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ACQUISITIONS

# **PARTNER WITH THE MEDIA TO BUILD SAFER COMMUNITIES**



**AN ACTION KIT**



Publication Funded by  
**Bureau of Justice Assistance**

Office of Justice Programs ■ U.S. Department of Justice

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The Advertising Council, Inc., is the nation's premier public service communications group, marshaling the talents of top-flight advertising firms on a volunteer basis to encourage local action across the nation on important social issues. For the National Citizens' Crime Prevention Campaign, Saatchi & Saatchi provides help with general market advertising; Vidal, Reynardus & Moya produces Spanish-language advertising.



**TAKE A BITE OUT OF  
CRIME**

The National Crime Prevention Council is a private, nonprofit tax-exempt [501(c)(3)] organization whose principal mission is to enable people to prevent crime and build safer, more caring communities. NCPC publishes books, kits of camera-ready program materials, posters, and informational and policy reports on a variety of crime prevention and community-building subjects. NCPC offers training, technical assistance, and national focus for crime prevention: it acts as secretariat for the Crime Prevention Coalition, more than 120 national, federal, and state organizations committed to preventing crime. It also operates demonstration and other programs (such as Teens, Crime, and the Community; Youth as Resources; and Community Responses to Drug Abuse) and takes a major leadership role in youth crime prevention. NCPC manages the National Citizens' Crime Prevention Campaign, which includes the McGruff "Take A Bite Out Of Crime" public service advertising and is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice.

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## WHAT'S IN THIS KIT

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**Go straight to the section you think will help you the most. Or read through the entire document for what you can do to partner with the media in crime prevention.**

**P**artner With the Media To Build Safer Communities: An Action Kit was created to support the work of individuals and organizations involved in crime prevention at the community level. It provides background information, activity and program ideas, strategy suggestions, and models for action to engage the mass communication media as essential partners in crime prevention efforts. The kit is divided into five sections:

<b>PARTNERSHIPS WORK!</b>	<b>1</b>
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A discussion of what the media offer as partners in crime prevention, along with suggestions for reaching out.	
<b>THE NATIONAL CITIZENS' CRIME PREVENTION CAMPAIGN</b>	<b>11</b>
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Everything you need to know to be an effective advocate for the campaign in your community—including updates on the latest McGruff PSAs.	
<b>PSAs: MOVING THE MESSAGE</b>	<b>27</b>
<hr/>	
Tips on getting prevention public service advertisements on the air and in print in your community.	
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An overview of what it takes to secure favorable, sustained media coverage for your issues, program, and activities.	
<b>AND MORE . . .</b>	<b>69</b>
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A list of the Crime Prevention Coalition and NCPC's publications catalog.	



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## ACKNOWLEDGMENTS

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**T**his kit was developed as a result of the requests of crime prevention practitioners and advocates from across the nation—from rural, suburban, and urban jurisdictions—information on how they could benefit from the success of and promote the use of the public service advertisements of the National Citizens' Crime Prevention Campaign. It was inspired by the extraordinary commitment and energy that law enforcement officers, civic and business leaders, and concerned neighborhood residents have invested in preventing crime.

The kit was also designed to meet a second often-voiced need—the need for basic information and suggestions on ways to invest the local communications media—including radio, television, newspapers, cable, magazines, and more—in advocating for crime prevention and supporting citizen-based prevention action.

The kit emerged from the thoughts and energies of many people. At the National Crime Prevention Council, Jacqueline Aker, Mac Gray, Jean O'Neil, and Marty Pociask were significantly involved, with support from Executive Director Jack Calhoun. The Advertising Council, Inc., was a full partner in developing the kit; special thanks are due to Eva Kasten, Susan Burrows, and Amy Goldman there. Bill Woodwell, consultant to NCPC, was the lead writer; his intimate familiarity with the media enriched the project greatly. Not only did the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice fund this project; Crime Prevention Branch Chief Robert H. (Bob) Brown, Jr., was enthusiastically supportive.

Reviewers provided great insight and thoughtful comments. Thanks go to the Media Task Force of the Crime Prevention Coalition's Steering Committee and to staff at Saatchi & Saatchi Advertising and Vidal, Reynardus & Moya Advertising. Thanks also to Rick Bodge, ADT Security Systems, who serves as The Advertising Council's volunteer campaign director for the National Citizens' Crime Prevention Campaign.

The biggest thank-you goes to you as a user of this kit. Your work in educating residents of your community, helping them appreciate the importance of prevention, and enlisting the media as active partners in that effort is the keystone of nationwide crime prevention efforts. It is valued. We hope that this kit will make your efforts even more productive.



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## INTRODUCTION

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**This is about more than getting Public Service Advertisements on the air. It's about joining hands with the media to build safer communities across the nation.**

**I**n 1990, the member organizations of the Crime Prevention Coalition adopted 11 principles as a foundation for action to help solve the nation's crime problems. Among them was the following:

**"Crime prevention requires education."**

It may sound obvious, but it's something crime prevention practitioners have to keep in mind at all times: As we advocate and practice prevention in our communities, we must continually reach out with the message that prevention pays and with actionable information about how people can work together to keep crime from imprisoning their communities and their families.

The media are powerful forces in shaping people's perceptions of issues confronting their communities. Essential allies in our public education efforts are—television and radio stations, cable TV, newspapers, and other places people look for information, encouragement, and advice. Media attention—through public service advertising, news programming, and editorial coverage—often determines whether a community is sufficiently aware of a problem and whether citizens are motivated to work together to solve it.

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### *The Choice Is Obvious . . .*

When the problem is crime in our communities, the media can take either of two approaches in their messages to the public:

- 1) They can produce fear and paralysis through an "If it bleeds, it leads" approach to news reporting and programmings, or
- 2) They can foster determination, hope, and action among area residents by showing, with our help, what citizens are doing to stop crime and build community.

Many of us get nervous just thinking about approaching the media. What if I say something wrong? How could they possibly be interested in what I'm doing or what I have to say? The truth is, it's the media's job to be interested in the important issues that face our communities. And what could be more important than preventing violence and other crime?

The success of local media organizations hinges on being involved in their communities. So think of yourself as an important resource for the media—the media *needs* your expertise and advice as they seek to help Americans understand the problems of violence and other crime and how people and neighborhoods can work together to solve them.

This is about more than getting public service advertisements on the air. It's about joining hands with the media to build safer communities across the nation.

With this Action Kit, you're equipped to do all you can to make the media essential partners in prevention. Good luck, and thanks for all your hard work!

***THE CRIME PREVENTION COALITION  
BELIEVES THAT***

**Crime Prevention Is**

Everyone's business ■ More than security ■ A responsibility of all levels of government ■ Linked with solving social problems ■ Cost-effective

**Crime Prevention Requires**

A central position in law enforcement ■ Active cooperation among all elements of the community ■ Education ■ Tailoring to local needs and conditions ■ Continual testing and improvement

**Crime Prevention Improves**

The quality of life for every community

*Crime Prevention in America: Foundations for Action*

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# The Answers You Need

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*The operational characteristics of good community crime prevention programs focus on sustaining or building a sense of common purpose, common interest, common grounding, and mutual support.*

*Uniting Communities Through Crime Prevention  
National Crime Prevention Council, 1994*

**B**uilding support for crime prevention in our communities can be hard work. There are so many messages to get out, so many stories to tell, so many people to reach. But if we consider that the media offer direct and often immediate access to people where they live and work, it is easy to see the value of establishing lasting partnerships with newspapers, magazines, television and radio stations, cable TV, outdoor advertising companies, and other communications organizations that can help spread the work that prevention pays.

This Action Kit provides the information, the resources, and the answers you need to enlist the media more effectively as partners in crime prevention. In these pages, you will learn about:

- ▶ HOW you can make sure local media organizations are using the McGruff campaign's national public service advertisements (PSAs) to galvanize citizen action in your area.
- ▶ WHAT you can do to work more effectively and more regularly with the media to communicate important messages about prevention.
- ▶ WHAT other practitioners are doing to build media partnerships for crime prevention.

To provide context for your work, the kit also includes helpful summaries and background on WHY the National Citizens' Crime Prevention Campaign was organized, WHO is involved, and WHERE campaign partners are focusing their energies today.

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## *Why the Media?*

One of the biggest obstacles to crime prevention efforts is people's lack of belief that prevention can reduce violence and other crimes. Another obstacle is that many individuals and organizations working on crime

prevention and related issues are unaware of activities and programs in their communities that complement crime prevention strategies. Perhaps the media's greatest strength—and greatest asset to crime prevention—is their ability to bridge these gaps in public understanding of the issues and public awareness of local prevention initiatives.

Community residents need to comprehend the many different causes of crime and violence. They need to know what they can do to keep crime from victimizing them, their families, and their friends. And they need to be aware of what's going on in their communities so they can lend their support and become involved.

## Media Involvement Key to Prevention Planning in San Antonio

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**When San Antonio officials were organizing a city crime prevention commission, they knew media involvement would be critical—but they didn't know how critical.**



By inviting prominent local media figures to play a leadership role in the panel's work on a citywide prevention plan, the city founded a partnership that has generated loads of positive media coverage; the media have even made free broadcast equipment and facilities available for PSAs and other programming.

The Greater San Antonio Crime Prevention Commission was established by city ordinance as the nation's first major-city commission dedicated solely to crime prevention. In addition to people from the City Council, clergy, business, medicine, law enforcement, neighborhood associations, and other groups, the commission includes four media representatives: the editor of the city's major daily newspaper, the editor/publisher of the major Spanish-language paper, the production manager of the local cable TV company, and the owner of the city's largest Spanish-language TV station.

It is no coincidence, says San Antonio Crime Prevention Officer Eddie Ramirez, the media coverage of crime improved dramatically in the commission's early weeks and months. "The meetings and planning process focused the attention of these people on the crime problem and on positive solutions," Ramirez says. "As a result, we soon started to see more coverage of prevention issues and more equal time for positive stories and positive messages."

The media representatives also offered the commission some great ideas for activities and program priorities. As members of the Public Information Task Force, they oversaw the production of a series of anti-gang PSAs featuring commission members, local celebrities, and public officials. They also organized Family Fiesta, a one-day event in downtown San Antonio that drew 7,000 people for music, art, and a guest appearance by TV and movie star Edward James Olmos. The focus of the event: youth involvement.

When the chairs of the commission's task forces presented their initial Action Plan to the City Council in July 1993, the local media were out in drives, thanks again to the work of the Public Information Task Force. Coverage of the plan was "impressive and extensive," says Ramirez, with stories and background information on the effort leading the local news.

*For more information, contact:*  
Officer Eddie Ramirez  
San Antonio Police  
Department  
Crime Prevention Unit  
711 West Mayfield  
Boulevard  
San Antonio, TX 78211  
210-207-7575

Through effective partnerships with the media, crime prevention practitioners can go a long way toward meeting these needs and demonstrating how important and how effective—and often, how easy—prevention can be.

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## *The Media's Strengths: Visibility and Influence*

Media organizations generally are among the most visible and influential institutions in our communities.

- ▶ Media owners and managers often play active roles in chambers of commerce and other prominent community, business, and professional groups.
- ▶ Reporters and “on-air” personalities are widely recognized in our communities, in many cases attaining celebrity status.
- ▶ Decisions made by editors, editorial writers, public affairs people, program producers, and others employed by local media organizations can have significant influence on the community’s priorities and local opinion.

By partnering aggressively with the media, we engage all of these influential individuals in local, state, and national efforts to “Take A Bite Out Of Crime.”

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## *Media Partnerships Defined*

Media partnerships involve more than getting a PSA on the air or a story in the newspaper. They’re about gaining credibility as a trusted local source of good information, good ideas, and more. And they’re about developing mutually rewarding relationships with individuals who make key decisions about what our communities see, hear, read, and believe.

We can undertake a tremendous range of activities to make the media partners in prevention. For example:

- ▶ WE CAN consider involving the owners and senior management of prominent local media organizations in prevention task forces and other community-wide initiatives.
- ▶ WE CAN ask reporters, editors, and program producers who regularly cover crime issues to join in discussions of the extent of the problem and offer possible solutions.

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*Working together, we reach more people. That's what the media want to do. And that's what we want to do. Neither of us can do it alone.*

Tibby Milne  
Executive Director  
Utah Council for Crime  
Prevention



- ▶ WE CAN make sure media representatives are on VIP guest lists for community events, prevention workshops, parades, and other activities.
- ▶ WE CAN help shape media policies about broadcasting violent programming and using news coverage and other programs to help people respond *positively* to crime problems.

And that's not all. The key is to consider the media both partners AND resources. After all, media organizations have experience and expertise in focusing people's attention on important concerns. Just as we can provide our media partners with information and guidance about how to tackle these issues, they can assist us as we frame messages, develop story ideas, and produce PSAs, newsletters and other communications in which we make the case for prevention.

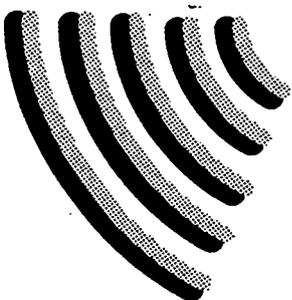
The media know what works to get people's attention. The challenge for crime prevention practitioners is to make the most of that communications expertise, as well as their enormous influence in the community.

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### **"Turn Off the Violence" Turns to Media for Help**

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**A series of highly publicized violent crimes in Minnesota in the first half of 1991 led to the creation of the country's first "Turn Off the Violence" (TOV) campaign.**



The idea was that, for one entire day, people would be asked to "turn off" violence by avoiding violent television programs, movies and music. Related initiatives in communities and in schools would teach people about nonviolent ways to solve problems.

From the start, the TOV campaign was a big success in Minnesota. More than 45 organizations signed on as sponsors in the first year alone. Today, the campaign has been adopted by communities across the country, and Minnesota TOV has broadened its efforts to form partnerships with the media. "The media understand that there's a climate brewing where people are saying there's too much violence, and they're eager to show their support," reflects Leah Skurdal, TOV project coordinator.

For the 1995 campaign, TOV joined hands with KARE-TV, the local NBC affiliate, and Projects Family, originators of the "Chill Drill", a proven method for dealing with anger nonviolently. The Partnership, called Chill Minnesota, coordinated and promoted a series of school assembly meetings on violence prevention and anger management. With a Governor's proclamation declaring March 1995 as "Minnesota Chill Drill Month," KARE newscasters joined with local mayors and other members of the TOV campaign's "Chill Teams" to visit schools in the twin cities for

presentations on the "Chill Drill." In addition to volunteering its newscasters as presenters, KARE-TV organized the coordinating committee for the effort and covered Chill Month activities in its local news programs.

For the kick-off, TOV and Chill Drill volunteers staffed an interactive phone bank during the evening newscast which processed 200 phone calls in three hours, many from parents and children wanting to know what to do in situations of conflict.

And the partnership doesn't stop there. KARE-TV produced a locally tailored PSA promoting nonviolent behavior in conjunction with the Chill Drill and NBC's continuing PSA campaign, "The More You Know." The localized PSA continues to run in highly visible programming targeted to reach young people and their families. Skurdal also is discussing the possibility of KARE airing anti-violence PSAs produced by local students.

*For more information, contact:*

Leah Skurdal  
Turn Off the Violence  
Citizens Council  
822 South 3rd Street, # 100  
Minneapolis, MN 55415  
612-266-2430

## Local Media a Star Player in Cleveland Anti-Violence Initiative

**The persistence of drug-related and youth violence in Cleveland, Ohio has led to an innovative and successful partnership between crime prevention practitioners and the local media.**



The following media activities were coordinated by the Mayor's Office of Violence Reduction and Crime Prevention, according to the office's director, Tony Charles:

- ▶ WEWS-TV5, the local ABC-TV affiliate, cosponsored a citywide gun exchange program. Offering \$75 in food vouchers at a local supermarket in exchange for each gun turned in, the program collected nearly 2,500 guns and raised community awareness of important safety and prevention issues. A critical factor in the success of the effort, according to Charles, was TV5's "relentless" promotion—through PSAs, news stories, and other means on and off the air. "The station did a tremendous job," says Charles.
- ▶ The city's own cable-access station developed and aired violence prevention programming. All city departments, says Charles, have access to the city's cable production facilities. One result for crime prevention practitioners has been "Partnerships with the Police," a regular program on the public-access channel featuring police district commanders along with guests from neighborhood prevention groups.
- ▶ The aim of the program: "To show how prevention is working and how we're all working together with the same goals in mind," says Charles.
- ▶ A Youth Council was developed to advise the city and crime prevention practitioners on youth-oriented PSAs, educational videos, and other program elements. "Usually, these materials and appeals are developed by adults," observes Charles. "We have to get kids involved. They know what will work and what will be accepted by their peers."

Charles says the city also is planning a multifaceted campaign involving all major media outlets in a 2-year push to reduce violence citywide. The campaign will rely on prime-time PSAs and "responsible" news coverage of crime and violence prevention, focusing on neighborhood-based success stories and "neighborhood heroes" working to prevent crime and violence.

*For more information, contact:*

Tony Charles  
 Director of Violence  
 Reduction and Crime  
 Prevention  
 City of Cleveland Mayor's  
 Office  
 601 Lakeside Avenue  
 Cleveland, OH 44114  
 216-664-4646

## Utah Media Make Crime Prevention a Priority . . . With a Little Help

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**How have media partnerships helped the Utah Council for Crime Prevention do its job better?**



Let's count the ways:

- ▶ For the statewide "Turn Off the Violence Day" in 1994, the council worked with the Salt Lake City CBS affiliate to produce a documentary, "Cool the Heat: Stop the Violence," that highlighted successful prevention approaches such as the Drug Abuse Resistance Education (D.A.R.E.) curriculum.
- ▶ The same station produced a gun-safety PSA featuring Utah Jazz basketball star Karl Malone that listed the council as the contact for more information and materials.
- ▶ The local FOX affiliate is using the council as a resource for a continuing series of "Crime Solver" and "Most Wanted" crime re-enactments that are broadcast during local news. The council also is helping several newspapers in the state to prepare similar features.
- ▶ The council has localized national McGruff PSAs with its own phone number as the contact and delivered the spots in personal meetings with media decisionmakers.
- ▶ The council has offered itself as a resource—through press release mailings and personal contacts—to newspapers and radio stations across

the state. The result: interviews, talk show appearances, and more.

- ▶ To keep the media involved in policy discussions and program design, media representatives serve on the council's board on a rotating basis; they're also called to participate in special prevention task forces.

To help the council get all of this good work done, a local advertising agency contributes the time and talents of one of its top people.

Observes Tibby Milne, Executive Director of the Council, "Now when we go to the media, it's not as someone trying to get this PSA or that story on the air, but as a partner that shares their goal of reaching people with important information they can use in their daily lives."

*For more information, contact:*

Tibby Milne  
Director

Utah Council for Crime  
Prevention  
66 East Cleveland Avenue  
Salt Lake City, UT 84115  
801-486-8691

## Public TV Station Provides Communications for Detroit Anti-Violence Effort

**A citywide commission formed to address problems of crime, drugs, and violence in Detroit and is working closely with Detroit's local public television station, WTVS Channel 56, to "Make Peace in Our City."**



Formed in 1992, the Metropolitan Commission to Prevent Crime, Drugs, and Violence is part of a strategy to bolster existing and future school and community prevention programs. Offering a welcome helping hand is WTVS Channel 56, which produced two special programs tied to the initiative.

The first of the specials, "Making Peace in Our City," introduced the audience to key commission members and their goals and objectives; it featured a question-and-answer session with a studio audience. The sequel, "Making Peace in Our City II," was an 1-hour broadcast aimed at recruiting adult volunteers to work with existing agencies to reduce youth violence. More than 300 callers responded to the telethon, and more than 100 adults were matched with agencies serving youth.

A third production, six ten-minute video segments, keyed off NCPC's *Charting Success* project planning guide to provide start up and support for newly organized or revitalized local groups.

The Commission/WTVS Channel 56 partnership also has yielded PSAs for radio and television and a variety of print materials. Other partners in the citywide effort include religious organizations, social service agencies, law enforcement, universities, and neighborhood block organizations. Community acute accents activities have included crime prevention

fairs, youth leadership institutes, résumé preparation workshops, midnight basketball, and other programs aimed at building a violence-free Detroit.

Working with students, educators, and community leaders, WTVS Channel 56, with the assistance of the Skillman Foundation, has produced a new video-based violence prevention curriculum for high school students entitled "Street Peace." Video segments and teacher materials target youth in multicultural settings and help them develop communications skills that can prevent violence. Finally, a companion video series, entitled "Neighborhood Partnerships—Saving a Generation at Risk," was created for school and community partnership-building.

Both programs were introduced to Detroit teachers, guidance counselors, and community leaders in an interactive training session originating at WTVS Channel 56 studios that was also made available through several area cable channels.

*For more information, contact:*

Laura Stern  
Outreach Manager  
WTVS Channel 56  
Second Boulevard  
Detroit, MI 48202-2796  
313-876-8110



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# Together For Good

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McGruff  
the Crime Dog

**T**he National Citizen's Crime Prevention Campaign is a broad-ranging effort to educate people and to mobilize individual and community action to prevent crime and violence. It was established in 1978 by public leaders and private citizens united in their concern about crime and their belief that citizens hold the key to prevention. The campaign is best known by its symbol, McGruff the Crime Dog, and his message to all Americans to "Take A Bite Out Of Crime."

Today, the National Citizens' Crime Prevention Campaign is a thriving, effective blend of communications and action initiatives that have reached more than 80 percent of Americans. Key partners in the campaign include the Crime Prevention Coalition, the U.S. Department of Justice, the National Crime Prevention Council, and The Advertising Council, Inc. Also vital to the campaign are its two volunteer advertising agencies, Saatchi & Saatchi (general market) and Vidal, Reynardus & Moya (Spanish-language).

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## *The Crime Prevention Coalition*

The Crime Prevention Coalition is the official sponsor of the National Citizens' Crime Prevention Campaign. More than 120 organizations strong, it is a broad-based partnership of national constituency groups, state crime prevention organizations, and state and federal government agencies. The coalition includes the Boys & Girls Clubs of America, the American Association of Retired Persons, key law enforcement associations (e.g., the International Association of Chiefs of Police, the Police Executive Research Forum, and the National Sheriffs' Association), the National Urban League, and many more. (See page 71 for a complete list of member organizations.)

