

Action Not Apologies

A Campaign to Pass the Kids Online Safety Act



**It's time to put
kids before profits.**

Hundreds of

GOAL:

Ensure that social media platforms are designed, built, and operated to protect the mental, physical, and developmental health of American children through the passage of the Kids Online Safety Act (KOSA). Pressure leadership in the Senate and House to schedule KOSA for a vote.

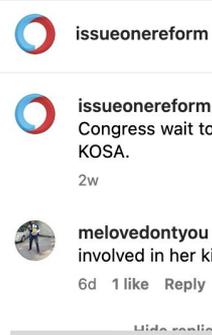
AUDIENCE:

- Speaker Johnson
- Leader Scalise
- Leader Jefferies
- Chair Cathy McMorris Rogers
- Whip Stefanik
- Leader Schumer
- Ranking Member Frank Palone

MESSAGING FRAMEWORK:

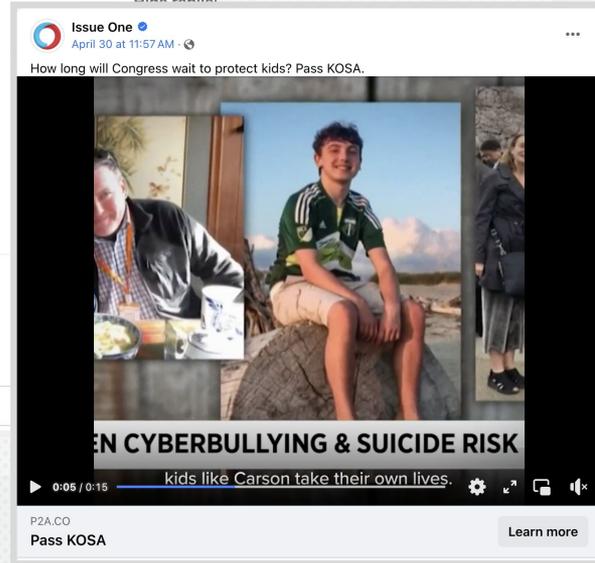
- Enough lip service. April 30 marked the three month mark from the January Senate Judiciary hearing when Mark Zuckerberg was forced to apologize to the many families in the hearing room for the harm his company's platforms have caused.
- It's time for Congress to act and put kid safety ahead of big tech profits.

TACTIC: 15-Second Ad



Social Media (Meta): Geofenced in-feed ads targeting legislators and political influencers.

Streaming (Connected TV / CTV): Geofenced placements targeting devices within range of the mobile billboards.



