



For Immediate Release

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Protecting Children from Pornography on the Internet IEF Address to Senate Commerce Committee Focuses on Kid's Online Safety

Washington, DC – Today the Internet Education Foundation (IEF), addressed the full Senate Committee on Science, Commerce and Transportation in a hearing focusing on protecting children from Internet porn. IEF's executive director Tim Lordan discussed parental empowerment tools, such as content filters and parental controls, along with emerging challenges that parents face due to rapid multimedia convergence.

Mr. Lordan acknowledged that parents face challenges in making informed and nuanced decisions about the online content their children can access. As the Internet continues to grow and become an integral part of our daily lives, it is important for parents to be actively involved in their child's online experience. "There is no substitute for old-fashioned parenting when it comes to keeping children safe online and away from pornography," explained Mr. Lordan. "However, responsible parents can employ the assistance of technology tools such as content filters with remarkable efficiency." Statistics show that the majority of parents of teens use filters to help protect their children from online material. In fact, this is trending up sharply – a 65% increase over the last five years, according to a Pew Internet & American Life study in 2005.

In 1999, the IEF developed the GetNetWise.org Web site to serve as a resource for parents to find abundant information to help protect their families online and ensure an enjoyable experience. In developing the GetNetWise site, the IEF relied on the input of experts in the field of child safety to help develop educational materials. The site includes precautionary tips, short video tutorials and suggested actions to take to combat various cyber threats including kid's Internet safety and privacy. In addition, the site also includes a searchable database of parental empowerment tools that provides parents with detailed information about tools that filter sexually explicit content, limit a child's time online, monitor their online activities, and block children from providing information about themselves to strangers.

More and more traditional media is converging on the Internet. Digital convergence means that the lines separating various types of media platforms are blurring, posing challenges for parents but also tremendous opportunities industry efforts to establish more powerful and flexible parental empowerment tools. Audio and video content are streaming to a new array of applications and devices in ways never imagined. Not surprisingly, the Internet is starting to become the delivery vehicle of choice for traditionally produced mass media content.

"To meet these challenges and seize these opportunities IEF is convening a working group of leading thinkers, family advocates, consumer groups, and technologists to explore practical solutions for promoting parental empowerment as multimedia platforms converge," Mr. Lordan announced to the Committee. "During a full-day discussion on February 17, 2006, IEF will bring together members of its GetNetWise Advisory Board to help explore the issues related to multimedia convergence and parental empowerment."

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About GetNetWise

www.GetNetWise.org

GetNetWise is a broad-based campaign managed and built by the Internet Education Foundation and is hosted by some of the most recognized names on the Internet today, including Dell Inc., Microsoft and Verizon. GetNetWise is currently supported by a steering committee made up of the following leading organizations: American Library Association, Center for Democracy & Technology, Recording Industry Association of America, Council of Better Business Bureaus and TRUSTe, and advised by a diverse advisory board. For more information, please visit the GetNetWise site at <http://www.getnetwise.org>.