



**CONTACT INFORMATION:**

[media@enough.org](mailto:media@enough.org)

Phone: (703) 476-7890

Fax: (703) 476-7894

11250 Roger Bacon Drive

Reston, VA 20190

[www.internetsafety101.org](http://www.internetsafety101.org)

**DESCRIPTION:** Enough Is Enough<sup>SM</sup> (EIE) is a 501(c)(3) non-profit, non-partisan organization whose mission is to make the Internet safer for children and families. EIE was founded in 1992 and continues to pioneer efforts to confront online victimization, including: child pornography, predation and cyber bullying.

**INTERNET SAFETY 101<sup>SM</sup> PROGRAM:** Enough Is Enough<sup>SM</sup> developed *Internet Safety 101<sup>SM</sup>* to educate, equip and empower parents and educators with the knowledge and resources needed to protect children from the online dangers of pornography, cyber bullying, sexual predators, sexting and threats related to social networking, mobile and gaming devices. The program includes a four-part DVD teaching series, workbook, Rules 'N Tools<sup>SM</sup> booklet, facilitator's guide and web site ([www.internetsafety101.org](http://www.internetsafety101.org)).

The program also includes documentary style interviews of kids, parents, victims and a convicted sex offender, as well as expert advice from clinicians, child safety advocates, law enforcement and technology insiders. The Internet safety training was shot in front of a live studio audience and was led by renowned Internet safety expert, author and EIE president, Donna Rice Hughes.

**AWARDS:** *Internet Safety 101<sup>SM</sup>* received the 2009 Silver Davey Award in Educational Film and the 2010 Silver Telly Award for 101 DVD Teaching Series.

**PRESS KIT:** <http://www.internetsafety101.org/presskit.htm>

Please include a link to [www.internetsafety101.org](http://www.internetsafety101.org) and [www.enough.org](http://www.enough.org) on all online articles and posted broadcasts.

**INFORMATION SPECIFIC TO BROADCAST JOURNALISTS:**

EIE requests interviewer/host to include mention of EIE's:

- *Internet Safety 101<sup>SM</sup>* Program
- *Internet Safety 101<sup>SM</sup>* website: [www.internetsafety101.org](http://www.internetsafety101.org)
- Introduction of Donna Rice Hughes as president of EIE and executive producer and instructor of the *Internet Safety 101<sup>SM</sup>* DVD teaching series.

**TELEVISION TITLE:** EIE spokesperson title/subtitle for television interviews should include the following on screen:

**LINE 1:** Spokesperson's name (Donna Rice Hughes)

**LINE 2:** [www.internetsafety101.org](http://www.internetsafety101.org) and/or Enough Is Enough<sup>SM</sup>

**B-ROLL:** EIE supplies video footage for B-roll or excerpt use in broadcast new reports:

<http://www.internetsafety101.org/requestvids.htm>

ID and password for access:

ID: enough

Password: 101TV

Journalists must acknowledge that use of video footage is from the *Internet Safety 101<sup>SM</sup>* program, courtesy of Enough Is Enough<sup>SM</sup>.

#### **DONNA RICE HUGHES BIO**



Donna Rice Hughes, President of Enough Is Enough<sup>SM</sup> (EIE), is an internationally known Internet safety expert and advocate. As a respected leader of national efforts to protect children from sexual predators and Internet pornography, Donna has championed EIE's mission to make the Internet safer for children and families since the group's formation in 1994. In September 2005, EIE launched *The National Internet Safety Awareness and Parental Empowerment Program, Internet Safety 101<sup>SM</sup>*, with the U.S. Department of Justice and other partners. She is also the executive producer, host and instructor of the cornerstone element of The National Internet Safety Awareness Program: *Internet Safety 101<sup>SM</sup>*. The 101 Program educates, equips and empowers parents, educators and other caring adults to protect the children in their care from Internet dangers

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