

May 2, 2008

Electronic Filing

Mr. Donald S. Clark, Secretary  
Federal Trade Commission/Office of the Secretary  
600 Pennsylvania Avenue, N.W.  
Room H-135 (Annex A)  
Washington, DC 20580

**Re: Beyond Voice – Comment, Project No. P074403  
Comments of The Wireless Foundation**

Dear Mr. Clark:

The Wireless Foundation respectfully submits these comments for consideration by the Federal Trade Commission (“FTC”) and to supplement The Wireless Foundation’s statements at the “Beyond Voice: Mapping the Mobile Marketplace” Town Hall meeting hosted by the FTC on May 6 and 7, 2008 in Washington, DC. The Wireless Foundation joins the other meeting participants in thanking the FTC for addressing consumer protection issues in the rapidly expanding world of M-commerce.

As the American Academy of Pediatrics (“AAP”) remarked in its letter, “Cell phones rapidly are becoming a must-have accessory of childhood, for reasons ranging from safety to staying connected in fast-paced family life and pressure for kids to keep up with their peers.”<sup>1</sup> According to the Yankee Group, 72% of teens between the ages of 13 and 17 have wireless

---

<sup>1</sup> American Academy of Pediatrics Letter to the Federal Trade Commission, Beyond Voice-Comment, Project No. P074403 (Mar. 18, 2008).

devices,<sup>2</sup> while Harris Interactive Youth and Education Research Group reported a 64% usage of cell phones by tweens at the end of 2006.<sup>3</sup>

As wireless phone ownership among teens, tweens and children continues to grow, wireless carriers are especially concerned with providing parents with the tools needed to help protect the youngest users of mobile devices. The wireless industry takes its role in helping parents protect children very seriously and as such, wireless carriers provide parents with a variety of options to help manage how the mobile device is used by their children as well as track where their children are located. In these comments, The Wireless Foundation shares with the FTC its educational initiatives, describes the parental controls carriers provide their customers, and discusses the wireless industry's voluntary adoption of the "Wireless Carrier Content Classification and Internet Access Control Guidelines."

## **WIRELESS CARRIER CONTENT CLASSIFICATION AND INTERNET ACCESS CONTROL GUIDELINES**

Since 2004, CTIA-The Wireless Association® ("CTIA") and the nation's leading carriers have worked together on an industry-wide effort to understand the issues associated with content classification and restriction. Through this initiative, participating wireless carriers and CTIA have voluntarily adopted the "Wireless Carrier Content Classification and Internet Access Control Guidelines" ("Guidelines").<sup>4</sup> With a wide variety of content available to mobile subscribers including video, games, music and ringtones, the wireless industry recognized its

---

<sup>2</sup> Joseph De Avila, *Quelling the Danger Lurking In Junior's Backpack*, WALL ST. J., Apr. 23, 2008, at D1 (citing a 2007 Yankee Group survey).

<sup>3</sup> See Harris Interactive, *Trends & Tudes: Communication Rules*, Vol. 6, Issue 2, available at [http://www.harrisinteractive.com/news/newsletters/k12news/HI\\_TrendsTudes\\_2007\\_v06\\_i02.pdf](http://www.harrisinteractive.com/news/newsletters/k12news/HI_TrendsTudes_2007_v06_i02.pdf) (Feb. 2007).

<sup>4</sup> See CTIA.org, *Content Guidelines*, available at [http://www.ctia.org/advocacy/policy\\_topics/topic.cfm/TID/36](http://www.ctia.org/advocacy/policy_topics/topic.cfm/TID/36).

responsibility as content distributors. The Guidelines highlight the carriers' efforts to provide consumers with the information and tools they need to make informed choices when accessing content using a wireless handset.

The Wireless Carriers that are Signatories to these Guidelines have agreed to:<sup>5</sup>

- Develop voluntary content classification standards for Carrier Content and an implementation policy;
- Not provide Restricted Carrier Content until access controls are deployed;
- Provide controls that restrict access to Carrier Content based on content classifications;
- Provide Internet access controls;
- Comply with applicable laws;
- Educate consumers about the carrier's commitment to give its customers information and tools to manage wireless content; and
- Define content rating standards.

The wireless industry continues to stay at the forefront of meaningful efforts to inform consumers of the nature of the content available on mobile phones. Accordingly, wireless carriers offer parents the tools and information to help protect and prevent their children from accessing inappropriate content through their wireless device.

## **PARENTAL CONTROLS FOR INTERNET ACCESS**

Wireless carriers understand that parents are concerned about the type of content their children can access using a wireless device. America's wireless carriers have responded to these concerns by offering parents tools to limit the types of content children can access through

---

<sup>5</sup> See Wireless Content Guidelines, *available at* <http://www.ctia.org/advocacy/index.cfm/AID/10394>.

wireless broadband service. Parents can find information on the available parental controls via their carriers' websites. All the major wireless providers offer web content controls at no charge. Parents can also block unwanted text messaging and request that the Internet access capabilities of their children's wireless devices be turned off. Wireless carriers also offer filtering of web content, the ability to block unwanted inbound text or phone calls as well as web-based mobile bill monitoring. *Attachment A* summarizes the various content and access controls that major wireless carriers provide their customers.

