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<u>Media Advisory</u>

The Nevada Division of Emergency Management/Homeland Security and Nevada Department of Administration/Enterprise IT Services Announces Participation in October's National Cyber Security Awareness Month

October is National Cyber Security Awareness Month (NCSAM). The Nevada Division of Emergency Management/Homeland Security (NDEM), Department of Administration/Enterprise IT Services, the U.S. Department of Homeland Security and the National Cyber Security Alliance are participating in National Cyber Security Awareness Month to increase awareness throughout the United Sates and specifically Nevada.

 Since its inception a decade ago under leadership from the U.S. Department of Homeland Security and the National Cyber Security Alliance, NCSAM has grown exponentially, reaching consumers, small and medium-size businesses, corporations, educational institutions, and young people across the nation. NDEM along with our federal partners are celebrating the 10th anniversary of National Cyber Security Awareness Month.

Cybersecurity is the mechanism that maximizes our ability to grow commerce, communications, community and content in a connected world. This year's theme is to educate and prepare the citizens of Nevada with several easy steps.

1. The Internet is a shared resource and securing it is *Our Shared Responsibility*. We lead Internet-connected, digital lives. From our desks and homes to on-the-go, we work, learn and play online. Even when we are not directly connected to the Internet, our critical infrastructure — the vast, worldwide connection of computers, data, and websites supporting our everyday lives through financial transactions, transportation systems, healthcare records, emergency response systems, personal communications, and more — impacts everyone.

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2. Cybersecurity begins with a simple message everyone using the Internet can adopt: STOP. THINK. CONNECT.

3. Take security and safety precautions, understand the consequences of your actions and behaviors online, and enjoy the benefits of the Internet.

We have divided the month into themed weeks to help focus on core issues in cybersecurity. Take a look and find a part of the month that's most relevant to you. Participate in one or all of the weeks and share the message by using the resources we have created to help you: http://staysafeonline.org/ncsam/get-involved/promote-ncsam

Week 1 October 1-6, 2013 Theme: 10 Years & Beyond: General Online Safety & STOP. THINK. CONNECT.
As we celebrate the 10th anniversary of National Cyber Security Awareness Month, we will take time to reflect on what we've accomplished in keeping people safe and secure online, and what we need to achieve in the decade ahead. Week 1 also aims to raise online safety awareness among all Americans and reinforce the simple measures everyone should take to be safer.

Week 2 October 7-13, 2013 Theme: Being Mobile: Online Safety & Security
We now take the convenience and productivity of the Internet everywhere we go. We work untethered from a physical location, stay connected as we travel and use portable devices to shop, bank, and manage our daily lives from anywhere. Week 2 highlights the need to maintain a focus on safety and security wherever and whenever we use the Internet.

Week 3: October 14-20, 2013 Theme: Cyber Education and the Next Generation of Cyber Leaders
In order to have a cyber-secure nation, we need to graduate cyber-capable adults who can use the Internet safely, securely, ethically and productively and build a workforce of cybersecurity professionals to defend our networks. We can be successful if we teach everyone essentials and reach the next generation of cyber leaders at an earlier age. Week 3 highlights the importance of cyber education and workforce development, including the advancement and opportunities in Science, Technology, Engineering, and Math (STEM) education.

Week 4: October 21-27, 2013 Theme: Cybercrime
Today's world is more interconnected than ever before. Yet, for all its advantages, increased connectivity brings increased risk of theft, fraud, and abuse. Week 4 will highlight how people can protect themselves against cybercrime and how to get help.

Week 5: October 28-31, 2013 Theme: Cybersecurity and Critical Infrastructure
The Internet impacts our daily life, even when we're not directly using it. The Internet underlies our financial transactions, transportation systems, electrical grid, emergency response systems and nearly every facet of the essential services we use every day. Week 5 highlights the need to take every step necessary to protect our critical infrastructure.

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