



Family  
Online Safety  
Institute

ANNUAL CONFERENCE 2014

## **Panel Summary: Tools and Tech: Industry Initiatives**

*Moderator: David Miles, Family Online Safety Institute*

*Panelists: Jamie Hastings, CITA – The Wireless Association; Sten Kirkbak, FiLIP; Courtney Manzel, Sprint; Joi Podgorny, Metaverse Mod Squad; Elliot Susel, AOL*

The main topic of discussion for the Tools and Tech: Industry Initiatives panel was examining the most effective methods of outreach in regards to what new tools and technologies are available, as well as the importance of empowerment.

Sten Kirkbak talked about the device he invented called “FiLIP,” which is a smartwatch for children that can make/receive limited calls and messages. He developed it after needing a way to locate his son after losing him in a shopping mall. He emphasized how technology should bring us together as families, and how he wants to find the most creative and innovative ways to reach out to consumers to promote new technology and initiatives.

Elliot Susel posed the questions of “how do you figure out if you’ve identified a real need in a population?” He gave the example of Cambio, and initiative of AOL’s that empowers young women in technology. He highlighted how AOL is continuing online safety, and that they have new initiatives coming out in the future. Elliot also talking about motivation among parents to use safety features, and how there is a misconception of difficulty.

Jamie Hastings from CTIA highlighted CTIA’s tools for parents, including [growingwireless.com](http://growingwireless.com), which focuses on cyberbullying, sexting, dollars and cents, and privacy and security. She talked about how wireless devices are great for teaching life lessons to children, among their other benefits, and how these lessons are a shared responsibility between both parent and child. She asked the audience for advice on how to further educate parents and the best methods for promoting initiatives.

Courtney Manzel from Sprint brought their new We Go device, which is a limited use mobile device for children. She discussed the Sprint Mobile controls that are in place, and Sprint’s initiatives such as their distracted driving campaign and the Sprint Family Wall. She raised the point about control, and how customers should have control over what they do for themselves and their families.

Joi Podgorny from Metaverse Mod Squad talked about her role in audience management and engagement, and how with companies she works with she sets goals and best practices and guidelines. She highlighted her use of audience feedback loops in determining the best ways to engage audiences with a brand and gain perspective on how they respond to certain products and initiatives. Joi also

mentioned the use of the six Safe Harbors that are used within companies that comply with COPPA standards.