



Dear Rep/Sen _____:

As Chief Executive Officer of The Association of Sites Advocating Child Protection (ASACP.org), I would like to briefly inform you about the efforts of ASACP, whose mission is to help protect children online. ASACP is unique, as it is the only child protection association that is primarily funded by the adult entertainment industry.

Founded in 1996, ASACP is a non-profit organization dedicated to eliminating child pornography from the Internet. ASACP battles child pornography (CP) through its CP reporting hotline and by organizing the efforts of the online adult industry to combat the crime of child sexual abuse. Most recently, via its RTA ("Restricted to Adults") website label, ASACP has expanded its efforts to help parents prevent children from viewing age-inappropriate material online. ASACP has been working closely with the adult industry to help them insure the content they create is produced by adults, and for adults.

ASACP has introduced numerous initiatives to protect children online, including:

- providing an online hotline for both surfers and webmasters to report suspected child pornography. This hotline receives thousands of reports every month and investigates each report to determine the hosting and billing companies, IP addresses, ownership data, and linkage of suspected CP sites. ASACP forwards these reports to the appropriate governmental agencies and associations, including the FBI, the National Center for Missing and Exploited Children (NCMEC), and European hotlines;
- participating in The Financial Coalition Against Child Pornography, which is a group of the world's most prominent financial institutions, internet industry leaders, and child protection agencies (including NCMEC) that work together with the shared goal of eliminating commercial child pornography;
- participating as a member of the Congressional Internet Caucus Advisory Committee;
- establishing a Technical Taskforce (TT) that collaborates on potential future technologies to determine what ASACP needs to further protect children; and
- developing an Approved Sponsor Program, this offers a model of effective self-regulation for the online adult industry. Approved sponsor sites are required to comply with our Code of Ethics as well as our Best Practices.

ASSOCIATION OF SITES ADVOCATING CHILD PROTECTION
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Through the help of our sponsors, ASACP created the RTA ("Restricted to Adults") label and offers it free of charge. RTA demonstrates the adult industry's voluntary commitment to helping parents prevent minors from viewing age-inappropriate content, and we are pleased to note that the major parental control software, operating systems, and search engines recognize RTA. In just two years, over four million sites have adopted the RTA tag and there are over 10 billion hits daily to pages labeled with RTA.

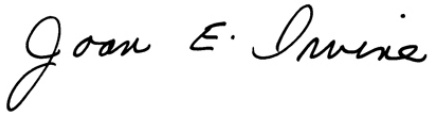
ASACP has been honored by the American Society of Association Executives and the Center for Association Leadership by being named the 2008 overall winner in the Associations Make a Better World awards. As a result of this honor, ASACP has received Certificates of Recognition from the U.S. House of Representatives, California State Senate, California State Assembly, and the cities of Los Angeles, San Diego, West Hollywood, and Redondo Beach.

ASACP accomplishes all of this on a budget of less than \$600,000 and through the help of volunteers.

Please keep ASACP in mind if you are considering any legislation or initiatives involving the protection of children online. We would be honored to supply you and your staff with any assistance, including data, expert opinion, or whatever you may need.

To learn more about ASACP and RTA please visit www.asacp.org and www.rtalabel.org. If you have any questions about our work, please do not hesitate to contact us.

Sincerely,

A handwritten signature in black ink that reads "Joan E. Irvine". The signature is written in a cursive, flowing style.

Joan Irvine
CEO