



ENOUGH·IS·ENOUGHSM

Making the Internet Safer for Children and Families

SEMI-ANNUAL REPORT

EIE Victories & Accomplishments at a Glance

OCTOBER 2018 - MARCH 2019



ENOUGH.ORG
INTERNETSAFETY101.ORG

DONNA RICE HUGHES
PRESIDENT AND CEO

Enough Is Enough (EIE) is impacting the culture one victory at a time.

Thanks to the generous support of our financial partners, donors, and dedicated Internet safety activists, the fruits of our labors in the last 4 months alone have drawn national and international attention. The good news is that America is responding to EIE's call to defend child dignity in the digital world! **Enough Is Enough is eternally grateful for our partners who invest in our work financially. It is because of you that we are empowered to do the life-saving and culture-changing work that we do. Thank you.** The following report highlights our most recent victories and accomplishments.

--Donna Rice Hughes, President and CEO, Enough Is Enough

Enough.org
InternetSafety101.org

SAFE WIFI CAMPAIGN

Starbucks now joins industry giants McDonald's, Chick-fil-A and Subway in demonstrating corporate responsibility by providing safer and more secure WiFi. EIE is continuing to reach out to other restaurants, hotels/resorts, retailers, shopping malls, universities, entertainment venues, libraries, K-12 schools, airlines and churches to provide safe and secure WiFi.

STARBUCKS

EIE's [Safe WiFi](#) campaign calling on corporate America to filter porn and child porn on public WiFi resulted in Starbucks finally implementing WiFi filtering in its nearly 8,500 U.S. company-owned stores. The long-fought victory came following our second aggressive media and petition campaign in November 2018. Within 24 hours of EIE's press release, a Starbucks Corporation's spokesperson told [BusinessInsider.com](#) that the company would begin filtering in 2019.

EIE's media and petition campaign (34,000 signatories) went viral with hundreds of media reports worldwide in the first week alone, including Forbes, CBS, NBC, Newsweek, The Washington Post and many others. Now, when a customer logs in to a Starbucks-owned location's WiFi, the following message appears when a patron attempts to view inappropriate content: "Access to this site has been blocked." This is a tremendous victory for children, families and patrons.

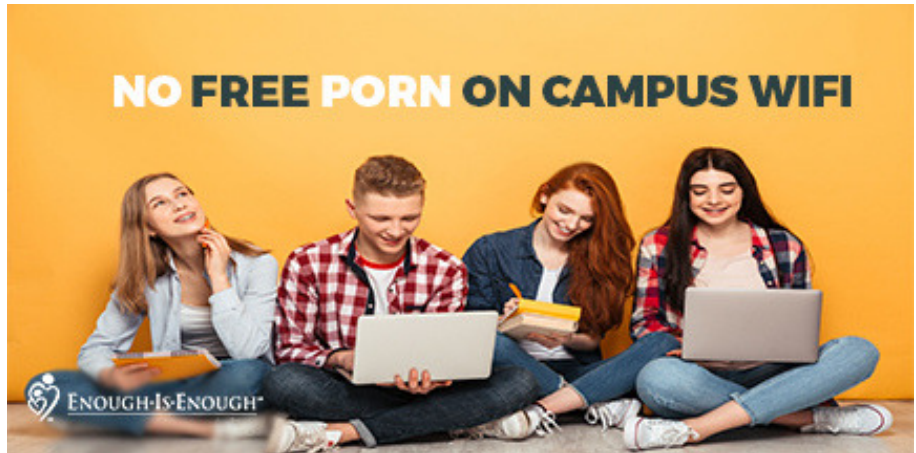
Press statement found [here](#).



SAFE WIFI CAMPAIGN (CONT'D)

NOTRE DAME

Earlier this year, following a [petition campaign](#) (12,700 signatories) directed to University of Notre Dame President Rev. John I. Jenkins and its Board of Fellows, EIE sent a letter to the president imploring him to heed the call of the courageous students requesting the university filter its public WiFi from harmful



pornography. In a letter of response, Jenkins stated a mandatory filter was not the best solution and will be “encouraging students and others to adopt filters voluntarily.” EIE will continue to urge the Notre Dame administration to put the safety of its students first! EIE plans to continue to press the Catholic university to do the right thing by its students and the Catholic church.

(Press Statement found [here](#))

(Letter to Notre Dame President [here](#))

CATHOLIC UNIVERSITY

The Catholic University of America in Washington D.C. announced its decision to install a filter that will block pornography on the campus internet system following a student petition that asked administrators to take a stand against pornography. EIE has publicly applauded the University's decision and is urging universities across America to follow suit.

