

# PRESIDENT'S LETTER

*Letter from Teri Schroeder, I-Safe President & CEO*

Hello,

On behalf of the **i-SAFE AMERICA** foundation, I want to thank you for taking the time to get acquainted with us.

Our society has changed so much over the past five years. The Internet – with email, instant messaging, chat rooms and bulletin boards – has emerged as a powerful communication mechanism, with a far greater impact than even the introduction of the telephone. Unfortunately, education about this technology hasn't kept pace with the technology itself. Today's youth will be cyber citizens for the rest of their lives. We feel it's imperative that they are prepared for this role in the global, online community.

The **i-SAFE** Internet Safety Education and Outreach Initiative is a unique program based on the premise that kids are the key to their own safety. The **i-SAFE** program educates and empowers kids to make their own best-informed decisions online and informs them about what to do if they get into a dangerous situation.

Estimates are that there are currently 48 million kids ages 5 to 17 who regularly use the Internet and the number is steadily rising. We at **i-SAFE** are dedicated to making sure that every student in America is safer online.

Thank you for your interest in **i-SAFE AMERICA**.

With warm regards,



Teri Schroeder  
President and CEO  
**i-SAFE AMERICA, INC.**



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# ABOUT US

## • Mission • Goal

The Internet has dramatically changed our world and the way we interact within it. Our children have become highly vulnerable to exploitation and entrapment by predators who use the Internet to search for their prey.

**MISSION:** i-SAFE AMERICA, INC. is a non-profit foundation whose mission is to educate and empower youth to safely and responsibly take control of their Internet experience.

**GOAL:** The i-SAFE program provides students with the awareness and knowledge they need in order to recognize and avoid dangerous, destructive, or unlawful online behavior and to respond appropriately.

i-SAFE AMERICA is dedicated to: 1) implementing a standardized Internet safety education program throughout the nation that provides kids and teens with essential tools to reduce the risk of their being victimized while engaged in activities via the Internet; and 2) launching an Outreach Campaign that empowers students to take control of their online experiences and make educated, informed, and knowledgeable decisions as they actively engage in cyber activities.

In 2002, i-SAFE's Safe School Education Initiative and Outreach Campaign received bi-partisan recognition and support from both the Senate and House of Representatives, and the United States Congress awarded I-Safe \$3.554 million dollars to begin to fulfill its mission and goal. In 2003, Congress increased its support of I-Safe and awarded it \$5 million dollars to continue its vital work. The Safe School Education Initiative and Outreach Campaign is a nationwide project.

The i-SAFE education curriculum, which is based on age appropriate teaching and learning activities in grades K-8 and webcasts for the high school level, is reviewed and approved by the Department of Justice (DOJ). Each lesson is characterized by interactive student and instructor participation to inspire cooperative learning and critical thinking.

The Outreach Youth Empowerment Campaign, which is integrated into the classroom curriculum, involves community and school based events and activities including, but not limited to: school assemblies, community events and activities, parent-oriented Internet Safety awareness sessions, and broadcast of i-SAFE Public Service Announcements (PSAs).



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# GENERAL INFORMATION

• *Partners* • *Support Information* • *Contact Information*

## Partners

To accomplish our mission of educating and empowering youth to take control of their Internet experience, we work with a variety of partners including: national and international corporations, law enforcement agencies, School Resource Officers, federal officers and Department of Education offices throughout the United States.

## Support Information

We rely on contributions to help increase awareness across the United States. If you'd like to support **i-SAFE AMERICA'S** mission, please go to our secure online donation page at: <https://secure.isafe.org/donations/donations.htm>. Or if you prefer, you may mail your checks or money orders directly to the **i-SAFE** Foundation at the following address:

**i-SAFE AMERICA INC.**  
**5963 La Place Court**  
**Suite 309**  
**Carlsbad, California 92008**

All donations are tax deductible as **i-SAFE** is a 501(c)(3) corporation.

## Contact Information

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# NATIONAL SPOKESPERSON

*Letter from Robert Davi, i-SAFE National Spokesperson*

Greetings,

Would it surprise you to know that the FBI considers online child pornography and the sexual exploitation of children via the Internet the #1 crime today?

