



# LASSEN COUNTY SHERIFF'S OFFICE

1415 Sheriff Cady Lane Susanville, CA 96130

**Administration**  
Phone: (530) 251-8013  
Fax: (530) 251-2884

**Dispatch**  
Phone: (530) 257-6121  
Fax: (530) 257-9363

**Civil**  
Phone: (530) 251-8014  
Fax: (530) 251-2884

**Adult Detention Facility**  
Phone: (530) 251-5245  
Fax: (530) 251-5243

**Dean F. Growdon**  
Sheriff – Coroner

**To:** Lassen County Board of Supervisors

**From:** Lisa Bernard, Youth Services Officer

**Date:** 8/17/2020

**Agenda Date:** 8/25/2020

**Discussion:** The Lassen County Sheriff's Office Prevention & Education Program is seeking approval to enter into a contract with Media Leaders, LLC to provide all students, parents/guardians of students, and teaching staff in Lassen County customized student social media safety presentations September 30<sup>th</sup>, 2020 thru September 29<sup>th</sup> 2020. Presentations will be made via Zoom platform at no cost to participants.

**Fiscal Impact:**

There is no impact to the County General Fund. The cost will be covered by budget 182-0544 Sheriff – JAG/Public Safety.

**Action Requested:**

1) Approve Contract; and 2) Authorize the CAO to execute the contract.

**Special Instructions to the Clerk:** Provide an original signed copy of the contract to Lisa Bernard at the Sheriff's Office.

## Lisa Bernard

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**From:** Bob Burns  
**Sent:** Wednesday, July 22, 2020 8:47 AM  
**To:** Lisa Bernard; Crystle Henderson  
**Subject:** RE: Contract Approval

Lisa,

The contract is approved as to form. Looks like a good program for the kids. Good work.

Bob Burns

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**From:** Lisa Bernard <LBernard@co.lassen.ca.us>  
**Sent:** Tuesday, July 21, 2020 8:44 AM  
**To:** Bob Burns <BBurns@co.lassen.ca.us>; Crystle Henderson <CHenderson@co.lassen.ca.us>  
**Subject:** Contract Approval