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## *The National Crime Prevention Council*

The day-to-day activities of the National Citizens' Crime Prevention Campaign, including the production and nationwide distribution of McGruff's "Take A Bite Out Of Crime" PSAs, are managed by the National Crime Prevention Council (NCPC). Established in 1982, NCPC is a private, nonprofit organization; its mission is to prevent crime in two ways:

- ▶ First, by helping individuals of all ages learn how to reduce their risks of being crime victims; and
- ▶ Second, by energizing people to look beyond self-protection to build crime-resistant communities that solve problems instead of just addressing symptoms.

In addition to coordinating the McGuff PSA effort, NCPC publishes books, program materials, posters, and informational and policy reports on a variety of topics related to crime prevention and community building. NCPC also sponsors training, technical assistance, and demonstration programs with government organizations, community groups, state and local law enforcement agencies, churches, and schools. NCPC serves as secretariat for the Crime Prevention Coalition.

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## *The U.S. Department of Justice*

Financial support for the National Citizens' Prevention Campaign comes chiefly from the Bureau of Justice Assistance (BJA), Office of Justice Programs, U.S. Department of Justice. In addition to the McGruff campaign, BJA supports a wide range of state and local crime prevention efforts, including demonstration projects testing new approaches to community crime prevention, programs targeting drug offenders, and other initiatives.

The Bureau of Justice Assistance is a component of the Office of Justice Programs, which also includes the Bureau of Justice Statistics, the National Institute of Justice, the Office of Juvenile Justice and Delinquency Prevention, and the Office for Victims of Crime.

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# The PSA Campaign

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**Ad Council research indicates that media organizations around the country donate space and time worth approximately \$50 million per year for McGruff's PSAs.**

**T**he most visible element of the National Citizens' Crime Prevention Campaign is the continuing series of PSAs produced and distributed by the Advertising Council, Inc., in cooperation with the National Crime Prevention Council and national, state, and local prevention partners. The media—television, cable, radio, newspapers, magazines, and billboard and transit companies—donate time and space for campaign advertising.

With McGruff the Crime Dog as its star and "spokes-canine," the media campaign has four key goals:

- ▶ To teach the public crime and violence prevention behaviors;
- ▶ To help build safer, more caring communities;
- ▶ To motivate citizens to take positive action to protect themselves and their families and communities; and
- ▶ To create an environment less conducive to crime.

The campaign ads are crafted to be compelling and provocative; the aim is to heighten people's awareness while spurring them to act to prevent crime. Special effort also goes into making the PSAs appealing through high-quality, professional production and dramatic images and plotlines. The PSA campaign provides advertisements for television, radio, magazines, and newspapers and for "out-of-home" media such as transit ads and billboards. All these are placed without charge by the media, as a service to the community they serve.

Each of the adult-audience PSAs features prominently an 800-number offering an immediate and cost-free way for the target audience to obtain additional information (1-800-WE PREVENT for English speakers and 1-800-727-UNETE for the Spanish-language market).

*Note: A number of state crime prevention organizations have localized the national ads, meaning that their names and phone numbers are shown as the place to call for information.*

When people call the national 800-number, they are asked to leave their name and address via an interactive computer-driven recording. Within four weeks, they receive specially prepared follow-up material called a "fulfillment piece" or "response piece." The response piece is a critical educational component of the campaign, offering detailed information about action steps individuals, families, and communities can take.

*Over a three-year period, the campaign's general-market 800-number logged more than 100,000 calls; more calls come in every time the prevention spots are aired or printed.*

The Ad Council's monitoring services indicate that media organizations around the country donate space and time worth approximately \$50 million per year for McGruff's PSAs, placing the campaign among the country's top advertising efforts, commercial campaigns included.

Over the years, these public service messages have dealt with personal and home protection, concern for neighbors through Neighborhood Watch, teen safety, community involvement, child protection, and drug abuse prevention, and, most recently, stopping violence. The ads always stress that the prevention of crime is both an individual and a community responsibility.

### ***About The Ad Council***

Founded in 1942, The Advertising Council, Inc., selects a number of significant public issues and focuses on stimulating local and individual action on those issues. Ad Council campaigns draw on proven communications strategies and techniques, offer a means for immediate action through 800 numbers or steps outlined in the advertising.

The largest source of public-service advertising in the country, The Ad Council has been responsible for more than 1,000 campaigns and its founding in issue areas ranging from alcohol and drug abuse prevention to education, health, and the environment.

Advertising agencies contribute their time and talents to create Ad Council campaigns as a public service, with corporate communications professionals volunteering as campaign consultants. National advertising agencies that donate their expertise to develop the National Citizens' Crime Prevention Campaign advertising are Saatchi & Saatchi Advertising (for general market PSAs) and Vidal, Reynardus & Moya (for the campaign's Spanish-language advertising).

In 1994, The Ad Council was among the leading national advertisers in America, receiving \$892 million in donated media for its campaigns. The McGruff "Take A Bite Out Of Crime" campaign remains one of The Ad Council's longest-running and most successful campaigns.

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# McGruff's Impact

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**The McGruff PSAs need your help to have an effect on people in your community. See "PSAs: Moving the Message," page 27 for more about how you can play an essential role in convincing the local media to use the ads.**

**O**ver the years, the McGruff character has proved astonishingly effective in focusing people's attention on what they can do to prevent crime. In the years since his first appearance in public service advertising in 1980, McGruff has become one of the most familiar, most popular, and most effective animated characters in the country. From the national advertisements to posters, publications, live appearances, and parades, he has appeared nearly everywhere, every time with the message that we all can make a difference by "Taking A Bite Out Of Crime."

But how much of an impact have the PSAs had on Americans' attitudes about crime prevention? Have the ads actually influenced the way people think and act? These were among the questions at the heart of an independent evaluation commissioned by the U.S. Department of Justice. The key finding of the report, published in 1993: McGruff's public service advertising has indeed reached people with important messages about prevention. The survey of 1,500 adults found:

- ▶ Eighty percent recalled having seen or heard McGruff PSAs.
- ▶ People generally were attentive to the PSAs, with 86 percent reporting high attention to a 1991-92 series of anti-violence ads.
- ▶ Most of those familiar with the PSAs could name something specific they liked about them.
- ▶ Nearly one-third said they learned from the PSAs.
- ▶ About one-fifth said they took specific actions as a result of the PSAs.
- ▶ Fifty-four percent reported becoming more concerned about crime; 36 percent were more confident about protecting themselves; and 47 percent felt more personally responsible for prevention—all as a result of the PSAs.
- ▶ The campaign had somewhat greater impact on women; less educated, lower-income citizens; African-Americans; and parents with children in the home than on their counterparts.

- ▶ Most citizens agreed that the McGruff PSAs were effective in increasing people's awareness generally, with 70 percent saying the ads increased their own crime prevention awareness and 90 percent saying they felt the campaign had boosted children's awareness.

The survey also highlighted the cost-effectiveness of the PSA campaign. A \$600,000 investment for fiscal year 1991 yielded more than \$60 million worth of donated media time and space nationwide. The survey calculated that the campaign cost a low 2.2¢ per person educated or 2.9¢ per person who changed behavior.

Clearly, the PSAs have made a difference in people's perceptions of crime and violence and in their understanding of how they can play an active part in prevention.

There are still many people to reach, however, and experts say the messages must be continually reinforced. With every new ad, the campaign wins greater visibility and fresh support, motivating new target audiences and steadily gaining ground in the effort to stop crime and violence before they start.

For your own copy of the complete evaluation, call the Bureau of Justice Assistance Clearinghouse at 1-800-688-4252 and ask for NCJ 144533, *The Social Impact of the National Citizens' Crime Prevention Campaign*.

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# The Campaign Today

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**B**uilding on its successes, the National Citizens' Crime Prevention Campaign recently has focused its outreach and media efforts on the issue of violence prevention. In the newest series of PSAs, adults are encouraged to take action to "Give Children Back Their Childhood" by preventing violence. These general-market violence prevention messages are complemented by special PSAs for Spanish-language audiences and for children, with the children's ads in both English and Spanish featuring McGruff and his nephew, Scruff.

## ***What Do You Think?***

NCPC tries to respond to your needs and welcomes written suggestions and comments on the campaign PSAs and other initiatives. Please write: Media & Marketing Coordinator, National Crime Prevention Council, 1700 K Street, NW, Second Floor, Washington, DC 20006-3817.

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## *General Adult-Market PSAs*

The latest series of National Citizens' Crime Prevention Campaign PSAs was developed to encourage adults to act to protect their children from violence. Targeting caretakers of children 6 to 12 years of age, the ads aim to convince these adults that unless they take immediate, preventive action in their communities, they and their children will never be safe from the threat of crime and drugs that exists today.



"We only had to read the newspaper and watch television to hear the same thing that parents were telling us in focus groups: that they were afraid to let their children play outside for fear they might become innocent victims of violent crime," said Paul Frahm, Associate Creative Director at Saatchi & Saatchi, the volunteer ad agency for the McGruff campaign since 1978.

Filmed in gritty black and white, the television PSAs depict a variety of situations in which youngsters are threatened. In one spot, three young girls are barred from a playground because it has become the scene of a crime. A voice says, "These children have lost their freedom . . . They are prisoners in their own world."

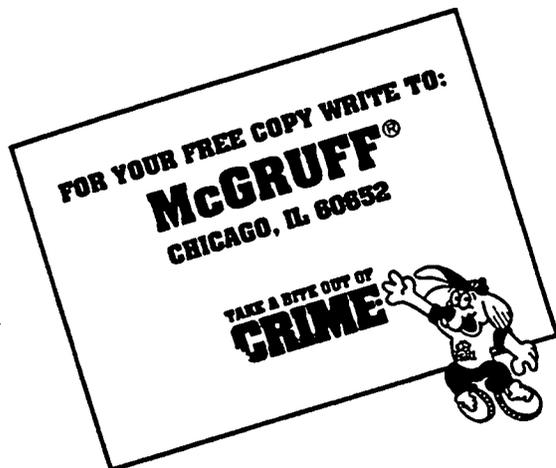
A companion series of print, billboard, and transit ads includes the line, "Children should be seen . . . Not hurt," over a dramatic black and white photo of a playground closed because it is a crime scene.

All these PSAs include a toll-free number (1-800-WE-PREVENT) viewers can call to receive *Stop the Violence, Start Something*, a free booklet describing 30 specific things children, adults, and neighborhood groups can do to reduce or prevent violence.

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### *Children's PSAs and Scruff*

In 1993, a spunky new helper joined the crime prevention effort: McGruff's nephew, Scruff. Appearing with McGruff in an animated PSA and a comic-activity book, Scruff sometimes faces troubling situations but remembers and acts on his uncle's good advice.



"Our challenge was to come up with a fresh way to bring home the 'Take A Bite Out Of Crime' message to children," explained Jack Keil, former Executive Creative Director of Saatchi & Saatchi, co-creator of both McGruff and Scruff, and the voice of McGruff.

"Kids see McGruff as a trusted adult mentor. An astonishing 97 percent said they would try to do what McGruff tells them," Keil continued. "What we needed, however, was to introduce a character their own age—someone children could easily identify with, someone who could face the situations they do, but who ultimately would listen to the wisdom of the Crime Dog."

In the PSA and the comic-activity book, Scruff, an inquisitive, energetic youngster about 8 or 9 years old, learns how to deal with bullies and gangs, what to do if he and his friends find drug paraphernalia or a gun, and how to solve conflicts without violence. The PSAs tell kids how they can write to McGruff for a free copy of the comic book, entitled *Scruff Beats the Scary Streets*.

“We know the media are looking for public service messages directed to children, messages that will help them in their daily lives. We now have them,” said Ruth Wooden, President of The Advertising Council, Inc.

The animated TV ads were produced in 60- and 30-second lengths, and a companion print ad was sent to children’s magazines across the country. Also helping Scruff spread the word about ways kids can play it safe are a colorful poster, Scruff dolls, a Scruff costume, videos, T-shirts, and more!

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## Spanish-Language PSAs



“Las gangas nos han robado las calles.” These words (“Gangs have taken our streets”) open the first PSAs created by the National Citizens’ Crime Prevention Campaign for Spanish-speaking audiences. In just a few seconds, the PSAs create a riveting image of children and young people living out their daily lives against a backdrop of gunshots, drug dealers, and gang violence. The ads also feature compelling messages from nationally and regionally popular celebrities and school children urging people to “Unete a la Lucha Contra el Crimen!” (“Join the Fight Against Crime.”)

The Spanish-language PSAs were created by volunteer ad agency Vidal, Reynardus & Moya, nationally known for producing high-impact advertising for Spanish-speaking communities. Different versions of the TV ads feature different Spanish-speaking celebrities, including Edward James Olmos, Luis Enrique, Daisy Fuentes, Willy Chirino, and Lissette Alvarez. Radio ads feature other celebrities, including Ricardo Montalban. All of the spots (TV, print, radio, and outdoor) close with an appeal to call 1-800-727-UNETE for a booklet in Spanish and English—*Acompañados y sin miedo (Not Alone, Not Afraid)*—that offers crime prevention and community mobilization tips.

In developing the Spanish-language PSAs, NCPCC and Vidal, Reynardus & Moya conducted extensive market research in cities across the country. Among the findings: Urban Hispanics saw drug abuse, drug trafficking, and gangs and gang-related violence as critical problems facing their communities. Most of those surveyed felt no one was doing anything about crime.



Few Hispanics were found to be aware of crime prevention organizations and programs, though a majority expressed an interest in what was going on. As a result, the first phase in the Spanish-language PSA campaign challenges the audience to transform interest into community action.

Vidal, Reynardus & Moya also coordinated the translation into Spanish of the National Citizens' Crime Prevention Campaign TV ads and comic-activity book featuring McGruff's nephew, Scruff. The goal of the children's campaign is to show youngsters how to avoid problems by acting on McGruff's good advice. The PSAs tell kids how they can write for a free copy of the comic-activity book, entitled *Scruff vence el peligro de la calle*, or *Scruff Beats the Scary Streets*.



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# Looking Toward the Future

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## *General Adult-Market PSAs*

“Unless you take immediate actions to prevent gun-related violence in your community, you and your children will never be safe.” That’s the principal message behind the new National Citizens’ Crime Prevention Campaign general-market PSAs. Directed at caretakers of youth under age 18, the new ads will use a variety of dramatic situations and techniques to demonstrate the very real threats posed to today’s children by gun-related violence. The new ads will be for TV, radio, and print. A new “Action Kit” response piece will be available through the campaign’s existing toll-free number, 1-800-WE-PREVENT. The kit will provide information for adults seeking to reduce the threat of gun violence to their families, their neighborhoods, and their communities. The ads are scheduled to be released in late fall, 1995.

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## *Children’s PSAs and Scruff*

For younger audiences, new TV PSAs and a new comic-activity book will provide helpful information about steering clear of gun-related violence and other threats. Campaign materials will feature McGruff’s nephew, Scruff, facing new situations involving bullies, drugs and guns—and always recalling his uncle’s wise advice on how to be safe. The ads will show kids how they can write for a free copy of the comic-activity book, a follow-up to the wildly popular *Scruff Beats the Scary Streets*. The target audience for the new materials: elementary school children (ages 7 to 9).

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## *Spanish-Language PSAs*

New Spanish-language PSAs produced for the National Citizens' Prevention Campaign will feature a new roster of Hispanic-American celebrities focusing on the existing campaign theme. "Unete a la Lucha Contra el Crimen! ("Join the Fight Against Crime.") The new PSAs will be for print only, with an exciting series of outdoor ads featuring celebrities against a color mural created by residents of Hispanic communities. The new ads will promote the campaign's existing toll-free number, 1-800-727-UNETE, and response piece, *Acompañados y sin miedo—Unidos contra el crimen (Not Alone, Not Afraid—United Against Crime)*.

For updated information on what will be available and when, contact:  
National Crime Prevention Council, Media & Marketing Coordinator,  
1700 K Street, NW, Second Floor, Washington, DC 20006-3817.  
202-466-6272, ext. 121. Fax 202-296-1356.

# TAKE A BITE OUT OF THE ADVERTISING COUNCIL

National Crime Prevention Coalition

"Give your children back their childhood."



"Children-Montage" :60 (CNCP-3106)

(Also available in localizable :55/:05, CNCP-3346)



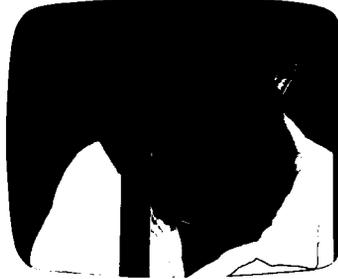
ANNCR VO: The children of this nation are being held prisoner. (SFX) Their playgrounds are no place to play in. (SFX) Their neighborhoods are no place to grow up in. (SFX) Their athletic fields are no place for sports. (SFX) Their world has become a jail. (SFX) Their captors are fear and violence.



Your kids shouldn't have to grow up this way. (SFX) Give your children back their childhood. In the fight against violent crime, you have a weapon. 1-800-WE PREVENT. Do something now. 1-800-WE PREVENT. Together, we will take a bite out of crime.

"Prisoner" :30 (CNCP-3630)

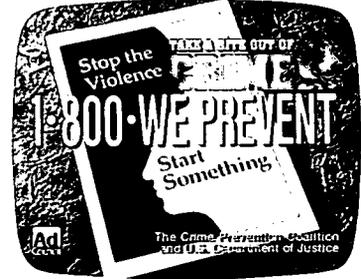
(Also available in localizable :25/:05, CNCP-3830)



ANNCR VO: For thousands of children, their own world has become a jail. Their captors are fear and violence. Your kids shouldn't have to grow up this way. Give your children back their childhood. Do something now. Call 1-800-WE PREVENT. Together, we will take a bite out of crime.

"Basketball" :30 (CNCP-3230)

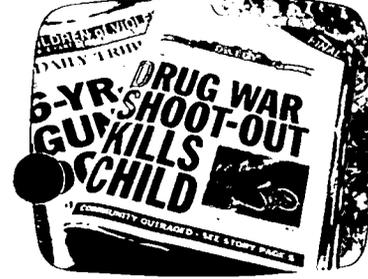
(Also available in localizable :25/:05, CNCP-3430)



ANNCR VO: Jimmy is 15 and he's a prisoner in his own neighborhood. His freedom has been taken from him by fear and violence. His playground is no place to play in. Your kids shouldn't have to grow up this way. Give your children back their childhood. Do something now. Call 1-800 WE PREVENT. Together, we will take a bite out of crime.

"Weapon" :15 (CNCP-3115)

(Also available in 10-second length, CNCP-3110)



ANNCR: In the battle to protect your children from violent crime, you have a weapon. 1-800-WE PREVENT. Call now. Together, we will take a bite out of crime.

Note: There are 13 state-specific and 1 city-specific PSAs for "Children-Montage," "Prisoner," "Basketball" & "Weapon". With local phone numbers. They are: Arkansas, Hawaii, Illinois, Indiana, Iowa, Maryland, Missouri, New York, North Carolina, Ohio, Oregon, Pennsylvania, and Utah--plus Atlanta, Georgia.

Volunteer Advertising Agency: Saatchi & Saatchi Advertising  
Campaign Director: Richard Bodge, ADT Security Systems, Inc.

Sponsors: National Crime Prevention Coalition  
and the U.S. Department of Justice



# CHILDREN SHOULD BE SEEN ...NOT HURT.

**CRIME SCENE DO NOT CROSS**

©1993 National Crime Prevention Council

## 1-800-WE-PREVENT

CALL TO RECEIVE FREE INFORMATION ON HOW TO FIGHT VIOLENT CRIME.



A Public Service of This Publication



TAKE A BITE OUT OF  
**CRIME**

Crime Prevention Coalition  
and U.S. Department of Justice



# THE ADVERTISING COUNCIL, INC.

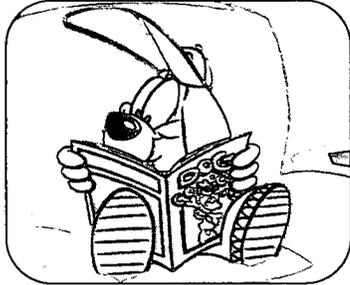


## TAKE A BITE OUT OF CRIME®

National Crime Prevention Coalition  
**NEW CHILDREN'S  
 CAMPAIGN**  
 DESIGNED TO GET KIDS TO TAKE ACTION.



"Scruff Beats the Scary Streets" :60 CNCP-3160 (Also available in :30, CNCP-3130.)



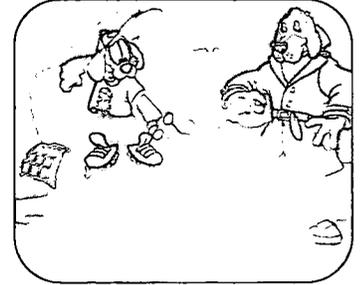
(MUSIC THROUGHOUT)



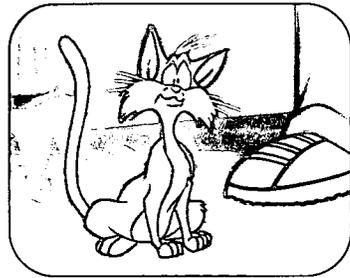
McGRUFF: Ah, that's my nephew, Scruff, readin' that comic book.



SCRUFF: And this is your nephew, Scruff using his magic zapper. See that dog?  
 McGRUFF: Oh, oh.



SCRUFF: Watch.



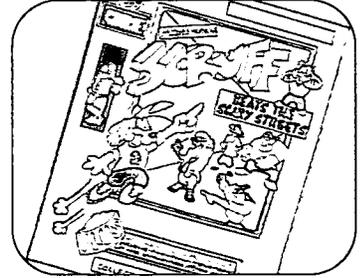
(MUSICAL SFX)



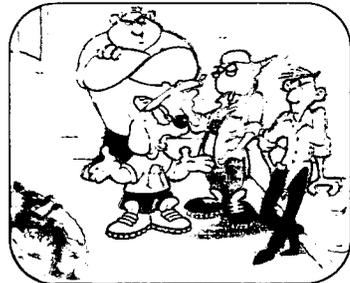
And now I'll turn you into a mouse.  
 McGRUFF: Hold it. Change him back. No dog deserves that.



Now, watch this: I'm going to change this comic book into a special comic book that may help a lot of kids.



SCRUFF: Hey, that's me!  
 McGRUFF: Look inside.



It's about the adventures you have comin' home from school. It gives tips on what to do about bullies,



or if you discover needles or drugs somewhere--  
 SCRUFF: Oh, oh.



