



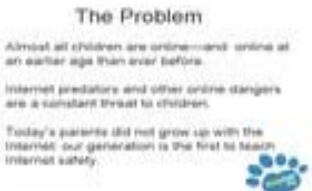





# INTERNET KEEP SAFE COALITION and Optimist International









## Trainer Script








Slide	Script
	<p>[Have this slide displayed as participants enter the room. Open QuickTime and queue the movie: leave it open in the background. Also, open a My Documents window and leave it in the background. You will need all three of these during the presentation.]</p>
	<p>Welcome to the Internet Keep Safe Coalition's Faux Paw the Techno Cat Internet safety Program for children. We appreciate, so much, your willingness to take this important message to the children in your community.</p>
	<p>These items will be covered in our session today. [Read slide.]</p>
	<p>[Read slide.]</p>
	<p>[Read slide.]</p> <p>The fact that you're sitting here shows that you understand how critical this message is, but I'd like to give you some alarming numbers that show just how dangerous the Internet can be for children.</p>
	<p>[Read slide.]</p>










	<p>[Read slogan.] Take a BYTE out of Internet crime.</p>
	<p>[Read slide.]</p> <p>Let's briefly go over the components of the program.</p>
	<p>Read the book. Your presentation has an embedded recording of the narration for each page. If your system will not run this recording, read the book out loud to the students.</p> <p>By the way, there are troubleshooting tips for the audio in your materials.</p>
	<p>Conduct the guided discussions from the assembly script. The guided discussions are effective and engaging interactions between the children and the presenter. Everything you need to say during the presentation is in the Presentation Script.</p> <p>Please read through all the material carefully before presenting.</p>
	<p>Watch the Animated movie. After the book portion of the presentation, play the movie.</p> <p>Here are some fun facts about this short film: It was created by BYU animation students. It is the winner of the 2005 Student Emmy in the Traditional Animation category, and is a Cannes Award nominee. Kids love it.</p>
	<p>Your training packet includes many supplements for teachers. These reinforce the rules and teach basic computer vocabulary. Please leave masters in the front office for the teachers to use.</p>
	<p>Now, let's go through the entire student presentation.</p>



	<p>Conduct the guided discussions from the assembly script. The guided discussions are effective and engaging interactions between the children and the presenter. Everything you need to say during the presentation is in the Presentation Script.</p> <p>Please read through all the material carefully before presenting.</p>
	<p>Show this slide on the screen as children enter the room. As children and teachers enter the room, greet them warmly. Mingle and introduce yourself to whole classes or to individuals.</p>
	<p>The presentation script tells you how to introduce McGruff. The students will also see him at the beginning of the movie.</p>
	<p>[Wait for audio.]</p> <p>Through the development of the program we consulted with three child psychiatrists and a neuro psychologist to ensure that the program is age-appropriate. Some people have asked why we targeted this young age, when pre-teens are currently the most vulnerable age group for Internet crime.</p> <p>We are convinced that this message must be drilled into children long before they actually need it. We intentionally chose an age when children are highly receptive to instruction from authority figures, such as parents and teachers. We anticipate that by the time children can type at a keyboard, they will have imprinted on their minds the message: Keep Safe. Keep Away. Keep Telling, so the protection is in place before they need it.</p> <p>On a darker note: as the Internet becomes more interactive, with real time voice connections and web-cams, children need this knowledge at increasingly younger ages—mouse clicks alone can take a child deep into cyber-space, without needing to spell a word.</p>
	<p>[Wait for audio.]</p>
	<p>[Wait for audio.] One of our governors had a real cat named Faux Paw that actually lived in the governor's office. The children in the state knew all about her.</p>












