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## For Immediate Release

### **US ATTORNEYS HANAWAY AND SCHLOZMAN UNVEIL PROJECT SAFE CHILDHOOD AND INOBTR, THE STATEWIDE CAMPAIGN TO DELETE ONLINE PREDATORS**

**ST. LOUIS (October 10, 2006)** — The fight to stop online predators from targeting children is about to get a powerful new ally—the entire state of Missouri. Today, U.S. Attorneys Catherine Hanaway and Bradley Schlozman are announcing Missouri's Project Safe Childhood and its partnership with INOBTR ("I Know Better"), a campaign to unite the state to help protect Missouri's children from online dangers.

INOBTR is designed to increase public awareness of online exploitation by promoting programs and tools to help protect children against online crimes while also engaging corporations and community leaders in the fight.

"The sexual exploitation and victimization of children through the Internet is a serious problem across Missouri," said Hanaway. "Although public and private organizations are already trying to stop these crimes, INOBTR will provide a coordinated and consistent communications plan to unite their efforts."

"Through the Project Safe Childhood Coalition and INOBTR, Missouri will take a leadership role by bringing together organizations on a state, regional and local level," said Schlozman. "Missouri's child services groups, law enforcement, educators and other community leaders will form the Project Safe Childhood Coalition. Through its partnership with INOBTR, the Coalition will leverage national resources from the Department of Justice, the National Center for Missing & Exploited Children (NCMEC) and the Internet Crimes Against Children (ICAC) Task Force."

INOBTR is Missouri's public awareness initiative to stop the proliferation of technology-assisted sexual exploitation crimes against children. The Missouri campaign will be anchored by the INOBTR website, which will serve as the overarching online resource providing the latest information and programs geared towards eradicating online predators. With an official launch in early 2007, the website will also feature specific pages dedicated to parents and guardians, children, law enforcement, educators, community leaders and more.

INOBTR is the tool Missourians can turn to for the latest information on how to make a difference in their community. Campaign highlights will include:

- **Children/Tweens/Teens:** INOBTR will utilize programs designed to reach children on their own level including age-appropriate assemblies, online blogs, summits and special events. Working closely with NCMEC, ICAC and Children's Services Organizations, INOBTR will increase tween/teen awareness and participation in these Internet safety programs. In addition, INOBTR will establish a baseline Missouri Internet IQ specific to each age group, and then work to increase the IQs.
- **Parents & Guardians:** INOBTR will provide information packets, workshops and seminars for parents and guardians, aimed at increasing their Internet IQs and teaching effective Internet parenting techniques. A comprehensive parent & guardian packet will be available online. It will provide information and list local and national resources.

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- **Parents & Guardians (cont):** INOBTR partner schools and businesses will also host a series of “parental guidance” seminars, to address topics including:
  - Identifying the potential dangers
  - Understanding and monitoring children’s online behavior
  - Reporting online crime and victimization
- **Law Enforcement:** Law enforcement groups across the state will be linked together in the fight to stop Internet criminals. INOBTR will also focus on spreading the deterrence message.
- **Educators/Schools:** Schools will be a focus for spreading INOBTR’s message. Many schools are not aware of the resources available to help them protect children from online predators. INOBTR will raise awareness about resources and promote NetSmartz, a prevention program of NCMEC and Boys & Girls Clubs of America, which is already available, free of charge, to every Missouri public school. NetSmartz combines the latest technology to create high impact, age-appropriate activities for grades K-12.
- **Media Outreach:** U.S. Attorneys Catherine Hanaway and Bradley Schlozman will provide the latest information regarding statistics, program initiatives, and community outreach to the media on an ongoing basis. In addition to continued updates, they will release a quarterly “state of the web” report to:
  - Announce new INOBTR partners
  - Keep the community informed regarding efforts to prevent and prosecute online predators
  - Generate ongoing discussions among parents and kids, educators, coalition leaders and law enforcement

St. Louis-based business leader and philanthropist Steven Schankman has been the driving force behind the INOBTR campaign since its inception. Schankman, who made a gift of \$100,000 to start the campaign, is heading up the private sector initiative and working with Missouri businesses to raise funds and general support.

“This is an issue that impacts us all... every business leader, every parent, every student” said Schankman. “That is why INOBTR is so important! Its comprehensive series of integrated initiatives and area-specific strategic plans can be implemented by organizations that do not have community awareness and educational programs in place while enhancing existing programs.”

INOBTR is the first program in Missouri designed to promote Internet safety through communication, education, and collaboration. It is currently funded by private sector sponsorship. The strategic partnership between public and private sector is vital to INOBTR’s success.

**MEDIA NOTE:** Steven Schankman and U.S. Attorneys Catherine Hanaway and Bradley Schlozman will conduct a seven-city press tour the week of October 9<sup>th</sup> to introduce Missouri’s Project Safe Childhood and the INOBTR campaign. The following page is a quick overview of each market with date, time and locations.

**Media interested in speaking with Steven Schankman regarding INOBTR or U.S. Attorneys Catherine Hanaway or Bradley Schlozman regarding Project Safe Childhood, please contact Becky Reichardt at 636.734.5488 or Kelly McMahon 314.863.3033 ext 203 or [kcmcmahon@kaminerandco.com](mailto:kcmcmahon@kaminerandco.com)**

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**Project Safe Childhood/INOBTR Media Tour schedule****OCTOBER 10, 2006****St. Louis**

10:00am

Herbert Hoover Boys & Girls Club  
2901 North Grand Avenue  
St. Louis, MO 63107

**Cape Girardeau**

2:00pm

U.S. Attorney's Office  
325 Broadway, 2<sup>nd</sup> Floor  
Cape Girardeau, MO 63701

**OCTOBER 11, 2006****Columbia/Jefferson City**

10:00am

Boone County Sheriff's Dept  
Training Room  
2121 East County Drive  
Columbia, MO 65202

**Kirksville**

2:30 pm

Adair County Courthouse  
Main Circuit Court Room  
1000 West Washington Street  
Kirksville, MO 63501

**OCTOBER 12, 2006****Kansas City**

9:00 am

Heart of America Regional Computer Forensics Lab  
4150 N. Mulberry  
Suite 250  
Kansas City, MO 64116

**Joplin**

1:30 pm

Children's Center of Southwest Missouri  
921 East 34<sup>th</sup> Street, Suite A  
Joplin, MO 64804

**Springfield**

3:45 pm

Missouri State University  
Ballroom East – Plaster Student Union  
901 South National Avenue  
Springfield, MO 65897