Wireless carriers give parents the option of managing their children's access to content on their mobile phones. For example, Sprint Nextel ("Sprint") subscribers can log on to their accounts via the web to turn on Web Access restrictions that block all website content from being viewed on a specific wireless device and limits access to only content approved by Sprint.<sup>6</sup> T-Mobile gives Primary Account Holders the option of activating Web Guard, which restricts access to adult-themed content that is considered suitable for those 18 years of age or older.<sup>7</sup>

Parents can also decide the level of filtering that is most appropriate for their children's age and maturity. For example, Alltel gives parents the option of choosing between three filtering options: All Ages, Teen and 17+.<sup>8</sup> The All Ages setting permits content that is suitable for all ages that "contains no nudity, profanity, or sexual situations and contains minimal violence." Geared toward children under the age of 13, the Teen filter blocks intense violence,

---

<sup>6</sup> See How do I turn Web Access restrictions on or off from the Web?, available at [http://search.sprint.com/inquiraapp/ui.jsp?ui\\_mode=answer&prior\\_transaction\\_id=19064&iq\\_action=5&answer\\_id=16777216&highlight\\_info=6294713,30,54&turl=http%3A%2F%2Fsupport%2Esprint%2Ecom%2Fdoc%2Fsp10688%2Exml%3Fid16%3Dblock\\_internet\\_access#\\_\\_highlight](http://search.sprint.com/inquiraapp/ui.jsp?ui_mode=answer&prior_transaction_id=19064&iq_action=5&answer_id=16777216&highlight_info=6294713,30,54&turl=http%3A%2F%2Fsupport%2Esprint%2Ecom%2Fdoc%2Fsp10688%2Exml%3Fid16%3Dblock_internet_access#__highlight).

<sup>7</sup> See What is Web Guard, available at <http://support.t-mobile.com/knowledge/root/public/tm23351.htm#top>.

<sup>8</sup> See Alltel, "Using Parental Web Controls," available at [https://alltel.custhelp.com/cgi-bin/alltel.cfg/php/enduser/std\\_adp.php?p\\_faqid=8647&p\\_created=1203024413&p\\_sid=av-#7](https://alltel.custhelp.com/cgi-bin/alltel.cfg/php/enduser/std_adp.php?p_faqid=8647&p_created=1203024413&p_sid=av-#7).

nudity, hate speech, and graphic depiction of illegal drugs. For the more mature teens, parents can choose the 17+ filter, which blocks nudity or profanity, but may allow violence, sexually explicit images, dialogue or references.<sup>9</sup> Verizon Wireless also offers content filtering of its VCAST Music, VCAST Video, Mobile Web. 2.0, Messaging Short Codes and all wireless PC card content.<sup>10</sup> Verizon Wireless customers can activate rating filters that will allow access to content based one on the following selected levels: Children 7+, Teens 13+, Young Adults 17+, or Filter Off, which will permit access to all content accessible through the mobile device.<sup>11</sup>

Parental controls are available without extra cost to the subscriber. For example, without paying an additional fee, AT&T customers can opt to use the basic Web Filtering and Purchase Blocking to prevent children from buying premium content that is directly billed to the account holder for applications such as ringtones, games, graphics, and others.<sup>12</sup> Those AT&T subscribers wanting premium parental controls can also add Smart Limits for Wireless<sup>TM</sup> for a minimal monthly fee. Smart Limits for Wireless<sup>TM</sup> is an online service that allows parents to set limits on the number of text and instant messages, dollar amount for downloadable purchases, the times of day the phone can be used for various services, incoming and outgoing calls or text to certain numbers and access to inappropriate content for children.<sup>13</sup>

Moreover, wireless providers give the account holder the ability to block incoming and outgoing voice calls and text messages. Specifically, Sprint offers the Sprint PCS Vision®

---

<sup>9</sup> *Id.*

<sup>10</sup> See Verizon Wireless Parental Controls for Cell Phone Content, *available at* [https://wbillpay.verizonwireless.com/vzw/nos/parental-control\\_learn\\_more.jsp](https://wbillpay.verizonwireless.com/vzw/nos/parental-control_learn_more.jsp).

<sup>11</sup> *Id.*

<sup>12</sup> See AT&T Parental Controls Products for Wireless Services, *available at* <http://www.att.com/gen/sites/smartlimits?pid=8938>.

<sup>13</sup> *Id.*

Phone SCP-2400 by Sanyo® with a built-in Parental Control that limits use by restricting both incoming and outgoing voice calls to only contacts in the phone book.<sup>14</sup> Through Sprint’s website, Sprint customers with different wireless handsets can follow the step by step tutorial on how to block SMS text messages from specific phone numbers, email addresses, and domains.<sup>15</sup>

In addition to using parental access controls, parents can monitor their child’s wireless use through the carriers’ websites. For example, Verizon Wireless makes it easy for customers to manage their wireless accounts, offering “simple and secure ways to pay bills, check minute and data usage and handle wireless account details while on-the-go.”<sup>16</sup> Subscribers can access their account details through the Verizon Wireless website and “set up free text message alerts to notify them of specific account and billing activity...Customers can also check the status of their accounts directly from their handsets.”<sup>17</sup> Alltel offers three convenient ways for its customers to monitor their text messaging usage: via the Alltel website and by dialing “#MOU” or 800-ALLTEL1 from their wireless device.<sup>18</sup>

---

<sup>14</sup> See Sprint Parental Control, *available at* <http://www1.sprintpcs.com/explore/ueContent.jsp?scTopic=parentalControl>.