 <p>"Faux Paw" she asked, "maybe we go to the center to look. Do you go to Meow-Meow Elementary?" I was about to tell her that I go to East Elm Elementary, but Carter jumped in "Yes Faux Paw" because she was on the "Internet" the topic of your school?" "Yes, I am." I thought, "So I have to say, maybe this time, "Oh, it's a school."</p>	<p>[Wait for audio.] Meow-Meow Elementary: the predator here is "fishing" for more information.</p>
 <p>I actually, Kittenfish was still there. She typed, "Faux Paw, I have a great ball of yarn. Might not... maybe not?" "Oh, yes. I'll love to see your paw," I read.</p>	<p>[Wait for audio.] The predator is "grooming" Faux Paw, building a relationship of trust.</p>
 <p>"That's plan," she said. "I'll bring you yarn, and you bring yours. Maybe we can watch a movie. What do you say?"</p>	<p>[Wait for audio.] This is an example of "luring."</p>
 <p>I never had going until he said, "Yes, Faux Paw" he said, "I have your name written down before. Because of your school, so I'm a person of interest in school." I thought, "I never had before" (understand "Happy Thuffy" Kittenfish is the friend) He tried to say, "I'll be sure to be here soon to meet at the school building."</p>	<p>[Wait for audio.]</p>
 <p>"Happy Thuffy Paw" he said, "I've been seeing you on Facebook in a chat room." But I thought I have never had any chat. "Yes, Carter, just go. I have a new home to go to." I said. "Faux Paw" I'm worried? I'll have to be gone?" he said as I ran up the stairs.</p>	<p>[Wait for audio.] This is an example of our rule KEEP TELLING: we want every child to feel comfortable telling an adult, regardless of what they see.</p>
 <p>"When I get to the living room, it was a lot darker than I thought it would be. What is Happy Thuffy Kittenfish?" I thought.</p>	 <p>I can't wait to show the my official picture to the governor's desk and the state machines on the Internet. I wonder if her ball of yarn is bigger than mine. Then, a noise came from behind me. It wasn't a happy Thuffy noise. It was a low, muffled growl. "Happy Thuffy Paw, I'm Happy Thuffy." She was in shadow, but not...</p>

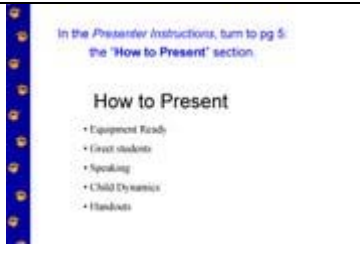




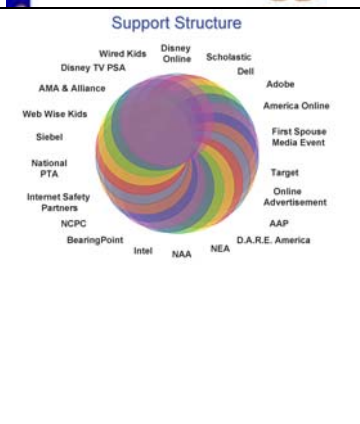
 <p>“... Kittyface!”</p>	
	<p>[Wait for audio.]</p>
	<p>These three rules are our message and we want every child to know them well.</p>
	<p>At this point you'll play the movie for the children. We need to switch over to our movie program—QuickTime or Windows Media Player—without shutting down the PowerPoint. Let's face it: you would be a little disappointed if, at the end of this movie, I restarted the presentation from the beginning and scrolled through all the slides you've already seen. So, let me introduce you to a wonderful little function, that you likely already know about, called ALT- TAB. This will enable you to toggle between the presentation and the movie without disrupting the presentation or closing any files. NOTE: This is also very handy if a toddler drops your mouse into a cup of juice right as you need to print something very important. You can still get around without your mouse!</p> <p>[Do this process as you talk about it.] To start the movie: I hold down my ALT key and push the TAB, which brings up this window that shows all the programs that are currently open on my computer. (In order for this to work, you need to have the movie player already open in the background, which you will because it's in your instructions.</p> <p>Still holding down my Alt key, I push Tab until I get to the movie player icon—like this. This opens the player. Then push play. [Play movie]</p>
	<p>At this slide we enter the guided discussion with the students. The script here strongly reinforces the rules, and this is also where you teach the actions that go with the rules. Let's run through it. You can follow along in your Presentation Script, if you'd like.</p> <p>[Run through Presentation Script for this slide.]</p>


	<p>Tell the children that everything they've just seen is on the website. "You can watch the movie and read the book at home with your parents." This is also a good time to recommend that school computers and websites link to us.</p> <p>As much as we can, we'd like to draw traffic to the website. This is where children and parents can go to talk together about Internet safety and cyber-citizenship. We want to give kids a way to show their parents what they saw. This is all on the website.</p> <p>Tell the teachers about the educational materials and the masters that you will leave in the office.</p>
	<p>The Coalition has created a special section on the iKeepSafe.org website for the Parent Resource Center. Check out the many activities designed to help parents and educators teach children Internet safety.</p>
	<p>This is the end of the student presentation. Leave this slide up as children exit.</p>
	<p>[Read slide.]</p>
	<p>[Read slide.]</p>
	<p>Through this last section we will discuss in more detail the documents in your folder.</p>

