

National Cyber Security Alliance



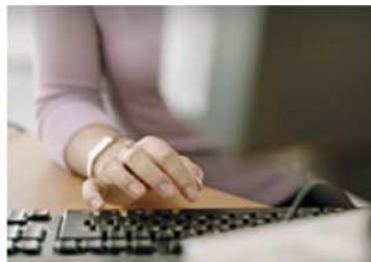
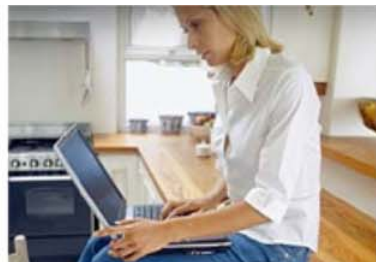
National Cyber Security Awareness Month

**October 2005
Results Report**

NCSAM Objectives

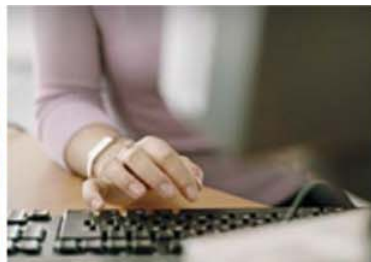
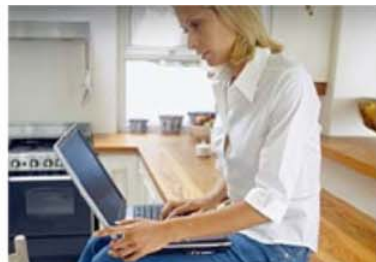
➤ Objectives:

- Increase awareness of computer security issues and the National Cyber Security Alliance across designated key audiences - home users, small businesses, and education community (K-12 and higher education)
- Encourage the adoption of safe online behaviors among key audiences during NCSA month, and beyond



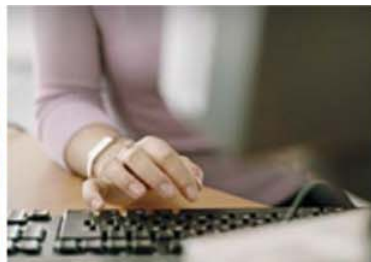
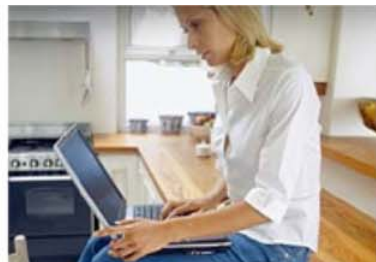
2005 NCSAM Campaign Elements

- SMT/B-roll/ANR/Radio Tour
- TV PSA
- Press Releases/Media Relations
- Website Re-Design and Web Banners
- National, State and Local Market Events/Partner Activities
- Campaign elements create a “domino effect” of media coverage to reach all audiences



Summary Results

- **70 million consumers reached in October 2005**
- **243 TV placements through SMT and B-roll**
- **645 PSA placements with \$134,169 estimated value to date**
- **637 Radio placements from ANR and Radio Tour that reached over 18 million consumers**
- **24 Print placements, including daily newspapers, online and technology trades**
- **Over 135,000 visits to the website during NCSAM**



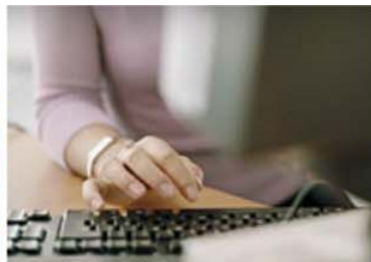
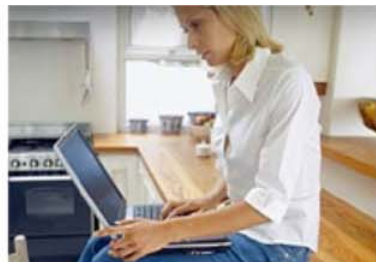
SMT/ B-roll/ ANR/ Radio Tour

➤ Satellite Media Tour/B-roll with DHS:

- 243 placements on local market news shows, as well as *Bloomberg*, *CNBC*, *CNN*, *Fox*
- 2,991,573 total impressions
- Airings in top DMAs, such as: New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco, Washington D.C.