<sup>15</sup> See How do I block SMS text messaging, *available at* [http://search.sprint.com/inquiraapp/ui.jsp?ui\\_mode=answer&prior\\_transaction\\_id=14325&iq\\_action=5&answer\\_id=16777218&highlight\\_info=6294214,123,132&turl=http%3A%2F%2Fsupport%2Esprint%2Ecom%2Fdoc%2Fsp10089%2Exml%3Fid16%3Dblock\\_text\\_messaging#\\_\\_highlight](http://search.sprint.com/inquiraapp/ui.jsp?ui_mode=answer&prior_transaction_id=14325&iq_action=5&answer_id=16777218&highlight_info=6294214,123,132&turl=http%3A%2F%2Fsupport%2Esprint%2Ecom%2Fdoc%2Fsp10089%2Exml%3Fid16%3Dblock_text_messaging#__highlight).

<sup>16</sup> Tom Pica, Everyday is Independence Day for Verizon Wireless Customers On-The-Go, Press Release, *available at* <http://news.vzw.com/news/2007/06/pr2007-06-27a.html> (June 27, 2007).

<sup>17</sup> *Id.*

<sup>18</sup> See Alltel Managing/filtering text messages, *available at* [https://alltel.custhelp.com/cgi-bin/alltel.cfg/php/enduser/std\\_adp.php?p\\_faqid=8331&p\\_created=1156871815&p\\_sid=av-TDe1j&p\\_accessibility=0&p\\_lva=&p\\_sp=cF9zcmNoPSZwX3NvcnRfYnk9JnBfZ3JpZHNvcnQ9JnBfcm93X2NudD0yOTkmcF9wcm9kcz0mcF9jYXRzPSZwX3B2PSZwX2N2PSZwX3NlYXJjaF90eXBIPWFuc3dlcnMuc2VhcmNoX25sJnBfcGFnZT0x&p\\_li=&p\\_topview=1](https://alltel.custhelp.com/cgi-bin/alltel.cfg/php/enduser/std_adp.php?p_faqid=8331&p_created=1156871815&p_sid=av-TDe1j&p_accessibility=0&p_lva=&p_sp=cF9zcmNoPSZwX3NvcnRfYnk9JnBfZ3JpZHNvcnQ9JnBfcm93X2NudD0yOTkmcF9wcm9kcz0mcF9jYXRzPSZwX3B2PSZwX2N2PSZwX3NlYXJjaF90eXBIPWFuc3dlcnMuc2VhcmNoX25sJnBfcGFnZT0x&p_li=&p_topview=1).

## GPS LOCATION TRACKING

In addition to offering parental access controls, a number of wireless carriers have answered parents' calls for a better way to keep track of where their children are located in our increasingly mobile society. As more and more handsets are equipped with integrated global positioning system ("GPS") features, wireless carriers have given parents a way to access the location information of their child's handset. While some are offered specifically for parents to track children, other services are offered for a wider range of users, but accomplish the same goal. The following are examples of the location-based services carriers offer to help customers stay informed of where their loved ones are located:

### **Alltel:** *Access Family Finder*<sup>19</sup>

- Alltel's Family Finder provides real-time location information using GPS. Location information can be viewed on a PC or another Alltel wireless device.

### **Helio:** *Buddy Beacon*<sup>20</sup>

- Helio's Buddy Beacon service is not marketed exclusively as a parental tool, but serves a similar purpose. Buddy Beacon users choose when location information is provided to friends through the integrated GPS in the wireless device.

---

<sup>19</sup> GPS Apps, Alltel Wireless *available at* [http://www.alltel.com/wps/portal/AlltelPublic/c1/04\\_SB8K8xLLM9MSSzPy8xBz9CP0os3hnP2-DoCBDAwN\\_HxcnAyNLZ0PLIE9DIN9MPxykA0mFu3eokYFRgFOwWZi7i5GBgQFE3gAHcDTQ9\\_Piz03VL8jOTnN0VFQEAPhJpK4!/dl2/d1/L0IDU0IKSWdrbUEhIS9JRFJBQUlpQ2dBek15cXchL11CSkoxTkExTk1MC01RncvN19DTkswUIIxMDBPTERCMDI5QzE5UkkxMTBHNC9LX19fXzi!/?WCM\\_PORTLET=PC\\_7\\_CNK0RR100OLDB029C19RI110G4\\_WCM&WCM\\_GLOBAL\\_CONTEXT=/wps/wcm/connect/Personal/home/p/axcessservices/gpsapps/dgpsapps](http://www.alltel.com/wps/portal/AlltelPublic/c1/04_SB8K8xLLM9MSSzPy8xBz9CP0os3hnP2-DoCBDAwN_HxcnAyNLZ0PLIE9DIN9MPxykA0mFu3eokYFRgFOwWZi7i5GBgQFE3gAHcDTQ9_Piz03VL8jOTnN0VFQEAPhJpK4!/dl2/d1/L0IDU0IKSWdrbUEhIS9JRFJBQUlpQ2dBek15cXchL11CSkoxTkExTk1MC01RncvN19DTkswUIIxMDBPTERCMDI5QzE5UkkxMTBHNC9LX19fXzi!/?WCM_PORTLET=PC_7_CNK0RR100OLDB029C19RI110G4_WCM&WCM_GLOBAL_CONTEXT=/wps/wcm/connect/Personal/home/p/axcessservices/gpsapps/dgpsapps) (last accessed Apr. 25, 2008).

<sup>20</sup> Google Mobile GPS and GPS Phone, helio.com *available at* [http://www.helio.com/page?p=services#services\\_gps](http://www.helio.com/page?p=services#services_gps) (last accessed Apr. 25, 2008).

### **Sprint Nextel: *Family Locator***<sup>21</sup>

- Sprint's Family Locator service provides real-time GPS location information for other Sprint handsets. Location information can be viewed on a PC or any web-enabled wireless device.
- Sprint also offers the Loopt<sup>22</sup> service, which allows wireless users to choose when to provide location information to others.