In 1998 while I was starring in the series "Profiler," I was introduced to **i-SAFE AMERICA**, a recently launched program that I knew would have a huge impact on children in their exploration of a new technological wonder: the Internet. Five years later – with the aggressive marketing of pornography and the frightening increase in online predators – it's clear our children need all the help we can give them.

As the National Spokesperson for **i-SAFE**, and as a father of five children, I have worked for the last five years to reach children and parents with Internet safety education. The World Wide Web has become a playground for millions of youth who are at risk of exploitation and abduction by predators seeking to cloak their identity and motives. For teens, the Internet has become their primary communication tool, even surpassing the use of the telephone. Consider just a few Web facts:

- 1 in 4 children age 10-17 have been exposed to pornography.
- 1 in 5 children under age 17 have received unwanted sexual solicitation.
- 1 in 33 children have received an aggressive solicitation to meet somewhere.

**i-SAFE** is leading the effort to bring important Internet safety issues to schools and communities nationwide. **i-SAFE** protects kids from online predators and pornography by reaching out to students, parents, law enforcement officers and community leaders with a comprehensive Internet safety curriculum and outreach program. Given its proven effectiveness, Congress has awarded **i-SAFE** with over eight million dollars in funding, to date, in order to continue its vital work.

The need for Internet safety is imperative. In school, students are taught how to use online tools but few are taught how to protect themselves as they use those tools. They have the knowledge to navigate the web, engage in transactions via the Internet, communicate and socialize online, but may lack the knowledge to protect himself or herself from dangerous and inappropriate e-mail, web content, or harassing communication. Join with me today and take part in **i-SAFE's** initiative to make the World Wide Web a safer place for our youth to explore and navigate.

With Warm Regards,

Robert Davi



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# EDUCATION

• Curriculum Overview • Mapping Information • Process

## Curriculum Overview

The goal of the i-SAFE Education and Outreach Teams is to educate every student in grades K-12 with curriculum that is designed to:

- Empower students to **RECOGNIZE** techniques used by predators to deceive them
- Empower students to **REFUSE** requests for personal information
- Provide students with the tools they need to **RESPOND** assertively
- Encourage students to **REPORT** suspicious or dangerous contact

The i-SAFE Safe School Education Initiative and Outreach Campaign will be launched in all 50 states. The curriculum for the educational aspect of the program currently consists of five, fifty-minute core lessons approved by the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, and the U.S. Department of Justice for grades K-12. Grades 9-12 receive the program through web casts.

Each lesson is written to meet the most stringent state curriculum standards, fulfilling objectives in health and safety, language arts, history/social science/social studies, and technology education. To assist instructors, each lesson is scripted with a corresponding multimedia presentation, and includes stimulating student activities to promote cooperative learning, as well as pre and post assessment tests.

The i-SAFE curriculum is provided **FREE** of charge to schools. Briefly, the lessons discuss:

- Living as a Net Citizen in the Cyber Community** – Recognition that the Cyber Community is as tangible as the students' physical community, with rules of conduct and dangers to recognize and avoid.
- Personal Safety as a Cyber Citizen in the 21st Century** – Understanding the real-world consequences for one's actions in Cyberspace.

**Technology and Computer Viruses** – Protection of one's computer from infection by helping to recognize red flags while online.

**Plagiarism and the Theft of Intellectual Property** – Appropriate use of materials available via the Internet. Also, avoid both the theft of copyrighted materials and plagiarism of other people's work.

**Law Enforcement and Internet Safety** – Identification of techniques used by Cyber predators to entice, entrap, and exploit victims via the Internet.

The web casts, which are filmed for a high school audience, will cover the following issues:

**Privacy and the Internet** – Awareness of privacy risks encountered while online. Designed to address privacy issues inherent to Internet usage, the legal acquisition of and distribution of personal information and identity theft via the Internet.

**Cyber Relationships** – Understanding online risks pertaining to cyber relationships. Intended to address relationships and communication issues inherent to Internet usage, and Internet "grooming" – the process a cyber predator uses to prepare their victims for a face-to-face meeting, harassment and/or cyber stalking.

**Intellectual Property Theft** – Recognition of online consequences of engaging in the online theft of copyrighted and protected materials, and the need to engage in responsible, online behavior.

