



OFFICE OF THE PRESIDENT

BRUCE B. DARLING

Senior Vice President – University Affairs and  
Interim Vice President – Laboratory Management

Office of State Governmental Relations

1130 K Street, Suite 340  
Sacramento, California 95814  
(916) 445-9924

Stephen A. Arditti, Assistant Vice President and Director

September 17, 2003

The Honorable Rebecca Cohn  
Member of the Assembly  
State Capitol, Room 3173  
Sacramento, CA 94249-0024

Dear Assembly Member Cohn,

I appreciate very much your interest in supporting the University of California's efforts to pro-actively educate our students about compliance with copyright law. I would like to describe to you the campaign that the University initiated this summer to send a strong message to students, faculty, and staff about their obligations as users of the University's networks.

All campuses follow the procedures established in the federal Digital Millennium Copyright Act (DMCA) and seek to inform students, faculty, and staff that copyright infringement is against the law. This summer, the University initiated a systemwide effort to intensify the campuses' education efforts, and Office of the President leadership sent letters to the chancellors and to campus administrators asking that they ensure campus commitment to copyright law (<http://www.ucop.edu/irc/policy/copyright.html>). The August 2003 letter from Acting Provost Julius Zelmanowitz and Senior Vice President Joe Mullinix to the campuses reiterates the University's established procedures for compliance with copyright law and urges campuses to "seek creative ways to educate students, faculty, and staff about copyright and about their responsibilities as University network users."

All campuses have taken this directive seriously and are developing numerous and varied approaches for instructing their communities, students in particular, that downloading copyrighted files without authorization is against the law and that illegal file-sharing has significant potential consequences. Campuses will continually develop new programs, but a representative sample of these education efforts across the system illustrates the commitment to effective education:

- A pop-up screen that appears when students register their computers for their network connection (every quarter), and which reads: "DO NOT RUN 'peer-to-peer' file-sharing programs on a computer connected to ResNet" (**Santa Barbara**)
- A user log-in splash screen, in the development stage, that will address the illegality of copyright infringement and appears when the student logs into the network (**Los Angeles**)
- A pop-up that appears and tests a user on net policies and etiquette, requiring that the user get a certain percentage right to continue use, and allowing the user to re-take it as often as necessary (**San Diego**)
- Orientation programs that include a discussion with students and their parents about computing policies and the potential consequences of copyright abuse (**Berkeley**)
- A Residential Computing brochure sent to all incoming residents that includes a section explaining bandwidth limits and copyright law (**Berkeley**)

- The “Be Nice to the Net” Web site, which educates students about bandwidth and copyright abuse, including copyright enforcement procedures: <http://www.rescomp.berkeley.edu/benice/> (**Berkeley**)
- An e-mail from the Vice Chancellor for Student Affairs to all students about copyright: <http://eee.uci.edu/help/student/copyright/> (**Irvine**)
- A fall publicity campaign in campus housing complexes that includes educational programs about copyright violation (**Irvine**)
- Door hangers for each residential student’s door that includes information about copyright infringement (**Santa Cruz**)
- The Dean of Students segment of the first-year student orientation and parent orientation that devotes significant attention to DMCA, emphasizing that file-sharing is illegal (**Los Angeles**)
- A letter from campus administrators to the campus community about copyright: [http://www.icompass.ucla.edu/news/illegal\\_file\\_sharing.htm](http://www.icompass.ucla.edu/news/illegal_file_sharing.htm) (**Los Angeles**)
- A letter from campus administrators to the campus community about copyright: ([http://www.ucdavis.edu/downloads/fs\\_memo.pdf](http://www.ucdavis.edu/downloads/fs_memo.pdf)) (**Davis**)
- An initiative to develop a security awareness program that currently includes a Web site (<http://isecurity.ucsf.edu/dmca.html>), and will involve a message from the Chancellor to the campus community, and inclusion of information about the DMCA and network etiquette in employee and new student orientations and during on-going presentations to departments (**San Francisco**)
- Ongoing publicity in the campus IT newspaper IT Times (<http://ittimes.ucdavis.edu/index.html>) about file-sharing and the repercussions for students (<http://ittimes.ucdavis.edu/v7n6may99/mp3.html>) (**Davis**)
- A website entitled “Understanding the Digital Millennium Copyright Act” (<http://dmca.ucr.edu/>) (**Riverside**)
- A Fall publicity campaign that will include the distribution of hard copy flyers to all residence halls students during "move in week" detailing information about copyright law and a full page advertisement in the student newspaper about file-sharing and its consequences (**Riverside**)

Several forums exist in the student affairs and technology areas that enable campuses to share their experiences about effective communication methods, and the University of California Office of the President is encouraging this exchange of “best practices.”

As mentioned, UC is currently implementing a comprehensive plan, initiated this summer, to provide effective education about copyright and file sharing issues. To enhance the extensive efforts on the campuses, the Office of the President is working with our communications and publications office to develop creative educational tools that we can make available to the campuses. Further, we have begun a dialogue with the University of California Student Association to enlist their help in identifying communication tools most likely to reach the student audience.

We can appreciate that the recording industry has access to tremendous talent for developing communications vehicles, but we are confident that our internal efforts will be creative, effective, and appropriately adapted to our environment. We do, however, welcome the opportunity to review examples of effective communications on the subject of copyright protection.

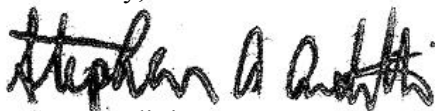
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In summary, the University is committed to continuing its efforts to protect copyright and to prevent unauthorized file sharing of copyrighted materials. We value an exchange of ideas about these difficult issues and hope to continue an open line of communication. Please let me know if we can provide you with any additional information.

Sincerely,

A handwritten signature in black ink that reads "Stephen A. Arditti". The signature is written in a cursive, slightly slanted style.

Steve Arditti

Assistant Vice President and Director

State Governmental Relations

cc: President Richard C. Atkinson  
Senior Vice President Bruce B. Darling