	<p>[Read slide.] This list describes every file on your CD. Keep it handy while you prepare.</p>
	<p>The first thing you need to do to prepare for the presentation is copy the CD contents to your computer.</p> <p>The movie is a large file that runs best when played off your hard drive. Do NOT try to run it from the CD.</p> <p>I like to have the two files for the movie and the presentation on my desktop for quick access. First we are going to make a new folder within your My Documents that will hold all your Faux Paw materials. Then we will copy several files to the desktop.</p> <p>[As you describe this process, do it live on your computer, so presenters can see how it works. Have your My Documents already open in the background, and DON'T FORGET to leave PowerPoint open.]</p> <p>Notice I'm in a presentation and I want to do something from the CD—without shutting down the PowerPoint, so I'll ALT-TAB, as we discussed earlier, else on the computer—in this case copy the files</p> <p>[This is intentionally repetitive.] I'll go to my START button. Right click on START button: if you're not used to using the right button on a mouse, it feels a little weird, but this is the fastest way transfer your</p> <p>files. So, right click on START . . .then EXPLORE. This opens Windows Explorer. Find your CD drive. Click on it. See the contents here [Point to contents at right.] When you click on any of these on the left, you see their contents on the right.</p> <p>To make a new folder: click on MY DOCUMENTS, this will place the new folder as a sub-directory in My Documents. Now, go to FILE . . . NEW . . . FOLDER. We'll name it Faux Paw. Now hold down the left mouse button and drag the contents of the CD into the Faux Paw folder. You now have all of the contents of the CD located on your hard drive in My Documents . . . Faux Paw.</p> <p>To copy a few files to your desktop for easy access, do the following:</p> <p>Within the new Faux Paw folder, locate the Presentation Bundle folder. RIGHT-CLICK on the folder and click Send To...Desktop. This will copy the whole folder to the desktop for your convenience.</p> <p>All of the documents you'll need are on the CD or the Faux Paw folder. [Click around to show the documents.] We'll breeze through these as we go.</p> <p>[Alt-Tab back to PowerPoint.] I'll ALT-TAB again back to the presentation.</p>

 <p>Open your folder, find the <b>Presenter Instructions</b>.</p>	<p>Everything you need to know to give the Presentation for Students is in the Presenter Instructions. Please read through the entire document before presenting. This file is also on your CD so it will be in your computer's Faux Paw folder if you need to print it again.</p>
 <p>In the <b>Presenter Instructions</b>, turn to <b>page 4</b> "How to Plan" section.</p> <p><b>How to Plan</b></p> <p>Step One: Contact the Principal and Schedule Assembly  Step Two: Promote the Message to Parents and Public (see Appendix A: Working with the Media)  Step Three: Prepare the Presentation</p>	<p>[Read slide.]</p> <p>You will start out your big adventure by scheduling a visit to the school of your choice. Many elementary schools need a month or two or possibly more as a lead time before an assembly. Commit to leaving here and calling a principal this week so that those students get the message as soon as possible.</p>
 <p><b>Step One: Contact the Principal</b>  Open your folder, find the <b>Principal Letter</b>.</p>	<p>Notice the fields in yellow: these spaces require your specific information. Fill in the yellow spaces, print the completed form, and take it to the principal.</p>
 <p>Find the <b>Brochure (optional)</b>.</p>	<p>Leave a brochure with the principal: this brochure will give the principal a glimpse into the characters in the movie and a sense of the quality of our program.</p> <p>Contact the Coalition for more brochures.</p>
 <p>Find the <b>Scheduling Agreement</b>.</p>	<p>If you can, schedule the assembly as you talk to the principal. Fill out the Scheduling Agreement and fax it to the number at the bottom of the form.</p> <p>It is very important that we receive this agreement. From the Agreement we track the number of students who have received the program. We also use it to update the presentation schedule on the website to show which schools have received the presentation.</p> <p>Make sure you get the name of the person at the school who runs the PA system in the assembly room. This person will be a big help to you later on.</p>
 <p>Find the <b>Librarian and Computer Teacher Invitation</b>.</p>	<p>These forms invite the librarian and computer teacher to the presentation. They are in a unique position</p> <p>to reinforce our message during computer and library time at the school. They may also use other materials offered by the Coalition: screensavers, wallpapers, and books.</p> <p>Fill in the yellow fields with your information. Then, print and cut this page. Ask the school secretary to give these to the librarian and computer teacher.</p> <p>If possible, hand-deliver the invitation to the computer teacher. Introduce yourself, and explain what you'll be doing. Show him/her the website. He/she may be available to help you set up and help during the presentation if a need arises.</p>

