SIIA Education Division News

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SIIA Education Division Releases Don't Copy That 2 – School Version

WASHINGTON, D.C. (Feb. 10, 2011) – The Education Division of the Software & Information Industry Association (SIIA) announces the release of *Don't Copy That 2 - School Version* as part of SIIA's ongoing effort to help teachers educate K-12 students about the ethical and legal use of copyrighted materials, such as software, books, articles, music and movies.

Don't Copy That 2 - School Version is a fun-to-watch rap music video that addresses the dangers of engaging in piracy and the importance of respecting the creative output of others. The accompanying classroom resources include support materials for the video, lesson plans for middle and high school teachers, a glossary, and other resources that can be helpful to educators in teaching these complex and important concepts.

The course materials include many of the same concepts for both middle and high school students, but use age-appropriate methods. The lesson plans serve as models that educators can customize to their students' needs. The learning materials have been designed as a series of presentations, discussions and student activities.

"With piracy levels reaching all time highs, it is essential that we educate the younger generation on both the risks of piracy and the value of respecting and encouraging creativity and innovation," said Keith Kupferschmid**,** General Counsel and SVP, Intellectual Property Policy & Enforcement for SIIA. "The video and lesson plans are intended to place students in the shoes of artists, authors and other creators so that they may better understand how it feels when someone spends long hours creating something valuable only to see it being stolen."

The materials were created with the support of professional organizations, such as the International Society for Technology in Education (ISTE), which advocates safe, legal and ethical use of digital information and technology, including respect for copyright, intellectual property, and the appropriate documentation of sources.

"We're excited to see SIIA's creative approach to questions of digital citizenship," said Don Knezek, CEO of ISTE. "It certainly supports and reinforces ISTE's widely-adopted NETS guidelines for digital age learning, teaching and school leadership. We may be past the 'Don't Copy That Floppy' of almost 20 years ago, but there's still a need for relevant and engaging resources on intellectual property resources."

More information can be found at http://dontcopythat2.com.

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies.

About SIIA's Education Division

SIIA's Education division serves and represents over 150 member companies that provide software, digital content and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities and critical market information. SIIA provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices. With the leadership of the Division Board and collaborative efforts with educators and other stakeholders, the Division undertakes initiatives to enhance the use of educational technology and the success of SIIA members.

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