Cybersecurity Awareness Month 2021 Results Report

Cybersecurity Awareness Month 2021 Overview

Summary

The 18th annual Cybersecurity Awareness Month generated impactful results with individuals, industries, organizations and government agencies, both nationally and internationally. The National Cybersecurity Alliance (NCA) and the Cybersecurity and Infrastructure Security Agency (CISA) co-led the campaign and drove engagement by sharing best practices via user-friendly materials and resources. Through the slogan, "Do Your Part. #BeCyberSmart", the campaign's goal was to inspire behavior change and empower individuals and organizations to take proactive steps to protect themselves and their organizations online. NCA and CISA focused this idea around weekly themes:
- Week of October 4 (Week 1): Be Cyber Smart
- Week of October 11 (Week 2): Fight the Phish
- Week of October 18 (Week 3): Cybersecurity Career Awareness Week (Led by NIST)
- Week of October 25 (Week 4): Cybersecurity First

Below is a snapshot of several noteworthy achievements:

First Annual Research on Cybersecurity Attitudes and Behaviors

The National Cybersecurity Alliance and CybSafe, a behavioral security and data analytics company, released "Oh Behave!", the first annual report on cybersecurity attitudes and behaviors, in honor of Cybersecurity Awareness Month. Polling 2,000 individuals across the U.S. and UK, the report examined key cybersecurity trends, attitudes and behaviors.

Partner Engagement

Corporations, governments, and schools embraced the campaign and engaged their employees, students and communities in fun, unique ways. Activities included virtual scavenger hunts, quizzes, celebrity videos, poster contests and more. The Champions program grew in 2021 as well with 3,296 registrants (a 4% increase from 2020) from 76 countries and territories.

Events

Due to COVID-19 lockdowns in 2020, partners in 2021 embraced hybrid events but many hosted more virtual events after the success of last year's programs. NCA staff spoke at 30 Cybersecurity Awareness Month events and helped to amplify dozens more.The success of virtual events continues to surpass expectations and has become a staple of the campaign for many organizations.

Cybersecurity Career Awareness Week

[Led by the National Institute of Standards and Technology for several years](#), Cybersecurity Career Awareness Week became an official part of Cybersecurity Awareness Month in 2021. This campaign inspires and promotes the exploration of cybersecurity careers. The talent gap in cybersecurity and lack of diversity has been a major topic in the industry. Throughout the week, cybersecurity professionals shared their advice and resources on social media, blog posts, events and media interviews to inspire others to join the rapidly growing industry.

NCA-Created Resources

The NCA team created many free, downloadable resources for organizations and individuals participating in the campaign, including:

Resources for Champions (the Champion Toolkit)

- PDF guide to Cybersecurity Awareness Month
- Customizable PowerPoint presentation
- Sample press release for organizations
- Sample employee email for organizations
- 30+ social media graphics and 50+ sample posts
- Downloadable logo and branding guidelines
- Branded email signature
- Branded video conference background
- Four sample articles on each weekly theme
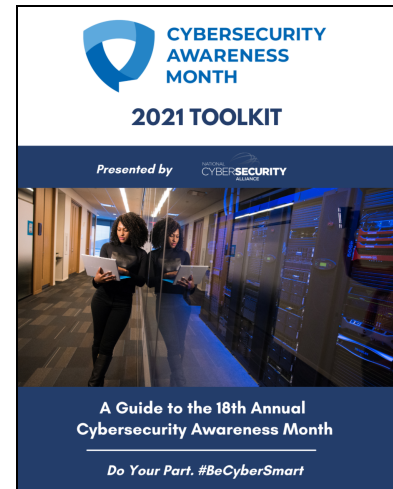
Oh Behave! The First Annual Cybersecurity Attitudes and Behaviors Report 2021

The National Cybersecurity Alliance and CybSafe, a behavioral security and data analytics company, released "Oh Behave!", the first annual report on cybersecurity attitudes and behaviors, in honor of Cybersecurity Awareness Month. Polling 2,000 individuals in the U.S. and UK, the report examined key cybersecurity trends, attitudes and behaviors. Since its release, the report has been downloaded from staysafeonline.org over 900 times. Below is an overview of key report insights.

