


**Thank you for attending this panel discussion  
addressing the important conversations and  
actions needed to establish proactive social  
media education in all schools.**

**Thank you to all of our speakers who have  
generously donated their time and expertise  
for this event.**

**Thank you to Pillsbury Law for graciously  
hosting this important event.**

**Social Media Education**



 **social assurty**



**Action for Proactive Social Media Education**

**October 5th, 2016**



## Event Schedule

- 9:00 - Continental Breakfast
- 9:30 - Panel Discussion "Social Media for Safety"
- 10:30 - Break
- 10:45 - Panel Discussion "Social Media for Success"
- 11:30 - Audience Questions

## Moderator

### Moriah Balingit

Ms. Balingit is an award winning journalist for The Washington Post covering some of the largest school districts in Virginia, as well as the nation. Prior to her work at The Washington Post, Ms. Balingit worked with The Pittsburgh Post-Gazette, The Oregonian, The Sacramento Bee, and The Oregon Daily Emerald. Ms. Balingit is a graduate of the University of Oregon, Universidad de Oviedo and received her Masters from American University. Ms. Balingit was a fellow for The Washington Post while studying at American University, a grant recipient for the Pulitzer Center on Crisis Reporting, the recipient of the International Center for Journalists Bringing Home the World Fellowship, and the winner of the Robert Vann Award.

## Panelists

### Denise DeRosa

Ms. DeRosa is the founder of Cyber Sensible. Ms. DeRosa is an online safety and digital citizenship expert and a frequent speaker on parenting in the digital age. Ms. DeRosa is an experienced media professional with a Master's Degree in Communication, Culture and Technology from Georgetown University. She has over 10 years of experience with highly recognized media brand organizations like AOL, VH1 and Comedy Central. Ms. DeRosa is a married mother to three enthusiastic users of technology and understands first-hand the challenges parents face in managing tech use in their homes.

### John Fistolera

Mr. Fistolera is the Assistant Executive Director of Corporate and External Affairs for DECA. Mr. Fistolera is responsible for developing strategic partnerships including members of its National Advisory Board (NAB), Congressional Advisory Board (CAB), and DECA's public affairs media partners. Mr. Fistolera has been a part of the DECA staff since 2004 and was a member of DECA in high school who served two terms as President of California DECA and one term as DECA's National President. Mr. Fistolera has been an active participant in politics, before joining the DECA staff, John was the Legislative Director of the Northern California Power Agency (NCPA), part of the professional staff of California's State Legislature, and the Deputy Director of Policy and Communications to California's Senate Minority Leader. John holds a Bachelor's Degree in Liberal Studies from St. Mary's College of California.

### Alan Katzman

Mr. Katzman is the CEO and Founder of Social Assurity. Mr. Katzman is an advocate for teaching effective social media use at all educational levels. As a well-respected industry expert, Mr. Katzman has published numerous industry-related articles appearing in publications such as Business Insider and Social Media Today. When not refining the courses offered by Social Assurity, Alan can often be found as a motivational speaker at high schools, colleges and student organizations where he raises awareness about the importance of social media as a positive tool for creating educational and professional opportunities. Mr. Katzman is also the Founder and President of the Coalition of Digital Educators, a 501(c) organization where members have the unique opportunity to be an active voice for defining the future of digital education, ethics, and citizenship. Prior to forming Social Assurity, Mr. Katzman served as executive legal counsel for several start-up and Fortune 500 technology companies where he managed the law, compliance and administrative functions of those companies. <http://socialassurity.com>

### Frederick Lane

Mr. Lane is a nationally recognized expert on privacy and the impact of emerging technologies on society. He is an author, attorney, educational consultant, and lecturer who has spoken to colleges, universities, and school districts around the country on a variety of issues, including student safety, electronic misbehavior, and digital privacy. Mr. Lane has written seven books and is currently working on his next book, entitled *Cybertraps for Expecting Moms & Dads*. Mr. Lane has appeared as a guest on a variety of national media programs, including: "The Daily Show with Jon Stewart"; ABC's "Nightline" and "Good Morning America Weekend"; CBS's "60 Minutes" and "Sunday Morning with Charles Osgood"; NBC's "Today Show" and "Weekend Today"; as well as numerous local and national radio programs. Mr. Lane graduated from Amherst College and later from Boston College Law School in 1988. He lived for 23 years in Burlington, VT, where he served for 10 years as a member of the Burlington School Board, including two years as Chair of the Board. Mr. Lane now lives in Brooklyn, NY. [www.FrederickLane.com](http://www.FrederickLane.com)

### Erin McNeill

Ms. McNeill is the Founder and President of Media Literacy Now, Inc., the leading national advocacy organization for media literacy and digital citizenship education policy. Ms. McNeill is a recognized expert on media literacy and digital citizenship education policy. Prior to founding Media Literacy Now, Ms. McNeill lead efforts through Massachusetts Media Literacy Consortium to ensure that all Massachusetts students were taught the critical thinking skills needed to engage with media as active and informed participants in the 21st century. Ms. McNeill is a former reporter from Congressional Quarterly who graduated from the University of Pennsylvania. [MediaLiteracyNow.org](http://MediaLiteracyNow.org)

### Elizabeth Schultz

Ms. Schultz has served as an FCPS School Board Member since January 2012. Ms. Schultz is a leading community and taxpayer advocate who is a former executive board member on the Fairfax Education Coalition and founding president of the Republican Women of Clifton. Prior to her public service, Ms. Schultz was a senior manager of contracts and negotiation professional in the federal, nonprofit, and private sectors for EG&G - U.S. Customs; Bureau of Alcohol, Tobacco and Firearms (ATF); Drug Enforcement Agency (DEA); Federal Bureau of Investigations (FBI) and U.S. Secret Service - the Academy for Educational Development (USAID), SAIC, Software AG, and Orbital Systems (ORBCOMM) in the areas of asset management, information technology and global education; entrepreneur and small business owner and consultant, and Southwestern Youth Association (SYA) Executive Board for Lacrosse. Ms. Schultz is the mother of four sons, three of whom are currently FCPS students. Ms. Schultz has a Bachelor of Science in Political Science and History from James Madison University.

### Jason Shaffer

Mr. Shaffer is an accomplished high school teacher at Nord Anglia Education in Coconut Creek, Florida. Mr. Shaffer is an innovative thought leader in education, bringing personal branding and digital communication into the classroom. Mr. Shaffer is the proud recipient of the 2015 Meritas Excellence in Teaching Award and the 2015 North Broward Preparatory PSTA Soaring Eagle Award. Prior to his current position, Mr. Shaffer was a middle school teacher and Athletic Director for North Broward Preparatory High School and a Departmental Instructional Leader responsible for devising new curriculum and maintaining up to date subject matter knowledge. Mr. Shaffer is a graduate of Florida Atlantic University and the University of Central Florida.

### Kelly Sprissler

Ms. Sprissler is a juvenile criminal defense attorney with Hamilton, Petrocelli & Sprissler, LLP. Ms. Sprissler began representing people charged with criminal and traffic offenses in 1999. She has had extensive experience representing clients in all Northern Virginia State Courts. She has tried and won many cases in which her clients faced potential life sentences and also has extensive experience representing juvenile clients charged as adults in Prince William County, Stafford County and Fairfax County. Ms. Sprissler has significant experience representing clients charged with felonies and misdemeanors in the United States District Court for the Eastern District of Virginia. Ms. Sprissler possesses extensive experience in federal sentencing for drug offenses, child pornography offenses, and immigration offenses. Ms. Sprissler believes that her courtroom success comes in part from her presentation of each client as a human being before a judge or jury.