**To:** George Foulsham

**Subject:** Fiat lux

Dear Mr. Foulsham,

I received the following message from Julie Cohen.

After talking with the director of news and media relations, George Foulsham, and the assistant vice chancellor for public affairs and communications, John Longbrake, I discovered that we don't use company names in our releases in general and of particular  concern here is SAGE, owned by Sara Miller McCune, one of UCSB's most generous benefactors.

I guess my understanding of Latin is imperfect.  I thought ``Fiat lux''  translated simply as

"Let there be light".   It appears that UCSB's publicity office thinks that the motto  means

"Light is ok, so long as it doesn't  shine on any of our donors."

In the future, I will  remember that the UCSB publicity office strives to be content free.

Fortunately,  the Proceedings of the National Academy of Sciences is not afraid to publish factual reporting.

 Regards,

Ted  Bergstrom