- **Cybercrime considered more common among Millennials and Gen Z**
  - Millennials (44%) and Gen Z (51%) are more likely to say they have experienced a cyber threat than baby boomers (21%)
  - 25% of millennials and 24% of Gen Zers said they had their identities stolen once as opposed to only 14% of baby boomers.
    - 79% of baby boomers said they had never been a victim of cybercrime.
- **The public is not embracing safety best practices**
  - According to the report, public response and implementation of commonly known best practices including strong passwords, multi-factor authentication (MFA) and others are tepid at best. Findings on best practices include:
    - Password Hygiene:
      - 46% of respondents say they use a different password for important online accounts, with 20% saying that they "never" or "rarely" do so.
      - 43% say they create a long, unique password "always" or "very often."
    - MFA:
      - 48% of respondents say they have "never heard of MFA."
    - Software Updates:
      - 31% of respondents say they either "sometimes," "rarely," or "never" install software updates.
- **Reporting Challenges**
  - 34% of individuals have personally been a victim of a cyber breach. Of these individuals, 18% say they have been victims more than once and 19% of respondents said they have also been a victim of identity theft.
  - Of those who were a victim of cybercrime, 61% said that they did not report the incident.
  - Furthermore, only 22% of respondents said that they "always" reported a phishing attempt – one of the leading threat types deployed by cybercriminals.
    - Only 29% of individuals indicated they were not intimidated by cybersecurity.
- **Limited Access to Cybertraining**
  - 64% of respondents have no access to cybersecurity training
  - More than a quarter (27%) of those who do have access choose not to use it.

Events

NCA-led Events

Starting with the launch of the Champions program in July 2021, the National Cybersecurity Alliance planned and executed eight unique online and in-person events in honor of the month:

- **July 21: How to Get Involved in Cybersecurity Awareness Month:** Attendees took an in-depth dive into the Cybersecurity Awareness Month campaign during this webinar.
  - Attendees: 558
  - Featuring: Trent Frazier, Deputy Assistant Director, Stakeholder Engagement, CISA
- **Sept 29: How to Secure Your Online Life:** In partnership with Verity-IT, for the upcoming month, this special interactive panelist presentation includes cybersecurity experts who share key, actionable tips to help you secure your online life, including: Best practices for password and account management, combating phishing attempts, and protecting devices.
  - Attendees: 224
- **Oct 5: Do Your Part. #BeCyberSmart Twitter Chat:** This Twitter Chat featured the month's weekly themes, practical steps individuals can take to better secure themselves, helpful resources, and much more! Join the Twitter chat to feature your organization's educational information and resources, and help your followers understand how to #BeCyberSmart.
  - Co-hosted with @CISAgov
  - #BeCyberSmart was used 1,734 times
    - Impressions: 545,774
    - Engagements: 3,284
- **Oct 7: Cybersecuring America: Our Shared Responsibility:** In honor of Cybersecurity Awareness Month, elected officials, government leaders and industry executives came together to discuss the "whole of society" approach vital to cybersecuring our nation.
  - Attendees: 394
  - Featuring: Kiersten E. Todt, Chief of Staff, CISA
- **Oct 14: Cybersecurity in A Flash! Ransomware: Response and Recovery:** The 2021 Cybersecurity in a Flash event is a 1-hour virtual mini-symposium showcasing information and resources that small & medium-sized businesses can put into action to prevent, recover from, and respond to Ransomware attacks.
  - Attendees: 162
- **Oct 19: #CyberCareerChat Twitter Chat:** In week 3, @StaySafeOnline @CISAgov and @WeHireLeaders came together to host a Twitter chat in honor of Cybersecurity Career Awareness Week to inspire and promote the exploration of cybersecurity careers.
  - #CyberCareerChat hashtag was used 577 times
    - Impressions: 320,214
    - Engagements: 1,957
- **Oct 27: Cybersecurity Crossroads: The Intersection of Information, Technology, and People:** The challenges faced by the cybersecurity community today are hitting mainstream headlines. However, new approaches to information sharing, securing technologies, and human-centric cyber training can empower organizations and professionals to enable a safer, more secure world. Experts delve into the current cybersecurity landscape, and how looking at cybersecurity as an intersection of information, technology and people can secure its future.
  - Attendees: 43 in-person, 204 online
  - Featuring:
    - Nitin Natarajan, Deputy Director, CISA
    - Alaina Clark, Assistant Director for Stakeholder Engagement at CISA
- **Nov 4: Afterglow Party: Celebrate a Successful Cybersecurity Awareness Month:** This informal, virtual gathering connected colleagues and key players in training and awareness to discuss what worked, what could have been better, and what impacts we saw this past month.
  - Attendees: 215
  - Featuring Jen Easterly, Director, Cybersecurity and Infrastructure Security Agency