	<p>Leave a set of the teacher supplements—the coloring pages and worksheets—with the computer teacher.</p>
<p><b>Step Two: Promote the Message to Parents and Public</b></p> <p><b>WHY?</b></p>	<p>[Read slide.]</p> <p>We are the first generation to need to teach Internet safety; we did not grow up with Internet in our homes. The media can get this critical message into homes where it's most needed. Media helps generate dialogue between children, parents, educators, and law enforcement. We need their help to convince children and families that they must protect themselves online.</p> <p>We need increased awareness through the community. To do that, use local media outlets: TV stations, local papers, community calendars, bulletin boards, weekly and monthly periodicals.</p> <p>This is also wonderful PR for your organization.</p>
<p><b>Alert the Media</b> In Presenter Instructions, turn to pg 12: "Appendix B: Working with the Media"</p> 	<p>[Read slide.]</p> <p>You may not have had to alert the media before now: it can seem intimidating, but it is worth the effort and not very hard. Local papers and news outlets especially are interested in human interest stories like what's going on at local schools.</p>
<p><b>Alert the Parents</b> Find the Parent Flier</p> 	<p>This Parent Flier provides the basic information to parents. It should go home the week of the presentation.</p> <p>When you schedule the assembly, ask the principal or secretary if they will distribute it. If not, you can offer to put copies in the teacher's boxes for the students.</p>
<p><b>Media Kit Template Documents:</b> Fill your information into these documents and distribute before your presentation.</p> 	<p>If it seems daunting, no need for despair: everything you need is in Appendix B of your Presenter Instructions and in the Media Kit with detailed explanations.</p> <p>The Media Kit—on your CD or new Faux Paw directory—has templates for all the forms you'll need. Just take the templates, enter your information, and send. Appendix B tells you how to send the documents to the media outlets.</p>
<p><b>Step 3: Prepare the Presentation</b> In the Presenter Instructions, turn to pg. 8, the "Appendix A: Technical Notes" section</p> <p>Prepare the following items:</p> <ul style="list-style-type: none"> <li>*Laptop with PowerPoint, QuickTime installed (and/or download ready)</li> <li>*Print documents</li> <li>*Practice your script</li> </ul>	<p>Step 3: Prepare the Presentation. Turn to page 8 in your Presenter Instructions.</p> <p>Prepare your laptop: have PowerPoint and QuickTime installed, and the movie and presentation ready on your desktop. Appendix A will greatly help you with the technical aspects of getting ready to present.</p> <p>Print the documents you'll need: these forms are on your CD or Faux Paw Folder in My Documents. We will go over these documents shortly.</p> <p>Practice your script: give it to your kids, grandkids, neighborhood kids, and any warm body that will listen to you. If possible, make an appointment to go to the school a day or two early and set up your system. Get comfortable in the assembly room; test the audio. Make sure you have a projection screen.</p>

	<p>Now turn to page 5 of your Presenter Instructions. The “How to Present” section has valuable information that will help you prepare to work in this environment.</p> <p>When reading this section you will find tips on the following:</p> <ul style="list-style-type: none"> <li>◆ Dressing appropriately</li> <li>◆ Utilizing another volunteer</li> <li>◆ Helping the students behave appropriately during the presentation</li> <li>◆ Speaking</li> <li>◆ And more</li> </ul>
	<p>[Read slide.] Take ten of these evaluations with you when you go to the school.</p> <p>As children and teachers enter, greet them warmly and hand 6 to 10 evaluation forms to teachers with an explanation.</p> <p>At the end of the presentation, remind the teachers to give the evaluation forms to the office secretary. The secretary will fax them in. It is not appropriate to collect the forms yourself, as you can imagine.</p>
	<p>Your CD includes supplements for classroom activities. These are fun, educational worksheets and coloring pages.</p> <p>Please leave a set of masters in the office for teachers to copy. Our copyright notices specifically allow copying for classroom use.</p> <p>At the end of the presentation, tell the teachers that the masters are in the office. Again, this is in your presentation script.</p>
	<p>[Read slide.] This advertisement tells how to order the Faux Paw book if the school wants it for the school library.</p>
	<p>[Read slide.]</p> <p>Watch for more curriculum. We have a new book coming out. We will let you know of events and new material releases through email and the iKeepSafe Newsletter.</p>
	<p>The Internet Keep Safe Coalition applauds your efforts to take Faux Paw’s Internet safety message to the children in your community. This effort really will make a difference in the life of a child who is right now at risk. Every time you give a presentation, you are looking after that one child—the one at risk because he or she is in the middle of something difficult. Or the child who goes online out of boredom and gets caught in something awful by just browsing around.</p> <p>As you go to introduce yourself and meet principals and teachers, please feel well-supported. You are in a unique position to make a significant difference in the life of a child. Every time you share this message you empower a child to protect themselves. Using the three basic Internet safety rules, “Keep Safe • Keep Away • Keep Telling,” will significantly reduce the risk of a child becoming a victim of Internet crime.</p> <p>Thank you for your remarkable contribution. It’s worth every effort.</p>

 <p>Q &amp; A</p> <p>We welcome your questions. Email to <a href="mailto:info@iKeepSafe.org">info@iKeepSafe.org</a></p>	<p>Any questions?</p>
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