

From: Distance Education Study <disted@loc.gov>
To: disted@loc.gov <disted@loc.gov>
Date: Monday, March 29, 1999 3:33 PM
Subject: Fw: Letter 2/22--Promotion of Dist.Ed.t/copyright concerns

-----Original Message-----

From: Distance Education Study <disted@loc.gov>
To: disted@loc.gov <disted@loc.gov>
Date: Friday, March 12, 1999 2:35 PM
Subject: Fw: Letter 2/22--Promotion of Dist.Ed.t/copyright concerns

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>-----Original Message-----

>From: [Paula Keffer@prenhall.com](mailto:Paula_Keffer@prenhall.com) <Paula_Keffer@prenhall.com>
>To: disted@loc.gov <disted@loc.gov>
>Date: Thursday, March 11, 1999 3:45 AM
>Subject: Letter 2/22--Promotion of Dist.Ed.t/copyright concerns

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>

>> Ms. Evette Carter
>> US Copyright Office
>> disted@loc.gov
>> 202 707 8367
>> March 10, 1999

>>

>> Dear Ms. Carter,
>> Per your request, I have appended the letter I sent you 2/22 so you
>> can post it to your website.
>> What is the URL of this website?

>> Sincerely,
>> Paula Keffer
>> Pearson Education Network
>> 800 341 2399
>> paula_keffer@prenhall.com

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>> Sayuri Rajapakse
>> Attorney-Advisor
>> Office of Policy and International Affairs
>> U.S. Copyright Office
>> Copyright GC/I&R
>> P.O. Box 70400, Southwest Station
>> Washington, DC 20024

>>

>> Re: "Promotion of Distance Education Through Digital Technologies."

>>

>> Dear Ms. Rajapakse:

>>

>> As the world's leading educational publisher for the college market,
>we

>> at Pearson Education Network (representing Prentice Hall, Allyn &
>> Bacon, and Addison Wesley Longman) applaud the Copyright Office study
>> regarding possible changes to U.S. Copyright Law in order to promote
>> distance education through digital technologies. We strongly support
>> the promotion of distance education opportunities that can make our
>> materials available to an even wider audience. We believe, however,
>> that the broad statutory exemptions sought by the educational and
>> library communities will only undermine rather than support that end.
>> In addition, we believe that given the infancy of this technology,
all

>> participants in the distance learning process -- educators, schools,
>> publishers, students, authors, on-line providers --need to experiment
>> further with different models for licensing, fair use, and
application

>> of the existing copyright law, in order to make appropriate decisions
>> about any changes to the law.
>>

>> Our company itself provides eloquent testimony to the variety of
>> possibilities created by distance learning and our experiments with
>> them. Granting a new "distance education" exemption that would allow
>> performance, display and distribution of all kinds of copyrighted
>works

>> in digital formats without permission from the copyright owners would
>> undermine this vital experimentation in its infancy.
>>

>> In addition, it is important to understand the significant investment
>> that educational publishers make in the materials that they prepare
>> for the traditional classroom as well as the distance learning
market.

>> A typical textbook sold by our company also includes ancillaries
such

>> as teacher guides, testing materials -- including on-line
>assessment --

>> CD ROMs, study guides, related video materials, transparencies, and
>> other materials for educational use. If all of these materials,
>> created at great expense by the publishers, can be further
transmitted

>> by a purchaser in their entirety to unlimited numbers of students
>> engaged in "distance learning" or "lifelong learning," publishers
will

>> no longer be able to afford to make those materials available.
Please

>> remember: as educational publishers the education market is our
>market.

>> Even if educators and the librarians will not themselves be profiting
>> directly by the distribution of our materials, their distribution

>> without our consent will greatly harm the primary market protected by
>> the copyright laws.
>>
>> In recognition of these factors, and the vital role that copyright
>> plays in encouraging creativity, Congress has always crafted very
>> narrow exemptions to the rights of copyright owners. To abandon that
>> cautious approach at this time, in the infancy of this new
technology,
>> would be premature and totally counterproductive.
>>
>> Yours truly,
>> Paula Francette Kefover
>> Pearson Education Network
>> Distance Learning Specialist
>> 2255 Skyview Lane
>> Harleysville, PA 19438
>> 800 341 2399
>> paula_kefover@prenhall.com
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