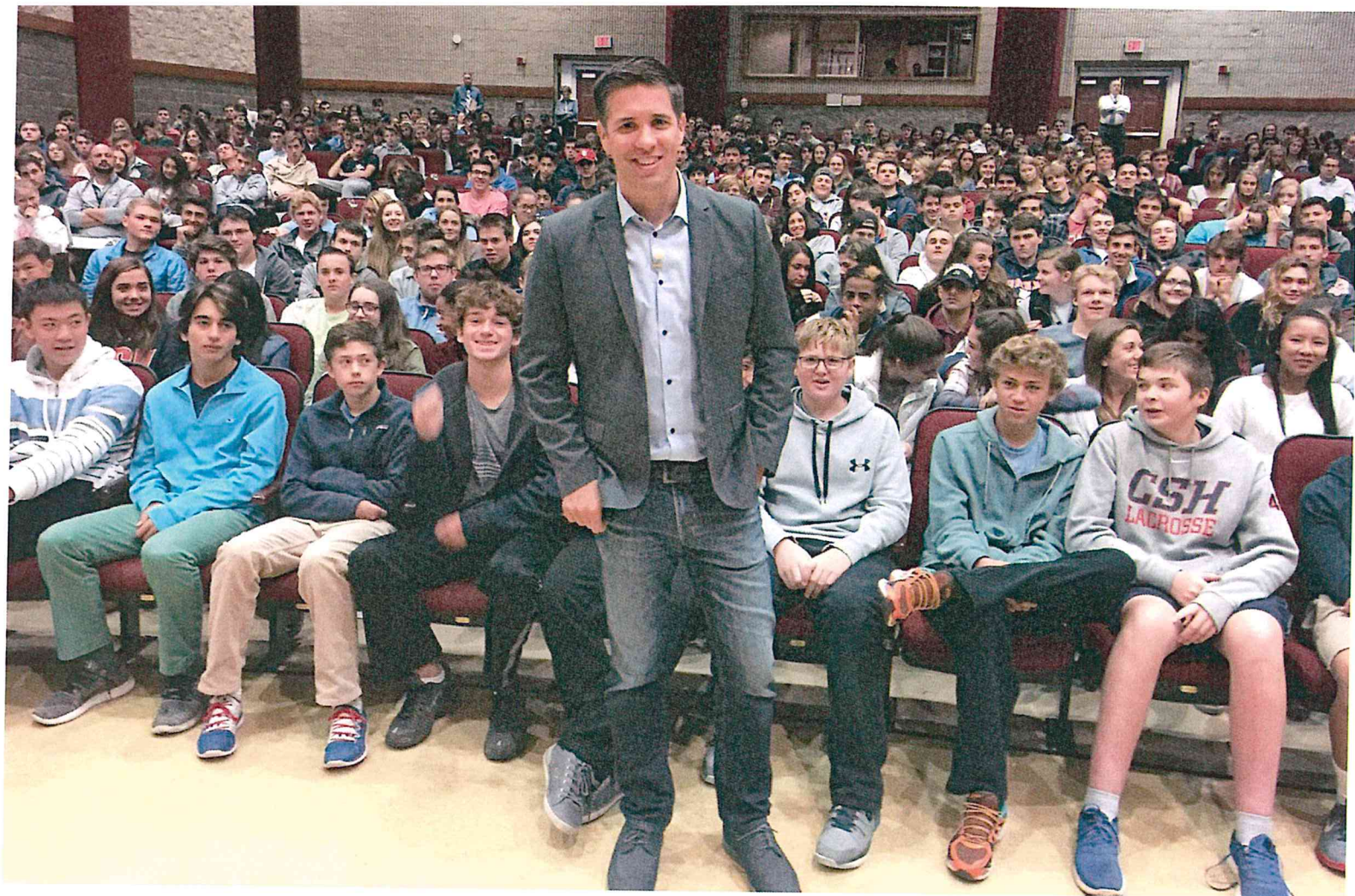
Good afternoon,

The attached is a training we'll be presenting to schools at the end of September. The cost is allocated in the current JAG budget.

Thank you,

**Lisa Bernard**  
**Youth Services Officer**  
Lassen County Sheriff's Office  
1415 Sheriff Cady Ln.  
Susanville, CA 96130  
(530)251-2645  
[lbernard@co.lassen.ca.us](mailto:lbernard@co.lassen.ca.us)





## SmartSocial.com Programs: Social Media Safety, Mental Health and College/Career Prep

**We teach students how to be safe on social media so they can someday shine online**

SmartSocial.com helps 1.5 million people each year to keep their kids safe and positive on social media.

Our techniques help students use their devices with a purpose, not just a pastime.

### Customized Student Social Media Safety Plan For Lassen County Sheriff's Office Prevention & Education

*Confidential - (©) SmartSocial.com*

Prepared on Apr 29, 2020

(Expires on: Jul 24, 2020 )



# The Dangers of Students on Social Media

## 1) Online Predators Are Targeting/Contacting Students On Every App/Social Media

About 1 in 10 students who use the internet received an unwanted sexual solicitation, according to the [University of New Hampshire's Youth Internet Safety Study](#).

- Children ages 8-17 are enticed by online predators each year, according to [The National Center for Missing and Exploited Children](#).
- The [FBI](#) reports an increase of sextortion cases.

## 2) Apps Are Gamifying Their Features To Enhance Screen Time Addiction

95% of teens now have access to a smartphone, and 45% say they are online “almost constantly,” according to a [2018 Pew Research Study](#).

*“Problematic smartphone use poses a different and arguably much bigger public health problem than substance abuse or even internet gaming.” - [A Recent Study](#)*

Troubling phone habits correlate with a raft of mental health problems, including higher rates of anxiety, depression, stress, and poor sleep quality, as well as other addictive behaviors such as substance use, internet addiction, and compulsive buying.