➤ Audio News Release and Radio Tour with NCL:

- 637 Radio placements
- Over 14 radio interviews
- 12,343,420 total impressions and 18.4 million total impressions from the radio tour
- Airings in top DMAs, such as: New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco



SMT/ B-roll/ ANR/ Radio Tour Coverage

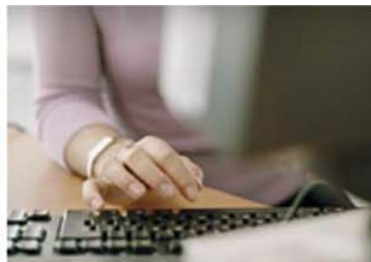


TV PSA

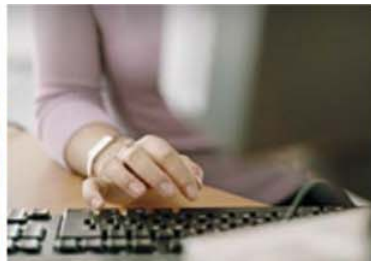
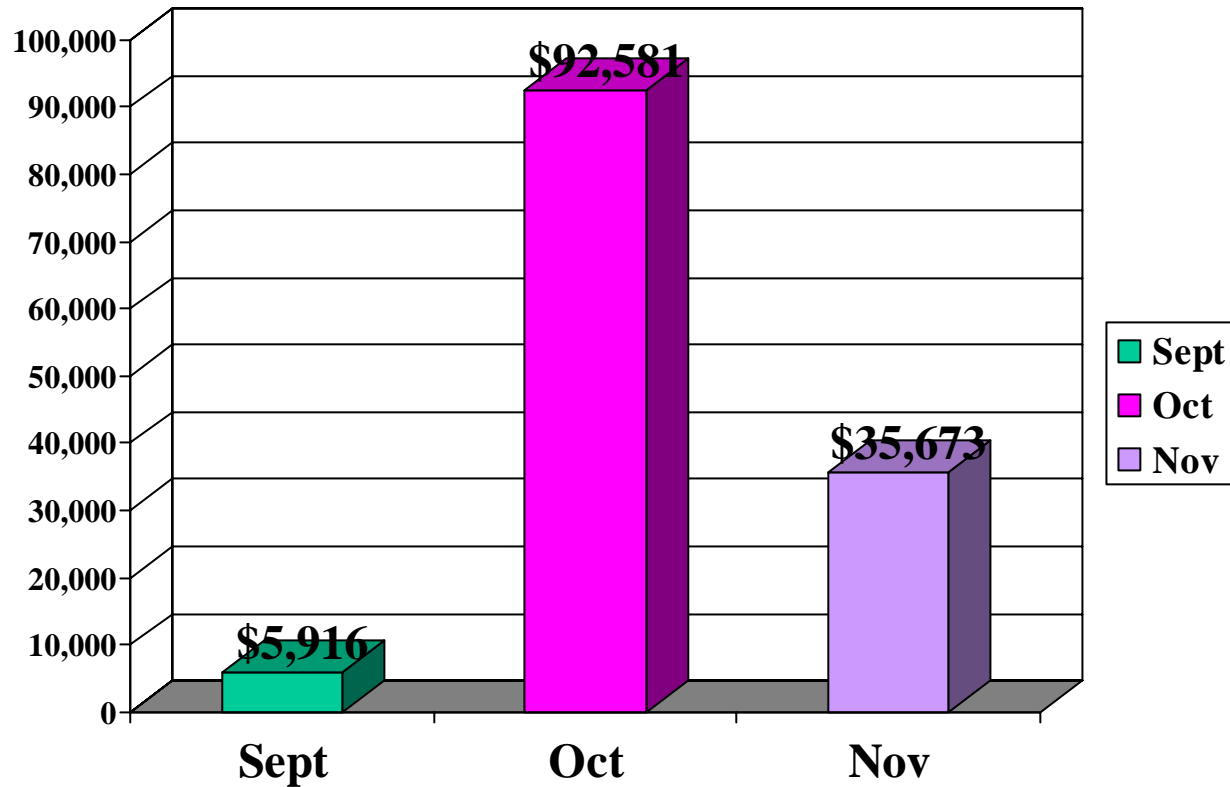
“You Can Protect Yourself”

