

"MYSPACE.COM" AUDIO NEWS RELEASE SCRIPT

VERSION 3.0

181 WORDS, 60 SECONDS

"DO YOU KNOW WHAT YOUR CHILD DOES ON THE INTERNET OR HOW TO PROTECT THEM?" Change this to "Do You Know Where Your Children Are Online?" so the theme is consistent.

ONLINE SOCIAL COMMUNITIES AND CYBER DIARIES, SUCH AS MYSPACE.COM AND FACEBOOK.COM ARE GAINING INCREASED POPULARITY AMONG TODAY'S TEENAGERS. MYSPACE TOUTS 54 MILLION REGISTERED USERS - - 19% OF THEM ARE UNDER 17.

WHILE SUCH SERVICES PROVIDE CREATIVE AND SOCIAL OUTLETS FOR TEENAGERS - - - EXPOSURE TO INDECENT CONTENT AND ONLINE CRIMINALS, SUCH AS CYBER PREDATORS AND HACKERS HAVE BECOME A REAL THREAT.

MAKE SURE YOUR CHILD OR STUDENT DOES NOT FALL PREY TO CYBERCRIME WHILE BLOGGING OR CHATTING ONLINE. THE NATIONAL CYBER SECURITY ALLIANCE ENCOURAGES PARENTS AND TEACHERS TO SHARE THESE BASIC ONLINE PRECAUTIONS:

- DO NOT SHARE YOUR NAME, ADDRESS, PHONE NUMBER OR PASSWORD TO STRANGERS ONLINE.
- DELETE RISQUE OR SUGGESTIVE MESSAGES OR DO NOT RESPOND.
- ALWAYS HAVE PARENTAL SUPERVISION WHEN MEETING SOMEONE OFFLINE.
- TELL A PARENT OR TEACHER IF YOU ARE IN DANGER OR KNOW OF SOMEONE WHO IS IN TROUBLE.
- THINK BEFORE YOU POST INFORMATION SO THAT IT DOES NOT LEAD TO EMBARRASSMENT OR EXPOSURE TO DANGER IN THE FUTURE.
- DO NOT OPEN ANY EMAILS OR DOWNLOAD ATTACHMENTS FROM UNFAMILIAR SOURCES.

TO LEARN MORE GO TO, W-W-W-DOT--STAY-SAFE-ONLINE--DOT--ORG.

FOR REFERENCE ONLY

Created in 2003 as a way for aspiring rockers to share their music and gig details, MySpace.com adds 170,000 new users a day and reportedly earned \$30 million to \$40 million last year. (***What were you thinking?' in MySpace, The Hamilton Spectator, By Rob Faulkner, March 13, 2006***)

MySpace has shot from zero to 47.3 million members, say founders Chris DeWolfe, 39, and Tom Anderson, 29. (***Teens hang out at MySpace, USA Today, By Janet Kornblum, January 8, 2006***) http://www.usatoday.com/tech/news/2006-01-08-myspace-teens_x.htm

MySpace has become the focus of criticism from authorities, teachers and parents that children are exposed to risqué content and are preyed upon by sexual predators who meet them on the site. Such episodes aren't unique to MySpace, but the site stands out because of its size -- 54 million registered users, with about 19% of monthly users under 17, according to comScore.

(***Make MySpace Safer for Teens, Wall Street Journal, By Julie Angwin and Brian Steinberg, February 17, 2006***) http://online.wsj.com/public/article/SB114014309410176595-8616oUeyy04WhSafhMBaL_FMoSw_20070224.html?mod=rss_free