OHIO CHRISTIAN UNIVERSITY (OCU)

EIE President Donna Rice Hughes met with OCU president Dr. Jon Kulaga and other distinguished faculty to discuss SAFE WiFi. Donna also took part in a Distinguished Speaker Session to educate students about efforts to prevent sexual exploitation of children on the Internet. Donna shared her testimony during the chapel service and spoke about the power of choices and destiny. As a result, OCU is partnering with EIE and serving as EIE's Safe WiFi “higher-education model” to encourage other universities to implement a safe and secure WiFi network, in addition to offering a “how to” narrative of their WiFi security plan. OCU is the first university in the United States to be approved for the “Friendly WiFi” certification program -- the equivalent of the Good Housekeeping™ seal of approval in the digital age -- which allows the University to advertise that their public WiFi is safer.



CHILDREN'S INTERNET SAFETY PRESIDENTIAL PLEDGE

EIE continues its work with the Trump Administration, Congress and the D.O.J. to push forth tenets promised by President Trump in the bi-partisan [Children's Internet Safety Presidential Pledge](#) to uphold the rule of law by aggressively enforcing existing federal laws to prevent the sexual exploitation of children online, including the obscenity, child pornography, sexual predation & sex trafficking laws. EIE is in the process of expanding these measures at the state level through The State Attorneys General Pledge and The Governor's Pledge. The Trump administration has been very aggressive in tackling sex trafficking and child pornography cases by appointing a sex trafficking Ambassador and amending Communications Decency Act, Section 230. (See FOSTA, p. 8.)



Nomination and Confirmation of U.S. Attorney General William P. Barr

EIE engaged its advocate base to send more than 1,900 requests to Senate Judicial Committee members to ascertain William Barr's commitment to protecting our nation's children in the digital world during Barr's confirmation hearing for Attorney General. Candidate Trump pledged to appoint an Attorney General when he signed the Children's Internet Safety Presidential Pledge who would aggressively enforce the existing federal obscenity, child pornography, sexual predation, and child trafficking laws and advance public policies to prevent the sexual exploitation of children online. AG Barr has since stated, "Human trafficking is "one of the highest priorities in our department" and shared his commitment to safeguard American's from online predators and Internet dangers. EIE is reaching out to AG Barr to secure an initial meeting to discuss the Pledge commitments.

(Press statement found [here](#).)

The Children's Internet Safety Governor's Pledge and First Lady's Initiative



Gov. McMaster (S.C.), First Lady Peggy McMaster,
Donna and Jack Hughes

Donna and Jack Hughes have met numerous times with South Carolina Governor Henry McMaster to develop a Governor's Pledge, as well as First Lady Peggy McMaster to develop a First Lady's Initiative. The Governor and First Lady are making the issues of the prevention of sexual exploitation of children in the digital world a top priority in their state. The Governor's Pledge will be announced via a Press Conference in the State House Rotunda on June 19. Both the Governor, First Lady and Donna will be speaking at the press conference. EIE is setting up an online platform for other governors to initiate a similar Governor's Pledge.

Children's Internet Safety State Attorneys General Pledge



Attorney General Alan Wilson (S.C.),
Donna and Jack Hughes

EIE has partnered with South Carolina Attorney General Alan Wilson to develop a State Attorneys General Pledge. AG Wilson is the former President of the NAAG (National Association of Attorneys General) and is facilitating a national effort for EIE to reach all of the State AGs in the nation. In fact, Donna and Jack Hughes attended a March meeting of the NAAG in Washington D.C. at the invitation of AG Wilson, who introduced them to more than a dozen AGs to discuss the State Attorneys General Pledge. EIE has been following up with these leading AGs from both parties to form a diverse base of supporters before reaching out to all of the State AGs. EIE has built an online sign-on platform which includes the Pledge and a letter of endorsement letter from Attorney General Wilson.

White House Meeting On Human Trafficking



(Photo Credit: Win McNamee/Getty Images)

EIE President Donna Rice Hughes had the privilege to attend a White House meeting on "Human Trafficking on the Southern Border" led by President Donald J. Trump. EIE was asked to serve as a conduit to bring in experts, who work on this issue at the southern border, to help put a face to the issue of sex trafficking. As a result, Alma Tucker, president of International Network of Hearts, who runs safe houses and orphanages in Tijuana to care for trafficked children, attended the meeting and shared real life, heart-wrenching trafficking stories and her observations on its negative impact on children. Later that evening, Donna and Alma joined [Shannon Bream on "Fox News @ Night"](#) to discuss the White House meeting. The White House continues to engage Ms. Hughes on trafficking issues at the border.

(Press Release found [here](#).)