NCA Speaking Engagements

NCA was invited to participate in events from our partners during Cybersecurity Awareness Month. In total, NCA sessions were attended by over 11,000 people.

| Date	Organization/ Event	Title/Topic
Sept 28	FISSEA Fall Forum	"The Power of the Collective"
Sept 28	Sioux Falls Chamber of Commerce	"Consumer Perceptions and Behaviors around Cybersecurity"
Sept 29	Verity IT	"How to Secure Your Online Life"
Sept 29	Cofense	Fireside chat on Cybersecurity Awareness Month
Sept 29	Orientation for Higher Ed Information Security	Panel to welcome higher education colleagues into the information security and privacy community.
Oct 1	State of WA	Ransomware
Oct 1	Crowdstrike	"Cybersecurity Awareness Month"
Oct 6	McDermott	"Cybersecurity Awareness Month"
Oct 7	City of Los Angeles (2)	"Be Cyber Smart (Easy Cybersecurity Best Practices)"
Oct 7	Target	"Cybersecurity Threats and Security Basics"
Oct 8	Goodman Manufacturing	"IoT: Internet of Things"
Oct 11	Dallas College	Get Motivated! Easy Security Habit
Oct 12	Infosecurity Europe	"A Whole Lotta BS (Behavioural Science)"
Oct 12	Spark Institute	Opening Remarks and "Cyber Aware with CISA"
Oct 13	US Bank	"Get Motivated: Easy Security Habits"
Oct 14	McKesson	"Do Your Part Be Cybersmart"
Oct 14	Indeed/SecCon	"They're Just Like Us"
Oct 18	Rivian	"A Whole Lotta BS (Behavioural Science)"
Oct 19 - 20	Trend Micro (2)	"Cybersecurity Challenges and Career Opportunities"
Oct 20	Canadian Embassy Briefing	"Building a Human-Centric Approach to Cybersecurity"
Oct 20	OneMain Financial	"A Whole Lotta BS (Behavioral Science) about Cybersecurity"
Oct 21	Whirlpool	"Cybersecurity Awareness Month"
Oct 21	TechCon/Rocket Mortgage	"A Whole Lotta BS (Behavioral Science) about Cybersecurity"
Oct 21	Wayside Publishing	Cybersecurity Best Practices
Oct 22	Curriculaville	"Everything is Connected - Seeing the Bigger Picture"
Oct 26	Smart Cities Symposium	Digital Safety Net Secured
Oct 28	Here.com	"A Whole Lotta BS (Behavioral Science)"
Oct 28	Trustmark	"Cybersecurity Awareness Month"
Oct 29	Cybsafe & ISMG	"Cybersecurity Awareness Month"
Nov 3	Elsevier	"Cybersecurity Awareness Month"

Partner Engagement

Partner Activities

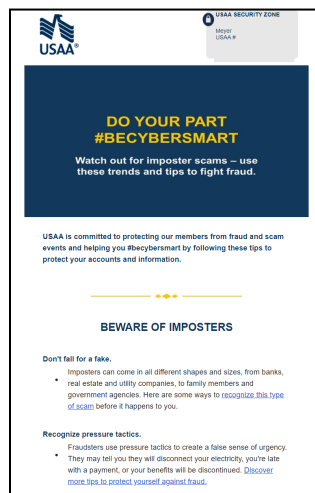Below are just a snapshot of the many activities conducted by partners in honor of Cybersecurity Awareness Month:

Notification on Google account settings page
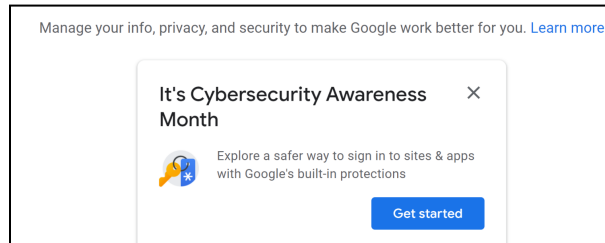
White House Proclamation

USAA Newsletter

MeetUp.com blog post in newsletter

ESET: Celebrity Cameos

Giveaway at The Citadel sporting event

[PSAs](link) and bulletin created by high school students in Texas

High school students from Bosnia and Herzegovina

Champions

The Champions program is a way for individuals and organizations to officially show their support for cybersecurity education and engage in the month's activities. They are critical to the campaign's success and drive promotion internationally, nationally, locally to internal and external audiences.

