



**Office of the Attorney General**  
Washington, D.C.

March 1, 2007

MEMORANDUM FOR DIRECTOR, EXECUTIVE OFFICE FOR UNITED STATES  
ATTORNEYS  
ALL UNITED STATES ATTORNEYS

FROM: Alberto R. Gonzales  
Attorney General

Handwritten signature of Alberto R. Gonzales in black ink.

SUBJECT: Project Safe Childhood PSA Launch

In May 2006, the Department of Justice launched Project Safe Childhood, a nationwide initiative to combat the growing epidemic of child sexual exploitation and abuse in the United States. Through increased investigations and prosecutions, we are getting pedophiles and predators off the streets and keeping them behind bars. Additionally, we are raising awareness through old-fashioned communication, educating the public on ways to prevent the future sexual exploitation of children.

As part of these prevention efforts, I am pleased to announce that the Department of Justice has partnered with the National Center for Missing and Exploited Children and the Ad Council to develop public service announcements, targeting teen girls with a message "Think Before You Post." Research shows that teenage girls are the most vulnerable to online solicitation. It has been estimated that at any given time, thousands of predators are on the Internet prowling for children. Teens, particularly teen girls, must be informed about the dangers they face online.

The new public service announcements for Project Safe Childhood will be unveiled at a national event on March 23, 2007. I would like for your offices to be part of this announcement by hosting local events in an effort to educate your Districts about the nature of these crimes against children and what we, as the Department, are doing to stop them. This will be a great opportunity to highlight your efforts and successes in combating the sexual exploitation of children on the prosecution side, while safeguarding your communities through education. In order to assist in these efforts, attached is a list of potential ideas for community outreach to take place on March 23rd. The Office of Public Affairs will be reaching out to your offices to coordinate the events and provide additional information.

Thank you for your hard work and commitment to protecting our Nation's children. Your efforts are some of the most important work of the Department of Justice. If we are able to save just one child from the horrors of sexual abuse or exploitation, then we will have been successful.

cc: The Deputy Attorney General  
The Associate Attorney General  
All Department Component Heads

## PROJECT SAFE CHILDHOOD

Combating the Sexual Abuse and Exploitation of Our Nation's Children

March 23, 2007

As mentioned, the Department of Justice will be launching new public service announcements (PSA's) for Project Safe Childhood (PSC) on March 23, 2007. Similar to National Methamphetamine Awareness Day, the Department is calling on U.S. Attorney's Offices to host or participate in educational events within your communities regarding Project Safe Childhood. A few ideas for events are below:

**Community Forum/Town Hall Meeting:** Consider hosting a community forum or town hall meeting with PSC partners at a local high school or community center. This could be a panel discussion with local law enforcement, community leaders, representatives from the Internet Crimes Against Children task forces and other relevant partners. Topics for discussion could include: the prevalence of online sexual solicitation, specific websites or social-networking sites that are commonly used by teens, and what parents can do to protect their children online.

**School Visit:** Consider a class visit at a local high school or middle school to talk about the importance of protecting your personal information online. Use new PSA's (provided by the Office of Public Affairs) to open up the discussion in a creative way.

**Meeting with Parent/Teacher Organizations:** Host an event for parents/teachers at a local school. Use this opportunity to not only discuss social networking, but also the larger issue of sexual abuse/exploitation of children. Encourage parents to talk to their kids about their online social activities, as well as how to recognize a child who is being abused. Consider having older teens attend to teach parents how to use social-networking sites.

**Press Conference:** Host a press conference to talk about your local Project Safe Childhood initiative. Consider setting this up as a roundtable or panel-style event, where each of your partners can discuss their role in the PSC initiative. Additionally, feel free to air the new PSA's at your press conference as part of the larger, educational initiative the Department is undertaking to help prevent these crimes.

**Editorial:** Draft an editorial for your local paper, highlighting the importance of public awareness about this growing problem and how critical it is for parents to be involved in their teen's online activities.