➤ TV PSA Objective:

- 30-second television PSA focused on generating consumer awareness about protection of valuable personal data through a variety of online best practices
- PSA was released in September and will continue in rotation for approximately a year

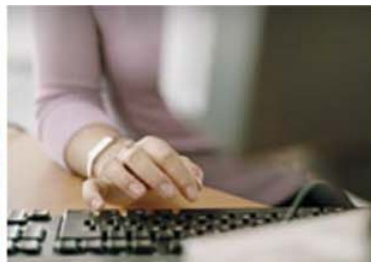
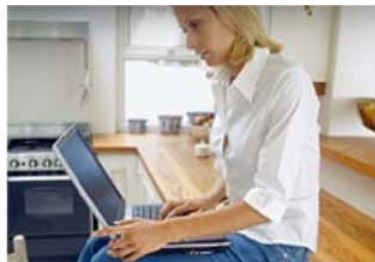


TV PSA Equivalent Ad Value-By Month



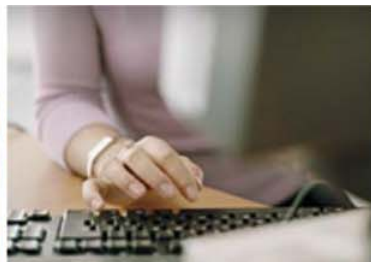
PSA continued

- **Total estimated equivalent ad value to date: \$134,169**
- Total airings: 645
 - Network Affiliate airings (NBC, CBS, ABC, FOX): 487
 - Independent and Other Affiliate airings (WB, PAX, IND): 158
- Top ten DMAs include:
 - New York City (#1), Chicago (#3), Philadelphia (#4), San Francisco/Bay Area (#5)
- Top shows that aired the PSA include:
 - *Meet the Press, Entertainment Tonight, CBS The Early Show, Fox New Sunday, Late Night with Conan O'Brien, The Late Show with David Letterman*



Projected Value for PSA

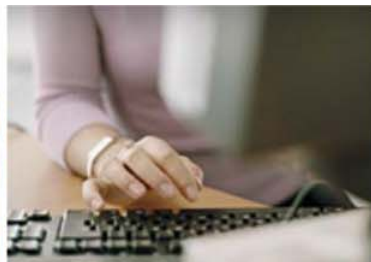
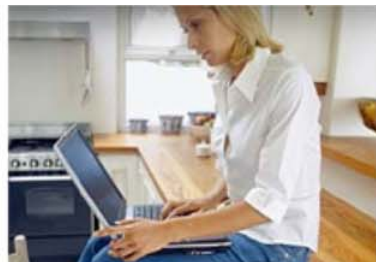
- **The PSA will continue its rotation and will generate additional airings in 2006**
- **Current numbers for the NCSAM campaign:**
 - Number of TV stations: 127
 - Number of airings: 7,424
 - Estimated value: \$1.92M



Press Releases/Media Relations

➤ Press Releases Announcing NCSAM:

- *“National Cyber Security Alliance Targets Identity Theft During National Cyber Security Awareness Month”*
- *“National Cyber Security Alliance and Department of Homeland Security Promote Online Safety for National Cyber Security Awareness Month” – with DHS*
- *“ID Thieves Preying on Consumers with New Phishing Scam Called Pharming” – with NCL*
- *Individual press releases for Governor proclamations.*

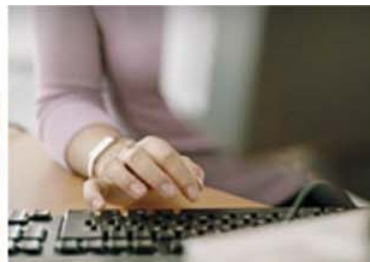
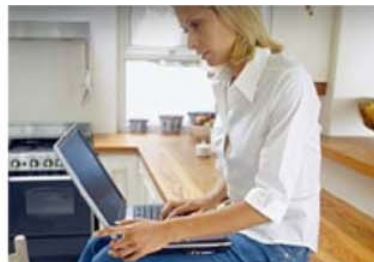