**Security** – Awareness of potential malicious code: computer viruses, worms, and Trojan horses, the consequences for intentionally creating and distributing malicious code, and the need to exercise responsible behavior as it relates to the use of technology.

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# EDUCATION

• *Curriculum Overview* • *Mapping Information* • *Process cont.*

**Social Issues** – Understanding the need to respect other people’s views online, recognition of the destructive nature of hate sites, the practice of online etiquette “Netiquette” and restraint from participating in unlawful online behavior as well as working to understand the consequences associated with hacking and other malicious, online activities.

## Mapping Information

The i-SAFE America Safe School Education Initiative curriculum is mapped to the National Education Technology Standards for Students (NETS) designed to provide teachers, technology planners, teacher preparation institutions, and educational decision-makers with frameworks and standards to guide them in establishing enriched learning environments supported by technology. All lessons are reviewed and approved by the Child Protective Division of the Office of Juvenile Justice Delinquency Prevention within the Department of Justice and incorporates the Curriculum Scorecard Requirements of the National Center for Missing and Exploited Children.

## Process

i-SAFE partners with school districts nationwide to accomplish the goal of educating and empowering youth. Once a district is committed to the program, the i-SAFE education team assists the district in developing an implementation strategy, and conducts an i-SAFE professional development training for educators and law enforcement. Following the training, the district is qualified to launch the program in their schools.

Educators and law enforcement professionals have the opportunity to become involved with the i-SAFE Education Initiative in the following ways:

As instructors to teach the lessons to students.

As trainers to develop instructors and other trainers.

As District Coordinators to serve as the liaison between their district and i-SAFE, to ensure a successful implementation in their schools and expansion of the program, in their communities.



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# COMMUNITY OUTREACH

• *Youth Empowerment* • *Community Action Team* • *Parent Empowerment*

The **i-SAFE** Outreach component takes the Internet safety knowledge and information from beyond the classrooms in which the **i-SAFE** curriculum has been taught and extends that valuable information into the entire community. Our goal is for community members to understand the need for Internet safety, for them to have knowledge of online safety techniques and to work proactively to disseminate this information throughout their community.

Parents, students, teachers, and community members educate their schools and communities through the **i-SAFE** Community Outreach Campaign.

## Youth Empowerment

Students across the United States are stepping up and getting involved with **i-SAFE** by helping educate and empower their peers through the **i-SAFE** Youth Empowerment Campaign. Students who have received **i-SAFE** Internet safety information and volunteer to be Student Mentors and Ambassadors plan and create fun events and activities in their schools and communities.

## Community Action Team

The **i-SAFE** Outreach Campaign rallies prominent and diverse members of the community to form local Community Action Teams. Community leaders, parents, school faculty, and elected officials are working together on Community Action Teams to plan, create, and execute culturally-oriented Outreach programs. These Outreach programs maximize awareness of Internet safety through events and activities.

## Parent Empowerment

Parents are a valuable component of the **i-SAFE** Outreach program. They play a key role in their children's online experiences. **i-SAFE** encourages parents to be involved in their child's online experiences by developing rules for Internet use, spending time with their children online, and encouraging their children to report any suspicious or unlawful behavior.

Parents must know the potential online dangers that pose a threat to their children as well as be familiar with both communities their children live in - the physical and cyber communities. By educating themselves about how the Internet works, the techniques online predators use to identify their victims, and how to recognize potentially hazardous situations, parents are a formidable factor in increasing the online safety of their homes and families.

**i-SAFE** urges parents to become further involved by joining the Community Action Team to further raise awareness for the need for online safety and encouraging their children to sign up for the Student Mentoring Program.

## Materials

All materials are provided free of charge to students, educators, and parents. These **i-SAFE** materials, including Internet safety tip sheets, brochures, PSAs, DVDs, and Internet safety handbooks, are all available on our online store at [www.isafe.org](http://www.isafe.org).



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## CASE STUDY No.1

### • Parents warn others of Internet dangers



## Parents warn others of Internet dangers

### Daughter lured to run away by man she "met" in chat room

Nikki Brown

08/14/2002

By Jerry White, KVUE.com

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All the signs were there. She fell behind in her schoolwork. Her grades dropped. She began to withdraw. When her parents suspected a problem, she found new ways of feeding her habit.

