

Internet Safety 101SM

Educate • Equip • Empower



"People that don't see this as a serious crisis, that don't believe their children can ever become victimized, are living in an unrealistic world."

—Melissa Morrow,
Special Agent, FBI

"The Internet Safety 101SM Program is a tailor-made response to the Internet child safety crisis facing our nation."

—President, Virginia PTA

"For a lot of kids, there's a sort of immortality; they don't recognize the risks. EIE plays a critical role in educating parents to be involved with their children's online lives."

—Ernie Allen, President & CEO, National Center for Missing and Exploited Children

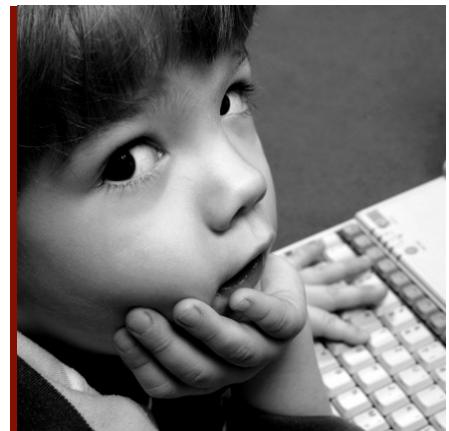
Do you feel overwhelmed about protecting children from the dangers of the virtual world? We're here to help.

The Internet has become a powerful educational and communications tool, placing vast new worlds of knowledge in the palm of our hand. Despite its many benefits, the Internet has also placed children at risk. Parents, educators and other adults must be the first line of defense to protect children online.

Internet Safety 101SM is a widely acclaimed teaching series that paints a comprehensive picture of online dangers and safety solutions. For adults who may feel ill-equipped to protect children in the

every-evolving Internet world, Internet Safety 101SM is an invaluable and practical resource. Firsthand accounts from law enforcement officers, clinicians, victims, parents, kids, industry leaders and a convicted sex offender are woven into this compelling four-part DVD teaching series, accompanying workbook, website and other resources.

Internet Safety 101SM covers the safety basics necessary to educate, equip and empower parents to protect children from pornography, sexual predators, and

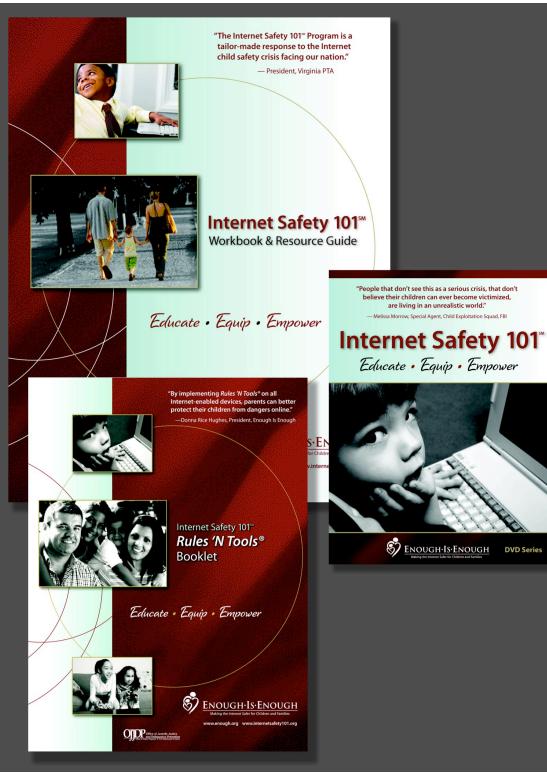


cyberbullies and to keep kids safe on social networking sites, gaming and mobile devices.



ENOUGH.IS•ENOUGH

Making the Internet Safer for Children and Families



"Through the foresight and leadership of EIE, Internet Safety 101SM has established itself as the benchmark for all other Internet safety programs."

— Steve F. Clementi, Director, Verizon External Affairs

The Problem

Despite the Internet's many wonderful benefits, a perfect storm has emerged for the online victimization of children. Kids have free and easy access to pornography, and sexual predators have easy and anonymous access to kids. Law enforcement limitations and challenges abound, and naïve kids are engaging in risky online behavior.

Parents, educators and other caring adults must serve as the first line of defense for kids online, but they are often uninformed or ill-equipped to deal with these and other evolving threats.

Most existing online and offline Internet safety programs do not comprehensively educate parents about the diverse issues of Internet safety, leaving children unprotected.

The Solution

As one of the nation's leading Internet safety organizations since 1994, Enough Is Enough (EIE) responded to this call-to-action by creating the Internet Safety 101SM Program. This state-of-the-art program addresses the critical need for adult and parental education and empowerment.

The comprehensive Internet Safety 101SM Program delivers resources directly into the homes and hands of parents, educators and other caring adults through both traditional and online multi-media channels.