Champions	2021	2020	2019	2018	% Change (2018 - 2021)
Total	**3,296**	**3,165**	**2,477**	**2,139**	**+54.1%**
Organizations	2,236	2,038	1,649	1,380	+62%
Individuals	1,060	1,127	828	759	+39.7%

The total estimated reach of all Champion organizations was 84,833,497. Champions included organizations from 49 states. 75 countries and territories were represented including:

- Angola
- Antigua and Barbuda
- Argentina
- Aruba
- Austria
- Bangladesh
- Bermuda
- Bosnia and Herzegovina
- Botswana
- Brazil
- British Virgin Islands
- Cambodia
- Canada
- Chile
- Costa Rica
- Curacao
- Czech Republic
- Dominican Republic
- Ecuador
- Egypt
- England
- Fiji
- Finland
- France
- Gambia
- Georgia
- Germany
- Ghana
- Greece
- Hong Kong
- India
- Ireland
- Israel
- Italy
- Jamaica
- Kenya
- Kosovo
- Kuwait
- Lebanon
- Liberia
- Libya
- Malawi
- Maldives
- México
- Myanmar
- Netherlands
- New Zealand
- Niger
- Nigeria
- Norway
- Oman
- Pakistan
- Palestinian Territories
- Papua New Guinea
- Philippines
- Poland
- Portugal
- Romania
- Saudi Arabia
- Sénégal
- Serbia
- Singapore
- South Africa
- South Sudan
- Spain
- St. Kitts
- Sweden
- Taiwan
- Thailand
- Trinidad & Tobago
- Turks & Caicos
- Uganda
- Ukraine
- UAE
- Vietnam

- Champions were well represented by public and private organizations, government and academia:
  - Industry (54%)
  - Government (9.3%)
  - Higher Education (16.1%)
  - Nonprofit (6.8%)
  - K-12 Education (3.1%)
  - Other/NA (10.7%)
- The top industry sectors represented were
  - Tech/Internet/Telecommunications (15.8%)
  - Consulting (8.3%)
  - Finance and Financial Services (7.7%)
  - Software (5.5%)
  - Healthcare and Pharmaceuticals (3%)

Champion Activities

Cybersecurity Awareness Month 2021 achieved great success due to Champions' activities. See a sample of input shared with NCA from organizations below. *Posts have been edited for length and clarity.*

- **American Auto Shield:** We sent weekly emails to all 600+ employees in October, using a different area of cybersecurity (ransomware, phishing, etc.) to drive home basic concepts and specific steps they can take at work and home to reduce risk and be safer online. We received positive comments from multiple members of senior management because they learned new concepts and the tips provided in the weekly emails helped them at home and while at work.
- **Cerner:** The content was shared with all workforce, we had over 50% respond and take part in the weekly events. Events like detecting and identifying phishing emails, security bug checks, podcasts by CSIRT, security cartoon captioning, a tip of the week, etc were used. Over 20 different communications were shared via different platforms like email and Yammer. Live events and a security quiz were conducted, over 500+ employees took part. Security badges were provided for participation and engagement.
- **Covanta:** We had a successful 2021 Cybersecurity Awareness Month this October. We shared a dedicated Cybersecurity Awareness Month Sharepoint site where we shared helpful resources, videos, events information to our users. We also held our first Cyber Scavenger Hunt and received good feedback. There were 55 participants and 5 were awarded with recognition badge and cash reward. We also partnered with our organizations' Marketing & Communications team which was very instrumental. I believe we made a significant impact on our users in raising awareness.
- **Mercer University:** It's really helped us generate additional awareness and interest in our new BS in Cybersecurity degree program. More students from related disciplines are interested in cybersecurity. Students from other disciplines did not attend our events, but they have been asking questions about the events and there is a general growing interest.
- **Points West Community Bank:** Social media engagement tripled on our Facebook platform, and that eventually led people through the doors of some of our branches to ask questions about how they can secure their accounts better. This also allowed us to physically hand out pamphlets to customers to take with them as a reference. It ended up being an engaging experience, and we look forward to participating again next year.
- **Anonymous:** This was the first Cybersecurity Awareness Month program in the history of our company! We were founded in 2018. The Security & Compliance team hosted 3 informative sessions (lunch and learn format), with good attendance. We also played Security Trivia throughout the month, with self-authored quizzes hosted on a questionnaire platform. We were also able to use the forum for IT to announce that we will be adding a password manager to the