McGRUFF: Or if there's trouble on the bus.



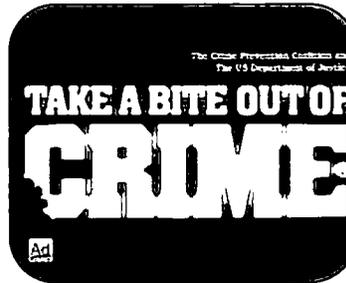
And it shows what happens to Scruff.  
 SCRUFF: What happens? What happens?



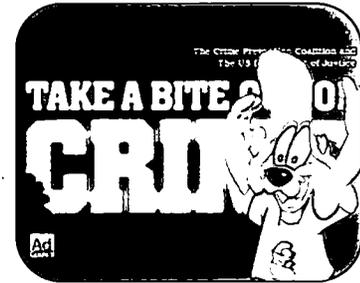
McGRUFF: You'll see. For your free copy of this special comic activity book, write:



McGruff, Chicago, Illinois 60652.  
 That's McGruff, Chicago, Illinois 60652.



And you'll be helpin' me take a bite outta crime.



SCRUFF: What happens? What happens?

Volunteer Advertising Agency: Saatchi & Saatchi Advertising  
 Campaign Director: Robert A. Marchese, Aetna Life & Casualty

Sponsors: National Crime Prevention Coalition  
 and the U.S. Department Of Justice





1.



2.



SCRUFF USES HIS MAGIC ZAPPER TO CHANGE THINGS. WATCH...

3.



DOG... YOU'RE NOW A CAT!!

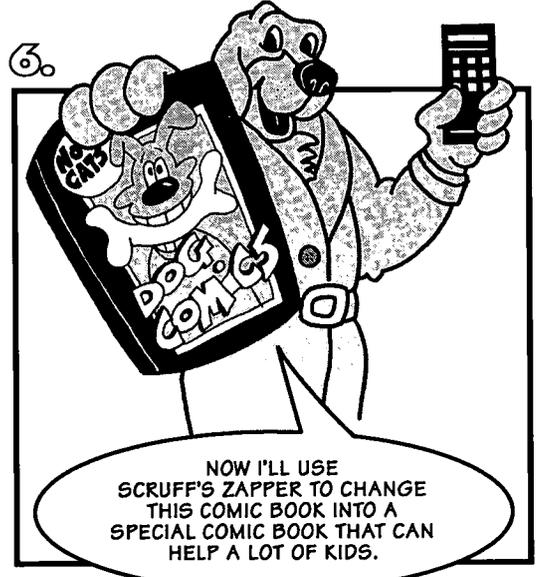
4.



7.

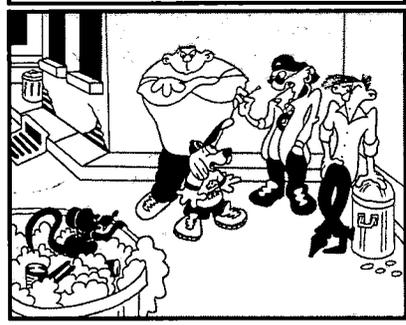


6.



NOW I'LL USE SCRUFF'S ZAPPER TO CHANGE THIS COMIC BOOK INTO A SPECIAL COMIC BOOK THAT CAN HELP A LOT OF KIDS.

8. IT GIVES TIPS ON WHAT TO DO ABOUT BULLIES...



9. OR IF YOU DISCOVER NEEDLES, DRUGS OR A GUN SOMEWHERE...



10. ...OR IF THERE IS TROUBLE ON THE BUS.



11. AND IT SHOWS WHAT HAPPENS TO YOU, SCRUFF!



FOR YOUR FREE COPY WRITE TO:

**McGRUFF®**

CHICAGO, IL 60652

TAKE A BITE OUT OF **CRIME**

(ONE BOOK PER REQUEST)

WHAT HAPPENS, WHAT HAPPENS?

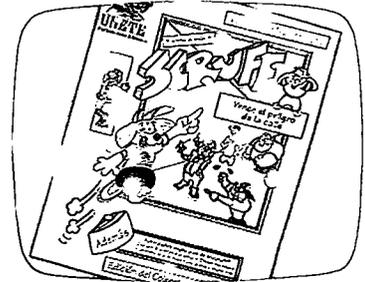


Crime Prevention Coalition and  
 US Department of Justice

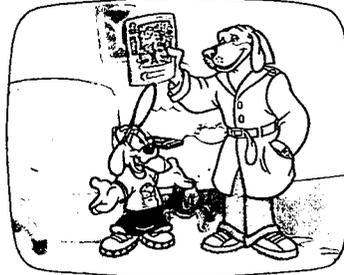
© 1993 National Crime Prevention Council.



"SCRUFF BEATS THE SCARY STREETS" :60 CNCP-4760 (Also available in :30, CNCP-4530)



MC GRUFF: Ahi esta mi sobrino Scruff, leyendo sus historietas. SCRUFF: Tio mira! Este es mi control magico. Ves al perro? MC GRUFF: Oh, oh. SCRUFF: Mira. Plaf! SCRUFF: Te voy a convertir en un raton. MC GRUFF: No, espera! Vuelvelo a cambiar. Mira tu, esto: Voy a cambiar a este libro de historietas en uno muy especial que va a ayudar a muchos niños. SCRUFF (VO): Eii! Ese soy yo! MC GRUFF (VO): Abrelo. (MC GRUFF: Ah, that's my nephew, Scruff, readin' that comic book. SCRUFF: Look Uncle, this is my magic zipper. See that dog? MC GRUFF: Oh, oh. SCRUFF: Watch. And now I'll turn you into a mouse. MC GRUFF: Hold it. Change him back. No dog deserves that. Now watch this: I'm going to change this comic book into a special comic book that may help a lot of kids. SCRUFF: Hey, that's me! MC GRUFF: Look inside.)

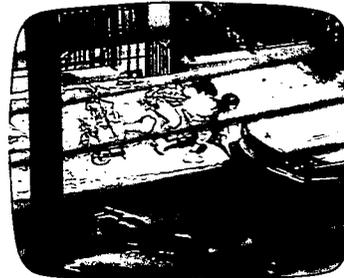


MC GRUFF (VO): Cuenta de las aventuras que tienes al salir de la escuela, y te dice que hacer cuando tropiezas con maleantes... o si te encuentras agujas o drogas. SCRUFF: Oh, oh. MC GRUFF (VO): O si hay algun problema en el autobus. Y ademas te cuenta que pasa con Scruff. SCRUFF: Que pasa? Que pasa? MC GRUFF (VO): Ya veras. Para recibir una copia gratis del libro de historietas escribe a: McGruff, Chicago, Illinois 60652. McGruff, Chicago, Illinois 60652. Y asi me ayudaras en la lucha contra el crimen. SCRUFF: Que pasa? Que pasa? (MC GRUFF: It's about the adventures you have comin' home from school. It gives tips on what to do about bullies, or if you discover needles or drugs somewhere -- SCRUFF: Oh, oh. MC GRUFF: Or if there's trouble on the bus. And it shows what happens to Scruff. SCRUFF: What happens? What happens? MCGRUFF: You'll see. For your free copy of this special comic activity book, write: McGruff Chicago, Illinois 60652. That's McGruff, Chicago, Illinois 60652. And you'll be helpin' me take a bite outta crime. SCRUFF: What happens? What happens?)

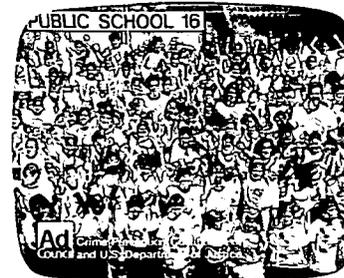
Volunteer Advertising Agency: Saatchi & Saatchi Advertising and Vidal, Reynardus & Moya  
Campaign Director: Richard Bodge, ADT Security Systems, Inc.

"UNETE" CELEBRITY :60 (WITH DAISY FUENTES, CNCP-2360)

NOTE: THERE ARE 8 "UNETE" CELEBRITY :60 PSA'S IN SPANISH, EACH WITH A DIFFERENT SPOKESPERSON. NAMES AND ISCI NUMBERS WILL BE LISTED AFTER THE PICTURE EXAMPLES BELOW. THERE ARE VERY MINOR DIFFERENCES IN TEXT FROM ONE VERSION TO ANOTHER.



(SFX: STREET NOISES, YELLING, GUNSHOTS) DAISY FUENTES: Las gangas nos han robado las calles... Las drogas tienen a la comunidad infectada. Nuestros niños son las principales víctimas. Pero no podemos perder la esperanza. La Coalición de Prevención del Crimen te mandará información de como puedes empezar... (Gangs have taken our streets... Drugs have infected our community. Our children have become the real victims. But we cannot afford to lose our faith. The Crime Prevention Coalition will send you information on how to get started...)



- Edward J. Olmos CNCP-4160
- Humberto Luna CNCP-4260
- Lily Melgar CNCP-4360
- Anna Azcuy CNCP-4460
- Luis Enrique CNCP-2260
- Daisy Fuentes CNCP-2360
- Lisette CNCP-2460
- Chirino CNCP-2560

...tienen ejemplos de prevención que están comprobados y que te pueden ayudar. Para unirse hoy mismo a la Lucha Contra el Crimen... llama al 1-800-727-UNETE. Unete a la Lucha Contra el Crimen. CHILDREN Unete a la Lucha Contra el Crimen. Unete a la Lucha Contra el Crimen. (...they have proven crime prevention examples that can help you. To join the fight against crime right now, call 1-800-727-UNETE. Join the fight against crime. Join the fight against crime.)



# “No Debemos Perder Nuestra Esperanza”

Las drogas han invadido nuestras comunidades y continúan amenazando el futuro de nuestra juventud. Ya es hora de unir nuestros esfuerzos en la Lucha Contra El Crimen. Llama hoy mismo al 1-800-727-UNETE. La Coalición de Prevención del Crimen te enviará información de como puedes comenzar.

Tienen ejemplos de prevención que te pueden ayudar a sentir más seguro y reducir el riesgo de convertirte en otra víctima del crimen.

ANA AZCUY  
Reportera



## UNETE

A La Lucha Contra El Crimen®  
Crime Prevention Coalition and U.S. Department of Justice

Ad  
Council



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# Your Role in the Campaign

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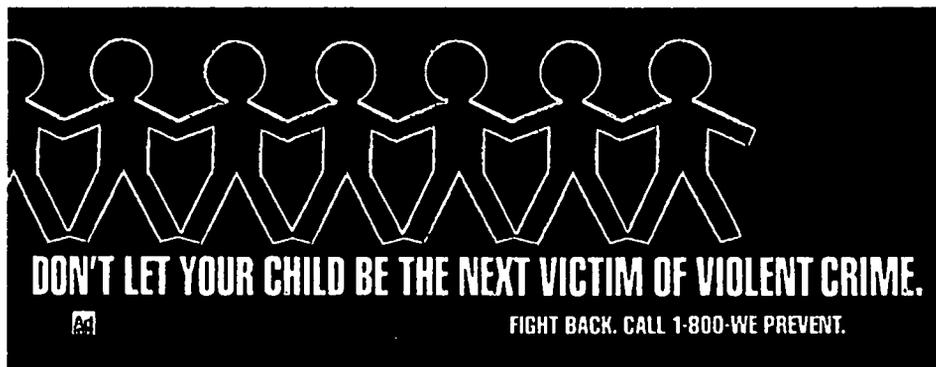
*... the PSA campaign and the extensive National Citizens' Crime Prevention Campaign promotional efforts, primarily interpersonal and at the community level, mutually reinforce one another to maximize impact.*

*The Social Impact of the National Citizens' Crime Prevention Campaign, Bureau of Justice Assistance, U.S. Department of Justice, 1993.*

**P**ublic service advertising depends on the nation's mass communications media to donate valuable advertising space and time to convey messages about issues of vital importance. Just as crime prevention requires commitment and action at the local and state levels, the National Citizens' Crime Prevention Campaign need grassroots help and reinforcement to achieve the goal of encouraging community action to prevent crime.

At any given time, media organizations in your area may be confronted with 50 or more PSA campaigns competing for attention, support, and, most important, advertising *placements*. Meanwhile, individuals and groups continually are asking local newspapers and television and radio stations to help promote an array of local and national special causes.

Anything you can do that draws favorable attention from media decisionmakers will boost the chances of the McGruff PSAs reaching citizens in your community. The bottom line: It takes your help to make these messages support and encourage action in your community!



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## Targeting Media Decisionmakers

The best way to make sure that the National Citizens' Crime Prevention Campaign PSAs receive donated air time and print space in your community is to contact the media managers responsible for PSA placements. Don't forget transit advertising and outdoor posting companies, because the campaign has PSAs for them, too!

Who makes the decisions about which PSAs a media organization will run? It depends:

- ▶ At a good-sized radio or television station, it's the public service director, public affairs director, or community relations manager.
- ▶ In smaller broadcast companies, the station manager or the news or advertising director might make the decisions.
- ▶ At newspapers and magazines, approach the editor, the publisher, or the advertising director.
- ▶ If the target is a company that might use billboard or transit ads, senior management makes the key decisions.

These individuals act as *media gatekeepers*, determining which PSAs will be awarded time or space, as well as when and where they will appear. Your goals getting the McGruff PSAs in print and on the air should be to: 1) convince these persons that crime prevention is a priority in your community and 2) highlight the relevance of the ads for area residents — the audience that both you and your media partners desperately want to reach.

### ***What's Your Preference?***

There are several ways you can support the National Citizens' Crime Prevention Campaign PSA effort:

- ▶ You can "localize" the PSAs by adding a local/state phone number (for states and major media markets only).
- ▶ You can personally deliver the ads to media gatekeepers.
- ▶ You can write letters of support encouraging gatekeepers to use the ads.

Before releasing each new series of ads, NCCPC will mail a distribution/localization options packet asking selected crime prevention leaders to make some important decisions about intended support of the campaign through localization.

You can receive copies of the PSAs and the accompanying "media kits," which provide information about the campaign, plus a list of which media organizations in your area are slated to receive the materials.

*Localization works! States that localize the McGruff PSAs consistently rank among the markets providing the most exposure to the ads. For more information on support and localization options available to you, contact: NCCPC's Media & Marketing Coordinator, at 202-466-6272, ext. 121. Fax 202-296-1356.*

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## ***Localizing the Issues***

What makes the difference between a PSA that receives a media organization's blessing (and use) and one that joins the abundant ranks of PSAs never used? In most cases, it is the media gatekeepers' judgment of whether or not the issue addressed is of local relevance—whether it's something that affects people in the community, whether it addresses a problem they are concerned about.

The importance of local relevance was reinforced in the 1993 U.S. Department of Justice evaluation of the long-term impact of the National Citizens' Crime Prevention Campaign (see "McGruff's Impact," page 18).

In addition to asking people about their knowledge and perceptions of the campaign PSAs, the survey assessed awareness of the McGruff campaign among media public affairs managers. Among the key findings:

- ▶ Ninety-five percent of media managers were aware of the McGruff PSAs, and more than half said they had run at least one in the preceding year.
- ▶ These media gatekeepers rated the PSAs high in quality and relevance and regarded the ads as effective and influential in their communities.

When asked about the key factors in their decisions about using the McGruff ads, many media managers cited the importance of the issue to their community, the appropriateness of the ads for their audience, or their own personal interest in the issue. Clearly, you can influence all these factors by making your case directly.

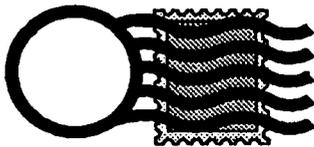
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## *Making Your Case*

When contacting the media about the campaign, be sure you have a thorough understanding of the latest McGruff PSAs—their messages, audiences, and purposes (See “The PSA Campaign,” page 15, for more).

If you are knowledgeable about the campaign and refer to it as “our campaign” and to the PSAs as “our ads,” you can reinforce for the media that this is an effort with local roots, something in which the community has an important stake.

Some other pointers for media contacts:



- ▶ **Ask for a meeting.** In an initial phone call or letter, ask to set up a meeting with the media decisionmaker (see sample letter, page 39). You might also want to invite one or two other spokespersons—e.g., police or community leaders, a corporate CEO—who share your understanding of and concern about crime. Especially in competitive media markets, third-party endorsements from influential people in the community can give you the edge you need to get media attention for your cause.

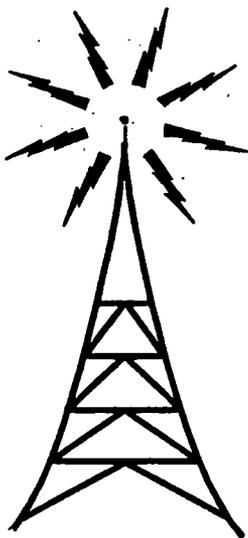
A meeting gives you the opportunity to address your contact’s concerns, answer questions, and deliver personal encouragement. Keep it short—15 to 30 minutes—and use the time to provide an overview of your efforts, explain the importance of prevention, and review the PSAs. If you don’t feel a meeting is appropriate—or if your contact seems too busy or reluctant—sometimes it may be just as effective to make contact over the phone and follow up with a concise set of materials stating your case for media attention.

**Make sure media organizations that use the ads feel good about the part they're playing in crime prevention. If they feel good about it, it's a good bet they'll do even more in the future.**



*Remember: Media public affairs people should be happy to speak with you. As a local crime prevention advocate, you are helping them learn more about an important issue facing the community. So don't be nervous; just be prepared . . . and show how this campaign can really make a difference!*

- ▶ **Get the facts.** There's no substitute for good information on the crime problems in your community when it comes to making your case. Use crime data, news articles, and other sources to compile a local "snapshot" portrait. *Also:* Draw attention to local groups and institutions that are working to prevent crime. By portraying crime as an urgent issue confronting the community—and by showing media managers how they can help the community reduce it—you go a long way to convincing them this is a campaign they can't ignore.
- ▶ **Be compelling.** Facts alone can be impersonal. Compelling stories—about a local family touched by violence or about citizens who have come together to keep their neighborhood and their children safe—can be powerfully persuasive in demonstrating local relevance and motivating the media to do something. *Also:* Point out the importance of citizen education (through the PSAs and other means) in spurring people to individual and collective action to prevent crime in your community. *Remember:* We have research that shows this works! Cite the results of the campaign evaluation linking the McGruff PSAs to public awareness and action (see page 18).
- ▶ **Offer more than just the PSA.** Describe the services, activities, events, and programs available to people in your community through local organizations and institutions active in crime prevention. *Often, media managers will be concerned about whether an issue merits broad, continuing attention.* Make sure they know about *all* the crime prevention activity in your community, and encourage media public affairs personnel to work with their news divisions to focus on the full range of issues that contribute to crime.
- ▶ **Listen, react, respond.** Don't forget, this is a partnership. The media have more to offer than simply getting the ads out in the community, although that's an essential step. Media professionals are in the communications business. They can help you frame strategies and messages for local outreach. And perhaps there are things you can offer them—e.g., by highlighting all the resources available through NCP. Moreover, media representatives may want to address other crime-related issues—from local economic development to youth needs—that can be a base for cooperative action.



*If your media contact requests ad material (e.g., for videotapes or other materials), have him or her call The Ad Council fulfillment center at 1-800-933-7727 to ensure a timely response.*

- ▶ **Don't push too hard.** Leaving the meeting without a firm commitment that the media organization will use the PSAs doesn't mean you've struck out. Public affairs managers may need to consult with others before making a decision. Or perhaps they will want to digest what you have said, review the materials on their own, and then decide. Your most important objective is to make your case for the campaign and to express appreciation for the opportunity to do so.
- ▶ **Follow up and keep in touch.** Within 3 days of the meeting, send a letter thanking your media host for the opportunity to get together, confirming any agreements reached during the discussion, and, if appropriate, mentioning you're looking forward to his or her decision.

*Another idea for keeping in touch: Keep an eye out for stories in the local media that might make the case for greater attention to crime prevention; then send a note or a news clipping as an "FYI."*

When your media contact ultimately decides to use the McGruff ads, send him or her a "Thank You" or a certificate of appreciation. Another idea: Invite media partners to become members of your local or state prevention programs. The key is to keep them excited and involved.

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## *Broadening Your Efforts*

Dealing one-on-one with media gatekeepers isn't the only thing you can do to make your case for the National Citizens' Crime Prevention Campaign PSAs. There's a range of other activities you can undertake—both on your own and with individuals and organizations throughout the community—to make your advocacy for the campaign a campaign itself.

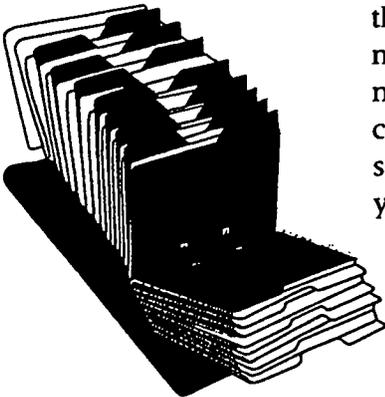
By recruiting partners, staging special events, and working with the media to draw attention to the PSAs and to crime prevention issues in general, you can go a long way toward ensuring that the advertisements will be used. Below are some ideas to get you started.

- ▶ **Campaign launch ideas.** Issue a press advisory or news release (see samples, pages 63 and 64) to all major media, including news and public affairs directors, announcing the PSA campaign and spotlighting local crime prevention efforts. Contact local radio and television talk shows and offer to serve as a guest for a discussion of your issue and your organization's activities. You might also want to organize or coordinate an event to introduce new PSAs when they are released.

Recruit a local celebrity as an added attraction, select an expert to talk about local crime data and prevention issues, or spotlight one or more community initiatives as models.

