitch
President
Educational and Professions
Publishing Group

43.

The McGraw-Hill Companies

Dear Ms. Livingston and Mr. Bender:

The McGraw-Hill Companies has been pleased to meet with the other organizations attending the meetings of the Educational Multimedia Fair Use Guideline Development Committee of the CCUMC to participate in the development of Educational Multimedia Project Guidelines.

In the meetings, publishers have received an education concerning the needs of the educational community in creating and using multimedia projects as part of their instructional activities at all levels of education, from elementary school through higher education. At the same time, educational institutions and organizations have learned the concerns of creators and disseminators of intellectual property, including educational authors and publishers, motion picture companies, photographers, software publishers, and others, to protect the great array of properties created by their efforts and investments. The effort of all concerned in the negotiation of these guidelines was to give due account to the needs of educators and students by providing clear guidelines, while at the same time enabling and encouraging future investment by publishers in the creation of new intellectual property. New technology has made possible new means to disseminate intellectual property with an effectiveness that is multiplied many times each year. We believe the guidelines resulting from this effort show what can be accomplished by people of good will to achieve reasonable solutions to difficult problems in a rapidly changing environment.

These guidelines provide a road which can be safely traveled in the fair use, in educational multimedia projects, of copyrighted materials from many media. They contribute to the ability of educators and students to create multimedia works for use in the new instructional environment, involving new methods of teaching and new ways of learning, some of which are already in place. By use of the guidelines, creative educators can continue to develop these methods without infringing the rights of copyright owners. It is this function of freeing educators from unnecessary inhibitions and publishers from concerns about the adverse impact of uses of their materials in multimedia materials on publishers' current and future markets for their properties that makes these guidelines of the greatest importance to both the educational community and to publishers and other copyright owners.

The McGraw-Hill Companies is pleased to endorse and support these Educational Multimedia Guidelines. We are proud to have participated in their creation. We are pleased that you will be seeking Congressional approval of them and agree that this should involve no recommendation to amend the Copyright Law itself.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Peter J. J. J.", with a large, stylized flourish at the end.

Lisa Livingston
Ivan Bender
Co-Chairs
Educational Multimedia Fair Use Guidelines
Development Committee
City College/City University of NY
5/220 North Academic Center
138th Street at Convent Avenue
New York, NY 10031

August 20, 1996