- Student footprints are traceable.
- Everything they put online leaves a brand identity for them to be discovered.
- Students don't have an eye on the road, instead, they are just looking at their friends.
- Students have anxiety when comparing themselves to photos they see on Instagram.

## 3) As Soon As Students Get A Phone, Bullying Is In Their Back Pocket

More than a third of young people around the world report being a victim of online bullying, according to a [2019 UNICEF Study](#).

Cyberbully and internet Safety are now ranked by parents as two of the top 5 health concerns they have for their children, according to researchers at [Mott Children's Hospital](#).

- Online bullies can lead to student suicide.
- Parents need to plan with their kids how to keep them safe online.



# **The SmartSocial.com Mission:** ***We help students be safe on social media so they can shine online***

Our app and videos/speeches are viewed by over 1.5 million students, parents and professionals each year, helping them to be smart (while still having fun!) on social media.

We at SmartSocial.com believe that the internet can be good (when used with a purpose), but there are a lot of misconceptions about how families should approach it. Our team helps to bring families up to speed on their digital footprint so their student can “shine online” and develop an online brand that helps students be positive and full of gratitude when searched by colleges/employers.

## **Our 5 Step Solution Protects Your Students** ***Online safety for kids is like driving a car***

### **1. Being Safe On Social Media (3rd Grade)**

- Just like a car, we need to learn to drive safety first. Students and parents learn how predators are on every app, how to be safe, why they need to communicate, how to spot good and bad apps and how others can hurt you online (even if you're staying in your own lane)

### **2. Mental Health: Connecting with Friends In a Positive Way (4th Grade)**

- We show students how to be happy online. Our mental health content shows them how to balance the positive side social media and how to look out for bullying, screen time addiction, and more

### **3. Online Brand: What Comes Up In Your Student's Google Search (5th Grade)**

- Even if a student isn't online, we show them how other people (who might look like them) are damaging their online brand. This opens a dialog about social media behaviors

### **4. Starting A Portfolio: Getting Students To Map Out Their Future (6-12th Grades)**

- We teach students how to plan their route and turn their activities into an online portfolio so they know what they are good at (and make wise decisions)

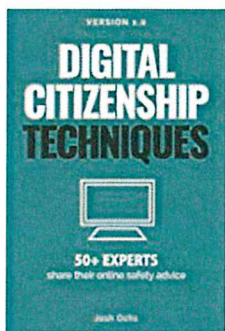
### **5. Launching A Public Footprint And Impressing Colleges/Careers (9-12th Grades)**

- We teach students how to turn all of their social media accounts (and private portfolio) into a positive high-school resume to get noticed by colleges and future employers

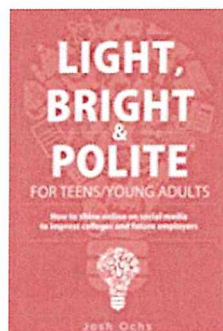


## Josh Ochs is the author of six books that teach students and parents how to shine online

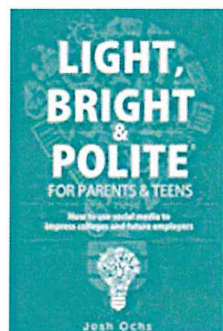
Josh Ochs travels the nation speaking to over 30,000 students each year sharing with them tips they can use to create a positive online presence. Josh's book: "[Light, Bright and Polite for Teens](#)" teaches kids of all ages that everything they post on social media will eventually be discovered by their parents, teachers, their school Principal and someday colleges and employers. He shows families and teenagers practical examples they can use to always keep it "Light, Bright and Polite" on by posting photos of community volunteer projects that will help them shine online. Watch some of his videos at [SmartSocial.com](#)