*See page 48 for more information on staging successful media events.*

- ▶ **Coalition building/letter writing.** Contact local Crime Prevention Coalition affiliate groups and other potential partners in your community to seek their help in making the case for the PSAs. (For a list of Coalition member organizations, see page 71.) These groups may have already established relationships with media organizations and can contact them on your behalf or in partnership with you. Take advantage of their knowledge and understanding of the local media scene.
- ▶ Also, ask local VIPs (e.g., Mayor, City Council, state leaders, and police officials, school board members, business and civic leaders, university and college presidents) to lend their support. Urge these and other partners to be in touch with the media, especially those decisionmakers they know personally, about the ads. Provide everyone with sample letters and a list of local media contacts, as well as any other information that might help them make their case.
- ▶ **Special event for media contacts.** Consider sponsoring an event for public service directors, station managers, newspaper and magazine publishers, and other media executives to make a special appeal for dissemination of the McGruff ads. Organize a roundtable breakfast meeting hosted by a high-ranking community leader (such as the police chief or sheriff) to help assure a good turnout. Consider inviting other experts and community partners, but remember to keep it intimate. The goal is to allow for candid discussion of prevention issues, emphasizing the importance of media support for the campaign.
- ▶ **Consider what will work in your community. Be creative.** There's a lot more you can do to broaden your advocacy efforts. You could seek a crime prevention observance proclamation from the chief executive or council encouraging action related to the PSA campaign, especially during Crime Prevention Month in October. You might offer the print PSAs to community-based publications (e.g., senior citizen newsletters, "Pennysavers," church and company newsletters, college newspapers). Or you could ask the local telephone, utility, or cable company to use the ads as bill stuffers. You may come up with other strategies that will work in your community by focusing on the media you have most access to and the community's most pressing concerns.



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## Dealing With Objections

It's possible that one or more of your media contacts will have objections to or reservations about running the crime prevention PSAs. Don't let that get you down. Often, in fact, getting someone to voice his or her concerns is the surest path to overcoming those concerns. So listen, acknowledge, and respond.

Here are ideas for dealing with objections you may encounter.

**Objection:** This is a national campaign. We need a local focus.

**Response:** Crime prevention is fundamentally a local issue. The PSAs and all other materials produced by the National Citizens' Crime Prevention Campaign focus on solutions to problems affecting individual communities like our own. Moreover, the ads can be customized with the name and phone number of a local or state crime prevention resource for more information (*for state agencies and major media markets only*). Crime is an important concern for virtually everybody these days. And our response materials make a point of telling people what they can do individually and in their neighborhoods to reduce it.

**Objection:** We already have other spots on the same topic.

**Response:** These Ad Council campaigns are top-quality, thoughtful, and well researched for maximum impact. Our ads might actually work well in combination with the other ones you have, making for a variety of angles and appeals. Time and time again, it's been shown that people recognize these ads, that they respond to the "Take A Bite Out Of Crime" message, and that they take action as a result. (*Note: Be sure to cite the national survey results about the impact of the campaign PSAs on people's crime prevention awareness and actions. See page 18.*)

**Objection:** But there are so many other important issues out there.

**Response:** In poll after poll, people across the country are saying crime is one of the most important issues in the nation. Besides, this campaign is about more than preventing crime. It's about building better communities where people come together to solve common problems. It's about building a better future—giving kids a chance to grow up safe. And it's about solving social problems that contribute to crime.

**Objection:** Isn't some of this information obvious to people by now?

**Response:** Many people know the facts but don't act on that knowledge. That's why we need to keep hammering away. Every new campaign we produce focuses on fresh themes and avenues for action to prevent crime. We've addressed individual security, home and community safety and drug abuse and violence prevention. All along, we've emphasized that

citizens can make a difference. And we feel that's a message we can't repeat enough. We must spur people to act, give them hope, and show them how to keep crime from entering their lives. That takes time and reinforcement.

**Objection:** A lot of this sounds so warm and fuzzy. Does prevention really work?

**Response:** Absolutely. There are numerous actions people can take that significantly reduce their risks of becoming victims of crime. Working together, communities have proved again and again that prevention pays. School-based programs in resolving conflict, youth service opportunities, Neighborhood Watch, and community policing are just a few of the successful strategies communities like ours have put to work for prevention. In all of these cases and more, prevention costs significantly less than what we would have to pay after the fact, in terms of both cash expenses and human suffering. Do media decisionmakers know that it costs more than \$15,000 a year to keep an adult in prison?

*Because crime prevention is a continuing priority, you'll also want to establish a program for continuing your partnership with the media—not just to advocate for the ads but also to raise awareness of crime prevention efforts and to create an environment that makes future PSAs even easier to place. Read on!*



**SCRUFF**



SAMPLE

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# Letter To Public Affairs Director

Dear (NAME):

I am writing to draw your attention to a Media Kit and public service advertisements you will soon receive from The Advertising Council, Inc. The topic is crime prevention and, more specifically, what we all can do to protect our communities and our children from violence.

As a local [citizen, police officer, etc.] who is active in crime prevention and who is concerned about the future of this community, I encourage you to support the National Citizens' Crime Prevention Campaign by placing The Ad Council PSAs in an aggressive rotation during the next several months. Local affiliates of the Crime Prevention Coalition who support this campaign include . . . (List local coalition members and partners here, or attach a list).

A recent national evaluation of this public education effort showed that our PSAs increased knowledge and generated action among those they reached. One-third of those who had seen the ads learned from them; one-fifth took preventive actions. Local crime prevention practitioners surveyed said the PSAs are a valuable resource in educating the public about prevention, and media decisionmakers rated the campaign ads and materials high in quality, relevant, and effective.

I hope you can meet with me and others involved in local crime prevention activities so we can discuss the urgency of this campaign and answer any questions you might have. I will call in the next several days to arrange a time that we can get together.

Thank you for your support of this important public service initiative. With your help, we are confident that we can show citizens of our community how to take action to reduce their risk of being crime victims while building a safer, more caring community.

Please call me at (NUMBER) if you have any immediate questions.

Sincerely,

(NAME AND SIGNATURE)



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# Media Relations Basics

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*To be honest, it is somewhat advantageous for us to play a little bit on the media's sensitivity about too much violence. Focus on the positive, on peace, and on community-level initiatives to improve the quality of life.*

Domingo Herraiz  
Executive Director  
Ohio Crime Prevention  
Association

**E**ncouraging the use of the National Citizens' Crime Prevention Campaign public service advertisements (PSAs) isn't the only way to work with the media to spread the word about crime prevention. Consider your PSA placements a first step in a broader program of media relations that enables you to draw even greater attention to community crime prevention.

It's easy to think prevention is an issue that newspapers and TV and radio stations in our communities should be paying close attention to, even without our encouragement. But because of competing priorities, tight news budgets, and limited hours in the day, media organizations need to be reminded continually of the benefits and successes of the prevention approach.

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## *What's Your Story?*

To be successful dealing with the media, you need a *story*—something compelling to say, something that merits wide dissemination in your community. Put yourself in a reporter's or an editor's place. Think headlines—What is this story about in 10 words or fewer? Think public interest—Why should people care? And think sources—Where can you and the media go for quotes, statistics, and other information that will give the story a factual basis and relevance?

What is newsworthy about a story is called a "hook," and, as a media advocate, it's your job to create the hook. Remember that reporters are looking for stories that are full of **new** information, **new** research, **new** education programs, and **new** ideas—It's not called **news** for nothing! They're also looking for *compelling feature stories* about interesting people, programs, and activities in your community.

Here are a few ideas for crime prevention stories that might be media attention-getters:

- ▶ **Unique local angles on crime.** What types of crime are most prevalent in the community? Are a disproportionate number of crimes happening at a specific place or time of day or night? Are specific groups of people being victimized—e.g., young people, the elderly? Focus the media's attention on interesting or surprising aspects of the crime problem in your community. And make sure they're able to offer prevention pointers along with their coverage so people know how to respond to the stories in a positive way.

*Find experts to help the media sort through the facts and present insightful coverage of what's causing crime and violence in your community. Try working with a local college or university to conduct research and opinion surveys.*

- ▶ **Reports on neighborhoods that have come together to counter crime.** A "feel-good" story about preventing crime and violence can be just the ticket to greater media attention to an issue too often associated with depressing statistics and coverage. Seek out prevention success stories in your community, and encourage the individuals and organizations involved to speak with the media. Help reporters line up interviews, as well as opportunities to show prevention at work in the community—e.g., neighborhood meetings, foot patrols, after-school programs, self-defense classes.
- ▶ **Profiles of individuals and organizations active in preventing crime.** Maybe a local parent has organized her neighborhood to start a McGruff House\* initiative providing kids with a safe place to go if they are in trouble or afraid. Perhaps a group of local students is organizing a school rally against violence. Maybe a local organization is conducting home security fix-ups for elderly residents. Or maybe a local business is providing opportunities for employees to learn more about preventing crime.

Whatever the story is, make sure you have the facts, as well as the subject's OK to provide the story to the media. Frame the story as an inspiring one that might encourage others in the community to do their part for prevention.

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\*A McGruff House is a reliable source of help for children in emergency or frightening situations. Volunteers must meet specific standards, including a law enforcement records check. Programs are established locally as a partnership among law enforcement, schools, and community organizations. For more information, call the National McGruff House Network at 801-486-8768.

### ***Get the Message***

Perhaps your most important task is deciding on your message. What exactly is it you want to communicate? Identify three key statements you can use in all of your dealings with the media, no matter what the story is. These message points will help you frame the issue and make your case consistently. They'll also help you select stories that best convey your priorities and your goals for community crime prevention.

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## ***Categories of News***

While you're considering story ideas, it's helpful to remember that there are several different types of news:

- ▶ **Hard News:** Time-sensitive reports of important events findings affecting your community (also called "breaking news"), hard news generally runs first in radio and TV newscasts and can be found on the front page of the local paper. Hard news doesn't *have* to lead the news, however; think of it as anything that would seem out of place or out of date in next week's paper or tomorrow's newscast.

*Note: Most hard news about crime follows the axiom, "If it bleeds, it leads." Work to make prevention an important part of the media coverage in your community.*

- ▶ **Features:** Features are stories with a *human interest angle*—the elderly volunteer who has befriended all the younger children in the neighborhood; the teenager who initiates a park clean-up effort; the crime victim who works to help others learn about prevention. Features also can provide more in-depth information and analysis about an issue or a problem facing your community. Less time-sensitive than hard news, features allow the media to spend more time investigating a problem and reporting on what people are doing to solve it, more time developing the personal aspects of stories.
- ▶ **Community News:** These are reports about local events and activities and the accomplishments of residents of your community. Community news also can encompass reports on local appearances by prominent speakers or local tie-ins to national news. Some media organizations are more dedicated than others to covering community events and topics.

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*You can't emphasize enough the importance of localizing these issues. Neither the media nor our young people will respond if they don't see authenticity in our message. And authenticity comes from making it local, making connections for people, and making it clear there's something at stake here for everybody.*

**Tony Charles**  
Director of Violence Reduction  
and Crime Prevention  
City of Cleveland Mayor's  
Office Cleveland, OH

- ▶ **Editorials:** Editorials express opinions of the news organization on what's in the news. Usually developed by an editorial staff, editorials are not meant to have the objectiveness of straight news reports. For citizens and community organizations, letters to the editor, guest editorials, and "op-ed articles" (opinion articles that run opposite a newspaper's own editorials) offer effective avenues for generating own editorial coverage and trying to influence how people in your community are thinking about the issues.

*(See page 49 for pointers on writing letters to the editor, op-eds, and guest editorials.)*

- ▶ **Fillers:** Generally shorter than other reports, fillers offer tips, hints, and ideas for the reading or viewing audience. So named because they "fill" otherwise-empty space in newspapers or newscasts, fillers can provide phone numbers for information on crime prevention, tips on personal and family safety, or statistics of special interest. Often, media will use fillers as "sidebars" or "add-ons" to related stories. Basic crime prevention tips and reminders make for excellent fillers.

Think about the different types of news you can offer the media in your area. And read ahead to find out how best to get your story out!

### ***Be Wise . . . Localize!***

The local media are responsible for reporting news and stories of interest to residents of your community. Whatever you can do to play up the local appeal of your story will improve its chances of being covered by the media. That means using local statistics, telling stories and anecdotes drawn from your community's experience, and developing a stable of local experts whom the media can call for additional information and perspective. A few possibilities: doctors, community activists, businesspeople, lawyers, school principals, and others who can speak with authority about the problems of violence and other crime and the importance of prevention.

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## Getting Your Story Out

So you have a story. Congratulations! Now it's time to tell it. And how you choose to tell your story is as important as any other decision you'll make as an advocate for crime prevention. Should you issue a news release? Hold a news conference? Write an op-ed article? Or what about calling one reporter or editor and offering an "exclusive?" It depends.

**The News Release.** The news or press release is an all-purpose tool. It can preview an event—usually in the form of a "media advisory" that alerts editors and reporters. It can report survey results, statistics, or other research findings. It can announce the launch of a community campaign. Or it can tell the story of citizens or community groups working successfully together. Whenever you have a story, it's a good idea to develop a news release. It helps frame what you have to say and helps the media get a quick idea what the story's about. Some news release pointers:

- ▶ **Think WHO, WHAT, WHERE, WHEN, WHY, and HOW:** The news release should provide a quick overview of your key facts, with the first paragraph, or "lead," offering a compelling summary.
- ▶ **Use your headline to grab attention**, e.g., "Hundreds of Local Citizens Gather to Take Back Streets."
- ▶ **Be sure to include the release date (that date you are issuing the release) and the name and telephone number of the best person to contact:** Make it easy for a reporter to reach you, even if that means including a pager or home phone number.
- ▶ **Feature a compelling quote** from a designated spokesperson summarizing the significance of your story. Identify the person by his or her official title.
- ▶ **Keep it short:** Media people receive lots of paper. Keep your release to one page, double-spaced, if possible. If you need to send more information, do it after you have confirmed a reporter's interest.
- ▶ **Proofread your story and check your facts:** Typos and poor writing will reflect negatively on you and your good work and will hurt your chances of making news. Inaccuracies, however minor, can cast doubt on the whole story.
- ▶ **Don't editorialize:** Except in quotes from spokespersons, try to avoid judgmental characterizations of what you are reporting. Let the news speak for itself.



**Follow-Up Can Make the Difference.** After you send your release out, don't forget to follow up. Call to make sure all the key people on your media list received the release. While you have them on the phone, offer additional information and interviews. Follow-up contacts help you make a personal "pitch" for your story while confirming media interest.

*See sample news release and media advisory, pages 63 and 64.*

**The News Conference/Media Event.** It's always tempting to say you want to put together a news conference or media event. But sometimes—indeed, most of the time—you can accomplish as much or more through more targeted media contacts. That doesn't mean you should write off news conferences altogether. Just make sure that when you do it, you have some hard news to report, a noteworthy angle, and other attractions for the media (e.g., celebrities or experts, good materials, even coffee and danish). And be sure to do your homework to maximize the chances that a cross-section of media will show up and cover your event.

When you're considering news conference locations, remember that TV is a visual medium. "Talking heads" without interesting background or graphics won't do much to draw television cameras unless it's a very slow news day. And when you're considering possible times for a news conference, take media deadlines into account—it's tough to get media people to a late afternoon event because they're on deadline for evening news broadcasts or the next morning's paper. (*For more information, see News Conference Checklist, page 65*).

*Remember:* There are alternatives to holding a news conference, other ways of working with the media that might better suit your purpose. A *news availability*, for example, is a less structured version of a news conference that gives media representatives the opportunity for one-on-one interviews with key spokespersons for your organization or cause. You might schedule an availability so an expert can provide background and perspective on new crime statistics, for example. Or maybe you want to invite a select group of media representatives to talk with a senior official about an innovative prevention program. The idea is to make the event convenient for reporters—and intimate as well.

Other possible formats for media events range from press parties or receptions (again, reserve these for big news or campaign launches) to one-on-one briefings or "backgrounders" with individual reporters. Sometimes, the perfect media event might be a simple lunch meeting—anything that allows you to keep in touch with key contacts and build trust and a good working relationship.

*Don't forget: The media should always be invited to community rallies, ribbon cuttings, parades, and other events that provide good "photo opportunities," as well as a chance for reporters to meet with and interview prevention-minded local residents.*

**The Letter to the Editor/Op-Ed.** Often, you'll want to get your story in the media in your own words. That's when you should consider writing a letter to the editor or an op-ed article—or, for broadcast stations, requesting time for an on-air editorial.

- ▶ **Letters to the editor.** Most newspapers accept letters to the editor. Usually, letters are in response to something that's in the news. Letters to the editor can commend a newspaper or a reporter for a fine story, offer additional perspective or information about an issue the paper covered, or disagree with opinions expressed in a news article, a story, or an op-ed. The key is to keep it short and to the point. Don't forget to reference the article you're responding to by its headline and date.
- ▶ **Op-ed article.** When a letter to the editor won't suffice, think about writing an op-ed article. (Op-ed literally means "opposite the editorial page.") Again, most newspapers accept op-eds. In an op-ed article, you can develop your arguments at greater length than in a letter and comment on issues not necessarily covered in the paper. Call the paper

## Police, Cable TV Work Together in Virginia

**Cable television technology is helping alert residents of Chesterfield, Virginia, to local crime patterns while providing timely prevention information.**



Working with the Crime Prevention Section of the Chesterfield County Police Department, the COMCAST Cable Company broadcasts important prevention messages over its pay-per-view and county access channels.

To maximize the system's impact, the Police Department uses the cable system for serious crime problems. Among the subjects of recent system messages: a surge in auto thefts while individuals were dropping off their children at day-care centers and a ring of criminals that was preying on elderly residents. The system also broadcasts safety tips for holiday shopping during December.

How do individuals in COMCAST's 60,000 subscriber homes get these messages? Via an "addressable converter box" that can be rented from COMCAST so viewers needn't order pay-per-view programs by telephone. After the converter alerts COMCAST customers that they have a message, they simply turn on the box and the message appears on the TV screen. To reach those without pay-per-view or a converter box, the messages also are carried on Chesterfield County's own Channel 6, which broadcasts local public affairs programming.

The original idea for the program came from a civilian police volunteer. It was presented to COMCAST, which immediately offered its facilities and assistance. "COMCAST was extremely receptive and enthusiastic about doing this," said Chesterfield County Senior Public Affairs Officer Don Kappel. "The county already produces a variety of programming with COMCAST, and this provided one more way to work together to keep people informed."

*For more information, contact:*  
 Don Kappel 804-751-4947  
 or  
 Crime Prevention Officer  
 David Derringer  
 Senior Public Affairs Officer  
 Chesterfield County  
 Department of Public  
 Affairs  
 PO Box 40  
 Chesterfield, VA 23832  
 804-748-1265

to find out its op-ed policy. Generally, articles should be 700-1,000 words in length. *Remember:* Keep it straightforward and compelling, with examples, stories, and facts to back up your argument.

- ▶ **Broadcast editorials.** Television and radio stations often allow community residents to do “guest editorials” on topics of interest. Call your local stations to inquire about their policies. Generally, stations will tape your comments for broadcast later. Write a script that comfortably fits the time allowed. Rehearse it until it sounds just right. Be concise and pick one main thought; you will probably have just 30 or 60 seconds to make your point.

**The Exclusive.** An “exclusive” is a story pitch made only to one media organization or one reporter. The appeal of an exclusive is that it allows more time to investigate and develop the story without worrying that the competition will come out with it first.

Sometimes, an exclusive may be no more than a “heads-up” to a friendly reporter or editor about a possible feature or story. Other times, it involves a more strategic and extensively researched pitch—e.g., suggesting that the local daily newspaper look into the effect of crime on the elderly in your community. *A word of caution:* By favoring one media organization over others in your community, an exclusive arrangement may alienate some important contacts. Avoid using exclusives for hard news.

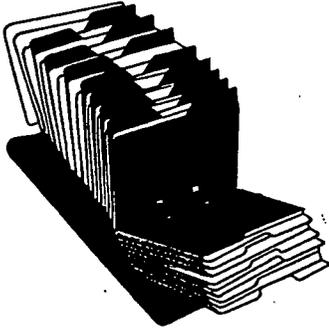
**The Editorial Board Meeting.** Editorial board meetings provide opportunities to meet directly with a newspaper’s editorial board or a TV or radio station’s editorial committee. These groups decide what positions the media organizations will take in editorials. Members of these groups also write the editorials.

For an editorial board meeting, it’s critical to recruit your most persuasive and prominent advocates in the community and to be prepared with statistics and human-interest stories that back your positions. Contact leading local media organizations to determine their policies for editorial board meetings. If they do hold them, make a formal request to appear at one. And good luck! A favorable editorial can provide a big boost to your position in the community.

Are there other ways to get your story out and about in the community? You bet. Consider submitting a “by-lined” feature article, for example, to a local magazine or a special-interest publication or newsletter. Be sure to call first to confirm that they accept such pieces and would be interested. Or why not start a newsletter yourself?

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## Media Lists: Lifeline to Visibility



Every media advocate needs a media list. In smaller communities, your list might contain just a couple of radio or TV stations and one or two newspapers; in larger communities, it might be pages long, listing a range of TV, radio and cable outlets, daily and weekly publications, transit and outdoor-posting companies, and special-interest media as well. Here are some pointers for developing and maintaining your list:

- ▶ **Use media directories** at your local library to make sure you have everyone covered. These include *Broadcasting Yearbook*, *Editor and Publisher Yearbook*, *PBI Media Services*, *Bacon's*, *Hudson's*, *The Gebbie Press All-in-One Directory*, *Standard Rates and Data*, *Gale Directory of Publications*, and more.
- ▶ **Include all major daily and weekly newspapers.** Make sure to provide feature news to minority and community newspapers as much as possible, including publications targeting African-Americans, Spanish-speaking and Jewish residents, Asian-Americans, and others.
- ▶ **Develop an inventory** of state and local specialty publications—business magazines and weeklies, trade journals, senior citizen bulletins—that might be interested in specific crime prevention news.
- ▶ **Include college and university newspapers**, as well as newsletters and bulletins published by churches, hospitals, community groups, and other prominent local organizations and institutions.
- ▶ **Include television and radio stations and cable outlets** with news and talk shows and other public and community affairs programming.
- ▶ **Don't forget your local or state wire-service bureaus**—Especially Associated Press (AP) and Reuters—and be sure to include their “daybook editors,” who compile daily calendar listings of important events for the reporting community.
- ▶ **Call media outlets** to confirm whom to send things to. Verify that you have the proper contact names, numbers, and addresses.
- ▶ **Include more than one contact per media organization**, especially at major outlets. That means city and section editors (for print) and news directors, assignment editors, and producers (for broadcast), as well as individual reporters.
- ▶ **Get phone and fax numbers.** Often, you'll need to follow up with people by phone or send time-sensitive materials by fax. (Note: “Broadcast faxes” (batched for transmission to a set list) are a great way to get information out to a number of media targets at once). Try to get direct phone and fax numbers if possible.

- ▶ **Update your media list regularly.** Keep an eye out for reporters who are covering your issues and add their names. Make sure to include producers of local radio and TV programs that might be interested in prevention topics. And do your best to keep up with all personnel and address changes. It's a shame to have materials sitting unopened.

