

Dear Brewer Parents,

Club Penguin. I-tunes. Gossip Girls. YouTube. Facebook. The media and technology that runs through the middle of our kids' lives is evolving at a dizzying pace. And many of us, parents and teachers alike, are struggling with how to guide our kids through the positives and negatives of this 24/7 media world.

That is why we are starting a new initiative called 'Net Safety Week at Brewer Middle School to help students gain the understanding, skills, and confidence needed to grow and thrive in today's new media culture.

'Net Safety Week will take place November 8-12 and will feature daily activities that address the new South Carolina Internet Safety Standards. 'Net Safety Week topics will include safety on the Internet, responsibility and the Internet, the evaluation of information found on the Internet, and proper conduct on the Internet. Students will have an opportunity to participate in follow up activities and lessons in the months to follow.

One resource our school will use in this effort is Common Sense Media, a non-profit, nonpartisan organization whose mission is to help parents and educators stay informed and active in the media lives of children. Another resource we will use is NS Teens, a program of the National Center for Missing & Exploited Children® (NCMEC). NSTeens empowers tweens (children ages 8 - 12) to make safer online choices. Our school also plans to participate in the FBI Safe Online Surfing Challenge. I encourage you to visit the Common Sense Media website at <http://www.common sense media.org>, the NS Teens website at <http://www.nsteens.org>, and the FBI SOS Internet Challenge website at <http://www.fbi-sos.org/>.

Raising and educating young people in today's 24/7 media environment is one of the most daunting challenges that parents and schools face. But I sincerely believe that by working together, we can raise a generation of kids who are smart, safe, and ethical creators and consumers of media. I look forward to 'Net Safety Week and the months to come.

Chad Evans  
Principal