



Project Safe Childhood: A National Media Campaign

The U.S. Department of Justice Office of Juvenile Justice and Delinquency Prevention (OJJDP) has provided federal funding for a Project Safe Childhood national media awareness campaign. Through a cooperative grant to the Self Reliance Foundation, **Hispanic Communications Network (HCN)**, **iKeepSafe** and **INOBTROrg ("I Know Better")** were brought on to create an edgy and innovative national PSA Campaign to reinforce the on-going efforts of Project Safe Childhood (PSC).

This media campaign is unique in that the various components can be adapted for continued use and distribution at local, state, and regional levels by PSC Coordinators and other appropriate organizations. The campaign materials, offered in English and Spanish, are targeted towards *parents* and *potential online predators* in an effort to protect children from online exploitation.

This campaign will feature a national media launch, local media events, a parent education initiative through a human resources campaign in partnership with U.S. Attorneys and their district's top 100 employers, and large-scale public awareness events about Internet safety in designated markets.

National Campaign Launch

The national campaign launch event will be in Washington, DC on November 12, 2008 with the national media buys beginning airing the same day.

Five local media events will follow the national launch. Local markets have been chosen based on multiple factors including – size of market, prevalence of related crimes, population density, media strength, and coalition partner relationships. The target markets include:

Washington, DC
San Diego, CA

Miami, FL
Seattle, WA

St. Louis, MO

Campaign Targets

There are two primary targets of the media campaign

- *Parents* of all ages and backgrounds
- *Potential Online Predators*: Males 18-40 years old who have grown up on the Internet and who are ripe to entice a minor child over the Internet and who request/share child pornography. These people know they are doing something "wrong", but what they don't know is this "wrong" is a federal offense.



PSAs and Campaign Resources

This campaign will produce PSAs and additional resources to be localized for ongoing PSC use and distribution at state, regional and local levels by PSC coordinators and other appropriate DOJ- authorized organizations. The available resources will include:

- Template campaign press releases and backgrounders
- Parent & Predator TV PSA (Spanish & English)
- Parent & Predator Radio PSA (Spanish & English)
- Parent & Predator Print Ads (Spanish & English)
- Predator Movie Theatre PSA in HD
- Parent & Predator PSA Online Banner
- Webisodes/Short Film for Online Video Distribution (Spanish)
- HR Campaign Online Toolkit
 - **Video tutorials and PSAs**
 - **Interactive online content for all age groups**
 - **Case studies and templates** on safety and security initiatives
 - **Articles** designed to help companies protect data and reduce Internet crimes

Project Safe Childhood: Campaign Creative Partners

iKeepSafe (www.iKeepsafe.org) is a broad partnership of governors and/or first spouses, attorneys general, public health and educational professionals, law enforcement, and industry leaders working together for the health and safety of youth online. iKeepSafe uses these unique partnerships to disseminate safety resources to families worldwide.

INOBTR (www.INOBTR.org) is a 501c3 organization focused on Internet Safety education and unique in that we are led by an executive team with extensive experience in marketing, public relations, entertainment and events management.

HCN (www.hcnmedia.com) is the largest social marketing communications firm targeting Hispanics in the United States, working with federal agencies, leading non-profits, and corporate foundations to produce multiple platform media campaigns that inspire our community to take positive action.

For additional information about the media campaign, please contact:

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