*One more thing.* A media list doesn't have to contain media alone. Include organizations and individuals in your community—from the local Rotary Club to your Senators and Representative—who might be interested in hearing about your work and what you have to say.

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## Targeting Traditional Media

Different segments of the media have different approaches to deciding and reporting what's news. Your story will have special appeal to local television stations, for example, if there are "good visuals" associated with it—that is, if the station can obtain compelling video footage to accompany its reporting. Here are some pointers for dealing with the traditional media and for making sure you're delivering what your media targets are looking for.

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### Columbus TV Station Airs Good News About Crime Prevention

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**In response to viewers' complaints that they were sick and tired of hearing and seeing only bad news and violence, WCMH 4 Television in Columbus, Ohio, created Partners 4 Peace.**



Special segments of the 11:00 p.m. news offer positive, solution-oriented stories that emphasize the need for community action and involvement to reduce crime.

Special promotions aired throughout the day and evening helped kick off Partners 4 Peace in early 1994, along with a commercial-free opening program. After viewing the first show, Domingo Herraiz, Executive Director of the Ohio Crime Prevention Association sent a letter to the WCMH station manager applauding the effort and offering to serve as a resource for story ideas as well as background and perspective on prevention topics.

"I saw it as giving us a whole new angle for dealing with the media about all the positive things that are going on in crime prevention," Herraiz recalls.

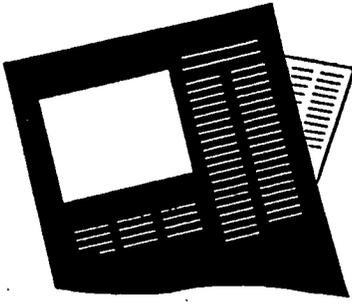
After WCMH replied enthusiastically to Herraiz's offer, the partnership jelled. Now, the state association is an unofficial

consultant to Partners 4 Peace, providing technical assistance, expert referrals, and tips for dealing with topics from carjacking to Neighborhood Watch.

"We have become an important resource for them when it comes to broader crime prevention topics," Herraiz says, adding that, for local information, program producers go to the Columbus police.

*For more information, contact:*

Domingo Herraiz  
Executive Director  
Ohio Crime Prevention  
Association  
6543 Commerce Parkway,  
Suite R  
Dublin, OH 43017  
614-761-0500



**Daily Newspapers.** Reporters and editors at daily newspapers generally are interested in current events and breaking news that affects your community. Dailies also regularly print general-interest feature articles about local individuals or groups involved in noteworthy activities.

A newspaper is organized around broad subjects, usually including general news, business news, “lifestyle” coverage, and sports. Within these subject areas, reporters often are assigned to “beats,” with one covering local schools, for example, while another reports on the Town or City Council. How many different beats there are, and how much the larger subjects are segmented, generally depend on the size of the paper.

When you’re sending materials or pitching a story to the local daily paper, it’s essential to know you’re dealing with the right person. A good way to determine that is by monitoring “by-lines” in the paper to keep track of who’s writing about what. If you reach a reporter or an editor who says he or she doesn’t cover your issue, ask who would.

The great thing about larger daily newspapers is that they offer many options for getting a story out. Maybe you don’t have hard news, but is there a business or a lifestyle angle to what you’re talking about? Or how about going straight to an education reporter with a pitch about how local schools are teaching youngsters about violence prevention? The key is to think of all the different angles to your story and to match them to the newspaper’s different sections and beat assignments.

In many cases, it’s best to “pitch” (or propose) your story to a newspaper editor or reporter by phone, offering to send additional information if there is interest. This allows you to confirm you’re dealing with the right person and helps you build the foundation of a mutually rewarding relationship. *A word of advice:* Practice your phone pitch with an eye to keeping it short and to the point.

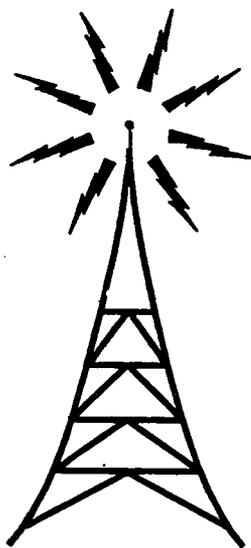
*Key personnel:* editor, managing editor, city editor, editorial page editor, section editors, reporter, photographers.

*When to call:* after 9:00 a.m. or 10:00 a.m. for morning papers.

**Weekly Newspapers.** While your local daily might reach tens or hundreds of thousands of readers, small community weeklies often reach thousands or just hundreds. The appeal of these small-circulation papers is that they focus exclusively on local news and events, often in specific sections of your community. That means they’re usually quite receptive to well-prepared stories about issues or events immediately affecting their readers. And because most of these publications are understaffed, they often publish news releases verbatim.

*Key personnel:* editor, reporters.

*When to call:* day of or day after publication.



**Television News.** Television news generally relies on short, encapsulated stories, with a bias toward breaking news. Although local newscasts have been expanding in length in recent years, the traditional half-hour evening news program takes only 22 minutes and contains fewer words than one page of a daily newspaper. Like the daily papers, TV news focuses on stories affecting your community, but also includes feature stories on local people and goings-on.

Although generally not as segmented as newspaper staffs, TV news divisions do assign reporters to beats just the same. Making the decisions about what will air are the news director and the producer of the news program, in consultation with the assignment editor. Usually, the assignment editor should be your initial contact for news, although you should also pitch stories to reporters covering your issue areas.

It's important to remember that television is a visual medium and that TV news needs compelling pictures to show while telling the story. If you can deliver good visuals—e.g., a community rally against violence, a celebrity guest at a news conference—your chances of having your story aired will improve markedly. And because they're normally trying to edit stories down to fit in the time allotted for the local newscast, TV reporters and editors are always looking for good "sound bites"—compelling quotes that define an issue or your position on an issue in a colorful way *and* with a minimum of words.

One-shot stories on the evening news aren't the only way your local TV station can cover your issue, of course. Many stations regularly produce news specials, as well as Sunday morning public affairs programs that feature guests from the community. TV news producers also look for ideas for potential news series—stories that run in segments over the course of two or more newscasts. If you have a story idea that merits that kind of extended coverage, prepare a pitch, or story proposal, for the appropriate program or news producer.

*Key personnel: news director, producers, assignment editors, reporters.*

*When to call: morning or early afternoon.*

**Radio.** Radio is a major source of news and information for many Americans. The "radio universe," however, is often difficult to navigate because there are so many different stations with different formats and demands for news.

Larger radio stations and all-news or talk stations generally devote more resources to local and community coverage. At these stations, you should be in touch with the news director or the reporter who covers your issue. In your story pitch, be sure to make the case for the relevance of your story to the station's listeners.

Because radio news divisions generally are understaffed and under constant deadline pressure, it's especially important to do all you can to make the job easier—e.g., by providing concise background materials and information, arranging interviews, and responding quickly to requests for more information.

Keep in mind that many news-oriented radio stations also produce public affairs programming and talk shows that would allow for a more in-depth discussion of your issues and activities. Pitch your story directly to the program's producer, and be prepared to offer guests who are up on the issues and good on their feet.

At smaller or less news-oriented stations, radio news is almost literally a headline service, with short news updates every hour, based primarily on stories from the news wires or the local papers. These stations might use releases from your organization, but only if the information is concise and directly relevant to the community—e.g., a public hearing announcement, new statistics on local violence, a prevention announcement about a type of crime that is on the increase.

*Key personnel: news director, producers, reporters.*

*When to call: shortly after a newscast.*

## Hawaii Attorney General's Office Produces Talk Show for Teens

**The Department of the Attorney General in Hawaii has taken on an unusual media role—producing a television talk show for teens. Called "Bridging the Gap," the program provides a platform for teens to voice their concerns about an array of prevention-related topics.**



Among the subjects of recent discussions: runaways, teen suicide, anger management, teen pregnancy, and date rape.

The program airs quarterly on a public television station, a commercial channel, two cable channels, and a radio station. In each episode, teenage and adult panelists kick things off by presenting their views on the day's topic. Later in the broadcast, viewers are free to share their own opinions and experiences via telephone.

The program not only provides a forum for young people but offers helpful information to teens and their parents. A teen pregnancy discussion, for example, generated a flood of phone calls from parents who had no idea how prevalent the problem is; as a result, the show was extended an extra 30 minutes for the radio broadcast.

The partnership between the Attorney General's office and the media that

created "Bridging the Gap" has expanded to include businesses, foundations, and other government agencies.

"It's forged a very strong partnership and collaboration between us and the media," observes Daniel de Castro, Chief of Multimedia Resource Services with Hawaii Department of the Attorney General. "Plus, working with public and commercial stations and cable, the program bridges gaps in more than one way, bringing us all together for a common cause."

*For more information, contact:*  
Daniel de Castro  
State of Hawaii  
Department of the Attorney  
General  
Crime Prevention Division  
810 Richards Street  
Suite 701  
Honolulu, HI 96813  
808-586-1416

**Wire Services.** The Associated Press (AP) and Reuters are the major wire services in the United States. The wire services are important targets for your messages because they have a big influence on other news media. Not only do wire service stories often prompt wider media attention to an issue, but many local newspapers and radio stations use wire stories verbatim in their own news coverage.

The major wire services generally have regional, state, and local bureaus focusing primarily on breaking news in their coverage areas. Wire service reporters often are responsible for a wide range of issues, as well as a large geographic area, so keep your pitch clear, focused, and to the point and emphasize the local relevance of your story. And remember to alert the wire service daybooks when you're planning a local media event. The daybooks provide detailed daily or weekly lists for the media of local and state events.

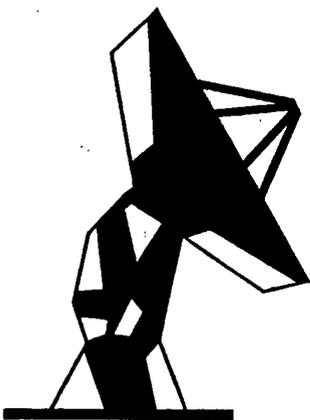
*Key personnel: bureau chief, reporters, daybook editor.*

*When to call: anytime.*

Other categories of traditional media include city magazines and alternative weekly newspapers. Less focused on breaking news, these publications might be receptive to publishing a longer profile of individuals or organizations active in local crime prevention. These publications generally rely on commissioned freelance writers. Your contact should be the editor.

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## *Nontraditional Outlets*



Nontraditional outlets are segments of the media that have sprung up in recent years to meet people's evolving information needs. A common characteristic of most of the media outlets in this category is use of new technologies to reach target audiences more directly than traditional media organizations. Use of nontraditional outlets can broaden your message's reach while acquainting you with technologies and information pathways that are used by more and more Americans every year.

**Cable Television.** Three of every four Americans have access to cable. Moreover, half of cable subscribers say they watch their community public-access channels regularly. (*These channels offer locally produced programming of direct interest to the community.*) In addition to its potential for delivering a highly targeted and involved audience inexpensively, cable access creates the tantalizing possibility of producing your own community programming on crime prevention.

Look into how you can use cable to spread the word about prevention. At a minimum, you should be able to get your events featured on the local cable community calendar. Contact your local cable company for more information.

**Computer Networks.** Computer bulletin boards, electronic mail (e-mail), online news services, and other emerging communications technologies offer still more possibilities for today's forward-thinking media advocates. Investigate what's available to you.

An initial step might be to connect with other coalition members and with media targets by computer, using e-mail to transmit important messages about your activities and programs. You might also want to find out whether major employers in your area have online systems for communicating with employees. By placing messages on these sorts of networks, you can reach people instantly and directly with helpful information and/or bulletins about community events.

**Other Possibilities Abound.** Create a newsletter and disseminate it by fax to key local activists and media contacts. Prepare video on home and family safety in cooperation with a local television station or cable outlet.

## Teens Write PSAs as Part of Minnesota Prevention Partnership

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**Public schools in Hibbing and Chislm, Minnesota, have partnered with local radio station WTBX to create a special learning opportunity for students enrolled in the "Teens, Crime, and the Community" (TCC) curriculum.**



Participating students write short, anti-crime messages. Winning entries are recorded for broadcast by their student authors.

According to TCC trainer Glenn Jackola, a Minnesota probation officer, the project enables students to combine education and action to combat violence. "It requires that they take the concepts we're talking about in our classes and put them into a form that will affect others," he observes. "This gets the message to the community that teenagers are involved and can be part of the answer to crime."

Here's how it works: Students enrolled in the school districts' eight TCC classes are assigned to write a 15-second message addressing a topic covered in the TCC curriculum. TCC teachers select finalists for submission to the Probation Office, which in turn decides which two of the

submissions most effectively convey anti-crime messages while representing local prevention priorities. The Probation Office then confers with WTBX to make arrangements for two students to visit the radio station to record their messages as full-fledged PSAs.

WTBX, says Jackola, is a perfect partner because it is one of the most popular radio stations among area youth. "They've really been great to work with," he says. "Once we came up with the idea, WTBX took the bull by the horns and set everything up and even recruited community sponsors for the spots."

*For more information, contact:*  
 Glenn Jackola  
 Probation Office, Room 217  
 Courthouse  
 Hibbing, MN 55746  
 218-262-0127

Think about how else you can use innovative methods and new technologies to support your community outreach on crime and violence prevention. Think nontraditional. Think unexpected. Sometimes, that's all it takes to get your story noticed.

**Interviewing 101.** Before you start proposing interviews with the media—whether television, cable, radio, or print—it's important to select a spokesperson who is well versed about your issue and can clearly articulate your key messages. Although you should do as much as you can to determine a reporter's interests and his or her probable line of inquiry in advance, the spokesperson you choose should be prepared to answer a wide range of questions about your organization and its issues. Here are some other interview pointers:

- ▶ **Be prepared.** Select no more than three key message points you want to get across during the interview. Prepare and rehearse answers to a range of potential questions, touching on your key points in each reply. Make an effort to learn more about your interviewer from previous reports and news clips or community contacts who might be acquainted with him or her. If it's a TV or radio program, try to get a tape of a recent broadcast so you're familiar with the style and format.

## NBC's "The More You Know About Violence Prevention" Campaign

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Since 1992, "The More You Know About Violence Prevention" campaign has been running under NBC's Peabody award-winning "The More You Know" program.



This effort is the network's community action program designed to increase public awareness of the important social issues that impact on young people today. "The More You Know About Violence Prevention" campaign includes PSA's which focus predominately on violence prevention, conflict resolution and family violence issues, and feature NBC celebrities such as Helen Hunt/MAD ABOUT YOU, Anthony Edwards/ER, Will Smith/FRESH PRINCE and Pat Riley/New York Knicks. These PSA's have been seen by more than 200 million viewers in the past year.

The campaign was developed with the assistance of various agencies, including the National Crime Prevention Council,

the CDC/National Center for Injury Prevention and Control, the Children's Defense Fund and the Harvard School of Public Health.

NBC affiliate stations nationwide will run the PSA's locally, tying-in to news programming and implementing community outreach efforts.

*For more information contact your local NBC affiliate or:*

Susan Haspel  
NBC  
Director, Community  
Relations & Public  
Service  
30 Rockefeller Plaza  
New York, NY 10112  
212-664-5263

- ▶ **Control the interview.** Set ground rules up front, including the length of the interview and the range of topics to be covered. During the interview, touch on your key points repeatedly, trying always to return the discussion to what you want to highlight. Never lie, guess, or speculate. If you don't know the answer, say so and offer to look into it. If you can't answer a question, explain why; don't say "No comment." Also, don't let an interviewer put words in your mouth. If he or she suggests an answer to a question, phrase the reply to it in your own words.
- ▶ **Relax.** Be comfortable and cordial without being flippant or humorous. Watch your use of technical jargon, acronyms, and anything that could confuse your message. Answer in succinct sentences, backing up your statements with anecdotes, facts, and supporting quotes wherever possible. Do not argue or attack the media—it detracts from your message and generally works against you. Be honest, cooperative, and friendly, even if the interview is about something you do not wish to publicize. If you expect an adversarial question, don't jump the gun with your answer. It may never be asked.

## Prevention Advocates Star in CBS News Special on Violence

**Paul and Holly Fine are a husband-and-wife production team at CBS News. He's also a cameraman and she's also an editor, and together they have produced innumerable stories for 60 Minutes and a variety of news specials.**



In early 1994, when they came up with the idea of a 3-hour, prime-time special on violence in America, they decided their best resource would be people involved in crime and violence prevention at the community level.

"Every time we went into a new town, we asked police, judges, the DA's (district attorneys') office and residents involved in prevention in their neighborhoods what was going on," says Paul Fine.

The result of the Fines' research was "CBS Reports: In the Killing Fields of America," a critically acclaimed overview of how violence is wracking cities from Los Angeles to Denver to Atlanta and what concerned people and organizations are doing about it. The January 1995 program, which featured CBS News luminaries Dan Rather, Mike Wallace, and Ed Bradley, introduces viewers to several of the prevention advocates the Fines encountered in their research. Among them: Hartford police sergeant

Marc Rubera, who runs the city's Police Athletic League for kids at risk of drug and gang problems:

"I use basketball as a large classroom to teach the game of life," Rubera tells Rather in one of the program's many moving segments. "I hold the kids accountable for everything that they do, and all behavioral problems and discipline problems I confront . . . head-on instead of letting them grow into a cancer that will destroy the person."

*For more information, contact:*

Paul and Holly Fine  
CBS News  
4400 MacArthur  
Boulevard, NW, Suite 201  
Washington, DC 20007  
202-457-1185

*Also:* Don't feel compelled to fill awkward silences. It's the reporter's job to keep the discussion going. Often, reporters will try to use silence to get you to keep talking, even if you've already made your point.

*Note:* If the interview is for television, appearance counts! Sit or stand up straight, use make-up if it is offered, wear professional clothes in dark colors, and keep your eyes on the reporter or the camera, whichever is appropriate.

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## Keeping Track

It is unlikely that you will be able to record every single media mention you receive, every column inch of newspaper coverage, or each second of broadcast time. But you *can* maintain a record of those stories you know about, as well as any inquiries, new volunteers, or other support the stories generate. Keeping records of your press activity is vital. Good records can justify continuing media outreach efforts while providing clues about what works best.

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## Public Broadcasting Recruits Help To "Act Against Violence"

**Early in 1995, the Public Broadcasting Service (PBS) broadcast a four-part program, "What Can We Do About Violence? A Bill Moyers Special," highlighting effective community-based violence reduction and prevention programs including adult mentoring, conflict resolution, firearm safety, media education, parenting education, and peer mediation.**

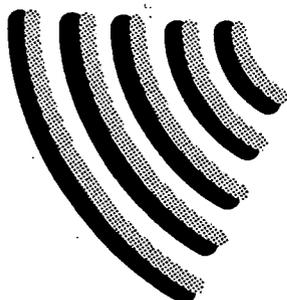
The special was the most visible component of a multifaceted campaign, "Act Against Violence," linking PBS with commercial broadcasters, crime prevention practitioners, and other partners.

Among the campaign's other elements were additional prevention-related programming, a national teleconference for community leaders interested in organizing violence reduction programs in their schools and neighborhoods, and an array of informational materials and resource books designed to support community prevention efforts. As part of the project, PBS also organized two online networking systems, one for stations and the other for educators, providing easy access to project materials, information about model prevention programs, and a discussion forum.

As the outreach component of the project, PBS stations were asked to work with crime prevention practitioners and others in their communities to help document what is happening locally and how to coordinate existing violence prevention efforts.

*For more information, contact your local PBS station or:*

Cheryl Head  
Project Director  
National Campaign to  
Reduce Youth Violence  
901 E Street, NW  
Washington, DC  
20004-2037  
202-879-9839



Good records also can form the basis for periodic reassessment of your media efforts. A reassessment is a good idea, whether you do it every year or every few months. It will allow you to get together with your partners in prevention—as well as your board and supervisors—to arrive at answers to questions such as these:

*Are we getting the kind (and quantity) of media coverage we want?*

*Are there positive steps we can take to improve coverage?*

*Are there messages and stories we have not yet relayed or opportunities that we have not yet taken advantage of?*

More a review of basic communications issues than an evaluation, your efforts to answer these and other questions will help you frame media and organizational strategies for the months and years ahead. Often, you may find yourself talking less about media than about the future direction of your organization or your program. That's OK. After all, communications planning relies on a good sense of what will be happening—and therefore what you will have to communicate—in the future.

## CBS and FOX Shine National Spotlight on Prevention

**In a special television program broadcast nationally in April 1994, the FOX and CBS television networks teamed up to offer hope and relief to families and communities looking to reduce gun violence among youths.**



The program, entitled "Let's Stop Kids Killing Kids," portrayed situations in which youngsters used guns and then showed how the violence could have been avoided. A follow-up segment of the show spotlighted successful violence prevention programs in communities across the country.

CBS, FOX, and program partners ranging from the Newspaper Association of America to Sony's KIDSNET broadened the impact of "Let's Stop Kids Killing Kids" by producing and distributing curriculum guides for teachers and tip sheets for parents, plus other materials

encouraging people to watch the broadcast and take action to prevent youth violence. Grassroots activities such as TV town meetings, anti-violence walks, and prayer services assured even greater local impact.

*For more information, contact:*

Ashley Carr  
The Points of Light  
Foundation  
1737 H Street, NW  
Washington, DC 20036  
202-223-9186, ext. 162

Successes with the media aren't good just for planning purposes. You should be using favorable publicity to attract new volunteers, reward and recognize those you currently work with, help secure new program funds, and attract coalition members. Some of your press clips might be just the thing to attach to a proposal, circulate among friends and supporters throughout the community, or add to your standard press kit.

*Remember: In the media business, success tends to breed success. Once you are recognized by one or two media organizations for your positive contributions to the community, other media outlets will likely follow. As media recognition of your good work builds, so does people's understanding of the importance of "Taking A Bite Out Of Crime."*

SAMPLE

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# News Release

For Immediate Release:  
(DATE)

Contact: (NAME)  
(NUMBER)

## **“COMMUNITY SPIRIT” IS FOCUS OF OUR TOWN CRIME PREVENTION MONTH**

To celebrate community spirit and partnerships; to channel outrage over violence, drugs, and other crime into action; and to launch a month of events, Mayor/Governor/Council President (NAME) today proclaimed October as OURTOWN Crime Prevention Month. He/she called on citizens to pledge to reduce violence in their homes, schools, and neighborhoods throughout the year.