### **Verizon Wireless: *Chaperone and Child Zone***<sup>23</sup>

- Verizon Wireless's Chaperone service allows parents to determine the location of their child using the child's GPS features. Location information can be viewed on a PC or through a Verizon Wireless mobile device application.
- Child Zone is a Chaperone service in which parents can set geographic boundaries for children. Parents are notified by SMS when their child arrives at or leaves a designated area.

## **CELL PHONE SAFETY**

The Wireless Foundation recognizes the importance of educating children, teens and their parents about responsible cell phone use. The Wireless Foundation and Weekly Reader Corporation Consumer & Custom Publishing ("Weekly Reader Corporation") joined forces to create a free educational program, *GET WISE ABOUT WIRELESS: BE SAFE, BE COURTEOUS*. ConnectSafely.org, an organization devoted to educating parents and teens about smart use of the Internet served as a consultant in developing the program. ConnectSafely is led by Larry Magid and Anne Collier, both experienced authors in the area of child online safety.

---

<sup>21</sup> Sprint Family Locator, Sprint.com available at [http://www.nextel.com/en/services/gps/family\\_locator.shtml](http://www.nextel.com/en/services/gps/family_locator.shtml) (last accessed Apr. 25, 2008).

<sup>22</sup> Loopt – Your Social Compass, loopt.com available at <https://loopt.com/loopt/sess/index.aspx> (last accessed Apr. 25, 2008).

<sup>23</sup> Answers to FAQs, verizonwireless.com available at [http://support.vzw.com/faqs/Chaperone/faq\\_chaperone.html#item1](http://support.vzw.com/faqs/Chaperone/faq_chaperone.html#item1) (last accessed Apr. 25, 2008).



The *GET WISE ABOUT WIRELESS* program was designed to educate students about proper cell phone use and the responsible behaviors associated with using a mobile device. The program encourages educators and families to teach proper wireless etiquette and safety behaviors and hopes to act as a catalyst for discussions at home with parents about using wireless technology in their daily lives. Since 2005, the Weekly Reader Corporation estimates that the *GET WISE ABOUT WIRELESS* program has reached approximately 7.6 million middle school-aged children. In addition, the program materials have received “excellent” or “above average” ratings of over 90% from the teachers who received them.

Educational kits are sent to the schools containing (1) an Educator Guide,<sup>24</sup> (2) a Family Take-Home Pamphlet,<sup>25</sup> (3) a Classroom Poster, and (4) a Student Mini-Magazine<sup>26</sup>. The Educator Guide discusses cyberbullying and how to prevent it, aids teachers in promoting students’ critical thinking about what is and is not appropriate wireless phone behavior, and addresses how to help students and their parents come to agreement about cell phone use. The Family Guide identifies topics for discussion, such as cell phone courtesy and safety, and gives parents tips for talking and texting. The Family Guide includes a contract for responsible cell phone use that parents and their children can use. By signing the contract, the child makes a number of promises, including not to share photos of other people without their permission; not to download, add or subscribe to anything on their phone without parental/guardian permission;

---

<sup>24</sup> Cell Phone Safety Teacher’s Guide, *available at* <http://www.wirelessfoundation.org/GetWise/2008%20Teachers%20Guide.pdf> (attached hereto as “Attachment B”).

<sup>25</sup> Cell Phone Safety Family Guide, *available at* <http://www.wirelessfoundation.org/GetWise/2008%20Parent%20take%20home.pdf> (attached hereto as “Attachment C”).

<sup>26</sup> It’s All Up To You. Do You Know What To Do, *available at* <http://www.wirelessfoundation.org/GetWise/2008%20Student%20magazine.pdf> (attached hereto as “Attachment D”).

not to talk or text with anyone the child does not know and will tell their parents/guardians if a stranger contacts or asks to meet with them; among others. The Family Guide also lists important websites for additional information, such as the Wireless AMBER Alerts website, the National Center for Missing & Exploited Children's hotline, and other online-safety resources.

## CONCLUSION

Today, America's teens, tweens and children are among the more than 250 million users of wireless communications devices. For various reasons, including safety, staying connected with family and friends as well as peer pressure to have the latest and greatest gadget, more and more of America's youth have cell phones. The wireless industry is especially concerned with providing parents with the tools needed to help protect the youngest wireless users. As such, wireless carriers provide parents with a variety of options to help track where their children are located as well as manage how their children are using their mobile devices. Moreover, The Wireless Foundation and other such organizations are committed to educating parents, children and teachers on the responsible and safe use of cell phones.

The Wireless Foundation hopes the information provided in these comments assists the Federal Trade Commission in its exploration of the consumer protection issues in the rapidly expanding world of M-Commerce.

Respectfully submitted,  
/s/ David S. Diggs

**The Wireless Foundation**  
1400 16<sup>th</sup> Street, NW Suite 600  
Washington, D.C. 20036  
(202) 785-0081

David S. Diggs  
Executive Director

# **ATTACHMENT**

**A**

## Wireless Carrier Content/Access Controls May, 2008

	Customer Service	Website (search term "parental controls")	Content Controls at No Charge	Ability to Turn Off Internet Access	Ability to Filter Web Content	Ability to Block Unwanted Text or Phone Calls	Web-Based Mobile Bill Monitoring
<b>Alltel</b>	800.255.8351 (free from mobile)	<a href="http://www.alltel.com">www.alltel.com</a>	yes	yes	yes	yes	yes
<b>AT&amp;T</b>	611 from mobile or 800.331.0500	<a href="http://www.wireless.att.com">www.wireless.att.com</a>	yes (1)	yes	yes	yes	yes
<b>Sprint</b>	*2 from mobile or 888.211.4727	<a href="http://www.sprint.com">www.sprint.com</a>	yes	yes	yes	yes (2)	yes
<b>T-Mobile</b>	611 from mobile or 800.937.8997	<a href="http://www.t-mobile.com">www.t-mobile.com</a>	yes	yes	yes	yes (2)	yes
<b>Verizon</b>	*611 from mobile or 800.922.0204	<a href="http://www.verizonwireless.com">www.verizonwireless.com</a>	yes	yes	yes	yes (2)	yes

1. Basic web filtering and purchase blocking available at no charge. Broader controls such as limiting times of day a phone can be used available as an account option.

