

Alligator Infested Water-Surviving Social Media Attacks

Steve Joel

Jim Gessford

July 30, 2015

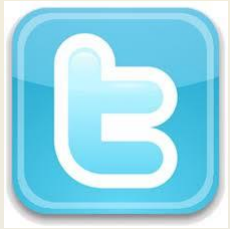
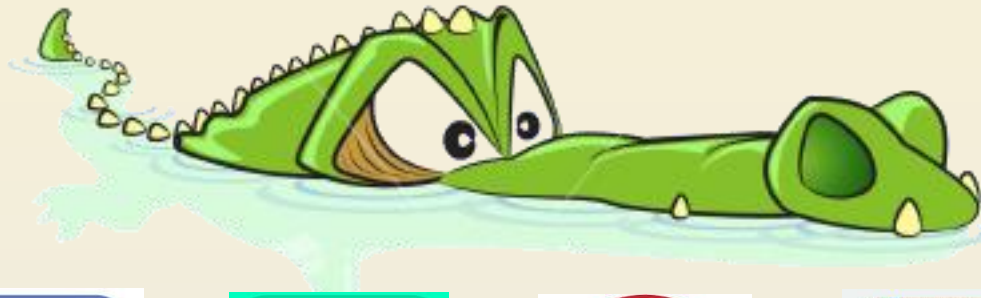
Administrator Days 2015

11:15-12:00

Younes Conference Center

Room—Diamond 6

Social Media



The Good Old Days

- Information traveled Slowly
- Snail Mail
- Long distance was expensive



Save On Collect Calls - Dial *11 Local Service Provided By: **verizon**

Local Calls	Long Distance Calls	International Calls
25¢	25¢	ONLY \$1.00
Coin Calls	Anywhere in USA	3 Minutes

Dial *22 For Free: News-Stocks-Sports-Weather-Entertainment-Travel & More

Dawn of a New Era

- Cell Phones became the norm – gradually more sophisticated with cameras and video
- Texting
- Tweeting
- Selfies
- Bullying/Threatening/Ruining Reputations
- Privacy Issues became concerning

