

## Family Insider—Creating Safe Family Web Sites

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*“An investment in knowledge ,,  
 always pays the best interest.”*

*~ Benjamin Franklin*

Family Web sites are a great way to network and keep in touch with family, especially those separated by distance. What parent wouldn't want to let everyone see the latest pictures of Billy or Suzie, or talk about the gold medal Amy won in the swimming meet last week? Unfortunately, those very activities can catch the attention of some of the creepier types online and make it easy for them to target your family as victims.

Most family Web sites include blogs, journals or letters letting everyone know what is going on with the family. Many also include photos and info on how to e-mail or instant message family members. This information along with other personal information such as family names, school or church names could put your family at risk.

If you are like most families, you may even be taking advantage of your ISP's free Web site hosting offer. This can also lead to issues because knowing your ISP can often pinpoint your location.

But there are lots of ways to make a great family Web site while still maintaining your family's safety. Here are a few suggestions for creating a family-friendly site.

1. Build your Web site to include a sign-in page that is password protected—then, only give the password to those people you want viewing the site.
2. Check and double-check your domain name and ISP to make sure they aren't too revealing. While it may be cool to have your site's domain as www.theramonefamily.com it is also giving out personal information.
3. Make sure that the home page does not contain personal information, pictures, blogs, etc. Maintain this type of revealing information behind the password protection.



4. Run the site/page through several sets of eyes to evaluate just what it is revealing about you or your family. You may not even realize or be aware of just what you are putting out there for the world to see.

As you are creating your site, make sure you remember the rules about copyright and intellectual property theft, too. Web graphics play an important part in the presentation of a Web site. If you are using web page backgrounds, graphics, or sound files that you have found online, be aware that they may be protected by copyright. While there are numerous sites on the Internet that

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### NAC Tracks

Does your family Web site have a password protected login?


A: Yes

B: No

**Vote here**



## Creating Safe Family Web Sites *continued from page 1*

advertise 'free' web graphics or audio clips for use on your Web page, *just because they say they are free doesn't mean that they have the authorization to distribute the images.* And many sites will allow you to use their images or sound files if you link back to their site, or cite where you obtained the image or sound file. 




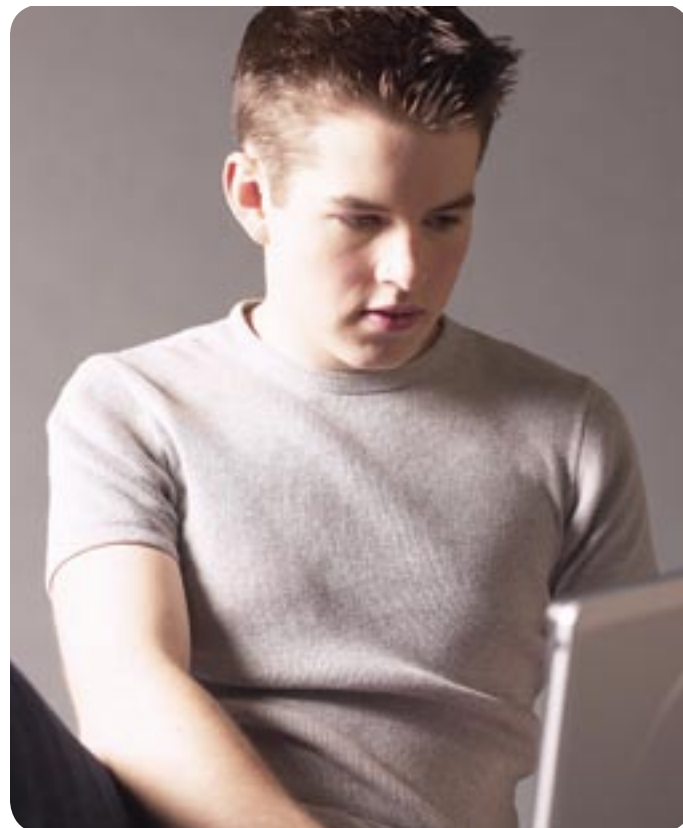
## NAC Corner—How Safe is Home?