2. Not all devices have this ability, check with carrier before purchasing.

# **ATTACHMENT B**

# CELL PHONE SAFETY

## TEACHER'S GUIDE

INSIDE:  
curriculum materials  
for grades  
**6–8**

### HELP YOUR STUDENTS DEFEAT DIGITAL BULLIES

**Y**our students face a new threat: cyberbullies— young people who use cell phones and other digital devices to harass other students. The bullies' tools are text and photos that embarrass and unnerve kids. Keep your eyes and ears open and you may just see the evidence of it: Cyberbullying is a growing problem in American schools.

What can you do about it? Use this program from Weekly Reader Custom Publishing, The Wireless Foundation, and Connect Safely. *Cell Phone Safety* has been designed to help your students develop good judgment in digital communication—and to be good citizens online, on the phone, and in person.

### OBJECTIVES

- ★ To educate students about mobile cyberbullying and how to prevent it
- ★ To remind students about the benefits of being courteous while using cellular devices
- ★ To promote students' critical thinking about what is and isn't appropriate behavior on cell phones
- ★ To help students and parents/guardians come to an agreement about cell phone use
- ★ To encourage teachers and parents/guardians to help students observe courteous and safe cell phone behavior



### WHAT'S IN THIS PROGRAM?

- ★ This booklet, which includes:
  - A teacher's guide
  - 31 four-page student magazines
- ★ 30 family guides
- ★ A poster for your classroom
- ★ A reply card
- ★ A survey about the program

**Remind students: "Phones should only be used to communicate with people they know in the real world."**

—[www.connectsafely.org](http://www.connectsafely.org)



## HOW TO USE THIS PROGRAM

Start by asking your students the following questions:

- ★ What can you do with your cell phone (talk, text, take and send photos, etc.)?
- ★ Do you know how to do things that your parents don't know how to do (*i.e.*, send text messages or pictures)?
- ★ What is cyberbullying? Can it be done on cell phones?
- ★ What do you do if you are sent a text or photo by someone you don't know?
- ★ What do you do if you receive a text or photo from someone you know, but it is inappropriate or makes you feel uncomfortable?
- ★ When should you put your phone on silent? Why?
- ★ How do you stay aware of your surroundings when you are speaking or texting on the phone?
- ★ What do you consider to be courteous behavior while using a cell phone?

After using these prompts and having discussions about what to do in different situations, try some role playing in class. Have students pretend they are receiving text or picture messages that make them uncomfortable, or have a student speak very loudly on the phone and give out his or her personal information. Watch how students respond, and then guide them in the correct direction if necessary.

## IDENTIFY INAPPROPRIATE COMMUNICATION

Part of the student magazine focuses on making sure students know what to do if someone sends them an inappropriate text message. Ask students:

- ★ What is an inappropriate message?
  - Is it a message from a stranger?
  - Is it a message from an adult who wants to meet with you alone?
  - Is it a mean message from a friend that makes you feel like you've just been bullied?
  - Is it anything else?

The answer to the bulleted questions is YES! There are steps they can take to stay safe and not be victims.

## SO WHAT SHOULD KIDS DO?

- ★ **Know who is texting or calling you.**  
Never use your phone to communicate with people you don't know.
- ★ **Know what NOT to send.** The impact of words or pictures can be significant.
- ★ **Know whether you should respond.**  
If you receive an inappropriate call or text message, tell a parent or trusted adult.





## WORKING WITH THE STUDENT MAGAZINE

Next, hand out the student magazine, and assign it as either class work or homework. The magazine includes a quiz about safety and courtesy on cell phones, a word search, and information that students may not know, but should! It also encourages students to talk to their parents/guardians about the contract in the family guide.

The answers for the quiz are provided for you here, as well as on the back page of the student magazine.

## FAMILY GUIDE

There is a family guide included in the program. It includes a contract so that parents/guardians and students can agree how to deal with inappropriate text or picture messages.

## EXTENSION LESSONS AND ACTIVITIES

The following are extension lessons that you can do with students to continue the unit:

- Have students work in groups to create posters relating to cell phone safety and courtesy.
- Have pairs of students create their own skits, similar to the script, and have them perform them for the class.
- Have students write a letter to the person who created the cellular phone. What would they say and why?

## ANSWERS: HOW CELL SAVVY ARE YOU?

1) b 2) b 3) c 4) a 5) a 6) c 7) c 8) b

## WORD SEARCH



**AMBER Alert stands for “America’s Missing: Broadcast Emergency Response” and was created in 1997.**

—[www.wirelessfoundation.org](http://www.wirelessfoundation.org)

## INFORMATION FOR STUDENTS ALL YEAR

Reiterate the following information to students:

### CELL PHONE COURTESY

- ★ Remember to speak in a normal or quiet voice when on your phone.
- ★ Follow all signs—some places like hospitals or airlines have rules about using cell phones.
- ★ Turn your phone to silent or vibrate before you go into religious services or other places where noise is not appropriate.
- ★ When you are with your friends or family, talk to them instead of talking on your phone.