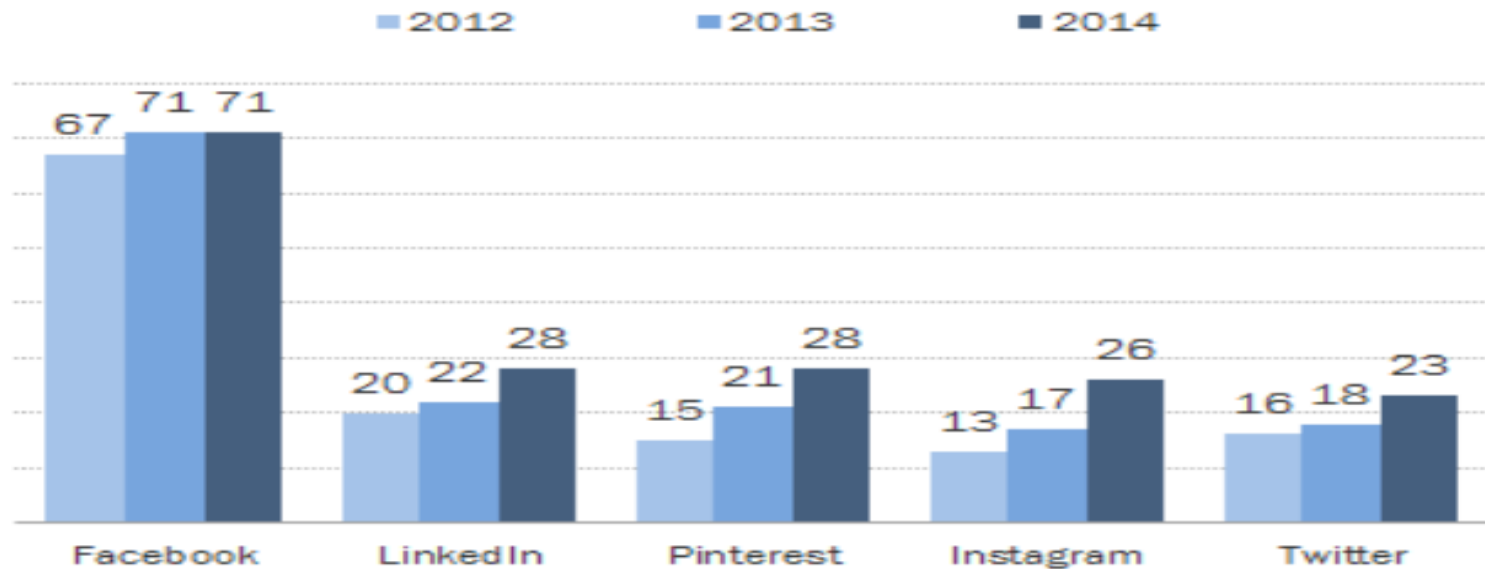
Social Media/Engagement Explodes

- Blogging – many anonymous
- Twitter
- Facebook
- Instagram
- I-Petition
- Facts give way to rumor/speculation – leads to piling on

Multiple Social Media Sites Used by Adults

Social media sites, 2012-2014

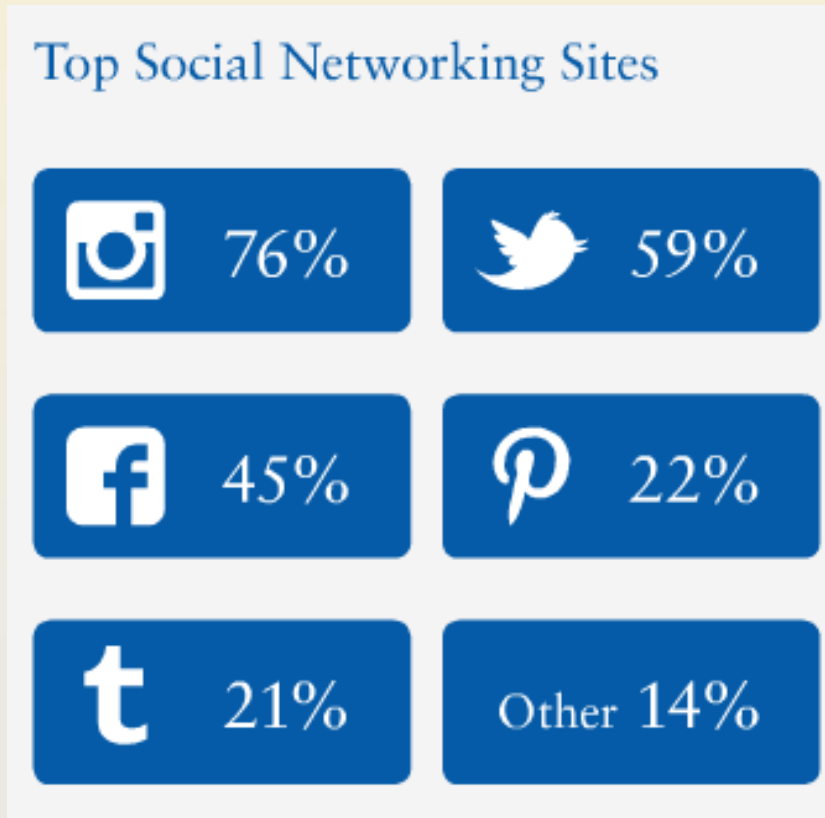
% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

PEW RESEARCH CENTER

Most Important Social Media Sites for Teens



Fake Steve Joel Twitter Account *(The Events)*



Fake Steve Joel Twitter Account

**LINCOLN JOURNAL STAR, February 16, 2012
by Margaret Reist:**

“Fake Steve Joel' Twitter account canceled”

http://journalstar.com/news/local/education/fake-steve-joel-twitter-account-canceled/article_505e56fc-5122-5933-a92a-6c30eca70b46.html



Fake Steve Joel Twitter Account



“A student who created a fake Twitter account using Lincoln public Schools Superintendent Steve Joel’s name and picture garnered nearly 200 followers – and a visit from the man himself.”