The cornerstone elements of the Internet Safety 101SM Program are the chapter-segmented DVD teaching series and corresponding workbook. The four-part DVD series, hosted by EIE President and renowned Internet safety expert Donna Rice Hughes, is filmed in front of a live studio audience and duplicates the power of in-person training seminars. The

Internet Safety 101SM training DVD series and accompanying workbook enable individuals or groups of any size to host Internet safety training seminars or community events geared toward parents, guardians and educators. Filled with poignant true stories and essential strategies to counter online dangers, the Internet Safety 101SM Program will give you the information, skills and confidence to effectively protect children on all Internet-enabled devices.

"Donna is one of the leaders in the fight against pornography aimed at children on the Internet."

—Oprah Winfrey



Donna Rice Hughes
President, EIE
Executive Producer,
101 DVD



Internet Safety 101SM brings the experts to you.

The Internet Safety 101SM DVD appeals to your head and your heart. Be prepared to laugh, to cry, and above all, to become empowered to protect children from online dangers. Filmed in front of a live studio audience, the series features compelling testimony, audience interaction and Q&A with subject-based experts.

Introduction: The Perfect Storm (Viewing time: 4 minutes)
Over the past several years, a number of dynamic, powerful and destructive dangers have collided, creating a perfect storm for children to fall victim to online exploitation. Hear how this resource will help educate you to prevent these dangers from impacting your child.

Pornography 101 (Segment 1 viewing time: 36 minutes)
Every child with unrestricted Internet access is just one click away from online pornography. Learn about the risks and how to protect children from exposure.

Hear from: clinicians, psychologists, law enforcement, industry leaders, kids, parents, a convicted sex offender, victims and more.

Predators 101 (Segment 2 viewing time: 42 minutes)
Predators and pedophiles cleverly utilize the Internet to target vulnerable kids. Compelling testimonies reveal that no child is immune to the seductive tactics of a seasoned predator.

Web 2.0 (Segment 3 viewing time: 37 minutes)
Learn about the evolving web, the mobile Internet, social networking, online gaming and cyberbullying.

Safety 101 (Segment 4 viewing time: 19 minutes)
Become empowered with the essential technical and non-technical safety basics (*Rules 'N Tools®*) to protect kids on all Internet-enabled devices.

Video Vignettes (Viewing time: 2 to 7 minutes each)
The compelling, topical video packages featured throughout the program are also included as stand-alone pieces.

Special Features

Includes parental control tutorials, cyber-security resources, Ad Council PSAs, and an exclusive interview with a convicted sex offender.

No child is immune to Internet dangers. Are you prepared to protect them?

- Seven out of 10 youth have accidentally come across pornography online.¹
- One in seven kids has received a sexual solicitation online.²
- 72% of teens have a social networking profile and nearly half (47%) have a public profile viewable by anyone.³
- 43% of teens aged 13 to 17 report that they have experienced some sort of cyberbullying in the past year.⁴
- About 1 in 5 (19%) of teens have engaged in some kind of sexting.⁵
- 1 in 5 children under the age of 7 use the Internet without parental supervision.⁶

¹ Generation M: Media in the Lives of 8-18 year olds; Henry J. Kaiser Family Foundation, 2006. ² Wolak, Michell and Finkelhor. Online Victimization of Youth: Five Years Later, 2006. ³ Teen Online & Wireless Safety Survey: Cyberbullying, Sexting and Parental Controls. Cox Communications and the National Center for Missing and Exploited Children, 2009. ⁴ Harris Interactive Trends & 'Tudes, 2007. ⁵ Teen Online & Wireless Safety Survey: Cyberbullying, Sexting and Parental Controls. Cox Communications & the National Center for Missing and Exploited Children, 2009. ⁶ Click and Connect - Young Australians' Use of Online Social Media, Ofcom, 2009.

About Enough Is Enough

Enough Is Enough (EIE) is a non-partisan, 501(c)(3) non-profit organization. The Enough Is Enough mission is to *Make the Internet Safer for Children and Families*. EIE is dedicated to continuing to raise public awareness about online dangers, specifically the dangers of Internet pornography and sexual predators. EIE advances solutions that promote equality, fairness and respect for human dignity with shared responsibility between the public, technology and the law. EIE stands for freedom of speech as defined by the Constitution of the United States; for a culture where all people are respected and valued; for a childhood with a protected age of innocence; for healthy sexuality; and for a society free from sexual exploitation.

Virginia Pilot Program

In 2008, EIE began a pilot of the Internet Safety 101SM program in partnership with the Virginia PTA and the Virginia Verizon Foundation, reaching over 5,000 parents, educators and other caring adults. 95% of participants surveyed were motivated to take preventative steps to protect children from online threats.



Order Internet Safety 101SM at
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or via phone at
1-87-SAFE-TIP8

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