Sample Media Coverage

* Estimated Impressions: 10 million



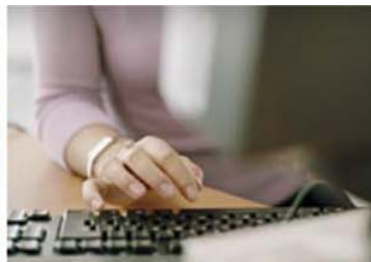
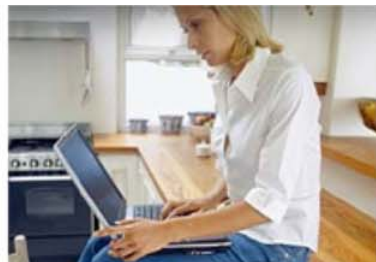
TECHNOLOGY ADVICE YOU CAN TRUST



Web Activity

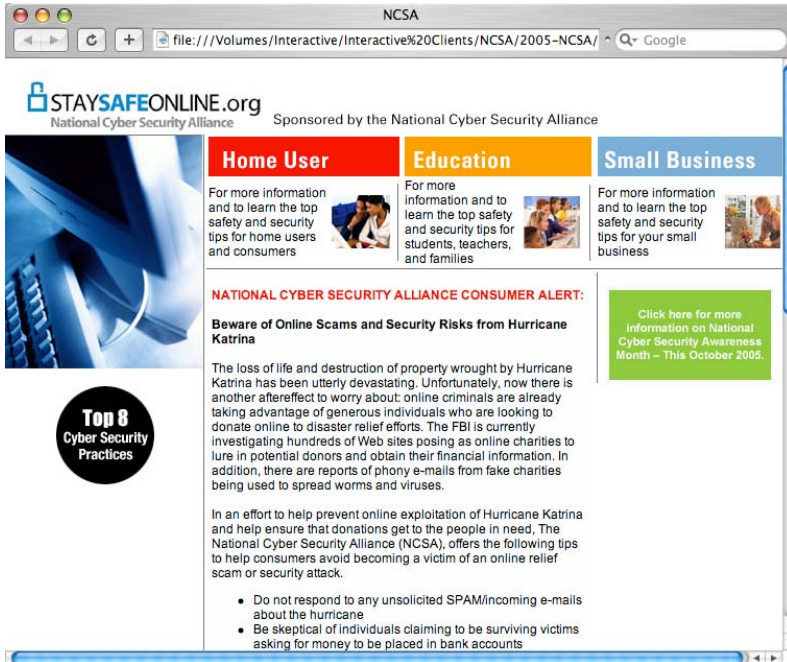
➤ Objective:

- Redesign www.staysafeonline.org to improve user experience and provide information, while reinforcing the “look and feel” of the PSA campaign



Website Comparison

Before



NCSA

STAYSAFEONLINE.org
National Cyber Security Alliance

Sponsored by the National Cyber Security Alliance

Home User
For more information and to learn the top safety and security tips for home users and consumers

Education
For more information and to learn the top safety and security tips for students, teachers, and families

Small Business
For more information and to learn the top safety and security tips for your small business

NATIONAL CYBER SECURITY ALLIANCE CONSUMER ALERT:
Beware of Online Scams and Security Risks from Hurricane Katrina

The loss of life and destruction of property wrought by Hurricane Katrina has been utterly devastating. Unfortunately, now there is another aftereffect to worry about: online criminals are already taking advantage of generous individuals who are looking to donate online to disaster relief efforts. The FBI is currently investigating hundreds of Web sites posing as online charities to lure in potential donors and obtain their financial information. In addition, there are reports of phony e-mails from fake charities being used to spread worms and viruses.


In an effort to help prevent online exploitation of Hurricane Katrina and help ensure that donations get to the people in need, The National Cyber Security Alliance (NCSA), offers the following tips to help consumers avoid becoming a victim of an online relief scam or security attack.

- Do not respond to any unsolicited SPAM/incoming e-mails about the hurricane
- Be skeptical of individuals claiming to be surviving victims asking for money to be placed in bank accounts

Top 8 Cyber Security Practices

Click here for more information on National Cyber Security Awareness Month - This October 2005.

After



Stay Safe Online. National Cyber Security Alliance

http://www.staysafeonline.info/

STAYSAFEONLINE.org
National Cyber Security Alliance

STOP. THINK. CLICK.