Fake Steve Joel Twitter Account *(Legal Issues)*



Fake Steve Joel Twitter Account

STUDENT DISCIPLINE LAW

§79-267: Schools may discipline students for conduct that “occurs on school grounds, in a vehicle *** being used for a school purpose *** or at a school-sponsored activity or athletic event.”

See [J.P. v. Millard PS, \(May 17, 2013\)](#).

Fake Steve Joel Twitter Account

Oregon court rules student's off-campus online speech could not be regulated by school district

Burge v. Colton Sch. Dist. 53, No. 14-605 (D.Or. Apr. 17, 2015)

Abstract: Federal Court in Oregon has ruled that a **SD violated a student's First Amendment free speech rights** by disciplining him for off-campus online speech. The court found that the school district was not justified in suspending the student because his online comments did not cause substantial interference to school operations as required under *Tinker v. Des Moines Indep. Cmty. Sch. Dist.*, 393 U.S. 503 (1969).

http://legalclips.nsba.org/2015/05/13/federal-court-in-oregon-rules-students-off-campus-online-speech-could-not-be-regulated-by-school-district/?utm_source=NSBA+e-Newsletter+Subscribers&utm_campaign=1c7af2437d-Legal+Clips+Newsletter&utm_medium=email&utm_term=0_498fb22860-1c7af2437d-309594861

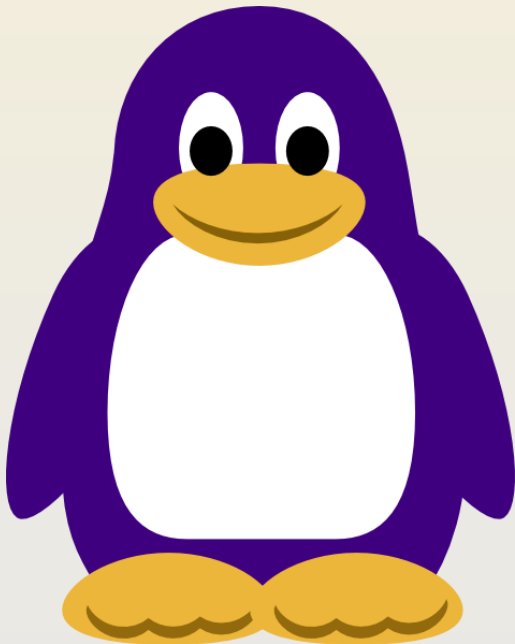
Fake Steve Joel Twitter Account

STUDENT DISCIPLINE LAW

LB 525 Amended § 79-2,144 so that the duties of the state school security director now include “Recommending curricular & extracurricular materials to assist school districts in preventing and responding to **cyberbullying and digital citizenship issues.**”

Purple Penguins

(The Events)



Purple Penguins

NATIONAL REVIEW, October 8, 2014
by Katherine Timpf:



**“School Told to Call Kids ‘Purple Penguins’
Because ‘Boys and Girls’ is not Inclusive to
Transgender”**

<http://www.nationalreview.com/article/389862/school-told-call-kids-purple-penguins-because-boys-and-girls-not-inclusive>

“A Nebraska school district instructed its teachers to stop referring to students by “gendered expressions” such as “boys and girls,” and use “gender inclusive” ones such as “purple penguins ” instead.”

Purple Penguins

**LINCOLN JOURNAL STAR, OCTOBER 10, 2014
by Margaret Reist:**

“LPS superintendent reacts to national attention directed at district's gender identity training”

http://journalstar.com/news/local/education/lps-superintendent-reacts-to-national-attention-directed-at-district-s/article_6bad25d6-98ee-57f6-ae59-9f95cfb14d65.html



“Lincoln Public Schools Superintendent Steve Joel pushed back Thursday against what he said was misinformed reaction to the district’s gender identity training by national commentators and news outlets.”