\$14.95  
Paperback



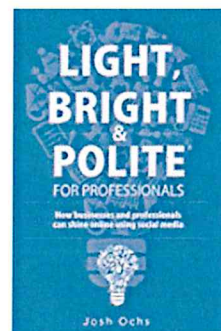
\$9.95  
Paperback



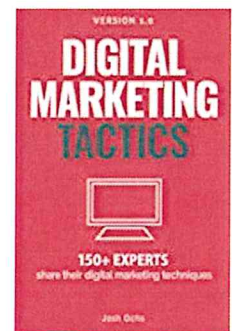
\$9.95  
Paperback



\$8.00  
Paperback



\$3.49  
Kindle Edition



\$14.95  
Paperback

## Our iPhone/Android App Helps Parents Become Social Media Safety Experts

An advertisement for the Smart Social app. The background is a dark, blurred image of a hand holding a smartphone. The text 'An App That Keeps Your Family Safe On Social Media' is in white. Below this, there are two buttons: 'Download on the App Store' with the Apple logo and 'GET IT ON Google Play' with the Google Play logo. To the right, there is a large, rounded rectangle with the text 'Smart Social' in white. Below this, there is a button that says 'Download on the App Store' with the Apple logo. At the bottom, the text 'Smart Social App keeps your kids safe so they can someday shine online' is in white.



[View All Press](#)



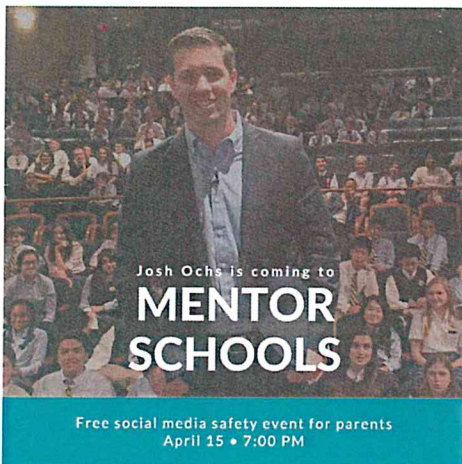
# SmartSocial.com Media/Marketing Kit

We will provide a full marketing/media kit for your school/organization to promote the event and encourage participation from your community.

These documents will be provided after you e-sign our contract (and fill out our travel calendar form).

## Marketing Flyer

Our team will create a custom marketing flyer for you to market your event.



## Eventbrite Form

We create an eventbrite form with a graphic for attendees to register for your safety presentation event.



## Sample Social Media Posts and Videos to use on your social media accounts

- Learn what apps are unsafe (and others you should encourage your kids to use) + LINK TO YOUR EVENT PAGE
- Join us to learn what apps are a waste of time for your Teens and Tweens with @JoshOchs + LINK
- Find out how to analyze your Google results to see what colleges will find + LINK

## Press outreach media examples to invite local TV stations to cover the positive program your school is hosting





Our programs are supported by parents, students and educators around the country

See what past students/clients/families think of our program

- Emmy Rener Student Mentor Program - Smart Social High School Resume



- Student Portfolio Example With Isabel



[View All Our Testimonials  
From Parents, Educators & Students](#)



# The VIP (Very Informed Parents) Membership program offers 30+ courses for parents & students

Our digital citizenship videos show students how to have a purpose online. They reduce frustration between parents/ students and create a vocabulary students can use to excel with their digital footprint.

[View All 30+ Courses](#)

[Educators: Click here to try one of our courses for free](#)

All Courses, 5: Public Footprint, 4: Online Portfolio

How To Set Up Instagram For A Positive Impact (Student Workshop)

1 Lessons

\$1.00



All Courses

How To Set Up TikTok For A Positive Impact (Student Workshop)

2 Lessons

\$15.00



All Courses

How To Set Up Snapchat For A Positive Impact (Student Workshop)

1 Lessons

\$15.00



All Courses, 5: Public Footprint, 4: Online Portfolio

How To Set Up Facebook For A Positive Impact (Parent Workshop)

1 Lessons

\$15.00



All Courses, 5: Public Footprint, 4: Online Portfolio

How To Set Up LinkedIn For A Positive Impact (Student Workshop)

1 Lessons

\$15.00



All Courses, 5: Public Footprint, 4: Online Portfolio

How To Set Up Medium.com For A Positive Impact (Student Workshop)

2 Lessons

\$15.00



All Courses, 5: Public Footprint, 4: Online Portfolio

How To Setup Pinterest For A Positive Impact (Student & Parent Tutorial)