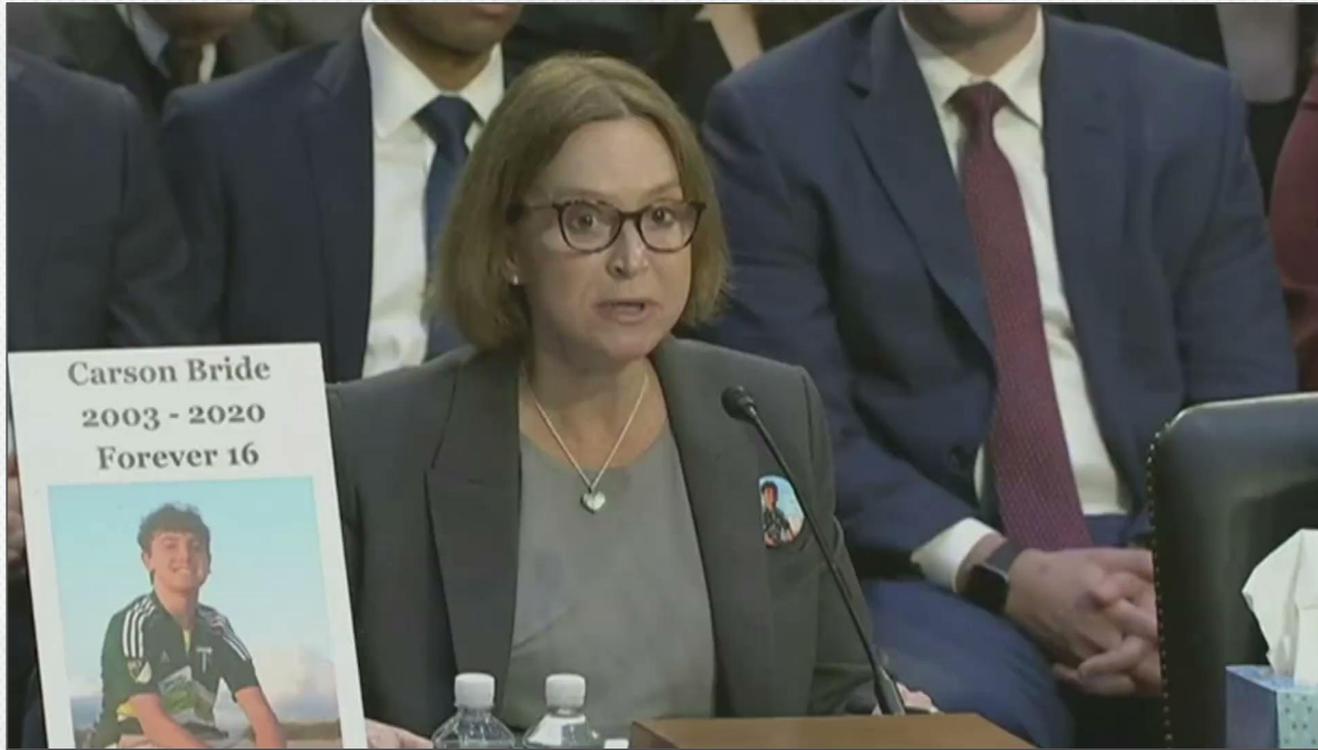
TACTIC: Mobile Billboards



Four separate trucks on designated routes around target district offices as well as a Capitol Hill, D.C. path.



TACTIC: Audio News Release



One minute “interview”
with Kristin Bride in NY, KY,
LA and DMV radio markets.

TACTIC: Earned Media

Former Congressman Dick Gephardt and parent advocate Kristin Bride served as primary messengers. Media outreach targeted Hill-oriented outlets.

MAY 10, 2024
Washington Journal
Richard Gephardt on the Kids Online Safety Act
Former Representative Richard Gephardt (D-MO) talked about efforts to pass the Kids Online Safety Act.

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THE HILL

SIGN UP

NEWSLETTERS

OPINION

THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL

This Mother's Day, Congress can honor moms by passing legislation that protects kids online

BY KRISTIN BRIDE, OPINION CONTRIBUTOR - 05/12/24 8:30 AM ET



TACTIC: Grassroots Mobilization

It has been...

88 : **18** : **19** : **24**
DAYS : HOURS : MINUTES : SECONDS

...since Mark Zuckerberg apologized for how social media hurts our kids.

How many more kids will get hurt while we wait for Congress to do something about it?

Urge Congress to Protect Kids Now!

See that clock? That's how long it's been since Mark Zuckerberg was forced to apologize to parents for the damage social media has done to their kids.

Clearly, that apology meant nothing. Social media companies continue to knowingly inflict damage on our kids every day - and Congress continues to do nothing to hold them accountable.

We're tired of waiting for action, for change, for Congress to make kids a priority. Apologies don't protect kids. Laws do.

Sign this petition to tell your lawmakers to pass two bills - #KOSA and #COPPA 2.0 - that will make kids safer online.

Because our kids can't wait another minute.

First Name

Last Name

Zip code

 city and state not required

Email address

Add Your Name

You may receive email updates from the sponsors of this petition.

[Read our privacy policy.](#)

Share with Others

[Twitter](#) [Facebook](#)

Patch-Through Calls: Issue One coordinated three days of patch-through calls to leadership offices.

Petition Website:

www.actionnotapologies.org, a petition site highlighting the days of inaction following Mark Zuckerberg's public apology to parents for the harms his products cause to children.

CAMPAIGN METRICS

The petition site received over 9,000 signatures. These strong results demonstrate that our mobile billboards when combined with video retargeting and social media placements, were effective in reaching our target audiences on Capitol Hill and in key districts.

Platform	Impressions	Click-throughs	Video Completions
Meta	1,009,681	.33% CTR <i>Benchmark:</i> .20 .33%	17.57% VCR <i>Benchmark:</i> 15.4 - 27%
Streaming CTV	231,328	N/A	98.33% VCR <i>Benchmark:</i> 94.1 - 97.6%
ANR	4,124,000 impressions*		

* Note: In LA, KY, and NY, between May 6 and May 17, 2024, our audio campaign was broadcast 207 times across 118 stations. Lower impression totals were due to the content being flagged as too political.

PRESS RELEASES

Issue One celebrates historic passage of bipartisan kids' online safety bill in the Senate

JUL 30, 2024

“Today, an overwhelming bipartisan majority in the Senate voted to protect our children and teens from the social media harms that have plagued American families for far too long. The Kids Online Safety and Privacy Act will fundamentally shift the balance of power online from tech executives to American families, and make the internet a safer, healthier place. Thanks to the leadership of Senators Blackburn, Blumenthal, Leader Schumer, and most importantly, all the tireless parent and youth advocates, we are one step closer to enacting historic social media safeguards. It’s now time for the House to follow the Senate’s lead and pass the Kids Online Safety and Privacy Act.” – **Alix Fraser**, director of Issue One’s Council for Responsible Social Media

PRESS RELEASES

Issue One applauds House for advancing bipartisan safeguards that prioritize kids' online safety and data privacy

MAY 23, 2024

PRESS RELEASES

Issue One commends KOSA advancement in the House: “One step closer to becoming law”

SEP 18, 2024

PRESS RELEASES

Congress fails to include Kids Online Safety Act in end-of-year spending package

DEC 18, 2024