United States-Mexico-Canada Trade Agreement (USMCA)



The historic February 2018 passage of the "Allow States And Victims To Fight Online Sex Trafficking Act of 2017" (FOSTA) provided invaluable tools to fight the scourge of sex trafficking and to hold websites like backpage.com accountable for knowingly selling advertisements that sell women and children for sex and prostitution. Unfortunately, the same well-financed high tech lobby of Google, Facebook Microsoft and others who fought FOSTA are at it again with strategic efforts to undermine FOSTA in U.S. trade agreements. EIE and coalition partners urged the White House to not include language in the United States-Mexico-Canada Agreement (USMCA, formerly NAFTA) that would have undermined FOSTA. The White House and Congress responded and agreed to EIE's call to maintain legal protections for sex trafficking victims! However, efforts continue to be required as each new trade agreement is negotiated.

(Press release [here](#))

Public Health Pornography Pandemic Campaign



THE UNITED STATES IS A TOP CONSUMER OF BOTH ILLEGAL CHILD PORNOGRAPHY AND OBSCENE PORNOGRAPHY

THORN, FEB. 2014

EIE and its coalition partners started a national movement to shed light on the social costs and corroding influence of Internet pornography as a public health pandemic. As a result, 13 states have since passed or proposed resolutions declaring Internet pornography a public health crisis.

Arizona- House Concurrent Resolution Passed (2019)

Arkansas- House Resolution Passed (2017)

Florida- House Resolution Passed (2018)

Idaho- House Concurring Resolution Passed (2018)

Kansas- House Resolution Passed (2017)

Kentucky- Senate Resolution Passed (2018)

Louisiana- House Resolution Passed (2017)

Montana- House Resolution Passed (2019)

Pennsylvania- House Resolution Passed (2018)

South Dakota- Senate Concurring Resolution Passed (2017)

Tennessee- Senate Joint Resolution Passed (2017)

Utah- Senate Concurring Resolution Passed (2016)

Virginia- House Resolution Passed (2017). *Va. unofficial due to state rules on resolutions.

The High Road Campaign



The [High Road Campaign](#) is designed to confront the global epidemic of hate and cyberbullying by promoting civility, common decency and kindness. EIE continues to support the First Lady's "Be Best" campaign, which was recently expanded to include online safety. EIE will continue to engage national partnerships in High Road campaign efforts, and encourage children, adults, the media, and politicians to embrace the High Road.



Random Posts of Kindness & Sweet Tweets

Inspired by the "High Road" campaign, this social media campaign is designed to create a kinder, safer and more civil Internet, helping to make the world a better place. EIE created a media platform for youth and adults to generate customized and personal posts and tweets to be shared directly on social media.



Last year EIE launched the "[Random Posts of Kindness](#)" campaign, along with a special Valentine's Day initiative, "[Sweet Tweets](#)" during "Random Acts of Kindness Week" held in February. EIE promotes this campaign during special seasons, including Friendship Day, Bullying Prevention month, and many others.

ENOUGH IS ENOUGH IN THE NEWS



November 2018 - March 2019

EIE's comprehensive public awareness, communications and media efforts support our advocacy and education campaigns to defend the innocence, well-being, and dignity of children in the digital age.

Each year, EIE successfully educates and empowers tens of millions through earned media, social media, advocacy, petition efforts, commentaries and e-blasts. Further, Enough.org and InternetSafety101.org websites are updated weekly to provide the latest campaigns, initiatives and Internet safety issues, dangers, resources, solutions and best practices.



EIE was once again in the national spotlight discussing some of the most pressing issues threatening child dignity in the digital world, including sex trafficking and child sexual exploitation, pornography, child pornography and other related Internet dangers. EIE reached millions of households through national print and broadcast interviews. While the full media report for the quarter can be [viewed here](#), media highlights are found below:



TV INTERVIEWS

2/28/19: [America's Voice News](#): Donna Rice Hughes: Internet Safety / Obscenity Laws

2/1/19: [Fox News Channel: Fox News @Night w/Shannon Bream](#): Donna Rice Hughes & Alma Tucker: WH meeting re Human Trafficking / Border Security
(1.4 million viewers in February)

11/20/18 - [The Story With Martha MacCallum, FOX News](#) - Interview with Donna Rice Hughes on her personal journey, The Front Runner film and her work with Enough Is Enough

11/20/18 - Good Morning America - Donna spoke about her personal journey and her work with Enough Is Enough.



PRINT

EIE was mentioned in or interviewed by major print publications such as: The Washington Times, The Daily Caller, Faith Wire, and CBN News. (Minimum of 22,713,938 unique visitors/month combined reach).