Nikki Brown, a bright, pretty 17-year-old with a solid work ethic, Christian upbringing and knack for writing, had become an addict. But neither cocaine nor heroin drove her addiction. The Internet did.

Now her parents say that addiction – and at least one of the predators that she met online – lured her from her home in Southeast Travis County.

Early on Saturday, Aug. 3, Nikki snuck out of the house, found a ride to Austin-Bergstrom International Airport and flew to Los Angeles – apparently to see a 26-year-old she had "met" in an Internet chat room.

She's been missing for almost two weeks. Her parents have worked tirelessly to find her – and are now broadening their mission. They want to make sure other parents don't make the mistakes they made in allowing their daughter access to chat rooms and the manipulative adults who lurk in them.

"In that cesspool," Nikki's mother, Gloria Brown, says pointing to their home computer. "There's nothing out there to help you figure this out.... You have to prevent it before it gets to this point.

"We are really stupid as parents sometimes because you hear that little voice tell you that this is not good for your kid but they start bugging you and you give in," Gloria Brown said. "You can't do that. I don't care how

mature a kid is," she said. "They're just not strong enough to deal with something like that. They're not."

Catherine Cogburn, an Austin psychologist, agrees. "The reason that kids need parents is that their judgment is bad about the world and themselves," Cogburn said. "They need us in their lives to help with that."

Nikki, who was home-schooled by her parents because her father traveled a great deal, used the Internet regularly for classes.

In January, she asked if she could download the free software that would allow her to "chat" with a friend.

"Up until that point, it hadn't been an issue," said her father, John Brown. "She didn't really have an interest in it. I had told her flat out that it was not good. Chat rooms were really an artificial environment where people say things that they ordinarily wouldn't say to someone's face."

Nikki persisted and in February, her parents acquiesced. But there were rules.

"It can't interfere with your school work. There's a priority that your school work has to be done before you started chat," John Brown said. "The other ground rule was that you are just to talk to the individuals who we can say you can chat with. And at that point there was just one individual."

Nikki acquired a Yahoo! Chat name and began talking with her friend.

Soon, however, it was clear something had gone wrong.

"In April, we started noticing that things weren't getting done," her father said. "When we were home, she was spending all of her time working on her home school."

Typically, work would be completed during the day when she was home with her mother. She then began to concoct reasons to stay home alone.

"She'd say things like, 'You ought to take mom out on a date. You haven't been out for a while.'

"Or I would get up at 6:15 or so and Nikki would be up on the computer."

She would find ways to get to the Internet.

In May, the family began getting strange phone calls.

A man she had met via chat from Virginia was calling.

His chat to Nikki was vulgar.

Gloria Brown confronted him on the telephone. He

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## CASE STUDY No. 1 cont.

### • Parents warn others of Internet dangers

apologized, begged for her not to get him fired from his high-tech job and promised not to call again.

"It scared her," Gloria Brown said. "And for a little while, she was okay."

Her parents revoked the chat privileges and established a system where their home computer couldn't be accessed without a password.

"But let me tell you something" Gloria Brown said. "These kids are really smart. Just like someone addicted to drugs, they're able to figure out how to get it."

Nikki accessed the chat rooms from friends' houses or had her friends check for messages.

Her "buddies list" – a list of chat pseudonyms for the people she was talking to – included other home-schooled honor students to middle-aged men, apparently posing as teen-agers.

"They think they're talking to other teen-agers," Gloria Brown said. "They're telling them pretty things. They're calling them sweetheart. They tell them that they love them. They offer to listen to their problems and be their friends. These people know my kid."

Nikki apparently grew fond of a 26-year-old in Los Angeles.

He had arranged to pick her up two weeks earlier when she was visiting a relative in El Paso, but never showed.

In the week before her disappearance, Nikki, who had never run away, told a friend that she was either going to dedicate herself to God, or go the other way.

On Saturday, Aug. 3, Nikki went the other way, via the Austin airport.

She flew to Los Angeles and hasn't contacted her family since.

A friend in Austin says she has been contacted by Nikki at least once. Nikki told her that she was okay and had left home voluntarily.

Sheriff's deputies have classified her as a runaway and are not aggressively pursuing leads in Austin.

Police in Los Angeles have gone to the home of the 26-year-old but Nikki was not there. The man at first denied having any contact with Nikki, but then left a voice mail on John Brown's phone saying he had lied to police and had been in contact with the girl.