Purple Penguins

THE CHRISTIAN POST, OCTOBER 11, 2014

by Anugrah Kumar:

“LPS superintendent reacts to national attention directed at district's gender identity training”

<http://www.christianpost.com/news/dont-say-boys-and-girls-use-gender-inclusive-words-like-purple-penguins-nebraska-teachers-told-127919/>

“A school district in Nebraska has given to its middle-school teachers a document which advises them to use ‘gender inclusive’ expressions such as “purple penguins” instead of ‘gendered’ ones such as ‘boys and girls.’”



Purple Penguins

MEDIA MATTERS FOR AMERICA

BLOG>>>OCTOBER 17, 2014

by Carlos Maza:

“Purple Penguins: How Conservative Media Make It Harder For schools to Protect Transgender Youth”

<http://mediamatters.org/blog/2014/10/17/purple-penguins-how-conservative-media-make-it/201194>



“The school district's distribution of **Gender Spectrum's materials** sparked controversy when the conservative group Nebraska Watchdog published a report on the handout on October 2.

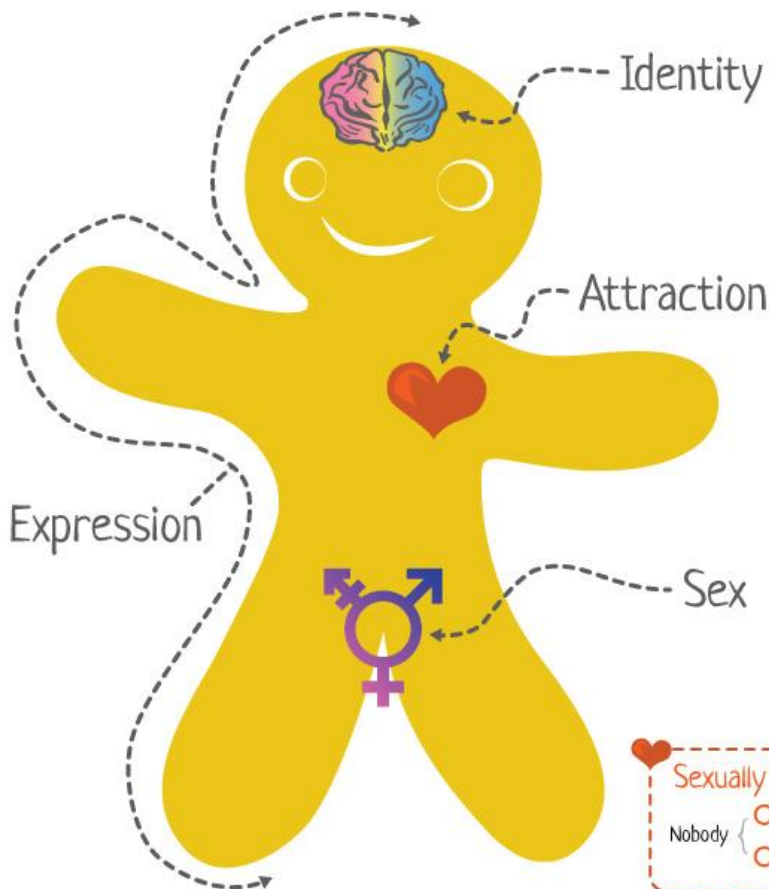
The report was picked up by National Review Online and The Daily Caller before eventually making the jump to Fox News. The network ran multiple segments falsely accusing LPS of "banning" terms like "boys and girls" as part of a "political agenda."

The Genderbread Person v3.3

by its pronounced **METROsexual**.com

Gender is one of those things everyone thinks they understand, but most people don't. Like *Inception*. Gender isn't binary. It's not either/or. In many cases it's both/and. A bit of this, a dash of that. This tasty little guide is meant to be an appetizer for gender understanding. It's okay if you're hungry for more. In fact, that's the idea.