### CELL PHONE SAFETY

- ★ Program your parents'/guardians' phone numbers into your phone for easy access.
- ★ Don't respond to a text or picture message from someone you don't know.
- ★ If you receive anything on your phone—a call, a text message, a picture or voicemail message—that makes you uncomfortable, tell an adult you trust.
- ★ Do not give out your address or other personal information if others can hear you.
- ★ If there is an emergency, don't wait, call 9-1-1.

What do you think? Please complete the enclosed reply card and survey, or go to [www.wrinsiders.com/wireless](http://www.wrinsiders.com/wireless) to complete them online.

**CTIA** The Wireless Foundation

[www.wirelessfoundation.org](http://www.wirelessfoundation.org)



© 2008 Lifetime Learning Systems®, Inc. and Weekly Reader Custom Publishing.  
Created for The Wireless Foundation.

## IMPORTANT WEB SITES

**[www.wirelessamberalerts.org](http://www.wirelessamberalerts.org)**

Sign up to receive AMBER Alerts as free text messages on your cell phone if a child is abducted in your area



**[www.ncpc.org](http://www.ncpc.org)**

National Crime Prevention Council—Information to keep children safe

**[www.connectsafely.org](http://www.connectsafely.org)**

A non-profit interactive forum and resource center providing tips and videos, plus a place to ask questions, comment on issues, and discuss youth online safety with parents, experts, and teens

**[www.safekids.com](http://www.safekids.com)**

One of the Net's oldest and most comprehensive Internet safety sites

**[www.netfamilynews.org](http://www.netfamilynews.org)**

Kid-tech news for parents—the nonprofit “community newspaper” of tech parenting and children's online safety

**[www.cybertipline.com](http://www.cybertipline.com)**

The National Center for Missing & Exploited Children's hotline for reporting online child sexual exploitation; available 24/7 at 1-800-843-5678

**[www.getnetwise.org](http://www.getnetwise.org)**

Online-safety advice and a searchable database of parental-controls software from the Washington, D.C. based Internet Education Foundation

**[www.childnet.com](http://www.childnet.com)**

A comprehensive UK-based site with multimedia online-safety resources, including a powerful short film on cyberbullying, “Let's Fight It Together”  
<http://www.digizen.org/cyberbullying/film.aspx>

**[www.CSRIU.org](http://www.CSRIU.org)**

Cyberbullying information from the Center for Safe & Responsible Internet Use

**[www.netsmartz.org](http://www.netsmartz.org)**

Online-safety education for kids, parents, educators, and law enforcement from the National Center for Missing & Exploited Children

**[www.staysafe.org](http://www.staysafe.org)**

Online-safety information for teens, parents, educators, and seniors, operated with support from Microsoft

# **ATTACHMENT C**

## IMPORTANT WEB SITES

### [www.wirelessamberalerts.org](http://www.wirelessamberalerts.org)

Sign up to receive AMBER Alerts as free text messages on your cell phone if a child is abducted in your area



### [www.ncpc.org](http://www.ncpc.org)

National Crime Prevention Council—Information to keep children safe

### [www.connectsafely.org](http://www.connectsafely.org)

A non-profit interactive forum and resource center providing tips and videos, plus a place to ask questions, comment on issues, and discuss youth online safety with parents, experts, and teens

### [www.safekids.com](http://www.safekids.com)

One of the Net's oldest and most comprehensive Internet safety sites

### [www.netfamilynews.org](http://www.netfamilynews.org)

Kid-tech news for parents—the nonprofit “community newspaper” of tech parenting and children’s online safety

### [www.cybertipline.com](http://www.cybertipline.com)

The National Center for Missing & Exploited Children’s hotline for reporting online child sexual exploitation; available 24/7 at 1-800-843-5678

### [www.getnetwise.org](http://www.getnetwise.org)

Online-safety advice and a searchable database of parental-controls software from the Washington, D.C. based Internet Education Foundation

### [www.childnet.com](http://www.childnet.com)

A comprehensive UK-based site with multimedia online-safety resources, including a powerful short film on cyberbullying, “Let’s Fight It Together”—[www.digizen.org/cyberbullying/film.aspx](http://www.digizen.org/cyberbullying/film.aspx)

### [www.CSRIU.org](http://www.CSRIU.org)

Cyberbullying information from the Center for Safe & Responsible Internet Use

### [www.netsmartz.org](http://www.netsmartz.org)

Online-safety education for kids, parents, educators, and law enforcement from the National Center for Missing & Exploited Children

### [www.staysafe.org](http://www.staysafe.org)

Online-safety information for teens, parents, educators, and seniors, operated with support from Microsoft

## A FEW THINGS YOU NEED TO KNOW ABOUT...

**Text messages**—type in words (or abbreviations), hit send, and the message is instantly sent to another phone or email address.

**Picture messages**—most phones now have cameras, so it is easy to take a picture and send it to anyone at anytime.

**Internet**—it is now possible to check email and access the World Wide Web on most cell phones.

**Record sound or image**—many cell phones allow instant recording of any audio or video.

*You may want to review the following information with your child:*

### CELL PHONE COURTESY

- ★ Remember to speak in a normal or quiet voice when on your phone.
- ★ Follow all signs—some places like hospitals or airplanes have rules about using cell phones.
- ★ Turn your phone to silent or vibrate before you go into religious services or other places where noise is not appropriate.
- ★ When you are with your friends or family, talk to them instead of talking on your phone.