“The adverse impact of crime and violence in our community is an issue we can no longer ignore,” said (NAME). “Now is the time to come together as a community and to focus on how we all can make a difference in making OURTOWN a safer place to live, work, and grow up.”

During October, activities will honor individual, school, and community efforts to fight crime, recruit young people and adults for community improvement projects, and raise awareness of the pivotal role grassroots action plays in reducing violence. The month-long program of events includes a Fun Run this Saturday, a Crime Prevention Fair at the OURTOWN mall, a poster contest for children, and a weekend retreat for families sponsored by OURTOWN Industries, Inc. Special displays at libraries, schools, businesses, community centers, and hospitals—plus materials from bookmarks to posters—will keep violence prevention in the public eye while offering practical information about preventing burglary, sexual assault, and other crimes.

Crime Prevention Month is celebrated nationwide each year. It is sponsored by the Crime Prevention Coalition, which includes more than 120 national, federal, and state groups dedicated to building safer, more caring communities.

# # #

SAMPLE

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# Media Advisory

**For Immediate Release:**  
(DATE)

**Contact: (NAME)**  
(NUMBER)

## **ADVISORY: OURTOWN TO HONOR NEIGHBORHOOD CRIME PREVENTION "HEROES"**

**WHO:** Ourtown Mayor Terry Jones; town police and safety officials; community and business leaders.

**WHAT:** A luncheon ceremony honoring five individuals and organizations that have made Ourtown a safer place to live.

**WHERE:** Ourtown Civic Club, 1995 Local Lane.

**WHEN:** Tuesday, October 18, 12:00 noon.

**Background:** Since 1985, the Ourtown Crime Prevention Coalition has worked with Ourtown government officials, as well as business and community groups, to identify individuals and organizations that help make Ourtown a safer place to live and work. The celebration takes place in October each year as part of Crime Prevention Month. Past Ourtown Prevention Heroes have included: Ourtown Neighborhood Watch, WOUR-TV, and the Ourtown Police Department's Prevention Division.

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# News Conference Checklist

## OVERALL POINTERS

- Hold the event in a convenient place for media—the local press club or near media offices or public buildings where the press congregate. If it's a neighborhood event, set up for the best access by the press.
- Arrange for a room that is not so large that it will look empty if attendance is light.
- Pick a convenient date and time—mid-morning Tuesday, Wednesday, and Thursday is usually best.
- Keep it to 30 minutes or less, with plenty of time for questions.
- Think about hiring a photographer for the event. Offering your own photos can increase the chances your story will be featured in smaller local publications.

## ONE WEEK OUT—ARRANGE FOR OR CHECK ON THE FOLLOWING

- Podium
- Video and audio systems (if necessary)
- Riser for TV cameras (if necessary)
- Microphone stand (on podium)
- Backdrop (blue, if possible)
- Chairs (theater set-up; arrange large center aisle)
- Easels (if needed)
- Electricity (outlets for TV lights, etc.) and Audio hook-ups (including a "multi-box" if needed)
- Table (for media sign-ups and materials)
- Water/coffee/food

*Other Activities:* Send out media advisory; contact your local wire-service daybooks about deadlines and securing a listing for your event; prepare written materials, including news releases, written statements, and press kits.

### **ONE TO THREE DAYS BEFORE**

- Formalize order of speakers and who will say what.
- Call, fax, or e-mail all media to encourage them to come.
- Double-check wire-service daybook listings.
- Print final news release; collate materials; stuff press kits.
- Walk through the site; review details.
- Prepare a media sign-in sheet asking for reporters' names, affiliations, and phone numbers.

### **THAT MORNING**

- Make last-minute calls/faxes to assignment desks and desk editors.
- Double-check your site, making sure to check and re-check all equipment and audio-visual aids.
- Walk through the news conference with principal speakers.

### **AFTERWARD**

- Mail the news release to your entire press list to make sure everyone has it.
- Follow up with reporters who attended to say "thanks" and to offer any additional information.
- Relax. You did a great job.

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# Press Kit Checklist

An attractive and interesting press kit can show you've got your act together while providing the kind of background and in-depth information a reporter needs to put a good story together. Some ideas for what to include in your kit:

- Cover memo or news release (with contact name and phone number).
- Fact sheets on the issue(s).
- "Backgrounders" providing added history/perspective.
- PSA scripts and/or ad slicks.
- Quotes, comments, and/or endorsements from experts, prominent citizens.
- Selected press clippings as additional background.
- Relevant speeches or statements on the issue(s) from your organization and others.
- Charts, visuals, or photographs.
- Short biographies of major players/spokespersons.
- Copies of your annual report and/or other publications.
- Standard, one-page description of your group.
- A list of local coalition members and/or affiliated organizations.

Assembled neatly in an attractive folder, press kits can be sent in response to media inquiries, used as handouts at news conferences and other events, or distributed as blanket mailing pieces accompanying big news from your organization.



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# The Crime Prevention Coalition

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McGruff  
the Crime Dog

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## *State Members*

Alabama Crime Prevention Network  
Arizona Crime Prevention Association  
Arizona Department of Public Safety  
Arkansas Crime Information Center  
California Attorney General's Office  
California Crime Prevention Officers Association  
California Governor's Office of Criminal Justice Planning  
Colorado Crime Prevention Association  
Crime Prevention Association of Connecticut  
Florida Bureau of Criminal Justice Programs  
Florida Crime Prevention Association  
Georgia Crime Prevention Association  
Georgia Department of Community Affairs  
Hawaii Department of the Attorney General  
Idaho Crime Prevention Association  
Idaho Department of Law Enforcement  
Illinois Attorney General's Office  
Illinois Crime Prevention Association  
Iowa Crime Prevention Association  
Iowa Department of Public Safety  
Kansas Bureau of Investigation  
Kansas Crime Prevention Association  
Northern Kentucky Prevention Information Network  
Maryland Crime Prevention Association  
Maryland Community Crime Prevention Institute  
Massachusetts Crime Prevention Officers Association  
Massachusetts Criminal Justice Training Council  
Crime Prevention Association of Michigan  
Minnesota Crime Prevention Practitioners, Inc.  
Minnesota Office of Drug Policy and Violence Prevention  
Mississippi Crime Prevention Association  
Mississippi Division of Public Safety Planning  
Missouri Crime Prevention Association  
Missouri Department of Public Safety  
Nebraska Crime Commission  
Nebraska Crime Prevention Association  
Nevada Office of the Attorney General  
New Jersey Crime Prevention Officers' Association, Inc.  
New Jersey Department of Law and Public Safety  
New Mexico Crime Prevention Association  
New York Division of Criminal Justice Services  
New York State Crime Prevention Coalition  
North Carolina Crime Prevention Officers' Association  
North Carolina Department of Crime Control and Public Safety  
North Dakota Office of the Attorney General  
Ohio Crime Prevention Association  
Ohio Governor's Office of Criminal Justice Services  
Oklahoma Department of Public Safety  
Crime Prevention Association of Oregon  
Oregon Board on Public Safety Standards and Training  
Crime Prevention Association of Western Pennsylvania  
Pennsylvania Commission on Crime and Delinquency  
Pennsylvania Crime Prevention Officers Association  
Rhode Island Crime Prevention Officers Association  
South Carolina Governor's Office  
South Dakota Police Chiefs Association  
Texas Crime Prevention Association  
Texas Governor's Office  
Utah Council for Crime Prevention  
Vermont State Police

Virginia Crime Prevention Association  
Virginia Department of Criminal Justice  
Services  
Washington Crime Prevention Association  
Washington State Attorney General's Office  
West Virginia Criminal Justice and  
Highway Safety Office  
Wisconsin Crime Prevention Practitioners  
Association, Inc.  
Wisconsin Department of Justice  
Wisconsin Department of Administration

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### *National Agencies*

The Advertising Council, Inc.  
American Association of Retired Persons  
American Crime Prevention Association  
American Federation of Labor-Congress of  
Industrial Organizations  
American Probation and Parole Association  
American Society for Industrial Security  
The Association of Junior Leagues  
International, Inc.  
Boy Scouts of America  
Boys & Girls Clubs of America  
Crime Stoppers International, Inc.  
General Federation of Women's Clubs  
Institute of Criminal Justice Studies  
Insurance Information Institute  
International Association of Campus Law  
Enforcement Administrators  
International Association of Chiefs of Police  
International Association of Credit Card  
Investigators  
International Association of Directors of  
Law Enforcement Standards and Training  
International Association for Healthcare  
Security and Safety  
International Society of Crime Prevention  
Practitioners  
International Union of Police Associations  
National Association for the Advancement  
of Colored People  
National Association of Attorneys General  
National Association of Broadcasters  
National Association of Counties  
National Association of Criminal Justice  
Planners  
National Association of Elementary School  
Principals

National Association of Police Athletic  
Leagues  
National Association of Town Watch  
National Council of La Raza  
National Council on Crime and  
Delinquency  
National Crime Prevention Council  
National Crime Prevention Institute  
National Criminal Justice Association  
National District Attorneys Association  
National Exchange Club  
National Family Partnership  
National 4-H Council  
National Governors' Association  
National League of Cities  
National Network of Runaway and Youth  
Services  
National Organization of Black Law  
Enforcement Executives  
National Organization for Victim Assistance  
National Recreation and Park Association  
National Sheriffs' Association  
National Urban League, Inc.  
National Victim Center  
Police Executive Research Forum  
Service Corps of Retired Executives  
Association  
U.S. Conference of Mayors

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### *Federal Agencies*

Department of Defense  
Drug Enforcement Administration  
Federal Bureau of Investigation  
General Services Administration  
U.S. Department of Air Force  
U.S. Department of Army  
U.S. Department of Justice, Office of Justice  
Programs  
Bureau of Justice Assistance  
Bureau of Justice Statistics  
National Institute of Justice  
Office of Juvenile Justice and  
Delinquency Prevention  
Office for Victims of Crime  
U.S. Department of Navy  
U.S. Marine Corps  
U.S. Postal Inspection Service



N

ational  
Crime

*Posters*

Reproducibles

*Educational Materials*

Videos

*Excellent Resources*

New Programs

*Teaching Tools*

Instructional Guides

*Outreach Programs*

National Crime Prevention

Council

To forge a nationwide commitment by people  
acting individually and together to prevent crime  
and build safer, more caring communities.

Catalog





The **National Crime Prevention Council** (NCPC) is a private, nonprofit, tax-exempt [501(c)(3)] organization whose principal mission is to enable people to prevent crime and build safer, more caring communities. Its work includes the National Citizens' Crime Prevention Campaign, which includes the national McGruff "Take A Bite Out Of Crime" public service advertising effort. NCPC operates demonstration programs with youth, youth-serving agencies, schools, neighborhood groups, and municipal leaders. NCPC publishes books, kits of camera-ready program materials, posters, and informational and policy reports on a variety of crime prevention, youth development, and community-building subjects. NCPC offers training and technical assistance and provides a national focus for crime prevention: It acts as secretariat for the Crime Prevention Coalition. Proceeds from the sale of materials, which are funded by public and private sources, are used to produce more materials and to help support the full range of NCPC's work.

The Crime Prevention Coalition consists of 126 Federal agencies, national organizations, state programs, and associations that are committed to the prevention of crime. The Coalition's efforts are managed by a Steering Committee that reflects its membership. The Crime Prevention Coalition sponsors Crime Prevention Month each year in October.

The Coalition has established eleven principles of crime prevention, drawn from member organizations' extensive experience:

**The Crime Prevention Coalition Believes That:**

*Crime Prevention Is*

- Everyone's business ◦
- More than security ◦
- A responsibility of all levels of government ◦
- Linked with solving social problems ◦
- Cost-effective

*Crime Prevention Requires*

- A central position in law enforcement ◦
- Active cooperation among all elements of the community ◦
- Education ◦
- Tailoring to local needs and conditions ◦
- Continual testing and improvement

*Crime Prevention Improves*

- The quality of life for every community

The National Citizens' Crime Prevention Campaign is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice. Opinions are those of NCPC or cited sources and do not necessarily reflect U.S. Department of Justice policy or positions. The Bureau of Justice Assistance is a component of the Office of Justice Programs, which also includes the Bureau of Justice Statistics, the National Institute of Justice, the Office of Juvenile Justice and Delinquency Prevention, and the Office for Victims of Crime.

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1700 K Street, NW, Second Floor  
Washington, DC 20006-3817



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Office of Justice Programs ◻ U.S. Department of Justice

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# Mobilizing *communities*

## *Publications*

### **Achieving Success in Drug Prevention: Community-Law Enforcement Partnerships**

Highlights seven major ways that law enforcement agencies can help communities prevent drug abuse, both directly and as a catalyst for action. Explains need for and value of partnerships; offers tips on developing effective ones. 12-page booklet. 1991.

Item R9B, \$5.95.

### **Bringing Up a Drug-Free Generation: How Communities Can Support Parents**

Brief, convenient, stimulating collection of program ideas that takes a realistic look at today's families and shows how communities can offer positive support. Roles for government, social service agencies, media, schools, businesses, others. 32 pages, paperbound. 1992.

Item M28A, \$5.95.

### **Building and Crossing Bridges: Refugees and Law Enforcement Working Together**

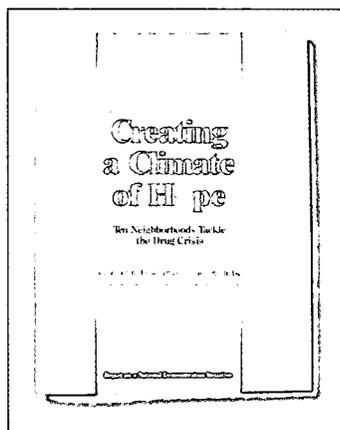
This brand new report highlights effective strategies for law enforcement and refugee communities to build partnerships that enhance community safety. Describes ways in which the two groups can reach out to each other and how effective working relationships can be managed. Drawing on experiences at 17 sites across the nation, the book talks about a wide range of cultural, social, and legal and criminal justice issues. 60 pages, paperbound. 1994.

Item M36, \$14.95.

### **Challenges and Opportunities in Drug Prevention: A Demand Reduction Resource Guide for Law Enforcement Officers**

Popular, hands-on guide for law enforcement officers who work in schools, neighborhoods, and workplaces and with community groups to help reduce demand for drugs. Practical skill-builders on presentations, and community organizing complement specific program ideas in key community settings. Written for law enforcement, it's helpful to anyone seeking to build or strengthen community drug prevention efforts. 220 pages, paperbound. 1990.

Item M14B, \$24.95.



### **Creating a Climate of Hope: Ten Neighborhoods Tackle the Drug Crisis**

Neighborhoods in communities across the nation show how local groups can partner with civic leaders and policy-makers to reduce crime, drugs, and fear, as well as build community spirit

and capacity. Explains process, group strategies, start-up considerations. Inspiring and encouraging; a must for communities beset with drugs and violence. 84 pages, paperbound. 1992.

Item M23A, \$14.95.

### **Helping Communities Mobilize Against Crime, Drugs, and Other Problems**

Treasure-trove of lessons learned by groups around the country about what makes for success in spurring communities to action. Style, substance, philosophy, approach, and operations are touched on in this compact guide. 28 pages, paperbound. 1992.

Item M32A, \$5.95.

### **Maintaining Neighborhood Watch**

Concise inventory of ideas for building and sustaining the nation's most widespread crime prevention activity. Shows how active community involvement builds on itself. 4-page booklet. 1986.

Item R1A, \$3.95.

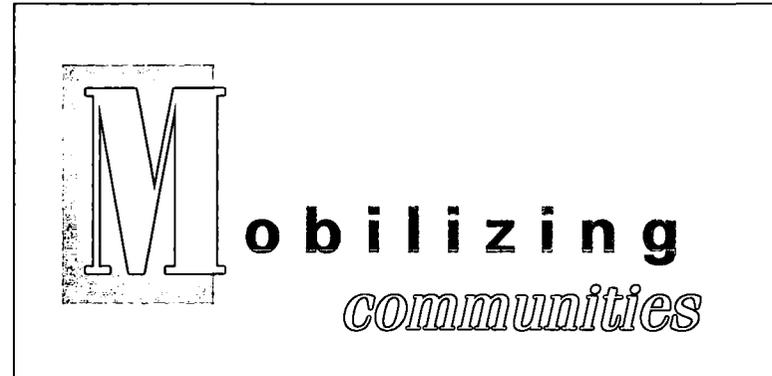
WOMEN

## Mission Possible: Churches Supporting Fragile Families

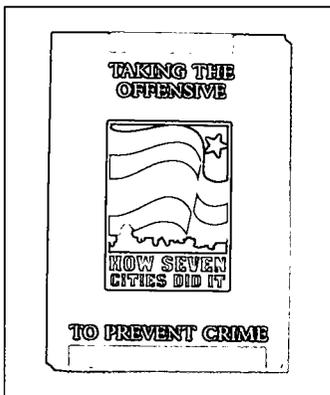
Outlines how urban congregations and divinity schools partnered with fragile families to provide support, counseling, and mentoring in three communities. Step-by-step outline makes this low-cost program easy to adapt or replicate. 36 pages, paperbound. 1990.  
Item M13B, \$5.95 (limited quantities available).

## Preventing Crime in Urban Communities: Handbook and Program Profiles

Presents four enduring strategies for creating and sustaining safer urban environments. Explores myths and facts of urban crime; discusses basic organizing techniques. Outlines ways to build community trust; offers ideas to bring racial, cultural, and ethnic minorities into crime prevention efforts. Profiles 50 urban programs addressing wide variety of problems. 132 pages, paperbound. 1986.  
Item M6B, \$14.95.



W E N



## Taking the Offensive To Prevent Crime: How Seven Cities Did It

Path-breaking action by seven major cities that engaged government agencies, civic leadership, and grassroots citizens in partnership to develop comprehensive action plans to reduce and prevent crimes.

Describes process, lessons learned; shows how plans addressed both symptoms and causes of crime. Provides prototype and action steps for use by others. Superb model for general-purpose units of government. 116 pages, paperbound. 1994.  
Item M34, \$14.95.

W E N

## Uniting Communities Through Crime Prevention

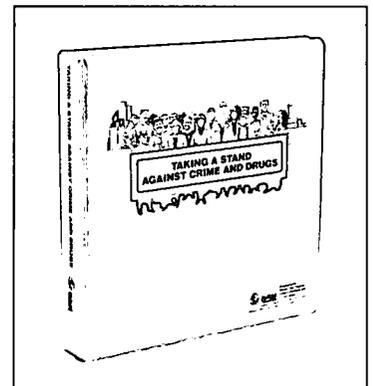
Frames prevention as a major community anti-crime strategy compatible with community policing; provides extraordinary base for community action. Presents the case for prevention, including examples of success; shows how dozens of key government, business, civic, and neighborhood leaders can play critical roles; describes variety of physical and social strategies for prevention; offers start-up and program improvement ideas along with sources for further information. 88 pages, paperbound. 1994.  
Item M35, \$14.95.

W E N

## Kit

## Taking a Stand Against Crime and Drugs

The kit for the basics, this comprehensive, convenient notebook offers more than 40 reproducible masters for public education on subjects ranging from personal safety to business prevention, from child protection to prevention advice for the disabled. A reproducible Neighborhood Watch mini-kit makes support for this popular and effective program easier than ever. Ten concise, informative reports address issues from program evaluation to crime prevention through environmental design. Community partnerships, violence prevention, other key topics emphasized. 43 reproducibles, 10 papers, 22-page user and resource guide. 1993.  
Item M30B, \$39.95.



# Protecting children

## If You Want To Fit In, Be Drug Free

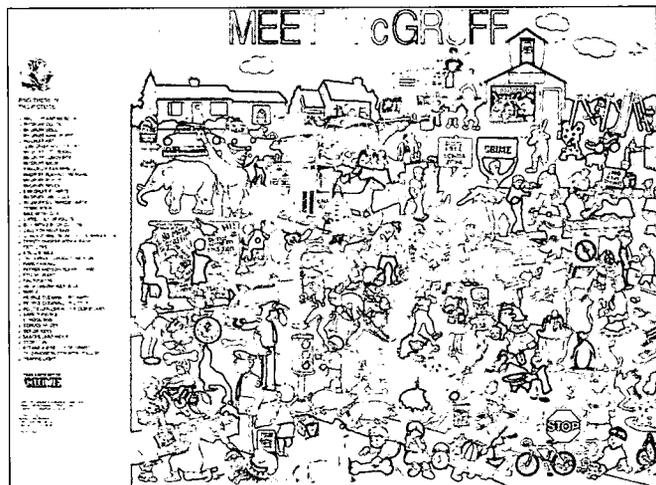
Upbeat, brightly colored poster shows children in McGruff's Drug-Free Park engaged in a variety of positive, fun, drug-free activities. 22" x 30".  
Item PR18, \$5.95.

## It Shouldn't Hurt To Be a Kid

McGruff urges adults to report suspected child abuse in this colorful message. Convenient space provided for local phone number to encourage action. 16" x 20".  
Item P5A, \$5.95.

## McGruff Has a Dream for You

Colorful poster shows McGruff dreaming about some great things kids can do if they are drug free. Inspires children to choose and stay committed to a drug-free life. 22" x 28".  
Item PR25, \$5.95.



## Meet McGruff

Engaging poster shows a collage of drug-free activities with McGruff taking part. Familiarizes young children with McGruff and makes them aware of positive, fun, drug-free activities. 30" x 22".  
Item PR21 (full-color), \$5.95.

## Black-and-white version for coloring

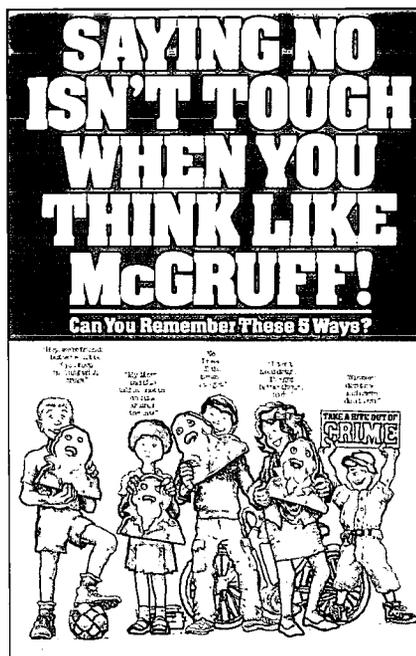
Item P27 (five black-and-white posters), \$5.95.

Item P28 (thirty black-and-white posters), \$15.95.