Plot a point on both continua in each category to represent your identity; combine all ingredients to form your Genderbread. 4 (of infinite) possible plot and label combos



Gender Identity

Indicates a lack of what's on the right:

Woman-ness
Man-ness

How you, in your head, define your gender; based on how much you align (or don't align) with what you understand to be the options for gender.

4 (of infinite) possible plot and label combos

Labels: "woman", "man", "two-spirit", "genderqueer"

Gender Expression

Feminine
Masculine

The ways you present gender, through your actions, dress, and demeanor, and how those presentations are interpreted based on gender norms.

Labels: "butch", "femme", "androgynous", "gender neutral"

Biological Sex

Female-ness
Male-ness

The physical sex characteristics you're born with and develop, including genitalia, body shape, voice pitch, body hair, hormones, chromosomes, etc.

Labels: "male", "female", "intersex", "MtF Female"

Sexually Attracted to

Nobody { (Women/Females/Femininity)
(Men/Males/Masculinity)

Romantically Attracted to

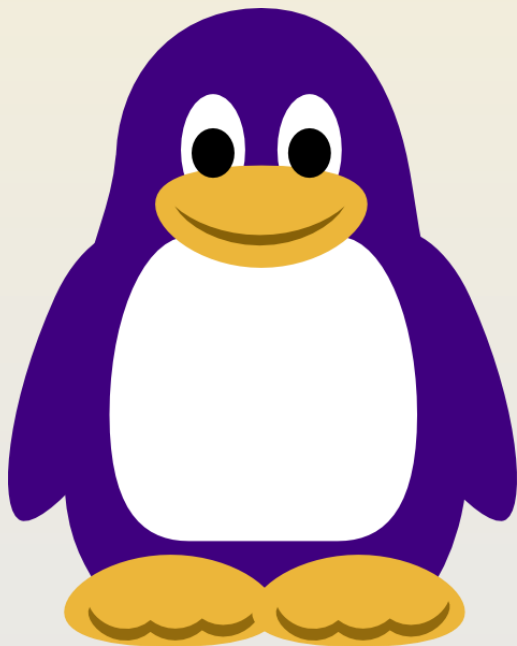
Nobody { (Women/Females/Femininity)
(Men/Males/Masculinity)

For a bigger bite, read more at <http://bit.ly/genderbread>

In each grouping, circle all that apply to you and plot a point, depicting the aspects of gender toward which you experience attraction.

“In an interview with Equality Matters, Gender Spectrum's Director of Education Joel Baum criticized the "disingenuous" reporting on his organization's training materials. "They're sharing information about work that's occurring in a school and not being accurate about ... the overall purpose of the work," he said. "[B]y taking various things out of context - like "purple penguins" - they completely trivialize something that's really, really important and misrepresent our work.””

Purple Penguins *(Legal Issues)*





UNITED STATES DEPARTMENT OF EDUCATION

OFFICE FOR CIVIL RIGHTS

THE ASSISTANT SECRETARY

LTR Guidance 1/2001, 4/4/11, & 4/29/14 (All say Title IX protects GLBT students against acts of verbal, nonverbal, or physical aggression, intimidation, or hostility based on sex or sex-stereotyping, even if those acts do not involve conduct of a sexual nature.)



NEBRASKA
State Bar Association

LEXOLOGY®

If you haven't already, it's time to add sexual orientation and trans-gender to your discrimination policy

Blog · HR Headaches

Cozen O'Connor
David L. Barron

USA
January 12 2015



On its face, federal law does not list sexual orientation or trans-gender status as protected categories. Some states or cities have passed their own laws offering such protections, leaving a patchwork of laws across the country.

For this reason, many employers have delayed adding to their handbook's list of protected classifications for either political reasons or to avoid arguably granting more protection than required in those local jurisdictions without expanded coverage.



Author page »

Gender Identity Crisis: Is Your School Prepared?