### CELL PHONE SAFETY

- ★ Program your parents’/guardians’ phone numbers into your phone for easy access.
- ★ Don’t respond to a text or picture message from someone you don’t know.
- ★ If you receive anything on your phone—a call, a text message, a picture or voicemail message—that makes you uncomfortable, tell an adult you trust.
- ★ Do not give out your address or other personal information if others can hear you.
- ★ If there is an emergency, don’t wait, call 9-1-1.

 [www.wirelessfoundation.org](http://www.wirelessfoundation.org)

 **Connect Safely**  
Smart Connecting Starts Here™

 **Weekly Reader**  
CUSTOM PUBLISHING™

©2008 Lifetime Learning Systems®, Inc. and Weekly Reader Custom Publishing. Created for The Wireless Foundation.

## FAMILY GUIDE



# CELL PHONE SAFETY

**W**ho is your child texting? What text messages are being received? Do you know? Weekly Reader Custom Publishing, The Wireless Foundation, and Connect Safely have teamed up to bring you important information about text messaging and cell phone use in general. Your child is participating in this program at school. We hope you will reinforce what

your son or daughter has learned with conversations at home about safety and courtesy on cellular devices.



**Inside this pamphlet is a contract for you and your child.**

It will help keep your child’s cell phone use safe and constructive.



# FAMILY CONTRACT FOR RESPONSIBLE CELL PHONE USE



## TIPS FOR TALKING AND TEXTING

- ★ Do not give out personal information on a phone call or over the Internet on a cellular device.
- ★ Do not respond to emails or text messages if the sender is unknown.
- ★ Send appropriate text or picture messages only.
- ★ Turn cellular devices to silent or vibrate in situations where it is necessary, such as in movie theaters.
- ★ Be aware of surroundings and understand when talking or texting is appropriate and when it is not.
- ★ Keep your voice down if there are other people in the vicinity.

The more advanced cellular devices become, the more functions they have available. Sending pictures over the Internet is something that children do all the time. Photo-messaging on cell phones is no different. Children need to be aware why not all pictures are appropriate to send. They also need to know that if they receive a message or image that makes them uncomfortable, they should immediately tell you or another trusted adult.

### CHILD:

I will follow all school rules about cell phone use.

I will answer my phone if my parent calls, or return the call immediately if I'm in a restricted use area.

I will not use my phone to share photos that could embarrass me or others now or in the future.

I will not share photos of other people without their permission.

I will not talk or send text messages about people in a way that hurts them or their reputation.

I will not pass along or give any other support to a hurtful message sent to me about someone else.

I will not download, add, or subscribe to anything on my phone without my parents'/guardians' permission.

I will not disable any parental controls on my phone.

If I'm uncomfortable with anything on my phone, I'll talk to my parents/guardians about it.

I will not talk or text with anyone I don't know; I will tell my parents if a stranger keeps trying to contact me.

I will not use my phone to arrange meetings with anybody I don't know.

I will stay within my plan's usage limits and review my usage with a parent/guardian if I go over those limits.

### PARENT /GUARDIAN:

I will periodically talk with my child about using a cell phone.

I will not take away my child's cell phone if my child comes to me about a problem concerning content or contact on a phone unless my child is in danger or has disregarded family rules. Instead, we will work together to try to solve the problem and to make sure my child makes good choices.

I will set reasonable consequences if any of the above rules are broken.

I will periodically revisit these rules as my child matures and cell phone technology evolves.

Other terms your family wants to add:

---



---



---

We have talked about and understand the terms and consequences of this contract and promise to honor them.

Signed: \_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Child)

\_\_\_\_\_  
(Parent/Guardian)

# **ATTACHMENT D**



# IT'S ALL UP TO YOU. DO YOU KNOW WHAT TO DO?

**I**f someone sends you an inappropriate text message, what would you do? And what is an inappropriate message, anyway? Is it a message from a stranger? Is it a message from an adult who wants to meet with you alone? Is it a mean message from a friend that makes you feel like you've just been bullied? The answer to the last three questions is YES!



So what can you do? It's simple.

- ★ **Know who is texting or calling you.** Never use your phone to communicate with people you don't know.
- ★ **Know what NOT to send.** The impact of words or pictures can be significant.
- ★ **Know whether you should respond.** If you receive an inappropriate text message, tell a parent or trusted adult.

## YOUR PHONE IS SUPPOSED TO BE USED TO.

- ★ Help you get in touch with your friends and family.
- ★ Keep you safe in an emergency.
- ★ Get information you need anytime.

## TAKE CONTROL OF YOUR OWN SAFETY BY:

- ★ Programming family and friends' numbers into your phone.
- ★ Knowing who to contact in case of emergency.
- ★ Not answering calls from people you don't know or replying to inappropriate text messages.
- ★ Being courteous when talking and texting, because aggressive behavior online and on phones can have serious consequences.

## HOW CELL SAVVY ARE YOU?

Answer the following questions using your knowledge of cell phone safety and etiquette. You can check your answers on the back page.

**1 Your friend tells you about a cool new game that you can download on your cell phone. You...**

- a** find the link on the Internet and download the game.
- b** ask your parents first because there may be a charge to your account.
- c** give your friend your phone and have him download it for you.

**2 You receive a picture message from a classmate that makes you feel uncomfortable. You...**

- a** send back a text telling him to leave you alone.
- b** show your parent when you get home.
- c** send it to a friend and ask what they think.

**3 You receive an inappropriate text message from someone you don't know. You...**

- a** respond to the text.
- b** ignore it and hope it does not happen again.
- c** don't respond and take your phone to a parent or other trusted adult.

