



Family Insider ~ MySpace should be YourSpace

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“You know more than you think you do.”

~ Dr. Benjamin Spock

What is free to use but costs \$580 million? Well, it's your kids' favorite place on the Internet—MySpace.com. Recently purchased from InterMix Media, Inc., by the international media and entertainment company News Corp, MySpace is one of the hottest Web sites on the World Wide Web. Registration is free, and the number of members continues to multiply (membership increased 400 percent in the first eight months of 2005) quicker than you can type your username and password. At last count there were 26,646,000 members registered at MySpace.

Think your child doesn't have a MySpace page? You may be right. Then again, you may be wrong. In April, MySpace passed Google in the number of pages viewed monthly—and to think Google is now being used as a verb in everyday conversation (i.e. “I googled i-SAFE to make sure I went to the right Web site.”). Not only are the page hits going up, but the time spent on MySpace is triple that of the second most popular site. Nielsen/NetRatings found that MySpace users spend an average of one hour and 43 minutes on the site each month. Compare that to facebook.com at 34 minutes, and friendster.com at 25 minutes.

Never heard of MySpace? Well neither has another parent—the mom of cofounder Tom Anderson. When asked about the site's growing popularity, he told the *New York Times*, “I don't want to say it's overwhelming, but I see these numbers coming out, I keep thinking, ‘It must be a mistake. How can we pass Google?’ I mean, my mom knows Google, but she doesn't know MySpace.” We're pretty sure he's joking, but he's 29, and his mom doesn't need to know MySpace—you do.

So what should you do? You should think of MySpace as YourSpace, and



HisSpace, and HerSpace, and TheirSpace, because it is a public space open for anyone to view. If you're unsure whether your child has a MySpace page, then sign up yourself and search for, or “google,” them. The search engine on MySpace allows you to search specific names, specific schools, specific zip codes, and more. Many parents tell i-SAFE they don't want to spy on their children. To that we say, “MySpace personal pages are posted for the public, and you are a member of the public, as

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NAC Tracks

Now that you have read the *Family Insider*, i-SAFE's National Assessment Center (NAC) wants to hear from you.

Does your child have a MySpace page?

- Yes
- No
- I don't know

Vote here

To take the i-SAFE parent survey, click on “*Surveys/Assessments*,” located under “*Education Resources*” on the i-SAFE home page (www.isafe.org).

Family Insider ~ *MySpace should be YourSpace*

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is anyone else in the world with Internet access?”

If you only take away one thing from this article, take this: Communicate with and educate your children. Remember, parenting is parenting whether it is online or offline. The more you're involved with your child's life in the cyber world, the safer their experience on the World Wide Web will be. The more you educate your child, the less likely he or she is to give out personal information, and the better prepared they will be to react to dangerous situations.

MySpace has lowered the required age to post to 14. However, just by changing the birth date on the registration page, a younger user can misrepresent their age. A San Diego television reporter recently did a story on MySpace.com. They located a high school junior just by reading her MySpace page. Her

response was, “It's no big deal. It's not like anyone can find me.” Even with the reporter sitting in her living room with a television camera, she did not comprehend that the information she revealed was potentially dangerous. If that can happen to a junior in high school, imagine what can happen to naive young users allowed to have a page on MySpace.com. Revealing personal information on MySpace, or any other site online, puts users at risk. We strongly encourage you to discuss the dangers of revealing personal information online with your child immediately. Inform other parents of the dangers online, and make a difference in your community by starting an i-PARENT campaign in your area. Contact us at parents@isafe.org. For more details, check out “Get Involved,” on page 6.

1 <http://www.internetworldstats.com/> 2. http://www.checkpoint.com/products/endpoint_security/articles/organized_crime.html



Site Spotlight

www.puzzlemaker.com
Puzzlemaker is a puzzle generation tool for teachers, students, and parents. Create and print customized word search, crossword, and math puzzles using your word lists.

Tech Tip

Posting Photos Online

Question:

Our family finally got a digital camera, and we'd like to share our photos. But we're concerned about posting them on the Internet. What are some safeguards we should know?

Answer:

Excellent question! As the cost of digital cameras drops, more people are buying them. Just plug the camera in to the computer, and voila!

The downside is that photos posted online may expose your family to threats. Internet predators look for clues in photos for the “grooming process” (where they lure victims) of your children. Your pictures may even give clues for use in identity theft.

Here are some ways you can share

photos with loved ones while protecting your family and identity.