Common Questions Confronted By Districts

- A. Access to Bathrooms
- B. Athletic Programs
- C. Dress Codes
- D. FERPA

Transgender first-grader wins the right to use girls' restroom

A transgender first-grader who was born a boy but identifies as a girl has won the right to use the girls' restroom at her Colorado school. The Colorado Rights Division ruled in favor of Coy Mathis in her fight against the Fountain-Fort Carson SD.

CNN Posted: Mon June 24, 2013

Transgender student files suit against Virginia district claiming restroom policy is discriminatory
ACLU files federal suit against Gloucester County SD on behalf of transgender student, alleging the restroom policy limiting use to students of “the corresponding biological genders” is discriminatory.

Posted: Jun 15, 2015 09:40 am

South Dakota athletic association revising transgender athlete policy after criticism from some members of state legislature (6-9-15)

SDHSAA's policy aims to provide a way for transgender students to participate on the sports teams **that reflect their gender identities rather than the sex listed on their birth certificates.** The policy directs schools to help transgender students and an independent hearing officer, would then make a recommendation to SDHSAA's Board, which would have the final say over the student's request.

NSAA: There is no transgender policy

Story

Comments

Share  Print  Font Size:  

 Tweet  1

 Like  0

November 19, 2013

By diane wetzel dwetzel@nptelegraph.com

A **communications mixup** about whether or not the Nebraska School Activities Association established a policy for transgendered students to be allowed to play on the sports team they identify with drew the issue front and center in the state.

Earlier this year NSAA executive director Rhonda Blanford Green was quoted in the media as saying the NSAA did adopt a policy in December 2012. Later Blanford Green said the policy was discussed at the December board meeting, but **no vote was taken.**



As one attendee stated: “What I heard was that the NSAA will not handle policy [related to GLBT students],” he said. “Their recommendation is for individual districts and school boards to contact their legal representatives.”

http://www.nptelegraph.com/news/nsaa-there-is-no-transgender-policy/article_ff2ec477-433f-535e-a32c-48aa586ae66c.html

Gender Identity Crisis: Is Your School Prepared?

Accommodations
Accommodations
Accommodations

Damage Control – The new way of life

Damage Control – The new way of life

I want to know where each of you stand!!

Public Records Requests



Damage Control – The new way of life

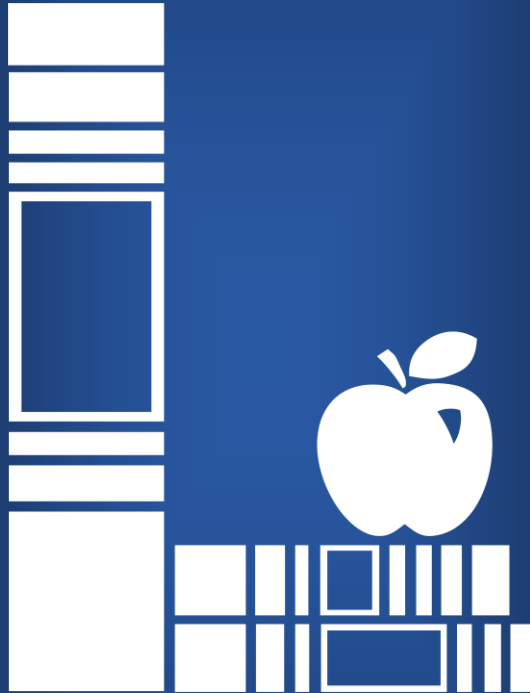
- Critics lurk in shadows anonymously seeking to inflict damage
- Never sure what next issue will explode
- Difficult to discern between nonsense and danger
- Principals use Monday to deal with weekend issues
- Takes a great deal of time and energy

Hire Staff to Monitor and Engage

- Communications departments have altered strategy
- Districts hiring designated staff to monitor all media and seek to correct wrong information
 - Huntsville, AL – retired FBI
- Businesses have developed monitoring systems to alert – subscription required

Develop Social Media Initiatives

- Website
- Blogging and tweeting factual information immediately
- Appearing on local, regional, and national media to speak truth
- Increasing local visibility through parents and churches



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