2 Lessons

\$15.00



All Courses, 5: Public Footprint, 4: Online Portfolio

How To Setup Youtube For A Positive Impact (Student & Parent Tutorial)

3 Lessons

\$15.00



All Courses, 5: Public Footprint, 4: Online Portfolio

How To Setup Twitter For A Positive Impact (Student & Parent Tutorial)

3 Lessons

\$15.00





DESCRIPTION	PRICE	QTY	SUBTOTAL
<p><input checked="" type="checkbox"/> <b>Host a LIVE Zoom Remote Session for Parents, Educators (and/or students) Live 60-90 Minute Remote Presentation for Parents and/or Students</b></p> <p>Josh Ochs will present a 60-120 min parent social media safety session on <u>September 29th, 2020 at 6:30pm</u>. Each attendee may join from their home/office or on campus. The live presentation can be accessed via laptop, desktop, phone (or they can watch free video replay if they miss the event). A list of attendees &amp; absentees will be provided after the event for the client. A free video replay link is provided one day after the speech date for parents to watch from the convenience of their home.</p>			\$2,495
<p><input checked="" type="checkbox"/> <b>First Day of LIVE REMOTE Social Media Presentations on September 29th, 2020 at 6:30pm</b></p> <p>Two Morning Social Media Remote Student Presentations (40min each)</p> <ul style="list-style-type: none"> <li>Josh Ochs will present two (2) social media student remote Zoom presentations to be displayed at your location (in the classrooms) on the morning of <u>September 30th, 2020 at 10AM Pacific</u>. Josh's LIVE presentations include: Josh's positive background, How colleges will search for students online, how students can be positive online, we search for four positive celebrities to examine their online brand (to inspire students), how one person lost an important opportunity because of one social media post and then 4+ website examples from positive students. Student speeches should have a start time that falls between 9am and Noon. Josh will show up 1 hour early to set up for the speech and test out audio.</li> <li>Your school gets a social media marketing kit 30 days before the parent session that helps you announce that you're bringing Josh Ochs to your school.</li> </ul>			\$4,495
<p><input checked="" type="checkbox"/> <b>Add Additional Days of Josh's LIVE Remote Speeches on October 1st 2020 at 10AM Pacific</b></p> <p>Josh Ochs will teach one more day and present two (2) more LIVE REMOTE social media student presentations to be shown in the classroom</p>	\$3,495	1	\$3,495
<b>TOTAL</b>			<b>\$10,485</b>



# Exclusive SmartSocial.com Program Pricing For Lassen County Sheriff's Office Prevention & Education

DESCRIPTION	SUBTOTAL		
<input checked="" type="checkbox"/> <b>VIP (Very Informed Parents) Membership Videos:</b> Provide Our <a href="#">30+ VIP Courses</a> To Up To <u>1,500</u> Of Your Parents (to Watch at Home) So They Can Learn About The Latest Good & Bad Teen Apps (watch via our app or computer from the convenience of their home for 12 months) <b>Safety Training Videos For Parents To Watch With Students (Grades 3-12)</b> <ul style="list-style-type: none"> <li>Parents learn about TikTok, Snapchat, Instagram, Youtube and more. They navigate how to keep their kids safe online so they can be ahead of their kids. <a href="#">View the courses here.</a></li> </ul> <b>Mental Health Videos For Parents To Watch With Students (Grades 4-12)</b> <ul style="list-style-type: none"> <li>These mental health videos provide a plan for students + parents who want to use social media while building positive friendships online with people they already know at school. These videos show students how addictive social media and phones can be, and give them solutions to regulate their social media and screen time. <a href="#">View the courses here.</a></li> </ul> <b>Positive Online Branding Videos: How To Use Social Media &amp; Build A Portfolio To Create A Positive Footprint (Grades 6-12)</b> <ul style="list-style-type: none"> <li>These videos lead students through a 3 step process to show them the value of building a positive online footprint. Each student learns the dangers of how opportunities are lost with just one post and our solution is to teach them how their web presence can help them shine online and colleges will search for them to find more info. These videos also teach students exactly how to build a private (and public) online persona that is authentic to their activities. <a href="#">View the courses here.</a></li> </ul>	\$15,000		
<input checked="" type="checkbox"/> <b>Afternoon Staff Training Sessions on Sept 30th at 3:30PM Pacific time and Oct 1st at 3:30PM Pacific time</b> Josh Ochs will present a 60-90 min staff social media safety session (dates TBD). Each session will help staff to support students and teach them how to lead students when they "Shine Online."	\$1,495	2	\$2,990
<input type="checkbox"/> <b>EDUCATE PARENTS VIA EMAIL: Send our premium weekly newsletter to parents to keep them updated on latest social media dangers &amp; threats</b> The SmartSocial.com weekly newsletter is carefully curated by a team of social media experts and can help parents (and staff) in your community to stay updated on the latest threats and dangers online. This will reduce the amount of social media issues that might happen with students on your campus (and make it easier to fix any issues that arise).	\$245		
<b>TOTAL</b>	<b>\$17,990</b>		