1. E-mail is the best and most direct method. The downside: It's clunky and can be slow, some may struggle to view pictures, and you must resend pictures to make changes.

2. Photo album Web sites make sharing pictures as easy as saving a file. Some popular sites include Kodak's EasyShare Gallery, Shutterfly.com, Yahoo! Photo's, and Snapfish.com. These sites allow you to securely share photos with people you select, and many offer other features, such as various sizes, as well as mugs or T-shirts containing your images. Most sites require a subscription service. Take advantage of their free-trial service before choosing a provider. Here are

a few things to look for when making your decision.

- Use the site that gives the best return on your subscription fee.
- Make sure the site is easy to use, with easy navigation and an easy-to-use upload process.
- Storage space is important!
- Look for simple editing tools.
- If your photo-sharing friends plan to order prints, consider the cost.

Never use e-mail or photo album Web sites as your only archive; you should keep copies of your digital pictures on your local PC and other media (CD-ROM or DVD-ROM). Someone once said, “There are two types of computers, those that have crashed and those that will crash.” Always back up your files.



In Action

I am, most importantly, the mother of two, but I am also the managing director of Creative Kids in California. Creative Kids is a before-and-after school-care program working in association with the 31st District PTSA. As you can imagine, I spend pretty much every minute of my day with kids, and I can tell you, child safety is my biggest passion.

When I was appointed by the board of directors of the 31st District PTSA to manage Creative Kids three years ago, my mission was to bring the organization into the 21st century. An integral part of that journey was our collaboration with i-SAFE America. We wanted a program that worked with parents and with students. We wanted a program that went beyond software filters. We wanted a program that was educational for all and easy to use. We found all that and more with i-SAFE.

Upon researching and learning about i-SAFE, I immediately implemented the program in the California 31st District PTSA/Creative Kids program in Van Nuys. I was able to have a group of parents and teachers assemble for i-SAFE's Professional Development Program in late September. At the beginning of October, with the assistance of i-SAFE's capable staff, we began with i-PARENT training to extend the knowledge of the Train-the-Trainer program with parents throughout the San Fernando Valley.

Don't think you have time? Who does? We're parents—that's why we're busy! Besides taking care of my family, managing Creative Kids, and working with the PTA, I also sit on the boards of the Economic Alliance of the San Fernando Valley, Youth for Positive Change, the L.A. Women's Theatre Festival, SC6 Arts in Education, and am national program director for CSN. So the question is not whether you have the time but what you're doing with your time? I always say, "When you love something, make the time, because there is time." I'm using my time to make the Internet a safer place for our kids. I can do a lot, but I can't do it alone. So e-mail my i-SAFE friends at parents@isafe.org, and find out how you can make your community an i-SAFE community.

*Lynda Reichbach
Los Angeles County Board of Education
Parent Volunteer of the Year 2005-06*



Ask an Expert

Dear i-SAFE,

How do I set up i-PARENT training with the parents in my community?
Jon, CA

Hello Jon,

The i-PARENT training is one of the easiest and most popular presentations available at i-SAFE America. For those who are not familiar, the i-PARENT training is one hour of scripted program providing a comprehensive explanation of the need for Internet-safety education and an in-depth look at i-SAFE. To present this training to other parents, you must first become an i-PARENT board member. To start and/or join an i-PARENT board, simply follow these steps:

1. Activate your account. Go to www.isafe.org and click on "Create an Account" in the upper right-hand corner (if you haven't already done so). Be sure to use the same e-mail address for all correspondence and event registration with i-SAFE.
2. Log in. Go to www.isafe.org and enter your username and password in the upper right-hand corner. This will take you to the "My Info" page.
3. Submit an Implementation Plan. On the "My Info" page, click "Submit an Implementation Plan (IP)," then choose "i-PARENT Training." When you complete the implementation plan, an i-PARENT CD will automatically be sent to the address you provided when you registered. This will contain everything you need.
4. Once you receive the material from i-SAFE, complete the i-PARENT training module contained on the CD.
5. Upon completion of the module, an i-SAFE representative will contact you to assist with your i-PARENT training presentation.

The i-PARENT training is the best way for parents to learn about Internet safety and the many resources available to them through i-SAFE. Parents across the country have presented this training to school boards, community leaders, elected officials, PTA conferences, home-schooling associations, foster-care parent groups, as well as religious and community organizations.

Thanks for helping i-SAFE spread our message, and good luck Jon!

*Editor's Note: If you have a question regarding i-SAFE's i-PARENT program, please e-mail us at parents@isafe.org.