Spanish version offered in *Reaching the Spanish Speaking section of this catalog.*

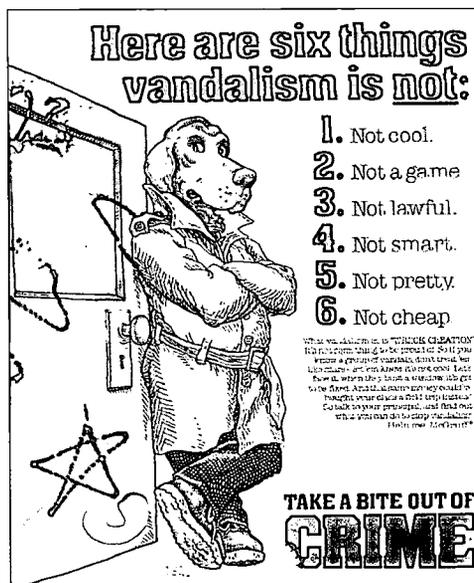
## Saying No Isn't Tough When You Think Like McGruff

Positive ways kids can say NO to drugs. Full-color poster reinforces resistance to negative peer pressure. 22" x 34".  
Item PR14, \$5.95.



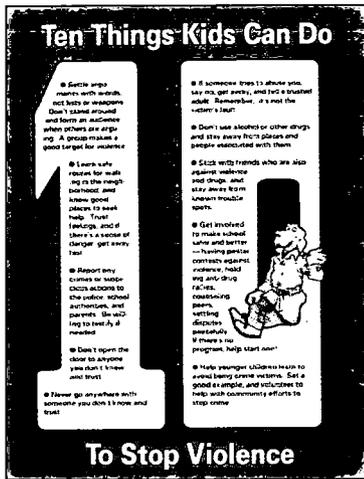
## Six Things Vandalism Is Not

McGruff reminds kids in this colorful poster that vandalism is "wreck-creation," and that it's not cool. McGruff urges kids to help with clean-up and prevention. 22" x 27".  
Item PR4A, \$5.95.



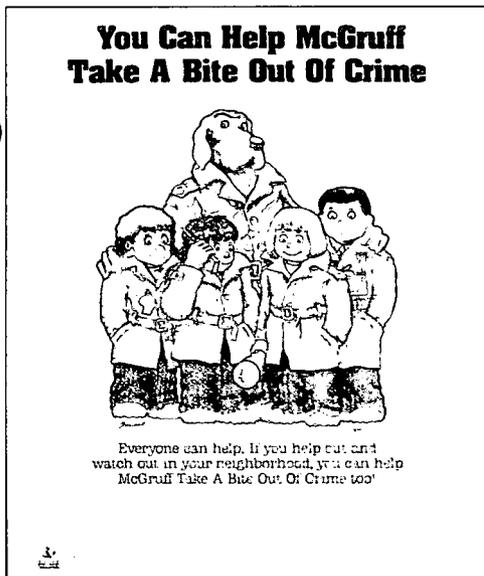
## Ten Things Kids Can Do To Stop Violence

McGruff lights up a bright blue and yellow poster with ten actions kids can take to stop violence. 18" x 24". Item PR24A, \$5.95.



## To Be What You Want To Be, Be Drug Free!

McGruff points to a space that allows each child to imagine what he or she wants to be in the future. Bright, colorful, positive reinforcement of the value of being drug free. 22" x 30". Item PR19, \$5.95.



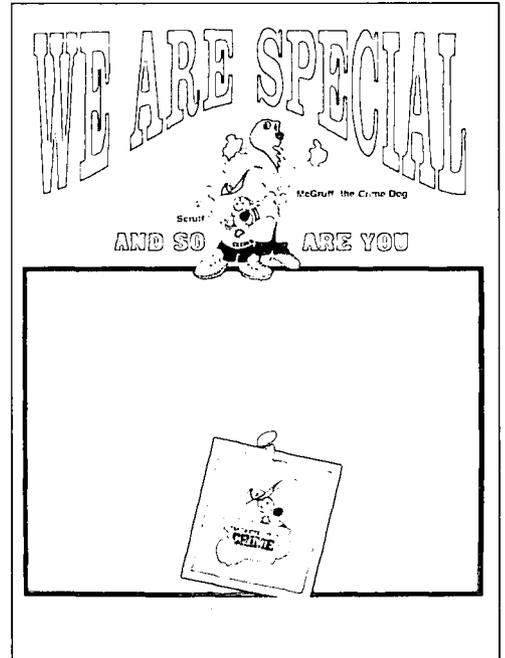
## Trenchcoats

McGruff and four young trenchcoated friends remind kids (and everyone else) to make neighborhoods safer, better places by helping out and watching out. Lifelike color. 22" x 30". Item PR26, \$5.95.



## We Are Special

McGruff and his nephew, Scruff, special to millions of children, invite youngsters to put their own pictures (photos or drawings) in the poster's picture frame. Helps build self-esteem, positive associations for pre-schoolers and kindergartners. 22" by 30". Item P36, \$5.95.



## With a Healthy, Drug-Free Body ...

McGruff uses his own body to show how being drug free is better for every part of your body from head to toe. Brightly colored poster reaches elementary school-age children in terms they can understand. 22" x 30". Item PR22, \$5.95. Spanish version offered in Reaching the Spanish Speaking section of this catalog.

## Video

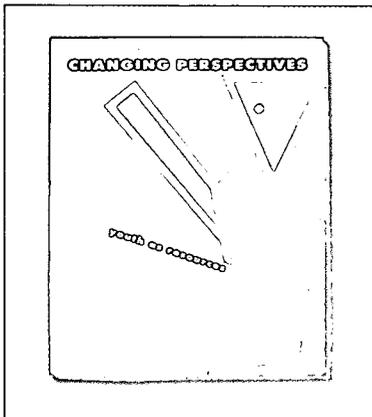
### "No Show" Rock Video

21-minute video shows how kids communicate with peers on ways to refuse alcohol and other drugs. Lively pop-rock format and engaging vocals add to colorful animation and action. 1989. Item V1A, \$19.95.

## Publications

### Changing Our Course: Youth as Resources Program Guide

The how-to-do-it guide for starting this program in your own community in which youth design and lead projects to address neighborhood and community needs and problems. This hands-on manual shows each step for setting up a Youth as Resources effort in your area; provides forms, guidelines, and checklists; extensive samples of useful materials; helpful list of resources. Convenient large loose-leaf binder. 146 pages, notebook-bound. 1992.  
Item M25, \$24.95.



### Changing Perspectives: Youth as Resources

Presents a landmark, tested, powerful approach in which communities involve youth in solving local problems. Three Indiana cities undertook to view young people as sources of solutions,

not problems. Youth designed and led projects tackling drugs, homelessness, dropout rates, literacy, community safety, and more. Results? Community betterment, personal growth, and new perspectives by civic groups on youth. 88 pages, paperbound. 1990.  
Item M16B, \$14.95.

### Charting Success: A Workbook for Developing Crime Prevention and Other Community Service Projects (Second Edition)

Extraordinarily popular workbook for teens (also popular with adult groups) explores crime's impact on youth; presents sample program and project ideas young people themselves have carried out; assists readers step-by-step to develop a workable plan for action on community problems. 52 pages, paperbound. 1992.  
Item M11B, \$7.95.

# I n v o l v i n g teens

### Given the Opportunity: How Three Communities Engaged Teens as Resources in Drug Abuse Prevention

Shows how teens in three areas (New York City; Evansville, Indiana; and the state of South Carolina) designed and led anti-

drug projects based on funding through local community boards. Describes program framework, projects undertaken, costs, results, lessons learned. 56 pages, paperbound. 1992.

Item M22A, \$11.95.

### Making a Difference: Young People in Community Crime Prevention

Presents framework to join positive youth development and community safety; gives pragmatic advice on involving youth in solving community crime problems; offers tips from the experienced on running successful programs. Profiles 30 community efforts involving wide range of agencies and situations. 132 pages, paperbound. 1985. Item M2B, \$11.95.

### Teen Power: Don't Fight Drugs Without It!

Find out how teens in your community can be a powerful force for drug prevention, not just for other youth but throughout the community. Key drug prevention and youth development concepts are woven into a flexible concept that enlists youthful energy in a vital cause.

Includes profiles of 25 programs, extensive resource list, and more. 116 pages, paperbound. 1991.  
Item M17A, \$14.95.

### Teens, Crime, and the Community (Third Edition) and Teacher's Manual

Superb curriculum used in hundreds of middle schools as stand-alone or within another course to teach teens and pre-teens. Pre- / post- evaluations document that students learn both personal safety strategies and ways to build stronger, safer schools and neighborhoods. Helps youth understand causes and costs of crime. Interactive approach promotes eager participation. Includes ideas for teen-led prevention projects. Single copies only.

Textbook: 208 pages, paperbound.

Item M7B, \$13.50.

Teacher's Manual: 200 pages, paperbound.

Item M7C, \$18.00.

Bulk orders must be placed with West Publishing Company, 800-328-2209.



## Young People in Crime Prevention Programs

How to make youth part of the solution to crime problems through a variety of programs; how local communities can take advantage of this resource in preventing crime. Describes work in established youth groups and schools as well as independent efforts. 16-page booklet. 1989. Item R7B, \$5.95.

# I n v o l v i n g teens

## Kits

### We Are Drug Free Action Kit for Teens

Handy ready-to-localize mini-posters, articles, quizzes, and brochures reach teens and pre-teens on preventing drug abuse, drug trafficking, drunk driving, steroid abuse, and more. Includes user guide and resource list. 12 reproducibles. 1991. Item K10B, \$16.95.

### Teens, Crime, and the Community Implementation Guide

Schools, community centers, youth-serving agencies can use this detailed manual to bring the full benefits of the Teens, Crime, and the Community program to local settings. Easy-to-use, loose-leaf binder helps organize materials that enable educators, law enforcement officials, and community leaders to fit TCC into communities. Topics covered include whom to involve and how to involve them in start-up, ways to assess local needs, how to provide local training, how to operate and evaluate, and more. 177 pages, notebook-bound. 1992. Item M26A, \$39.95.

## Posters

### How To Be a Teenage Crime Victim

Brilliant color poster humorously delivers message to teens about effective ways to reduce their risk of victimization. 22" x 28". Item PR9, \$5.95.

### Kids Today Don't Think About Anyone But Themselves ... And a Lot of Other People

This upbeat poster shows young people in helping, community-building roles. 18" x 24". Item PR13A, \$5.95.

"You might be surprised  
by our connection  
with crime and drugs ..."



We clean up neighborhoods, counsel our friends, settle disputes, teach younger kids, make videos, run hot lines, put on performances, and more... to stop crime and drugs in our communities.

"You can do it, too!"

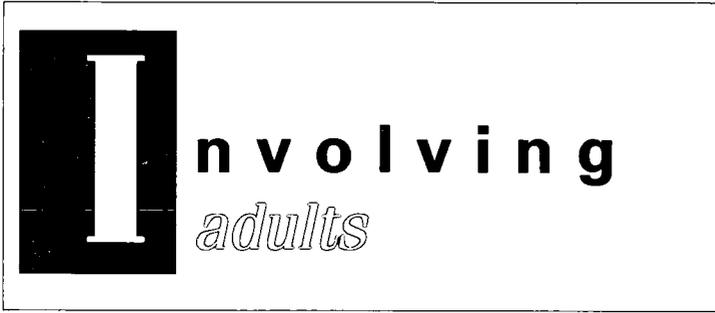
### You Might Be Surprised by Our Connection With Crime and Drugs

Colorful poster shows teens as key actors in preventing drugs and crime. Poster reminds viewers "You can do it, too!" Includes space to localize. 24" x 36". Item PR20, \$5.95.

## Video

### Youth as Resources: The Power Within

Compelling 15-minute video shows how youth solve community problems and how communities and youth benefit on many levels. Presents concept; provides basis for discussing both Youth as Resources program and youth-community relationships. 1991. Item V5A, \$19.95.



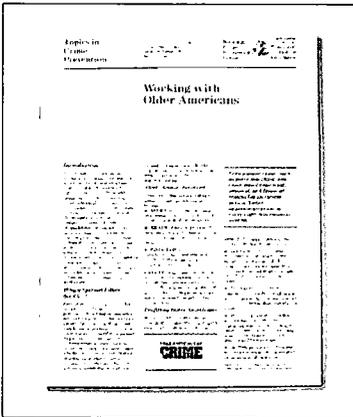
## Publications

### Tools To Involve Parents in Gang Prevention

Helps communities deal with emerging gang problems; shows how to enlist parents and involve children in anti-gang strategies and positive community activities. Excellent 32-page booklet for elementary grades, word games and others for older youth, three dramatic anti-gang posters, informative 16-page "mini-newspaper" for parents — all camera-ready and localizable. Includes program papers on building bridges to families and on involving media in gang prevention. Packed in its own file folder for convenient storage. 1992. Item M31, \$24.95.

### Working With Older Americans

Addresses two important needs — how to convey prevention information effectively to this growing audience and how to benefit from the experience and expertise of older persons in organizing and operating local prevention efforts. 12-page booklet. 1990. Item R8B, \$5.95.



## Posters

### Memo From the Top Dog

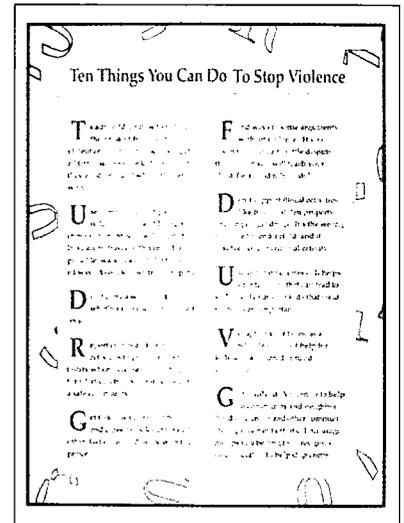
McGruff poster lists tips to help protect employees, their families, and the company. Appropriate for public agencies or private industry. 15" x 20". Item PR11A, \$5.95.

### Talk! It's Better for Your Kids Than Drugs ... So Talk!

Powerful poster gives parents specific ways to communicate with children. 21" x 33". Item PR15, \$5.95.

### Ten Things You Can Do To Stop Violence

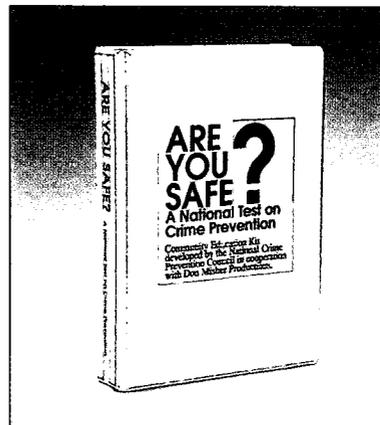
Colorful poster with practical tips that tell how one person can help stem violence and make a difference in the community. 18" x 24". Item PR23A, \$5.95.



## Video

### Are You Safe? A National Test on Crime Prevention

Among our most popular items! 45-minute TV-quality video includes crime scenarios, multiple-choice questions for audience response, action reminders, discussions by panel of experts. Covers home security, street safety, driving securely, community action, and more. Kit includes detailed discussion guide and reproducible answer sheet. 45-minute video cassette and reproducible materials in attractive case. 1991. Item V4A, \$39.95.



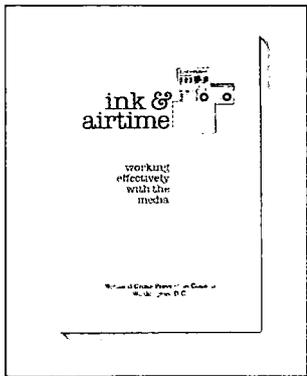
# D

## eveloping *programs*

### *Publications*

#### **Barter, Bargain, and Borrow**

Lively examples of how to get the resources your program needs through a variety of local channels. Ideas that work for finding goods, services, people, and money to get the job done and build partnerships. 8-page booklet. 1987. Item R4B. \$3.95.



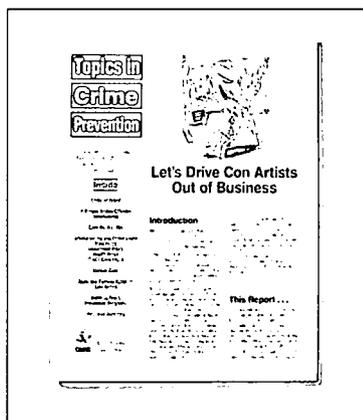
#### **Ink & Airtime: Working Effectively With the Media**

Soup-to-nuts basic guide for setting up local press relations, from how to write and present a news release to ideas for active partnerships with media. Frames approaches to coverage in a community context. Includes forms for developing press

contact list, profiling media outlets, developing catchy story leads. Explains use of news conferences, special events, handling of "bad news." A must for groups that want to tell their story! 124 pages, paperbound. 1987. Item M5B, \$14.95.

#### **Let's Drive Con Artists Out of Business**

Fraud touches nine out of ten Americans. This report shows how to deal with most common types, describes emerging trends, new variations, vulnerable audiences; provides comprehensive, annotated resource directory for keeping up to date. 24-page booklet. 1992. Item R11A, \$7.95.



#### **Organizing for Small Business Crime Prevention**

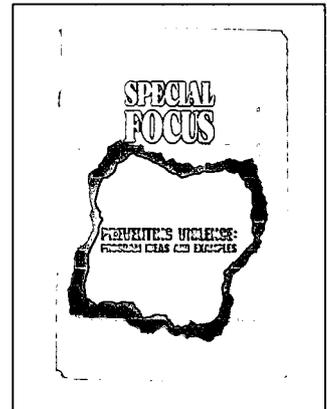
How small businesses and typical neighborhood establishments can work in partnership with neighborhood groups so both are safer. Provides ideas on organizing and developing programs. 12-page booklet. 1988. Item R6B, \$5.95.

#### **Planning Is a Verb**

How do you focus community energy and effort? How can citizens decide what problems to tackle and how to proceed? How can planning itself strengthen community spirit and commitment? This idea-packed book shows how planning benefits everyone; provides easy-to-follow road map through process; explains how civic leadership can be tapped; offers forms and checklists for identifying community needs. Full of practical examples of communities that have used planning techniques with exciting results. 84 pages, paperbound. 1988. Item M10B, \$14.95.

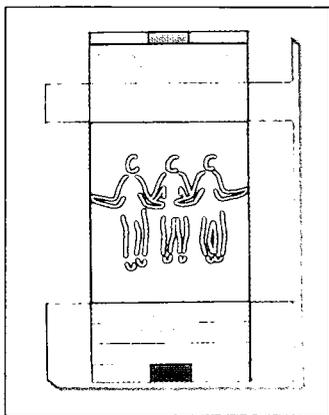
#### **Preventing Violence: Program Ideas and Examples**

Extraordinary guide to ways to invest community in violence prevention. Shows how and why to recruit key partners including law enforcement, schools, community groups, policymakers; explains crucial strategies for anti-violence work. In-depth profiles of 27 programs — from gang prevention for youth and adults to conflict management, from domestic violence prevention to dealing with violence on TV — demonstrate diversity of approaches that can help with this major social problem. 80 pages, paperbound. 1992. Item M21A, \$11.95.



#### **Put a Stop to Auto Theft**

How big is the problem? How have local communities dealt with it? What's the latest technology? These questions and more are answered; a wide range of program strategies are shared; and extensive resource list is provided. 12-page booklet. 1991. Item R10A, \$7.95.



### Reaching Out: School-Based Community Service Programs

Shows how schools around the nation have laid the groundwork for community service. Packed with ideas, tips, and examples of effective programs in wide range of settings. Describes choices in designing and starting up a program; pro-

files more than two dozen successful efforts; provides reproducible worksheets and training aids for implementing programs and working with youth. 84 pages, paperbound. 1988.

Item M8A, \$14.95.

### Selling Crime Prevention

How to make the case for prevention as a key anti-crime strategy. Applies tested techniques to enlist support and spur enthusiasm. 4-page booklet. 1987.

Item R3B, \$3.95.

### Success of Community Crime Prevention

Documented results of prevention programs from formal evaluations and studies. Answers that frequently asked question, "Does it work?" with a resounding "Yes!"

8-page booklet. 1987.

Item R5B, \$3.95.

### What, Me Evaluate?

Shows how local program evaluation can be a positive tool for documenting achievements and improving future efforts; links evaluation to program goals in clear, practical terms. Debunks myths that evaluation must be complex to be useful; explains how to avoid common errors.

Provides sample evaluation plans, community survey forms; discusses basic survey techniques. Helpful to numerous community-grounded programs. 80 pages, paperbound. 1986.

Item M4B, \$14.95.



# D e v e l o p i n g p r o g r a m s

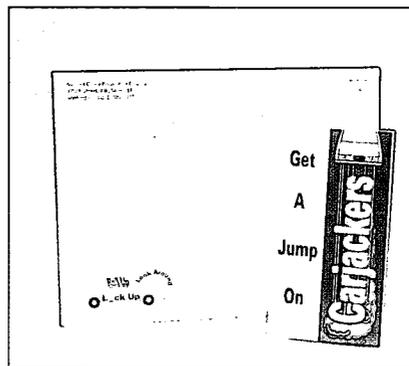
## Kits

### Together for a Safe Campus

Packed with program ideas and reproducible masters on dozens of campus-wide prevention topics, attractive kit shows how students, faculty, and staff can work together to reduce crime and improve campus and community life. Provides positive crime prevention messages on date rape, alcohol and other drugs, theft, street crime, dorm and apartment security, as well as service opportunities. In-depth resource directory, 23-reproducibles. Comes in its own convenient box. 1988.

Item K7B, \$39.95.

### Anti-Carjacking Kit



Reproducible, localizable, 12-page, pocket-sized booklet gives tips on preventing carjacking and other auto-related personal crimes. Kit includes user's guide, text for three announcements on local radio, and

reproducibles to make customized mini-poster, two drop-in articles, and a counter card. 12 pieces. 1993.

Item M33, \$9.95.

# R

## eaching the Spanish speaking

### Publications

#### Acompañados y sin Miedo / Not Alone, Not Afraid

Basic guide, in Spanish and English, on both personal and community crime prevention. Explains how simple community-organizing techniques can help residents address community problems more effectively; shows how basic strategies can reduce people's risk of crime.

Item SP1, Spanish speaking call 800-727-UNETE for free copy.