John Brown flew to Los Angeles, posted flyers, talked with investigators there and tried to find Nikki. On Saturday,

a week after she disappeared, he decided to fly home.

Cogburn, the Austin psychologist, says Nikki's case is sadly common.

"The Internet creates a world where a naïve kid is vulnerable to seduction from someone telling them that they're perfect and wonderful and everything they say is good and wonderful," Cogburn said. "And predators know that.

"They know how to convince vulnerable kids that they are a safe haven from rejection and from any demands because they know how to manipulate vulnerable people," Cogburn said. "Everything they say to their victims is calculated to make the victims feel worthwhile. And they can feed into their fantasy."

Even though Nikki told friends she had fallen in love with the man from Los Angeles, Cogburn says that's not possible. "It's not possible because they don't really know them and they don't know themselves either," she said. "Whatever they have going is fantasy."

Cogburn urges parents to allow children into chat rooms only if they are monitored by an adult working for the Internet provider or by the parents themselves.

Since John Brown's return to Austin, he and his wife have begun the process of warning other parents of the dangers lurking in the Internet.

"Did we ever think we would be printing posters of our kid? If it could happen to her, it could happen to anyone," Gloria Brown said. "And parents need to know that."

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#### **Gloria Brown wrote us a personal addendum:**

*I cannot tell you how shocked we are over this. Nikki has been home schooled for seven years, she recently started a small catering business, planned on going to school in Canada, and is a Christian who was very active in ministry. This has really opened our eyes to the dangers of the internet.*

*The individual we were able to track with the help of LAPD and FBI has an extensive criminal history.*

*There are predators who want our children and know exactly how to lure them. If it can happen to Nikki it can happen to anyone. I am not saying that because we are the perfect parents but because we felt we were very close to our daughter, she was an active Christian, and my husband was very vigilant of the use of the Internet. But these people know how to talk and lure our children. They are predators. There is not one person who knows Nikki who has not been shocked over what has happened because they know her so well: she would not do this if it were not for someone brainwashing her into this.*

*Please pray specifically for her safety and above all that the Lord be glorified through this.*

—Gloria Brown



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# CASE STUDY

## • 13-Year-Old Rape Victim Met Attacker Online

### 13-Year-Old Rape Victim Met Attacker Online

Jan 9, 2003 5:03 pm US/Central

**(WCCO) (St. Paul)** It started on AOL and ended in a motel room. A Twin Cities man is charged with raping a girl he met online.

"This is the type of thing that can happen to good kids from good homes without any red flags that pop up," said St. Paul police sergeant Brook Schaub.

The 13-year-old Apple Valley girl told police she met the suspect in a chat room on AOL just before Christmas. They later had a phone conversation just before New Year's Eve. The girl and 40-year-old Joel Rensberger agreed to meet near her home. She thought he was 18.

The 8th grader told police he took her to Aqua City Motel in Minneapolis. Once they got there she said he gave her a Tiger Woods video game to play and wine coolers to drink. Sergeant Schaub says that kind of behavior is typical.

"Gifts are a very big part of it."

Police say Rensberger then raped the 13-year-old while she struggled to push him away and told him to stop. After the assault they left the hotel and Rensberger drove the girl home.

Investigators at the Internet Crimes Against Children task force say they can't keep up with cases like this one. They say chat rooms have now become the easiest way for predators to lure children for sex.

"We have more and more kids getting on the Internet and 75 percent of these kids, especially teenage girls, are being accosted on the Internet," said Sergeant Schaub.

Although it's easy for predators to lure children, experts say it's also easy to prevent.

"It's not the computers fault. It's not the Internet's fault. It's the parent's fault for not knowing what the kids are doing," said Schaub.

Task force investigators say only 18 percent of Internet solicitation victims report their attacks.

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# CASE STUDY

## • *Child Sex Predators Get Stung, Officers Chalk up Internet arrests*

### Child Sex Predators Get Stung, Officers chalk up Internet arrests

Sunday, July 28, 2002

BY MICHAEL VIGH

THE SALT LAKE TRIBUNE

"Mercenary75030" initiated a sexually explicit conversation early last year in an Internet chat room with "leslielea4" — whom he believed was a 13-year-old Utah girl.