Did You Know?

Is Your Library Safe?

The American Library Association says that 95.3 percent of libraries in the United States provide public access to the Internet. But the number of libraries that provide direct Internet-safety education is minimal at best.

i-SAFE believes any method (i.e. filters) of protecting children from dangers online is good. However, filters only go so far, and they do not go to most libraries. A recent study out of Florida State University reveals more than half of all libraries do NOT have filters. And less than a quarter of those with filters have them on all of their computers.

Unlike at home, library computer use is largely unsupervised. Because of this, i-SAFE created the Library Safe Card (LSC) program to help. The LSC provides a computer-based Internet-safety tutorial. When your child passes a test at the end, he or she receives an LSC sticker certifying that they understand online dangers.

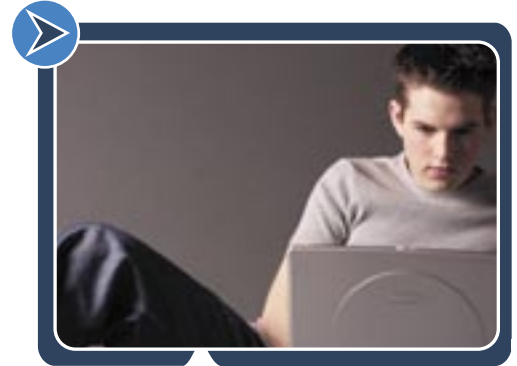
Make sure your library's computers are safe for all families. E-mail us at education@isafe.org, and bring the LSC program home.

Beyond the PTA

i-SAFE recognizes that kids usually know more about the Internet than parents. The i-PARENT campaign was created to inform parents of the dangers kids face online.

Educate yourself and your family, but don't stop there! Use your knowledge to educate parents in your community by conducting parent nights and creating an i-PARENT board! PTA groups are a great place to start, but i-PARENT programs can also be presented to other groups of parents in your community. All of the materials needed to organize, publicize, and conduct i-PARENT programs are on the i-PARENT CD, which is free when you submit an implementation plan for an i-PARENT program event. It includes a tool kit (instructions) and five scripted PowerPoint presentations on: i-PARENT Orientation, Cyber Bullying, Eluding Internet Predators, Family Cyber Security, and Identity Theft.

It's easy to get started! Visit www.isafe.org. Click on "Implementation Plan" on the bottom right. Log in. Choose "i-PARENT Program." We need YOU to help educate other parents on Internet-safety issues, so log in now!



File-Sharing and P2P Dangers

Although more parents are becoming aware of file-sharing and the legal implications of downloading illegally, most don't consider file-sharing an issue of great concern. But it MUST be! Peer-to-peer (P2P) file-sharing allows your child to directly connect to others' computers and make copies of song files, pictures, games, software, and even movies. However, not all of the material available for downloading is legal—or appropriate for youth. The greatest risk posed to your children is that of pornography—both adult and child. Distributors of pornography often misname files using child-friendly names to trick users into downloading the pornographic files. And because P2P also allows others to connect to your computer, it becomes vulnerable to spyware, viruses, hacking, and theft of personal information. Click here ([make 'click here' go to http://www.riiaa.com/pdf/musicLeafletDL_USA_HR-1.pdf](http://www.riiaa.com/pdf/musicLeafletDL_USA_HR-1.pdf)) to download a valuable guide on P2P, file-sharing, and downloading.

In Your Neighborhood



i-SAFE has joined the Albertson's/Sav-On/Osco Community Partners program. Shoppers with a Preferred Savings Card log on to:

http://www.albertsons.com/abs_inthecommunity/default.asp

Once there, click on "Community Partners" on the right side to sign up. Our Community Partners ID is 49001008838. It is free, and a percentage of eligible purchases go to i-SAFE to help keep families safe online.

i-SAFE has also teamed up with iGive.com. Donations will be made to i-SAFE when you shop at one of iGive's 615 well-known online stores. Just click below, and up to 26 percent of each purchase will be donated to i-SAFE.

<http://www.iGive.com/html/refer.cfm?memberid=412197&causeid=32703>



The Power of One



The Internship

Did you ever wish you could get a head-start in the work world? Through High Tech High International and i-SAFE America, I have that chance.