# Exclusive SmartSocial.com Partner Programs For Lassen County Sheriff's Office Prevention & Education

DESCRIPTION	PRICE	STUDENTS	SUBTOTAL
<input type="checkbox"/> <b>Josh Ochs 90 Minute Keynote</b> Josh Ochs will present a 60-90 minute high impact keynote address to the audience on social media safety, digital citizenship, how to navigate social media and how to shine online. Josh's keynotes are fast paced and informative. Attendees will leave with tips on Snapchat, Instagram, TikTok and a dozen other relevant apps for parents.			\$6,500
<input type="checkbox"/> <b>DISTRICT ADD ON: Add 500 additional families to access our 30+ courses</b> Provide Our <a href="#">30+ Courses</a> To Up To 500 more Of Your Parents So They Can Learn About The Latest Good & Bad Teen Apps (watch via our app or computer from the convenience of their home)	\$2,495	1	\$2,495
<b>TOTAL</b>			<b>\$0</b>



# Invoice

## For Lassen County Sheriff's Office Prevention & Education

1) IMPORTANT: Please make a check payable for \$28,475.00 to:

Media Leaders, LLC  
644 Coronado Avenue, Unit B  
Long Beach, CA 90814

Lassen County  
Sheriff's Office  
Prevention & Education  
Pay To

The Order Of: **Media Leaders, LLC**

**\$28,475.00**

For: **Social Media Services proposal # 1766**

2) The amount on the check should be: \$28,475.00

3) Here is a link to our W9 form: <https://goo.gl/X7CzR4>

(Please forward this to your accounts payable department)

4) Want to discuss this document with Josh Ochs?

Please use this link to setup a call with our team: <https://goo.gl/8gLFvE>



# SmartSocial.com Agreement Terms

THIS AGREEMENT (the "Agreement"), dated Apr 29, 2020, is hereby entered into by and between Lassen County Sheriff's Office Prevention & Education, (the "Client") whose address is: \_\_\_\_\_ and Media Leaders, LLC (DBA: SmartSocial.com) . The Client and **Media Leaders, LLC** (the "Parties") agree as follows:

## Engagement and Services

**Media Leaders, LLC** is a leader in teaching students and parents to shine online. And Sponsor wishes to have **Media Leaders, LLC** provide their safety program as further described below.

## Compensation and Payment

Payment of \$28,475.00 is due upon acceptance of this Agreement. If payment is not received at least fifteen (15) days prior to the scheduled presentation date, Media Leaders, LLC reserves the right to cancel or postpone the presentation date(s). Client will pay all invoices via wire transfer or check. If Client wishes to pay via credit card a 3% processing fee will be added to each invoice total.