Summer break is here and many children are now spending more time on the Internet. The age-old belief that when children are home, they are “safe and sound” is no guarantee when the Internet connection is on. Supervising what children are doing as they surf the Internet can help reduce risky online behavior. From a pool of 5th–8th grade students nationwide this academic year, respondents reported the following:

- o 87% of students say that they spend at least 1 hour per week on the Internet; 18% spend 10 hours or more on the Internet each week (n = 34,114)
- o 52% of students stated that they use the Internet “usually” or “often” when adults are not in the same room (n = 20,806)
- o 8% of students said that they are most likely to do something on the Internet that is unsafe, inappropriate or illegal while they are at home (n = 20,869)
- o 14% of students admit that they have visited gambling Web sites (n = 20,960)
- o 4% of students reported that they have used the Internet to obtain drugs, alcohol, or cigarettes (n = 21,908)
- o 11% of students stated that they have purchased illegally burned CDs from the Internet (n = 12,532)

*NAC Center 5-8 grade pre-assessment query of the 06-07 database on June 15, 2007, 8:45 a.m. PST* 



## Web Adventures

Take your kids on exciting and fun interactive Web adventures this summer. Students can create music, explore black holes, design buildings, learn about the exciting world of bugs, and much more! Log on and see what EduWeb <http://www.eduweb.com/portfolio/adventure.php> has to offer!

## Donny Doings

The Donny the Downloader Experience middle school assembly is proving to be very popular with students, and having a positive impact on students' attitudes and behaviors about illegal downloading and pirating music.

Since its launch in February, the program has already reached nearly a quarter of a million students through assemblies and an interactive curriculum. Early data compiled by i-SAFE's National Assessment Center (NAC) from a pool of 680 students (grades 6-8) who participated in the program found:

- 67% have a better understanding of what is legal to download
- 66% believe that someone is harmed if they download music without paying for it
- 60% said they were now more likely to use legal online stores for downloading music
- 67% said they were less likely to accept illegally downloaded music from friends

The Donny the Downloader Experience is a multi-media school assembly program featuring fast-paced animated videos starring the misadventures of Donny. Donny is a 14-year old who's tech-savvy, but unaware of the bigger picture of why illegal downloading hurts the same performing artists and songwriters whose music he loves. The program centers on the negative reactions from the other kids and adults in his life who he tries to impress with his access to supposedly "free" music, while demystifying the process of how music is created.

In addition to the animated "Donny" segments, the assembly also features compelling video segments that introduce real-life, 17-year-old aspiring music creator, Sonya Bender. The videos follow Sonya as she meets with music creators, producers and publishers to get an unfiltered perspective on how illegally downloaded music negatively impacts their ability to make a living from being creative. The assembly experience also includes an interactive component, where

students perform a special "Donny" skit to help reinforce what they've learned.

i-SAFE partnered with the American Society of Composers, Authors and Publishers (ASCAP) to bring Donny to students. ASCAP's research reveals that Donny strongly resonates with young people and helps them recognize on a personal level that downloading music illegally hurts many more people than they might otherwise realize. "The Donny the Downloader Experience is the first program of its kind, and is an extremely important initiative for ASCAP given that the very livelihood of our music creators is in jeopardy due to music piracy," adds Phil Crosland, Executive Vice President of Marketing for ASCAP.

i-SAFE CEO and Program Director Teri Schroeder knew that the innovate Donny the Downloader Experience would be a hit with students. "We are pleased to offer one of the first effective educational efforts supporting the value of copyrighted material and the impact of downloading on those who create it." Educators and others who would like to conduct this assembly may request materials by creating an account at [www.isafe.org](http://www.isafe.org). The CD/DVD set is also available for purchase through i-SAFE's online store:

<http://auth.isafe.org/store/digital.php>



## Internet Safety Tips

Family Web sites are easier to launch than ever before! So how do you get started? There are two ways: through an online space provider (some of them are free), and through your Internet Service Provider (ISP). One advantage of the Web space provider over your ISP is that your location is not easily identifiable, especially if your ISP is a small, local provider. Also, avoid posting your e-mail address on your family's site.