Watch the PSA video and find out how to STAY SAFE ONLINE

PLAY VIDEO need help?

TOP 8 CYBER SECURITY PRACTICES

- 1 Protect your personal information. It's valuable.
- 2 Know who you're dealing with online.
- 3 Use anti-virus software, a firewall, and anti-spyware software to help keep your computer safe and secure.
- 4 Be sure to set up your operating system and Web browser software properly, and update them regularly.
- 5 Use strong passwords or strong authentication technology to help protect your personal information.
- 6 Back up important files.
- 7 Learn what to do if something goes wrong.
- 8 Protect your children online.

EVENTS
NOV 2005

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

view all ►

RELATED MATERIALS

MSISAC
OnGuard Online
Get NetWise
fraud.org
Get Free DHS Cyber Security Alerts
Anti-Phishing Working Group

CYBER SECURITY BASICS: For Consumers
Simple steps, practices and resources a consumer can use to learn the basics on how to better secure their home computer from cyber threats.
8 Cyber Security Practices, Free security check-up, Phishing and Pharming Tips, Resources
NEW! — Online Holiday Shopping Tips

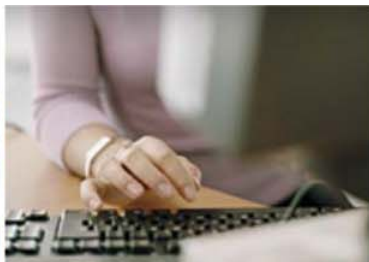
Information for Educators
Cyber Security tips, lessons and resources for teachers, professors and administrators to help teach children and young adults how to stay safe online.
K-12 Curricula, Higher Education, School Administrators, White Papers

Family and Children
Practical tips, practices and resources parents can use to help their children safely surf the Internet.
Protect Your Children Online, Cyber Safety Tips, Cyber Ethics Tips, Child Filter Resources

Small Business
Resources and steps your small business or organization can use to help secure your networks.
Small Business Cyber Security Tips, Free Computer Security Check, Guidebooks

News and Media
Latest news from Stay Safe Online and information for media professionals.
2005 Press Releases, NCSA Katrina Alert, NCSA Month, 2004 Archives

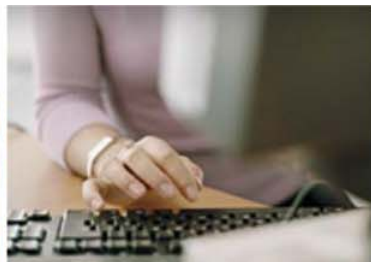
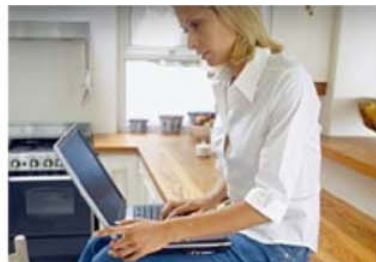
NEWS & ALERTS



Website Highlights

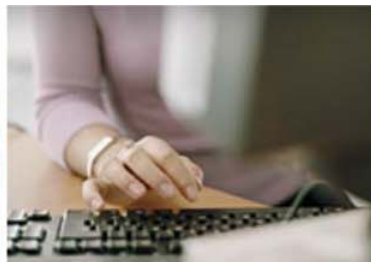
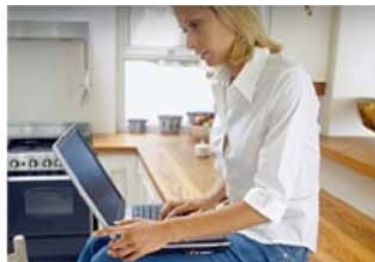
➤ New website allows users to easily access:

- Top 8 Cyber Security Practices
- Latest news alerts
- AOL/NCSA Safety Study
- Specific information for home users, families and educators and small business owners