standard workstation apps for every employee. Overall our Cybersecurity Awareness Month program was a huge success!
- **Anonymous:** The Cybersecurity awareness campaign was a huge success for us. There was over 95% engagement rate among our team with the various awareness activities for the month. Staff also reshared the social media posts and blog articles through their personal channels. We received feedback on the positive impacts of the awareness campaign in addition to our usual constant security awareness training. Participating as a champion further demonstrated to our clients that we are committed to data privacy and information security.
- **Pickering Interfaces Ltd.:** Employees are now proactively reporting cyber incidents and phishing emails. Thinking twice before clicking links that seem to be from suspicious senders and with unfamiliar email structure. It was the first time our company participated in Cyber Security awareness month. Thanks for all the materials and resources provided by NCSA. It helped us a lot in making the awareness program interesting!
- **Meyer Distributing:** Our employee participation rose by 20% over our 2020 event. There are many departments involved in making a business operate, yet typically only one or two departments are recognized for their efforts in keeping the business operating. Cyber Security Awareness opens the door to give other departments a chance at the spotlight and be recognized on a cross company basis for their efforts in ensuring our company is cyber secure.
- **Marriott**: We did weekly phishing campaigns and released a new security awareness tool featuring micro learning anime style videos. This was the first year where all our events were completely virtual - historically, we have done live streamed events. We had extremely positive response and engagement from around the globe - and highest participation rates ever.

Champion Follow-up Survey

In early November, NCA sent a survey to all Champion organizations. The following results were generated from 286 responses.
- 74% of Champions participated in Cybersecurity Awareness Month prior to 2021.
- 72% of Champions used the official campaign hashtag #BeCyberSmart and/or #CybersecurityAwarenessMonth in their social media posts.
- 93.5% of Champions used NCA and/or CISA-created resources in their activities, including:
  - The Cybersecurity Awareness Month PDF toolkit (76%)
  - The new Cybersecurity Awareness Month logo (68%)
  - Social media graphics (50%)
  - Sample social media posts (45%)
  - Sample articles (34%)
- Champions participated in the campaign by:
  - Sending out an employee email related to the month (65%)
  - Posting about the month on social media platforms (59%)
  - Holding an internal cybersecurity training exercise or event for employees (51%)
  - Posting a blog related to online safety and/or showcasing the month on a company website (40%)

Digital and Social Media Overview

StaySafeOnline.org Website Analytics:

StaySafeOnline.org (Sept 1 - Oct 31)	2021	2020	2019	2018	% Change (2018 - 2021)
Sessions	341,187	312,322	235,404	217,778	+56.7%
Unique Visitors	274,539	253,790	187,474	165,166	+66.2%
Pageviews	651,700	631,668	533,062	501,262	+30%

Top Downloaded Content: Between July 1 to October 31, 2021, there were
- 6,598 downloads of the sample Cybersecurity Awareness Month articles
- 3,543 downloads of the Cybersecurity Awareness Month logo and branding guidelines
- 2,338 downloads of the virtual conference background
- 2,231 downloads of the email signature

Video: NCA's Cybersecurity Awareness Month video received over 11,000 views across Twitter, Facebook and LinkedIn.

Blogs: Between September - October, NCSA added 27 Cybersecurity Awareness Month guest articles to the Stay Safe Online blog. The following organizations contributed blogs: National Institute of Standards and Technology, CrowdStrike, KnowBe4, NortonLifeLock, Lenovo, Generali Global, National Association of State Procurement Officials, Cofense, A-Lign, Webroot + Carbonite, Google, Cloudbakers | Qwinix, Fastport / Purdue Cyber Apprenticeship Program, IGI Cybersecurity, Cyber Threat Alliance, Identity Defined Security Alliance, AIG, DOT Security, Dell Technologies, Truist Financial, Bank of America, SafeBreach, Identity Theft Resource Center, Proofpoint, and Sprinklr. You can read the blogs here.