Donna was also featured in an exclusive [People Magazine](#) interview about her life's journey and the work of Enough Is Enough.



U.S. Attorney General William P. Barr

OP-EDS

April 1, 2019: [USA Today](#): Coming to Terms with my Own Sex Abuse in a “Leaving Neverland” Moment

March 5, 2019: [Washington Times](#): Thwarting the Pornified Culture

February 19, 2019: [The Daily Caller](#): Bill Barr has a Duty to Crack Down on Hard-Core Pornography

RADIO

Dozens of [radio/podcast interviews](#) were given on programs including the Eric Metaxas Show, James Dobson’s Family Talk, and the Daily Signal podcast, among others. Several interviews were nationally syndicated.



Fmr. Gov. Scott Walker (WI) , Blanquita Cullum and Donna Rice Hughes

Donna attended the Conservative Political Action Conference (CPAC) in February and gave numerous interviews on the issues of Internet safety, sex trafficking and sexual predation, including an [interview](#) with former Wisconsin Governor Scott Walker (pictured above) where they spoke about trafficking at the Southern border.

PRESS RELEASES/STATEMENTS

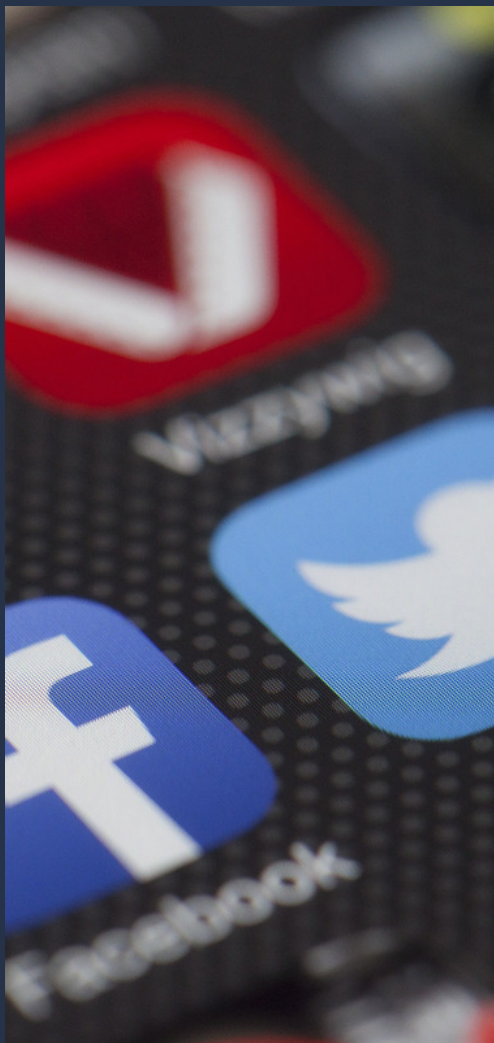
EIE issued numerous [press releases](#) during this quarter. These were picked up worldwide among multiple national and international print, broadcast and digital media outlets.

E-BLAST COMMUNICATIONS

Thirty-three [electronic blasts](#) were sent to EIE supporters, partners, donors, media and others involving 81,000-plus contacts built organically and through petition campaigns.



SOCIAL & DIGITAL MEDIA



ENOUGH IS ENOUGH SOCIAL MEDIA ACCOUNTS

Results represent analytics October 2018 – March 2019

EIE Facebook Q4 v Q1 Percent Increase:

Total Reach: + 92.6%

Total Impressions: + 78.80%

Total Number of Fans: + 5.25%

Engagement Rate: 1.27%

EIE Twitter Q4 v Q1 Percent Increase:

Followers: + 3.22%

Retweets: + 35.2%

Likes: + 54.46

Engagement Rate: + 7.24%

Number of Tweets: + 14.17%

Donna Rice Hughes Facebook Q4 v Q1 Percent Increase:

Total Reach: + 137.17%

Total Impressions: + 77.78%

Total Number of Fans: + 5.53%

Engagement Rate: - 8.54%

Donna Rice Hughes Twitter Q4 v Q1 Percent Increase:

Followers: + 8.37%

Retweets: + 117.5%

Likes: + 158.33%

Engagement Rate: + 0.44%

Number of Tweets: + 43.37%

Websites

Analytics for Enough.org Q4 v Q1 Percent Increase:

Pageviews: + 4.65%

Users: + 0.9%

Analytics for InternetSafety101.org Q4 v Q1 Percent Increase:

Pageviews: + 6.96%

Users: - 10.53%

Making the Internet Safer For Children and Families

Enough.org
InternetSafety101.org

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