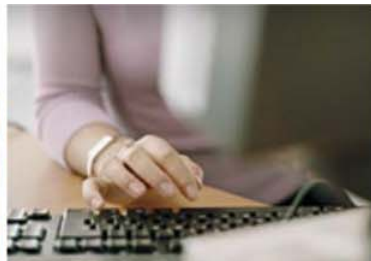
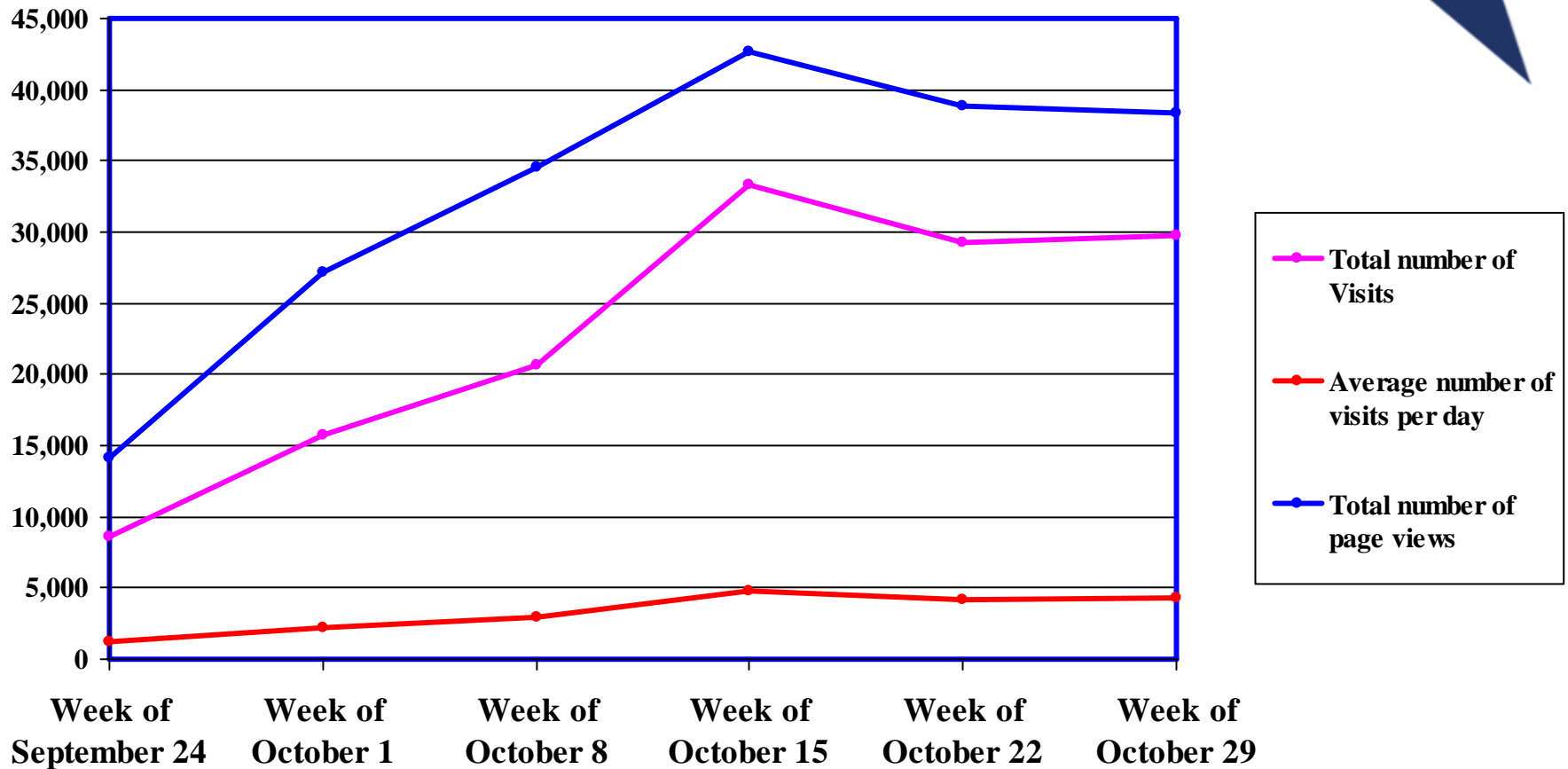


Website Traffic Trends

- **Goal:** To attract 100,000 visits to the website during NCSAM
- **Result:**
 - A total number of 137,439 visits to the website were tracked during NCSAM (from Week of September 24 to Week of October 29)



