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## NEWS RELEASE

### For Immediate Release

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### WISCONSIN STATE TELECOMMUNICATIONS ASSOCIATION RELEASES INTERNET SAFETY PUBLIC SERVICE ANNOUNCEMENT

Madison – The Wisconsin State Telecommunications Association (WSTA), in an effort to keep parents informed of the dangers lurking on the Internet for children, released a Public Service Announcement to various television stations across the state.

“WSTA member companies are proud of the role they play in providing broadband Internet service to the schools, businesses and homes in communities across the state,” said WSTA Executive Director Bill Esbeck. “Our members also recognize the role they can play in keeping children safe online by helping educate parents.”

The public service announcement, which was produced by Golden Icon, is entitled *Do You Know Where Your Children Are?* The 30 second spot is designed to make parents aware of the potential dangers that exist for children surfing the Internet and visiting chat rooms. Online child sexual exploitation is a serious problem, with 1 in 5 children sexually solicited online. Resources for parents on how to keep their children safe are available on the WSTA website at [www.wsta.info](http://www.wsta.info). The public service announcement can also be viewed at [www.wsta.info](http://www.wsta.info).

WSTA is a trade association representing 83 local telephone companies, 31 Internet service providers, and 10 wireless carriers in Wisconsin since 1910.

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