**Make sure you are not texting while walking across a street or at any other time when you need to be paying attention.**

The first cellular car phone—developed for a test in Chicago—weighed 82 pounds and took up half the car's trunk!

**4 You're going into the library and a sign reminds visitors that cell phones should not be used. You...**

- a** turn your phone to silent.
- b** ignore the sign and hope no one hears you if you get a call.
- c** ask the librarian what to do.

**5 Your friend gets a text message from someone at school that upsets her. You tell her to...**

- a** go to a parent or a trusted adult.
- b** send back a message that is nastier.
- c** ignore it and go have fun.

**6 You're at the movies with your friends and your phone vibrates. You...**

- a** answer it—the movie is boring.
- b** ignore it—you're watching a movie.
- c** leave the theater to take the call if it's important.

**7 Your friends are sending around an embarrassing picture message of a classmate. You...**

- a** forward it when you receive it.
- b** ignore it—this kind of thing happens all the time.
- c** tell your friends to stop this mean and inappropriate behavior.

**8 You receive a text message to meet someone you don't know. You...**

- a** respond and ask who it is.
- b** don't respond and tell a parent or trusted adult.
- c** go to meet the person, who sounds cool.





# WIRELESS SAFETY WORD SEARCH

Get Wise About Wireless by reading these sentences. Then, find the 12 bold words in the puzzle below.

- 1 Always be **courteous** when using your cell phone around others.
- 2 Be **accountable**; take **action** if someone contacts you by text and it makes you feel uncomfortable.
- 3 It is not safe to type a text **message** while you are crossing the street.
- 4 Some **cellular** phones let you log onto the Internet.
- 5 Always put your phone on **vibrate** before you go into a movie.
- 6 A **wireless** phone can keep you in touch with friends and family.
- 7 Never send an embarrassing **picture** to your **friends**!
- 8 Be **aware** of the kinds of text messages that upset people, whether you're sending or receiving them.
- 9 The content of your **text** message should never include inappropriate language.
- 10 How many of your friends have their favorite song as their **ringtone**?

W	I	R	E	L	E	S	S	T	E	X	T
Y	N	P	F	R	I	E	N	D	S	M	O
S	T	I	A	R	A	L	U	L	L	E	C
A	E	C	C	F	R	T	A	A	T	S	O
F	R	T	T	E	D	T	W	C	R	S	U
E	N	U	I	S	L	N	A	T	D	A	R
T	E	R	O	I	F	T	R	I	E	G	T
P	T	E	N	O	X	V	E	O	R	E	E
U	V	I	B	R	A	T	E	N	Q	U	O
A	C	C	O	U	N	T	A	B	L	E	U
D	R	I	N	G	T	O	N	E	V	G	S

## DID YOU KNOW?

The first portable cellular phone was nicknamed “the brick,” weighed 2 pounds, offered ½ hour of talk time for every recharge, and cost \$3,995.

## SCRIPT IT!

If someone has sent you a text, picture, or voicemail message that makes you feel uncomfortable, do you know what to do? Read this script to find out!

*The scene opens and two girls are walking through the park. Kelly has short, spiky hair; Tara’s is long and curly. It’s a spring day and they are both wearing light jackets and sneakers.*

**Tara** (quietly) So, I got this message from Erin yesterday.

**Kelly** (absently) Yeah, so, don’t you talk to Erin every day? Hey, did you hear that John and Max were fighting in Mrs. Petersen’s class today?

**Tara** (close to tears) No. Listen. It was really nasty. There was a lot of awful stuff.

**Kelly** (confused) Are you sure it wasn’t just a joke? You know how Erin is sometimes.

**Tara** (frustrated and beginning to walk faster) Just forget it. I gotta go.

**Kelly** No, wait. I’m sorry, tell me exactly what she wrote.

**Tara** (slowing down and looking directly at Kelly) She said I am ugly, that no one really likes me, and that people only hang out with me because they think my big brother is cool. That really hurt my feelings. But then she also wrote that if I come to school tomorrow, something bad will happen to me. I don’t know what to do.

**Kelly** (looks angry) That’s awful. I don’t know what Erin’s problem is, maybe she is jealous of you, but what you should do is tell your mom or dad right away. I’ll go with you if you want. It’s no big deal if I miss swim practice today.

**Tara** (relieved but worried) Thanks. Are you sure you don’t mind missing practice? I don’t want to talk to my parents alone.

**Kelly** (looks directly at her) No, it’s cool. Come on, I’ll wait with you at your house until they get home.

## FILL IN A FAMILY CONTRACT

What do you think would happen if you told your parents or guardians about an inappropriate text message you received? Do you think they’d freak out and take away your phone? Want a way to try to make sure that doesn’t happen? Use the contract that your teacher gives you to talk to your parents/guardians. The contract will ensure that you can go to your parents or guardians

about text messages that you send or receive. Sit down at home and read the contract with your parents/guardians. After you both sign it, put it somewhere safe—maybe on a family bulletin board to remind everybody. Remember to be aware and accountable when it comes to texting. And take action if you get an inappropriate text.

Answers: How Cell Savvy Are You?

1) 2) 3) 4) 5) 6) 7) 8) 9)

**CTIA** The Wireless Foundation  
www.wirelessfoundation.org

**ConnectSafely**  
Smart Socializing Starts Here™

**wrcp** Weekly Reader  
CUSTOM PUBLISHING™

©2008 Lifetime Learning Systems®, Inc. and Weekly Reader Custom Publishing. Created for The Wireless Foundation.