My school set me up with an internship at i-SAFE. When I first heard of i-SAFE, I didn't know anything about the company. When we first arrived at the office, we met Ryan, our mentor. Ryan, who is the Community Outreach Manager for i-SAFE, immediately started to familiarize us with the company. i-SAFE educates and empowers kids to use the Internet safely and responsibly. Before coming to i-SAFE, I didn't know a lot of the dangers that were out there. i-SAFE informed me of things like cyber bullying, which has affected 42 percent of kids, according to a survey from their National Assessment Center. Once I was familiar with the company, I began my internship experience.

We first worked with Ryan to gather

information regarding school district conferences around the country from the Internet. We put the information into an Excel spreadsheet (a document i-SAFE employees now use), which is used to organize data. Then the four other interns and I, along with Ryan, started brainstorming ideas for a nationwide contest involving Internet safety. We decided on a contest for the best-dressed i-BUDDY during the four seasons and holidays. We dressed i-BUDDY in swank clothing, and it turned out really cool. I liked this project because there is a chance it will be used, and kids all around the country could be entering a contest I started.

Another thing I liked was learning what it is like working in a corporation. I usually dread doing schoolwork, but the work I have done so far at i-SAFE I have enjoyed. The people in the office are really nice, so it makes for a comfortable working environment. It is early in



my internship experience, and I already have learned so much. I thought I would just be doing busy work like photocopying, but I'm doing real work. I am glad I got this opportunity, and I'm going to do my best.

By Sean, San Diego

Internet Safety Tip for Parents



If you are reading this, then you have an amazing resource at your fingertips—the Internet. However, it can be a daunting task to utilize this

resource safely. Safety concerns and questions concerning your child's use of the Internet should not require you to remove Internet access completely, it should encourage you to seek Internet-safety knowledge. Tune in to i-SAFE's i-PARENT newsletter, and check out the great Internet-safety tips for parents. These tips will help you utilize the computer and Internet safely and effectively in your home.

This edition's tip: Always keep your kids' computer in an open area. The worst thing a parent can do concerning online safety is to allow a computer with an Internet connection in a child's bedroom—no matter what their age. A computer in a kids' bed-

room is an open door to trouble. There is a new twist on an old saying: "It's midnight somewhere on the Internet. Do you know where your kids are?" Parents must remember that the Internet is always on, someone is always awake, and others may not have your kids' best interests at heart. Kids of all ages are notoriously curious, and at times dangerously naive. If you keep the computer in an open area, your kids are less likely to visit inappropriate sites and/or chat with people of whom you would not approve. It is a simple tip, but it's also the most important.

Get Involved

Each month, the i-PARENT Times helps you make a difference in your community. There is no better time than now to establish an i-PARENT campaign in your neighborhood.

The i-PARENT campaign trains people to conduct “Parent Nights.” Order your free copy of the i-PARENT CD, which includes detailed instructions and five scripted PowerPoint presentations: Eluding Internet Predators, Cyber Bullying Awareness, Cyber Security, and more. To order a free copy of this CD, submit an implementation plan for an i-PARENT program event.

i-SAFE recognizes that a digital divide exists between parents and children in terms of technology. In most cases, the kids know more than their parents. That is why i-SAFE launched the i-PARENT campaign—a nationwide movement of students, parents, educators, and public officials—to inform parents about the dangers their kids face online and to offer tips to help protect them.



Questions, Comments, or Contributions

At i-SAFE America, we welcome them all. Do you have a question or a comment about an article? Do you have a story you wish to share with other readers? Do you know somebody whose story will inspire others to get involved? Whatever the case, we would like to know. Please e-mail us at editor@isafe.org with questions, comments, or contributions. If snail mail is your preference, send written correspondence to:

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Suite #309
Carlsbad, CA 92008

All communication with the editor will be confidential unless otherwise specified by you, the sender.

Thank you for your input, but more importantly, thank you for reading and making a difference in your community.

Sincerely,
i-SAFE America

The series of i-SAFE newsletters also includes the **i-EDUCATOR Times** and **Kewl Timez** (for students). We encourage you to read the others and ask you to use the main article to initiate discussion and action with your students and your community.

About i-SAFE

Founded in 1998 and active in all 50 states, i-SAFE America Inc. is the leader in Internet-safety education. i-SAFE is a nonprofit foundation whose mission is to educate and empower youth to make their Internet experiences safe and responsible. The goal is to educate students on how to avoid dangerous, inappropriate, or unlawful online behavior. i-SAFE accomplishes this through dynamic K through 12 curriculum and community outreach programs to parents, law enforcement, and community leaders. It is the only Internet-safety foundation to combine these elements. www.isafe.org

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