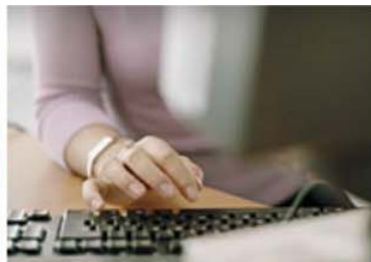
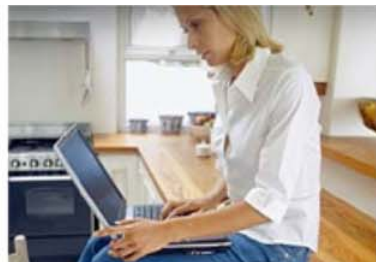
Website Traffic Trends



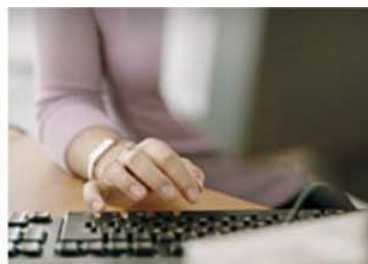
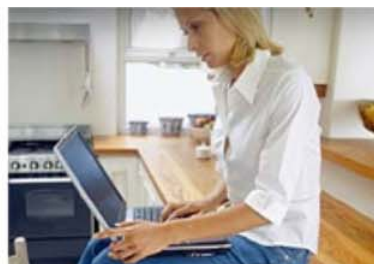
PSA Web Banners

➤ Objective:

- Create web banners that communicated October was National Cyber Security Awareness Month
- Produce several web banners with similar messaging and “look and feel” of the TV PSA for various websites during NCSAM and beyond



Web Banner Examples



NCSAM Banner Ads

➤ AOL Banner Ads

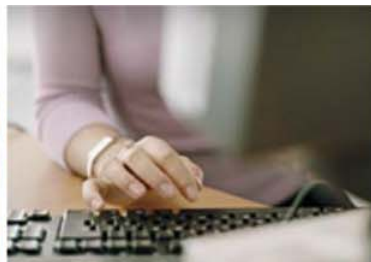
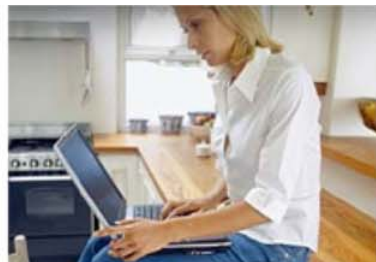
- Generated impressions: 31,647,420
- Generated clicks: 55,280
- Click Through Rate (CTR): 0.17

*normal CTR is about .09



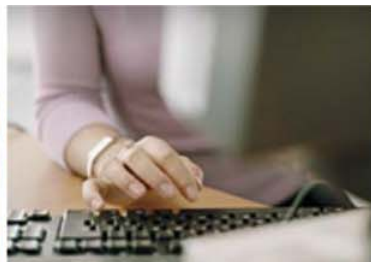
National, State, Local Market Events / Partner Activities

- **House of Representatives passed the House Resolution 491, declaring October as NCSAM**
- **Multi-State ISAC/ Governor's Proclamations**
 - 36 Governors issued proclamations declaring October as NCSAM (last year only 12 proclamations were signed)
- **FTC/DHS/NCSA press conference kicked-off NCSAM**
- **Educause/NCSA Partnerships**
 - 41 colleges and universities supported NCSAM through campus events and awareness campaigns, such as:
 - Cyber Boot Camp
 - Educause Conference 2005



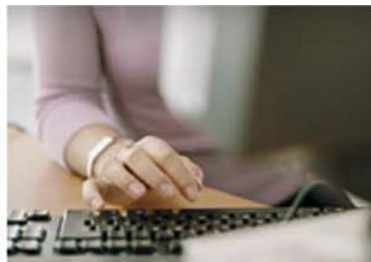
National, State, Local Market Events / Partner Activities Continued

- Microsoft advertorial highlighting public-private partnership to promote Stay Safe Online and OnGuard Online websites in *Wall Street Journal*, *New York Times*, *Boston Globe*, *Boston Herald*, *The Hill*, *Roll Call*