During dozens of conversations, Michael Joseph DeForest, 50, e-mailed her a picture of himself, along with two photos of his genitals, from his laptop computer. On July 15, DeForest allegedly traveled from his home in Rowlett, Texas, to Sandy's South Towne Center Mall to have sex with the girl.

But when DeForest arrived, he was arrested by the same undercover officers he had been unwittingly communicating with for more than 18 months.

Lt. Ken Hansen — who directs the Utah Internet Crimes Against Children Task Force — said its 10 officers arrest, on average, two pedophiles a week who attempt to set up meetings for sex with Internet chatters they believe are children. Two men were arrested Thursday night in Salt Lake City after traveling to Utah.

In the past two years alone, the U.S. Attorney's Office in Salt Lake City has prosecuted more than 70 Internet sex cases — including possession or manufacture of child porn, child molestation and traveling with the intent of having sex.

"Chat rooms are the park and the playground of 10 years ago," said Utah's U.S. Attorney Paul Warner. "As the Internet has become more common in homes, we have seen more and more of these kinds of cases."

Hansen said there is no set profile of an online predator. They "come from all walks of life; I'm always surprised when we catch another one," he said. Three recent cases highlight the disparate offenders:

\* Last year, a former LDS bishop from Hyrum — who posed as a teenage member of the Mormon church on the Internet to lure a 17-year-old North Carolina girl to Utah for sex — was sentenced to serve nearly 2 years in

federal prison. A few months after an initial February 2000 conversation, Gordon Brent Bodily invited the girl to Utah, telling her parents she would be coming to look at colleges and visit Mormon landmarks. The two had sex at a Salt Lake City motel several times from June 13 to June 16, 2000.

\* Two years ago, Thomas Jared Pearl, a former Kennedy family aide, was sentenced to more than 8 years in prison for attempting to have sex with "Kami," a fictitious 12-year-old girl. Pearl had sexual conversations, sent lewd pictures and agreed to meet the girl — who was actually a Logan police officer — in Utah. Pearl was arrested at the Salt Lake City International Airport in May 1999.

\* In late 2000, a former Salt Lake City pediatrician was sentenced to more than 1 year in prison for using an Internet chat room to try to solicit sex with a 13-year-old boy. But Brent Blackburn did not know he was corresponding with a Salt Lake City police detective. Blackburn was arrested when he showed up at an arranged late-night meeting behind a Salt Lake area high school.

And while Hansen says women generally do not go online looking to meet children, he points to the case about five years ago of a Florida woman who repeatedly chatted online with a 14-year-old Salt Lake County boy.

She sent him sex toys so he could prepare for a future encounter.

She was arrested by police in Florida when she sent him a plane ticket.

Police say it is difficult to say if most pedophiles are caught by police before they victimize children, but Hansen said he hopes so. "I would love to work my way out of this job — that would be a real success," Hansen said.

While early Utah prosecutions usually involved child victims, recent cases are generally the result of police stings, Warner said.

Warner and Hansen said undercover officers are extensively trained to avoid entrapping online chatters.

It is the suspects who begin the sex talk, and ask to set up meetings, police say.

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## CASE STUDY

### • *Child Sex Predators Get Stung, Officers Chalk up Internet arrests cont.*

"We're not out on a fishing expedition," Warner said. "We're not going to initiate anything."

"We're really careful," Hansen added. "The predator is the one who has to lead the chat to cybersex or make arrangements to travel for sex — the officer does not."

Pearl argued unsuccessfully that police tried to persuade him to come to Utah, with over 70 e-mails inviting him to the state to meet the girl.

Counters Warner: "Nobody put a gun to his head and forced him to get on that plane" from Washington, D.C.

Salt Lake City civil rights attorney Brian Barnard agreed that if police are not initiating the conversations, there is nothing wrong with using online decoys.

"If an officer is on the Internet and says 'I'm a 13-year-old girl and golly gee, this Internet thing is fun' and somebody hits on them, I don't see any problem with that [police technique]," Barnard said.

Warner warned would-be sex predators that police officers are on the Internet watching for them.

"This conduct hurts children in the worst way," Warner said. "We make no bones about it, we're out there and we're going to try to stop it."

*mvigh@strib.com*



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