## Get Involved—Family Web Sites

The hot summer afternoons are a great time for you to bond with and learn from your teen or pre-teen.

Most kids are very tech-savvy and have the ability and creativity to make an amazing family Web site. So, sit down with your kids to talk about what you'd like to see on your family Web site. Review online safety rules and discuss ways to make your pages safe (i.e. password protection, limiting information, photos, etc.) Then give each person a task or responsibility. Even the youngest child can help to choose colors and designs for Web pages. They can even create pictures with paint programs, or if you have a scanner, you can scan in coloring book pages or drawings they have created. And if you have more than one child, you may want to give each child their own sub-page on the family site where they can express their individuality in their own space.

If you already have a family site, or if your kids have their own personal pages, review them together. Look at each page critically and identify any items that don't follow the Internet safety rules by revealing too much personal information or by putting your family or friends at risk.

Discuss the changes that need to be made and work on making these changes together.

Take a look at the Safety Tips and Site Spotlight for more information on creating your family Web site.

*Get involved, have fun and enjoy your kids this summer!* 




## New Video

An important component to teaching children about the complexities of intellectual property rights—specifically illegal music downloading and piracy—with the intent to positively change behavior is educating their parents as well. In a 15-minute video that's just been produced, parents learn their responsibility and liability when their children use the family's computer for illegal music downloading. Above all, parents learn that file sharing is a crime, and not a victimless crime, negatively impacting many people in the music industry, and young artists who dream of making a living in the industry.

The message of the video is clear, that parents cannot allow ignorance as an excuse—ignorance of technology, ignorance of what their children are doing online, ignorance of the law regarding copyright and intellectual property rights—or they may wind up the target of a lawsuit or even criminal action.

The parent video is now incorporated into the i-PARENT Toolkit available through implementation plan or through i-SAFE's online store <http://auth.isafe.org/store/digital.php>. Plus, we have now incorporated this new video into the

i-PARENT i-LEARN sequence. To view it, click on the “Digital Divide” chapter. 



## Beat Street Cyber Café is Open for Business

Recognizing that people of all ages love music, and want to get it quickly and cheaply online, i-SAFE has stepped up its education and awareness campaign to include teaching younger students and adults the moral and legal alternatives to illegal music downloading.


The “Beat Street Experience” is the newest and most unique in the collection of i-SAFE multi-media assemblies and curriculum packages. “Beat Street” is designed for third and fourth grade students. The 30-40 minute presentation takes students to the Beat Street Cyber Café and it combines videos, a humorous one-act play, student participation, and a sing-along to introduce basic intellectual property terms, as well as communicating to students the moral issues of responsibility and ownership. With the help of an innovative cartoon—featuring i-Buddy and Donny the Downloader—students are engaged, therefore more willing to learn and remember the anti-piracy message.

Statistics from student surveys reveal the rate of illegal music downloading and piracy is all too common. Further, students seem to base their illegal behavior in part on ignorance of the consequences. Nearly one-half (43%) of middle school students believe no one is harmed or loses money when they download music or movies without paying for them. Almost one-third (31%) of high school students agree. What’s more, according to the survey conducted by i-SAFE’s National Assessment Center (NAC) during the 2005 – 06 school year, the practice of illegal downloading is pervasive among all students, even the younger ones. The findings show that among the students in grades 3-4 who download music, 69% do so illegally, that is, without paying. Nearly three-quarters (74%) of students in grades 5-8 who download music and/or videos do so without paying. The disturbing trend continues for older students; 77% of students in grades 9–12 admit to illegal downloading music and videos.

