



ENOUGH • IS • ENOUGH

Making the Internet Safer for Children and Families

Donna Rice Hughes, President & Chairman, Enough Is Enough

First let me say that producing this program has been a labor of love over the past few years. I want to take a second to recognize our talented and dedicated staff, board and other team members. I would also like to thank our national sponsors and partners, many of whom are here today. Welcome to our national launch.

Because the Internet opens up exciting new opportunities to children, it's important that they are able to benefit from a positive experience online, safe from dangers. Unfortunately, a perfect storm has emerged online placing children at risk for exploitation due to unregulated hard-core pornography, sexual predators' access to kids, law enforcement limitations and kids engaging in risky behavior. And uninformed, ill-equipped or overwhelmed parents. Yet, parents must be the first line of defense.

Internet Safety 101 is not just another safety program. Instead, it fills a void in the market, as it is the only multi-media Internet safety program specifically designed to educate, equip and empower parents, as well as educators, law enforcement and other caring adults to protect kids online.

As I have traveled across the country, talking to parents about Internet safety, I have discovered that parents often fall into one of the following categories:

1. Not my kid, my kid's a really good kid
2. It's not that bad
3. It's so bad, I don't let my kids online
4. I've got it covered
5. My kids are too young

Sound familiar? Unfortunately, no child is immune, as you will hear today.

Today's agenda will follow the 4-part DVD series that is the cornerstone of the 101 program. The video is a combination of teaching before a live audience, together with video vignettes from experts in the fields of law enforcement, industry, psychology and Internet safety. Also included are poignant stories and testimonies from kids, parents and even a convicted sex offender.

We will preview short clips from each section, followed by remarks from our special speakers, most of whom are featured experts in our program. We will conclude our time with a Q&A session with the media.

Segment 1 - Pornography 101

As we examine in this segment, graphic hard-core pornography is lucrative, destructive and invasive. 7 in 10 kids have accidentally accessed pornography, and 79% of accidental access occurs in the home. The 3 billion dollar cyber-porn industry uses a variety of deceptive marketing tactics to target youth.

The video vignettes woven into Segment 1 include: "Kids Access to Pornography", "Harms of Pornography" and "Teens advice to parents." After viewing the following excerpts from this segment, 'Rene', my friend and also a law professor, will share a little of her story about the devastating impact of Internet pornography on her young son.

She shares much more of her family's journey in the Q&A section of Pornography 101. We also have a victim's resources available on our Web sites to help those who have already been harmed.

Segment 2 - Predators 101

Internet predators are aggressive, intrusive and seductive. They have easy and anonymous access to children and to graphic images of child abuse, also known as child pornography. This content only fuels their sexual appetite for children, both online and offline. They also use the Internet to interact with one another and virtually validate their criminal behavior.

1 in 7 kids have received a sexual solicitation online, which is why this segment uncovers the M.O. of predators, how they groom kids, and also examines the behaviors that kids engage in that places them at risk.

To illustrate these dangers, I interviewed a convicted sex offender in a high security prison who shared critical information that parents need to know. Additionally, we filmed undercover police interacting with predators in gaming sites and chat rooms.

The segment concludes with the story of a very special young lady, Alicia K., who will speak with us after we view this next package on Grooming. As you will see, predators target children by ASL to become their BFF to seduce them to TDTM and GNOC and to eventually MIRL. Did all of you adults get that? These and other important acronyms are the language of the interactive world, so if you want to find out their meanings, just check out our 101 resources.

I am so proud of you. I hope you will take the time to watch all of Alicia's story in our video and on our website. Also, Alicia and her mother, Mary, are our featured experts in the Q&A section.

Segment 3 - Web 2.0

This segment deals with the evolving Internet that is now highly interactive and mobile. Kids have anywhere, any time access; our children are living, learning and growing up online.

72% of kids have social networking profiles, and almost half are publically viewable. Kids spend over an hour a day playing online gaming devices. 43% of kids have been cyberbullied. 1 in 5 kids have engaged in sexting.

This segment is divided into three sections, Social Networking, Online Gaming and Cyberbullying. Each section deals with the great ways kids are using this new technology, the associated dangers and the safety solutions.

Also, Cris Clapp Logan, our Communications Director, serves as a social media expert in this segment. You will meet her in the following clip, after which Dianne Florence, the past President of the Virginia PTA will talk with us.

We successfully piloted our co-branded program with the Virginia PTA and the Verizon Foundation. After using the 101 program, parents, grandparents and teachers tell us how grateful they are for these materials. In fact, 95% those surveyed reported that they were highly motivated to implement safety measures. That's exactly what we wanted.

This year we are planning to launch focused programs in Maryland and Utah and have already begun a pilot program in the LA Charters schools with a Spanish version designed to reach underserved parents.

Segment 4 - Safety101 & Rules 'N Tools

This segment is the Program take away. We spent the first three segments educating adults to better understand the diverse dangers confronting children online. It's not a matter if kids will stumble into one of these dangers -- it's only a matter of when, unless preventative measures are put into place.

Our message is all about Prevention. Parents remain the first line of defense to keep kids safe, but often defending children against online dangers can seem like an overwhelming task. While there is no silver bullet to keep kids safe in the virtual world, fortunately you don't need a PhD in Internet technology. In fact, research shows that when parents regularly talk to their children about Internet safety, kids demonstrate fewer risky behaviors.

In this segment, our goal is to provide a solid understanding of the basic Safety Rules and Software tools (Rules 'N Tools) to ensure children have a safe and rewarding online experience.

The Rules section covers the non-technical safety measures and the Tools section covers the technical measures to prevent online exploitation of children.

It is essential that both Rules 'N Tools are implemented on all Internet-enable devices, because one without the other is not enough.

It's also vitally important for parents and educators to focus on the positive uses of the Internet while teaching children about the dangers and how to make wise choices online

Next we'll preview excerpts from the Safety 101 segment, after which Holly Hawkins from AOL, featured throughout our program, will offer her remarks.

Segment 5 - Final Segment

The multimedia 101 program, which includes the DVD teaching series, accompanying 250 page workbook and resource guide, and the Internetsafety101.org Web site is:

- Designed for individual use or group use
- Duplicates the power of in-person training,
- An easy Plug 'n Play program that doesn't require facilitator
- Brings the experts to directly to you.

- Another unique feature of 101 is that it also serves as a clearinghouse of detailed information on industry tools and resources and as well as other Internet safety programs such as NetSmartz.

The perfect storm does place our children at risk, but we can change some of the dynamics that have come together to create the storm, specifically, turning those uninformed, ill-equipped and overwhelmed parents into Educated, Equipped and Empowered parents. That way, they can protect kids from the dangers they should never have to face.

Our children's innocence is worth fighting for, and parents need to actively engage in the battle. Our program is specifically designed to assist parents in the fight, and if followed, it will empower a good parent to become a good cyber parent.

**Statements as prepared on February 16th.*