## Facility Requirements for Speech/Presentation

If a presentation is held, Lassen County Sheriff's Office Prevention & Education shall ensure that the location has audio, video and other requirements outlined in [speaker kit](#)

## Cancellation

This Agreement may be canceled by Lassen County Sheriff's Office Prevention & Education up to thirty (30) days prior to the presentation date. If the Lassen County Sheriff's Office Prevention & Education cancels the presentation before the thirty (30) day period has elapsed, Lassen County Sheriff's Office Prevention & Education agrees to compensate Media Leaders, LLC for any non-refundable travel costs that have been incurred prior to cancellation. If Lassen County Sheriff's Office Prevention & Education cancels this Agreement within thirty (30) days of the presentation date, Sponsor agrees to pay Media Leaders, LLC fifty (50%) percent of the engagement fee. Due to weather or unseen circumstances, Media Leaders, LLC may cancel this Agreement at anytime. If Media Leaders, LLC cancels this Agreement, it shall make every effort to reschedule the presentation at a time acceptable to Lassen County Sheriff's Office Prevention & Education. If the presentation cannot be rescheduled, Media Leaders, LLC shall refund the engagement fee to Lassen County Sheriff's Office Prevention & Education.

## Force Majeure



If either Lassen County Sheriff's Office Prevention & Education or Media Leaders, LLC cannot perform this Agreement due to weather, Act of God, or another cause beyond the control of the parties, a Force Majeure, then the parties shall reschedule the presentation to a date soon after the Force Majeure has ceased to exist. If Lassen County Sheriff's Office Prevention & Education cannot reschedule the event to such date, Media Leaders, LLC shall have the discretion to treat the non-rescheduling as a non-timely termination and retain fifty (50%) percent of the engagement fee or shall reschedule the event to another date that is agreeable to Lassen County Sheriff's Office Prevention & Education and Lassen County Sheriff's Office Prevention & Education agrees to pay additional travel costs.

### License and Non-Disclosure

Media Leaders, LLC grants Lassen County Sheriff's Office Prevention & Education a limited revocable license to use its name and copyrighted material for sole purpose of promoting the presentation to students and parents in the community. Media Leaders, LLC agrees that all content of the presentation are copyrighted by Lassen County Sheriff's Office Prevention & Education and the term "Light, Bright and Polite" is a trademark of Joshua Ochs. As such, the content is intended solely for those in attendance at the presentation and/or viewing the video link. Lassen County Sheriff's Office Prevention & Education agrees not to record, copy or distribute the presentation or any of the material presented during the engagement without written permission 7 days before the presentation date.

### Indemnification

Lassen County Sheriff's Office Prevention & Education shall indemnify and hold harmless Media Leaders, LLC and Media Leaders, LLC and their officers, directors and employees from any claim, demand, loss, liability, damage or expense arising in any way from the presentation.

### Governing Law

The terms and provisions of this Agreement and any dispute arising in connection herewith shall be governed by and construed in accordance with the laws of California. Any claim or dispute with Lassen County Sheriff's Office Prevention & Education arising out of or relating to this Agreement shall be settled by a court of law in Los Angeles County, in the State of California. If any provision or portion of any provision of this Agreement shall be held invalid or unenforceable, such portion or provision shall be deemed stricken from this Agreement, the remaining portions and provision shall remain in full force and effect and shall not be affected the invalid or unenforceable term(s). This Agreement is the final Agreement between the parties and represents all oral and written representations between the parties. No oral or written representation contrary this Agreement will be honored by the parties.



By their signatures below, the parties hereby understand and agree to all terms and conditions of this Agreement.

Key dates for speeches:

September 30th, 2020 at 10AM Pacific & September 29th, 2020 at 6:30pm

The Client \_\_\_\_\_ Lassen County Sheriff's Office Prevention & Education \_\_\_\_\_

By:  SIGNATURE  
Lisa Bernard \_\_\_\_\_

Print Name: \_\_\_\_\_ Lisa Bernard \_\_\_\_\_

Dated: \_\_\_\_\_ Not yet accepted \_\_\_\_\_

Company \_\_\_\_\_ Media Leaders, LLC \_\_\_\_\_

By: \_\_\_\_\_

Print Name: \_\_\_\_\_ Media Leaders, LLC \_\_\_\_\_

Dated: \_\_\_\_\_ Apr 29, 2020 \_\_\_\_\_