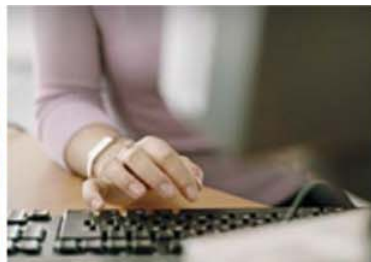
NCSA 2005 Lessons Learned

- Secure approval of all stakeholders and grassroots events early
- Craft a more compelling message
- Increase private and public sector involvement in NCSAM
- Make the NCSAM tools available well in advance



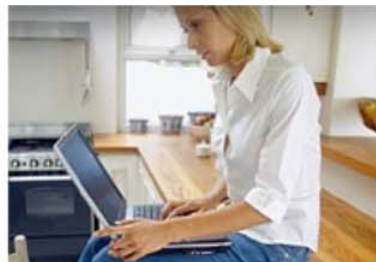
Draft Plans For NCSAM 2006

- Structure for NCSAM 2006
- Working Groups – Responsible for Organizing Events
 - Home User Working Group
 - K-12 Working Group
 - Small Business
 - Higher Education
 - New!- Public Officials Working Group
- Regular Meetings



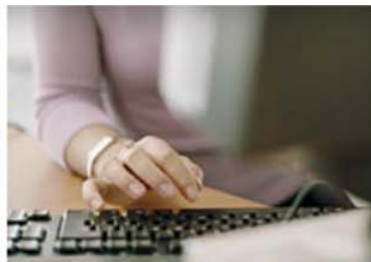
Increase Public-Private Participation

- Government Agencies
- Financial Sector
- Cable Industry
- Retail Industry
- Volunteers to contact organizations and companies



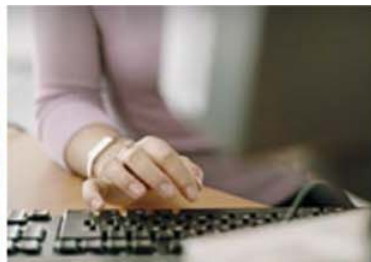
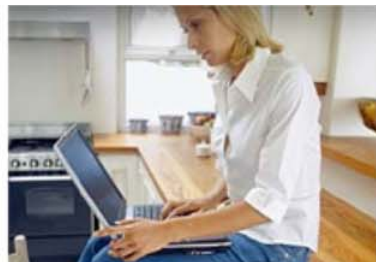
How to get organizations involved?

- NCSAM Banners
- Endorsement of NCSAM
- Press Releases
- Media and Grassroots Events



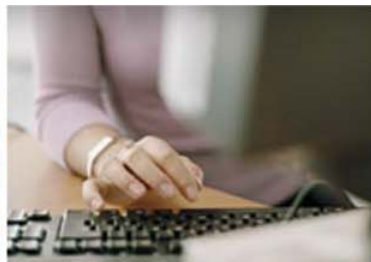
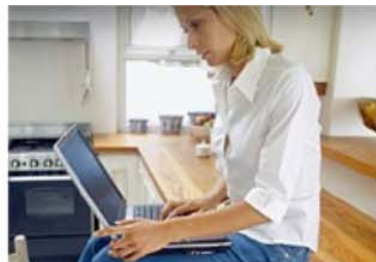
Activities Planned For NCSAM 06

- Media Outreach
 - National TV PSA
 - Satellite Media Tour/B-Roll
 - Radio PSA
 - Print PSA
 - Editorials
- Government Involvement
 - Governor Proclamations
 - Congressional Resolution – Sense of Congress
- University Events
 - Cyber Security Days/Week
 - Grassroots Events
- Small Business Workshop
 - NIST Workshop
- School Assemblies
 - Multi-State ISAC/CyberSmartz
 - I-Safe
- Congressional Reception/Event
 - BSA Reception



Ideas For NCSAM 2006

- General Theme For NCSAM
- New Contest or Events
- Global Cyber Security Awareness Day
- New Materials Or Presentations For Organizations
- Employee Cyber Security Awareness Day
- New Ideas?



Next Steps

- Draft Plan For NCSAM 2006
 - Media plan
 - Events plan for each sector
 - Start to map out events
- Reconstitute Working Groups
 - Hold monthly meetings – until weekly meetings are necessary
 - Meetings will start in April 06
 - Review Plan/Provide Suggestions/Implement Plan
- Outreach Assignments