At the same time, i-SAFE education programs demonstratively raise awareness among students and positively change their behaviors. Based on a recent sampling of 10,000 students nationwide after receiving i-SAFE intellectual property curriculum, 55% say that they will never copy music for friends in the future, and 46% say they won’t accept pirated music from their friends. 58% say they now realize people lose money when they illegally download music. And, to further gauge the impact of education, of the 61% of students who say they regularly download music,

more than half (51%) say they’ll now pay or get permission to do so in the future. i-SAFE CEO and Program Director Teri Schroeder says that students respond favorably when these complex and moral issues are presented in a manner in which they can understand.

The “Beat Street” Experience is launched just months after the release of “The Donny the Downloader Experience” assembly and curriculum for middle school students, as well as “Learn B 4 U Burn” and “What’s the Download” assemblies and curriculum for high school students. i-SAFE now provides 4 school assemblies, 23 age-appropriate lessons in the Intellectual Property curriculum unit at school, and a 15 minute video produced to educate parents about their legal and moral responsibility in regards to illegal music downloading. “Many parents are shocked when they learn that they are liable for their children’s illegal behavior on the family’s computer,” says Schroeder. “Parents also need to be aware about intellectual property issues so they can help stop illegal downloading in their homes.”

Educators and others who would like to conduct this assembly may request materials by creating an account at [www.isafe.org](http://www.isafe.org). The CD/DVD set is also available for purchase through i-SAFE’s online store: <http://auth.isafe.org/store/digital.php>. The parent video is now incorporated into the i-PARENT Toolkit available through implementation plan or through i-SAFE’s online store. 



## Internet Generation Gap

Recent survey statistics expose the discrepancies between youth and parent responses to questions about Internet behavior, thereby documenting the existence of an Internet generation gap. Survey data from i-SAFE's National Assessment Center (NAC) highlights the dangers created by this "digital divide." Parent and student respondents nationwide this academic year report the following:

### Parents


- 88% say that they have established rules for their children's Internet activities (n = 3,190)
- 93% report that they know "some" or "a lot" about where their children go and what they do on the Internet (n = 3,205)
- 60% say that their children do not belong to a social networking site (n = 3,197)
- 3% say that their children have met someone from the Internet in person and 5% weren't sure (n = 3,197)
- 6% report that their children access the Internet from a friend's home (n = 3,200)

### Youth

- 65% say that their parents have established rules for their Internet activities (n = 20,724)
- 19% report that they tell their parents "some" or "a lot" about their Internet-only friends (n = 21,186)
- 48% say that they do not belong to a social networking site (n = 21,000)
- 11% report that they have met someone from the Internet in person (n = 20,983)
- 49% say they "rarely" or never" discuss Internet safety with their parents (n = 21,239)
- 19% report that they access the Internet from a friend's home (n = 26,476)

### Students also reported the following:

- 9% of students say they have been repeatedly pursued or contacted (stalked) by another person on the Internet against their wishes (n = 20,953)
- 9% of students report that in the past year, they have felt worried or threatened because someone was bothering or harassing them online (n = 21,361)
- 5% of students report that an Internet friend has asked them to keep their friendship a secret (n = 21,244)
- 7% of students say that someone from the Internet has tried to get them to talk about sex when they did not want to (n = 20,861)
- 2% of students report that someone from the Internet has sent them gifts, including drugs, alcohol, and pornography (n = 22,495)

To participate in the Parent survey online, please visit the i-Parent Web page at: [http://www.isafe.org/channels/sub.php?ch=op&sub\\_id=2](http://www.isafe.org/channels/sub.php?ch=op&sub_id=2). There is a link to the survey, at the bottom of the page. Your participation is very useful in finding ways to bridge the "digital divide" and keeping children safe online. 

*NAC Center 5-8 grade pre-assessment query of the 06-07 database on June 15, 2007, 8:45 a.m. PST.*

*Query of 06-07 Parent Survey data June 15, 2007, 8:45 a.m. PST*



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 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](http://www.isafe.org)