NCA Social Media Metrics:

NCA tracked the use of all Cybersecurity Awareness Month hashtags and keywords through listening tools on Twitter, Facebook, Instagram, Reddit, and Youtube between September 1 to October 31, 2021:

- Total Volume of posts mentioning the month: 200,117
- Unique Authors: 61,699
- Total Engagements: 503,094
- Total Potential Impressions: 2.23 billion

Since it's launch as a campaign hashtag in 2019, #BeCyberSmart has seen the following usage:

#BeCyberSmart Usage (Sept 1 - Oct 31)	2021	2020	2019	% Change (2019 - 2020)
Total Volume	79,948	77,117	45,244	+76.7%
Unique Authors	22,706	24,728	14,014	+62%
Total Potential Impressions	960.86m	752.3m	387.7m	+147.8%

NCA Twitter 2021 Campaign Metrics (@StaySafeOnline):

Twitter (Sept 1 - Oct 31)	2021	2020	2019	% Change (2019 - 2020)
Followers	107,214	87,512	72,149	+486%
Total Engagement	19,975	21,010	15,408	+29%
Number of Posts	295	307	438	-33%
Total Impressions	1,985,201	1,538,089	4,549,701	-563%

NCA Facebook 2021 Campaign Metrics:

Facebook (Sept 1 - Oct 31)	2021	2020	2019	% Change (2019 - 2021)
Followers	230,406	235,205	240,082	- 4%
Number of Posts	135	169	47	+187%
Engagements	5,518	5,466	15,055	- 63%
Impressions	585,721	315,937	165,038	+254%

NCA LinkedIn 2021 Campaign Metrics:

LinkedIn (Sept 1 - Oct 31)	2021	2020	2019	% Change (2019 - 2021)
Followers	28,308	10,916	5,792	441%
Number of Posts	146	168	48	+204%
Engagement	3,995	2,487	1,410	+183%
Impressions	116,862	57,074	30,944	+277%

Notable Social Media Engagements

Industry

- **Google**
- **Android**
- **Blackberry**
- **Firefox**
- **Nokia**
- **AT&T**
- **Cisco**
- **Robinhood**
- **Nasdaq**

- **IBM**
- **Morgan Stanley**
- **Microsoft**
- **Citibank**
- **Bank of America**
- **Merrill Lynch**
- **Deloitte**
- **Zoom**

Government

- **Dept. of State**
- **FBI**
- **Dept of Homeland Security**
- **U.S. Marines**
- **U.S. Secret Service**
- **NSA**
- **FEMA**
- **Dept. of Energy**
- **FCC**
- **Dept. of Labor**
- **SBA**
- **Dept. of Commerce**
- **FAA**

U.S. Embassies:

- **Pakistan**
- **Kenya**
- **Philippines**
- **Zimbabwe**
- **India**
- **Nigeria**
- **Spain**
- **Ghana**
- **Tanzania**
- **Japan**
- **Croatia**

Traditional Media

Cybersecurity Awareness Month was covered by online, print and broadcast groups across the globe. Between September - November 2021, there were 10,503 articles or segments published about the month, resulting in over 5 billion unique views. A breakdown of this coverage can be found below.

Coverage Breakdown By Media Group

	Frequency	**% Change from 2020**	**Reach**	**% Change from 2020**
Online	8,144	+9.3%	5,108,715,261	+69%
Broadcast	2,196	+169.4%	103,551,711	+41.4%
Print	163	+4.5%	6,727,148	-32.6%
Total	**10,503**	**+24.7%**	**5,218,994,120**	**+68%**

Date	Outlet	Title
October 1	MSN	[October is National Cybersecurity Awareness Month](#)
October 6	CNN Online	[TSA to impose cybersecurity mandates on railroad and aviation industries](#)
October 15	Medium	[Cybersecurity Awareness Month 2021. Get Started!](#)
October 7	Forbes Online	[Three Ways The U.S. Government Can Mark National Cybersecurity](#)
November 11	Forbes	[Cybersecurity Awareness Must Extend Beyond The 'Month'](#)

Media coverage with NCA

The total global reach of online and print articles for Cybersecurity Awareness Month and the overarching theme 'Do Your Part. #BeCyberSmart' totaled 20,346,391 unique viewers.

Below is a breakdown of coverage via direct outreach efforts to key relevant media contacts over the course of 2021's Cybersecurity Awareness Month. The following 21 individual pieces of coverage materialized as a combined result of pitching, media coordination and spokesperson interviews surrounding the core themes of this year's campaign.

Cybersecurity Awareness Month Media Highlights:
Media Highlights:
- **NBC Dallas (UVM: 3,000,000)**:
  - [#BeCyberSmart: The Rise of Online Scams](#)
  - [Top 5 things you should be doing to keep your information safe online](#)
  - [Authorities See Rise in Ransomware Attacks, Urge Businesses to Prioritize Cybersecurity](#)
  - [How to Keep Children Safe From Online Scams, Identity Theft](#)
- **Venturebeat (UVM: 2,600,000)**): [Cyberattacks are getting worse, but most people aren't taking basic security steps](#)
- **BetaNews (UVM: 1,100,000)**: [Highlighting the cybersecurity generation gap](#)

Total Coverage:
- **NBC Dallas (UVM: 3,000,000):**
  - [#BeCyberSmart: The Rise of Online Scams](#)
  - [Top 5 things you should be doing to keep your information safe online](#)
  - [Authorities See Rise in Ransomware Attacks, Urge Businesses to Prioritize Cybersecurity](#)
  - [How to Keep Children Safe From Online Scams, Identity Theft](#)
- **Venturebeat (UVM: 2,600,000)**: [Cyberattacks are getting worse, but most people aren't taking basic security steps](#)
- **Venturebeat (UVM: 2,600,000)**: [It's Cybersecurity Awareness Month. Does your business have a viable plan yet?](#)
- **BetaNews (UVM: 1,100,000)**: [Highlighting the cybersecurity generation gap](#)
- **Light Reading (UVM: 451,000)**: [Sinclair hit by ransomware attack](#)
- **ITProPortal (UVM: 428,835)**: [Many workers still aren't taking basic security steps](#)
- **HelpNetSecurity (UVM: 386,400)**: [Cybersecurity best practices lagging, despite people being aware of the risks](#)

- **Security Boulevard (UVM: 356,200)**: [Public's Knowledge of Cybersecurity Best Practices Sorely Lacking](#)
- **EdTech Magazine (UVM: 231,800)**: [Next-Generation Firewall and IPSs Offer Proactive Protection for Higher Ed Networks](#)
- **DataBreachToday (UVM: 131,300)**: [Positive Security: Inspiring Behavioral Change at Workplace](#)
- **CyberWire (UVM: 81,094)**: [The Pandora Papers' big leak. Flubot's scareware. Conti says don't talk to reporters. US plans to convene 30 nations to talk cybercrime control.](#)
- **StateScoop (UVM: 50,000)**: [It's October. Are you aware of cybersecurity yet](#)
- **InfoRiskToday (UVM: 50,000)**: [Teenage Cybercrime: Giving Young Hackers A Second Chance](#)
- **Radio + Television Business Report (UVM: 37,900)**: [The InFOCUS Podcast: National Cybersecurity Alliance](#)
- **Infosecurity Magazine (UVM: 26,631)**: [CISA to Access Agencies' Endpoints, Help Enhance Security](#)
- **Infosecurity Magazine (UVM: 26,631)**: [US Agencies to Water Facilities: You May Be Next Target](#)
- **Ping Podcast (UVM: N/A)**: [How to Be Cyber Smart this Cybersecurity Awareness Month](#)
- **Youtube (UVM: N/A)**: [Best Practices for People and Enterprise to #StaySafeOnline](#)
- **Public Risk Management Association (PRIMA) (UVM: N/A)**: [PRIMA's Education Series Center (ESC) features resources developed to enhance the skill-set and increase the effectiveness of public risk management professionals.](#)

For this year's Cybersecurity Summit, "Cybersecurity Crossroads: The Intersection of Information, Technology and People," Crenshaw secured 15 online media attendees from top-tier outlets:

- Richard Warner, **Aware Force**
- Jessica Layton Turner, **CBS 2 NY**
- Dennis Fisher, **Decipher**
- Mike Spector, **Ed Tech R&D**
- John Petrik, **CyberWire**
- Joe McKendrick, **Forbes**
- Tom Groenfeldt, **Forbes**
- Bill Brandon, **Learning Guild**

- Megan Lynch, **KMOX**
- Kevin Collier, **NBC News**
- Katie Distler, **NBC Today**
- Jim Tyson, **Payments Dive**
- Adam Jacobson, **Radio & Television Business Report**
- Elizabeth Dilts, **Reuters**
- Valerie Strauss, **Washington Post**