#### El Libro de McGruff / McGruff's Activity Book



Stimulating activities in English and Spanish help children and families learn drug and crime prevention skills in fun ways. Booklet contains full set of parallel activities, appropriately adapted in each language, for children in grades K-4 as well as helpful information for parents and teachers. 96 pages, paperbound. 1993. Item K9, \$22.95.

#### Scruff Vence el peligro de la calle (Scruff Beats the Scary Streets)

Colorful comic/activity book introduces McGruff's nephew, Scruff, and his adventures. Shows kids positive ways to deal with conflicts, bullies, and other troubling situations. Individual Spanish copies free by writing McGruff, Department S, Chicago, Illinois 60652.

### Posters

#### Chicos, excúsenme, pero si alguien los toca de una manera que a Ustedes no les cae bien (If Someone Touches You and It Doesn't Feel Right)

Sensitive, easy-to-recall rules for children confronted with possible sexual abuse. Non-threatening approach teaches children to avoid abuse without raising unnecessary fears. Lifelike color. Spanish version. 22" x 28".

Item PR8, \$5.95.

#### Conozca a McGruff / Meet McGruff

Colorful Spanish and English bilingual poster shows a collage of drug-free activities with McGruff taking part. Familiarizes young children with McGruff and makes them aware of positive, fun, drug-free activities.

32"x 24".

Item P30, \$5.95.

#### Black-and-white version for coloring

Item P31 (five black-and-white posters), \$5.95.

Item P32 (thirty black-and-white posters), \$15.95.

#### Con un cuerpo sano y libre de drogas tendrás (With a Healthy, Drug-Free Body)

McGruff uses his own body to show how being drug free is better for every part of your body from head to toe. Brightly colored poster reaches elementary school-age children in terms they can understand. Spanish version. 22" x 30".

Item P29, \$5.95.

# Free

## Not Alone, Not Afraid / Acompañados y sin miedo

Basic guide, in Spanish and English, on both personal and community crime prevention. Explains how simple community-organizing techniques can help residents address community problems more effectively; shows how basic strategies can reduce people's risk of crime. Item SP1, Spanish speaking call 800-727-UNETE for free copy.

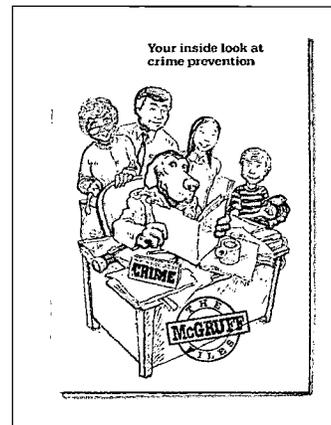
## Scruff Beats the Scary Streets

Colorful comic/activity book introduces McGruff's nephew, Scruff, and his adventures. Shows kids positive ways to deal with conflicts, bullies, and other troubling situations. Available in English and Spanish. Individual copies free by writing McGruff, Chicago, Illinois 60652 (English) or McGruff, Department S, Chicago, Illinois 60652 (Spanish).

## Stop the Violence, Start Something

Concise, helpful booklet shows a variety of anti-violence activities that children, adults, and neighborhoods can undertake. Identifies some of the many additional resources that can help. Item J22, call 800-WE-PREVENT for free copy.

## Your Inside Look at Crime Prevention



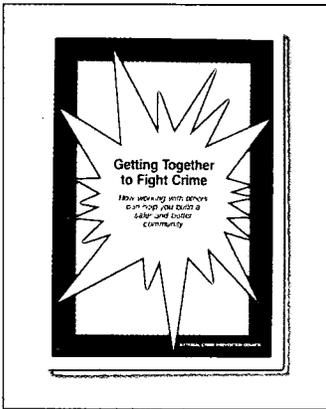
This basic booklet explains need for both individual and community prevention efforts; provides basic home, personal, and neighborhood prevention strategies everyone should know; suggests local resources for further help. Describes prevention approaches for and with children and teens. 24-page, booklet. 1990. Item J20 (single copy), free.

## Publications

### Catalyst

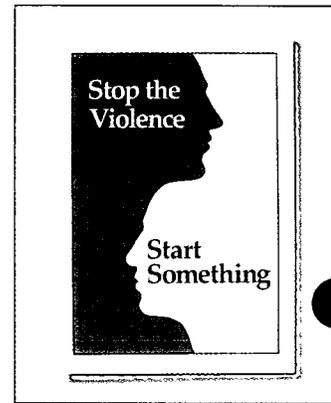
Nation's most up-to-date newsletter for community crime prevention; ten issues per year. Includes program profiles, updates on materials, training opportunities, and much more.

To obtain free subscription, write *Catalyst*, NCPD, 1700 K Street, NW, Second Floor, Washington, DC 20006-3817.



## Getting Together To Fight Crime

Jam-packed with ideas for those just starting to organize neighborhood activities to address common concerns, as well as for those looking for new ideas and ways to revive anti-crime groups. Item J23, free.



### Guidelines for McGruff

The source for all information about getting permission to use McGruff the Crime Dog®, his nephew Scruff®, "Take A Bite Out Of Crime®," and "Unete A La Lucha Contra El Crimen®" as part of your program. This booklet explains guidelines for uses of McGruff poses, costume, image, character, and more! 40 pages, paperbound. 1992. Item M12 (single copy), free.

### National Service and Public Safety: Partnerships for Safer Communities

Describes new national service legislation, wealth of public safety opportunities for AmeriCorps and Learn and Serve America programs. Demonstrates how law enforcement, community groups, prosecutors and probation, parole, and corrections staffs can benefit from AmeriCorps service. 1994. Item NS1, free.



## ***Publications***

### **Being Healthy and Safe With McGruff and Scruff**

Colorful activity book for pre-school and Head Start children and their teachers, parents, and other caregivers helps prepare children to deal with issues of self-esteem; problem solving; health and safety awareness; and crime, drug, and violence prevention at developmentally appropriate levels. Offers guides for teachers, activities for children, and important messages for parents.

Projected Publication: Fall 1994.

### **Cops Helping Kids: A Guide for Working With Four- and Five-Year-Old Children**

Comprehensive advice for law enforcement officers who teach young children. Includes activities and discussion guides, handouts to send home with the children, and resource information. Covers issues from personal safety to drug prevention, from fending off bullies to preventing gun violence.

Projected Publication: Winter 1994.

### **Crime Prevention and Community Policing**

[WORKING TITLE] Describes how these two concepts work together to enhance community security and build more productive community-police partnerships; shows how crime prevention helps with problem-solving.

Projected Publication: Winter 1994.

### **Helping Kids Handle Conflict: A Guide for Caregivers Working To Prevent Violence**

Ways to help children in kindergarten through grade 5 learn non-violent ways to settle arguments, deal with bullies and avoid fights. Imaginative activities can be used with youth groups or in classroom settings, independently or as part of curriculum. Deals with contemporary issues such as bullying, cultural differences, gender issues, media violence, and weapons.

Projected Publication: Winter 1994.

### **Preventing Violence Against Women**

[WORKING TITLE] Outlines ways in which violence affects women; discusses role of fear in influencing women's behavior; explores possible causes of violence; and offers profiles of prevention-oriented programs. Focuses on crimes of which women are frequently victims, including rape, domestic violence, stalking, and threats that generate disproportionate fear.

Projected Publication: Winter 1994.

### **Spanish and English Brochure Masters**

Very popular brochures — on Neighborhood Watch, home security, street sense for adults and children, kids alone at home, and domestic violence prevention — translated into Spanish. Kit includes camera-ready, localizable masters of each brochure in each language.

Projected Publication: Winter 1994.

# catalog set offers

## Poster Sets

### Child Protection

Five Ways To Play It Safe	\$ 5.95
If Someone Touches You and It Doesn't Feel Right	\$ 5.95
It Shouldn't Hurt To Be a Kid	\$ 5.95
<b>Total</b>	<b>\$ 17.85</b>
Special Set Offer, Item PS4	\$ 12.95

### Children and Drug Prevention

If You Want to Fit In, Be Drug Free	\$ 5.95
McGruff Has a Dream for You	\$ 5.95
Saying No Isn't Tough	
When You Think Like McGruff	\$ 5.95
To Be What You Want To Be, Be Drug Free!	\$ 5.95
Trenchcoats	\$ 5.95
With a Healthy, Drug-Free Body...	\$ 5.95
<b>Total</b>	<b>\$ 35.70</b>
Special Set Offer, Item PS3	\$ 29.95

### Teens

How To Be a Teenage Crime Victim	\$ 5.95
Kids Today Don't Think About Anyone but Themselves...And a Lot of Other People	\$ 5.95
You Might Be Surprised by Our Connection With Crime and Drugs	\$ 5.95
<b>Total</b>	<b>\$ 17.85</b>
Special Set Offer, Item PS2	\$ 12.95

### Adults

Blindfolded!	\$ 5.95
Memo From the Top Dog	\$ 5.95
Talk! It's Better for Your Kids Than Drugs ...So Talk!	\$ 5.95
<b>Total</b>	<b>\$ 17.85</b>
Special Set Offer, Item PS1	\$ 12.95

### Violence and Vandalism Prevention

Six Things Vandalism Is Not	\$ 5.95
Ten Things Kids Can Do To Stop Violence	\$ 5.95
Ten Things You Can Do To Stop Violence	\$ 5.95
<b>Total</b>	<b>\$ 17.85</b>
Special Set Offer, Item PS5	\$ 11.95

## Materials for the Very Young

Meet McGruff (poster)	\$ 5.95
Find the Silly and Dangerous Things (poster)	\$ 5.95
We Are Special (poster)	\$ 5.95
Opening Doors With McGruff and Scruff (kit)	\$ 12.95
<b>Total</b>	<b>\$ 30.80</b>
Special Set Offer, Item SS1	\$ 22.95

## Children and Youth

McGruff's Drug Abuse Prevention Kit	\$ 44.95
Talking With Youth About Prevention (book)	\$ 29.95
When a Child Reports a Crime (book)	\$ 14.95
McGruff's Elementary Drug Prevention Activity Book	\$ 19.95
Tools To Involve Parents in Gang Prevention	\$ 24.95
We Are Drug Free Action Kit for Teens	\$ 16.95
Bringing Up a Drug-Free Generation (book)	\$ 5.95
Teens, Crime, and the Community brochure	Free
<b>Total</b>	<b>\$157.65</b>
Special Set Offer, Item SS5	\$118.95

## Teens in Action

Changing Perspectives: Youth as Resources (book)	\$ 14.95
Teen Power (book)	\$ 14.95
Youth as Resources: The Power Within (video)	\$ 19.95
You Might Be Surprised by Our Connection With Crime and Drugs (poster)	\$ 5.95
Given The Opportunity (book)	\$ 11.95
Making a Difference (book)	\$ 11.95
Charting Success (workbook)	\$ 7.95
Teens, Crime, and the Community brochure	Free
Youth as Resources brochure	Free
We Are Drug Free Kit Action Kit for Teens	\$ 16.95
<b>Total</b>	<b>\$104.60</b>
Special Set Offer, Item SS2	\$ 78.95

## Community Mobilizing

Creating a Climate of Hope (book)	\$ 14.95
Taking the Offensive To Prevent Crime (book)	\$ 14.95
Helping Communities Mobilize Against Crime, Drugs, and Other Problems (booklet)	\$ 5.95
Planning Is a Verb (book)	\$ 14.95
Preventing Violence (book)	\$ 11.95
Getting Together To Fight Crime (reproducible booklet)	Free
Bringing Up a Drug-Free Generation (book)	\$ 5.95
<b>Total</b>	<b>\$ 68.70</b>
Special Set Offer, Item SS4	\$ 49.95

### Anti-Violence

Stop the Violence, Start Something (reproducible booklet)	Free
Getting Together To Fight Crime (reproducible booklet)	Free
Preventing Violence (book)	\$ 11.95
Tools To Involve Parents in Gang Prevention Not Alone, Not Afraid / Acompañados y sin Miedo (booklet)	\$ 24.95 Free
Anti-Carjacking Kit	\$ 9.95
Preventing Violence Against Women (book)	\$ 11.95
When a Child Reports a Crime (book)	\$ 14.95
<hr/> Total	<hr/> \$ 73.75
Special Set Offer, Item SS7	\$ 55.95

### Drug Prevention

McGruff's Drug Abuse Prevention Kit	\$ 44.95
McGruff's Elementary Drug Prevention Activity Book	\$ 19.95
Bringing Up a Drug-Free Generation (book)	\$ 5.95
Challenges and Opportunities in Drug Prevention (book)	\$ 24.95
We Are Drug Free Action Kit for Teens	\$ 16.95
<hr/> Total	<hr/> \$112.75
Special Set Offer, Item SS6	\$ 84.95

### Spanish Language

Acompañados y sin Miedo / Not Alone, Not Afraid (booklet)	Free
Conozca a McGruff / Meet McGruff (poster)	\$ 5.95
El Libro de McGruff / McGruff's Activity Book	\$ 22.95
Chicos, excúsenme, pero si alguien los toca de una manera que a Ustedes no les cae bien (If Someone Touches You and It Doesn't Feel Right) (poster)	\$ 5.95
Con un cuerpo sano y libre de drogas tendrás (With a Healthy, Drug-Free Body) (poster)	\$ 5.95
<hr/> Total	<hr/> \$ 40.80
Special Set Offer, Item SS8	\$ 29.95

### Basic Bookshelf

Stop the Violence, Start Something (reproducible booklet)	Free
Getting Together To Fight Crime (reproducible booklet)	Free
Not Alone, Not Afraid / Acompañados y sin Miedo (booklet)	Free
Taking a Stand Against Crime and Drugs (kit)	\$ 39.95
Ink & Airtime (book)	\$ 14.95
Planning Is a Verb (book)	\$ 14.95
What, Me Evaluate? (book)	\$ 14.95
Talking With Youth About Prevention (book)	\$ 29.95
Helping Communities Mobilize Against Crime, Drugs, and Other Problems (booklet)	\$ 5.95
Challenges and Opportunities in Drug Prevention (book)	\$ 24.95
Are You Safe? (video)	\$ 39.95
Creating a Climate of Hope (book)	\$ 14.95
Taking the Offensive To Prevent Crime (book)	\$ 14.95
<hr/> Total Set Offer	<hr/> \$215.50
Special Set Offer, Item SS3	\$159.95

*Spanish*

*Educational*

*Teens*

*Opportunity*

**Fight Crime**

*Free Materials*

**Evaluate**

*Resources*

*Save up to 33%*

It's simple to use McGruff's Educational Products to spread Crime and Drug Prevention Messages. If you're looking for fun ways to reinforce safety messages, we have hundreds of options. Our licensed products featuring McGruff the Crime Dog and his nephew, Scruff, run the gamut from pencils, stickers, lapel pins, dolls, books, and apparel to educational videos and fully animated robots. Over 99% of American children know and recognize McGruff. Scruff is the newest member of the Crime Prevention family, and kids just love him!

## Plan a Crime Prevention Event With Educational Material

**Safe Kids Identification Kit** is an interactive booklet filled with practical up-to-date guidelines parents can use to teach their children about personal safety. The Safe Kids Kit contains a game and an easy-to-use fingerprint identification kit.

**Personalized McGruff and Me** storybooks feature the child as the main character, the names of his/her schoolmates, and McGruff the Crime Dog. The book is filled with tips on latchkey kids, what to do about calls from strangers, vandalism, and much more. The book is available in English, Easy Reader, Spanish, and Braille versions.

**The McGruffletter** is a newsletter that can be tailored to any crime-prevention message (home, children, travel safety, etc.), and the entire last page is dedicated to the sponsoring company's corporate message and logo.

The **Preventing Crime in the Workplace program**, including posters, suggestion box, and memo paper with McGruff's "Take A Bite Out Of Crime," educates employees about improving their safety and reminds them that crime is not acceptable.

Through high-quality **educational videos**, McGruff inspires children to take an active role in crime prevention and self-protection. Videos cover the following themes:

- McGruff on Self-Protection; Preventing Child Abuse and Neglect
- McGruff's Guide to Personal Safety
- McGruff Files: People Different but Alike
- McGruff's Drug Alert
- McGruff's Gang Alert
- McGruff on Halloween
- McGruff on Vandalism
- Crime Prevention: It's Elementary
- McGruff on the Law: Bicycles and Pedestrians
- McGruff on Personal Property
- McGruff's Self-Care Alert
- McGruff on Drug-Free Kids

## Add More Excitement and Increase Attendance at Your Crime Prevention Events

**McGruff the Crime Dog costume** is a big crowd-draw. Kids and adults flock to see McGruff. Law enforcement agencies all over the nation use the costume to reinforce their crime prevention messages. McGruff can hand out fliers on crime prevention, McGruff badges, "autographed" McGruff pictures and shake children's hands. Many private companies have donated money to local law enforcement offices to enable them to purchase the McGruff costume to further the crime prevention message in their communities.

**McGruff the Crime Dog Inflatable** is a low-maintenance cold-air balloon display you can use as a landmark in front of your entrance. The Inflatable is available in 8-foot and 32-foot sizes and is visible from a long distance.

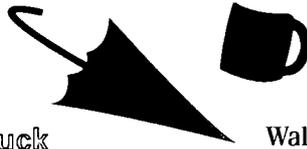
**McGruff the Crime Dog Robot** helps keep the crowd interested. The interactive robot is nearly 5 feet tall and is fully automated. He winks, blinks, and moves around by remote control. When he talks his mouth moves automatically, and he has a cassette player for music and crime prevention messages.

**Bike Star** is the only bicycle registration program licensed by the NCPD. Bike Star provides law enforcement agencies with registration information enabling them to identify stolen bicycles and return them to the rightful owners. For a five dollar fee, Bike Star registrants receive a certification of registration providing legal evidence of bicycle ownership, assistance in identifying and recovering a stolen bike, a decal, and a personal laminated registration card. Local clubs can earn up to one dollar per registration at Bike Star events and promotions they organize in local communities.

In the fall, light-reflective **trick-or-treat bags** can be used to spread crime prevention messages. Each bag contains simple tips for children and can include a perforated coupon. Trick-or-treat bags are available in paper, plastic, and light-reflective plastic versions.

If you don't have the funds, but would like to give free items away at your event, consider asking a local company to sponsor the free giveaway item. Most of these items can be personalized to include a sponsoring company's logo and address. These products not only reinforce and spread crime prevention messages, they also earn royalties that help fund the National Citizens' Crime Prevention Campaign's Public Service Advertising.

# programs



## McGruff House and McGruff Truck

A McGruff House is a reliable source of help for children in emergency or frightening situations. Programs are established locally as a partnership among law enforcement, schools, and community organizations. The McGruff Truck program applies the same concept to utility companies. These are programs operated by National McGruff House Network under license from NCP.

For information, contact NMHN, 1879 South Main, Suite 180, Salt Lake City, Utah 84115. 801-486-8768.

## Offer the Giveaways Kids of All Ages Want!

Order quantities determine pricing, but here are a few guides for all price ranges:

**Under \$1.00:** Pencils, pens, lapel pins, stickers, static cling decals, key rings, reflective Halloween bags with safety tips (all sizes/custom ordered), book jackets, activity books, coloring books, reflective products, Grafeeties (the original bumper sticker for sneakers in neon and reflective colors), growth charts, pencil cases, babysitter checklist magnet board, crime prevention brochures, balloons, rulers, slide guides, painters' caps, calendars, greeting cards, Junior Police badges.

**Under \$5.00:** McGruff stamps, T-shirts, posters, Footballs, Basketballs, Puzzles, sports bottles, tumblers, night lights, coffee mugs, fanny packs, flashlights, sports caps, windshield auto shades, McGruff vinyl figurines.

**Under \$20.00:** McGruff and Scruff plush dolls, McGruff and Scruff sportswear and apparel, umbrellas, watches.

## Licensees

The following is a partial listing of our licensees for our 1,000+ products. For a free packet containing color fliers from all McGruff licensees order Item D2.

The ADCO, Inc., 612-545-6414. McGruff lapel pins.

AIMS Media, 818-773-4300. Educational videos.

Bike Star, 602-241-8547. Bicycle Registration program.

Boerner and Tollefson, 612-473-7322. Safe Kids Identification Kits.

Commonwealth, 212-242-4070. McGruff and Scruff plush dolls, hand puppets, and plastic figurines.

Creative Productions, 904-435-0977. Educational cassettes.

Walter Cribbins, 415-543-8666. Pens, pencils, mugs, stickers, umbrellas, and other specialty products.

Eye-D Unlimited, 303-291-1011. Grafeeties, the original bumper stickers for sneakers.

Exposystems, 301-587-3907. McGruff Exhibit.

First Colony Label, 804-564-8329. McGruff signs, decals, banners, and flags.

g .Neil Companies, 305-846-8899. Crime Prevention in the Workplace.

Hefty Publishing, 904-469-9101. *McGruff and Me* personalized book.

Island Printing, 708-416-3103. Static cling decals and stickers.

JAM Communications, 212-941-6080. *McGruffletter*.

JII, 614-622-4422. McGruff calendars and specialty products.

McGruff Special Products Office, 518-842-4388. Halloween bags, book covers, posters, activity books, litter bags, pens, pencils, etc.

Natcom, 305-756-8600. McGruff Inflatable.

PDI Productions, Inc., 609-227-6858. McGruff Cares for You cassette tapes.

Pegs Stationers, 814-237-6539. McGruff stamps.

Personal Expressions, 800-722-2776. McGruff fuzzie stickers and magnets.

Precision Arts, 800-328-4088. McGruff lapel pins and keychains.

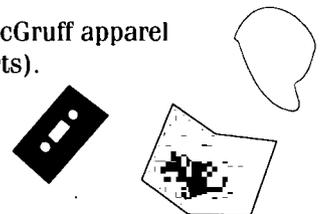
Printmark Industries, 717-455-7000. Reflective apparel and accessories

Robotronics, 801-489-4466. McGruff the Crime Dog Robot

Stoffel Seals, 914-353-3800. McGruff badges, shields, key chains, etc.

The Stone Soup Group, 201-265-7301. Scruff wearables (T-shirts, sweats, bandannas, and caps).

Warehouse, 301-937-4843. McGruff apparel (T-shirts, sweatshirts, and shorts).



# catalog at a glance

## Publications

Achieving Success in Drug Prevention:	
Community-Law Enforcement Partnerships .....	2
Acompañados y sin Miedo / Not Alone, Not Afraid .....	13
Barter, Bargain, and Borrow .....	11
Bringing Up a Drug-Free Generation:	
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**Praise for NCPC Publications:**

Our compliments and thanks for the outstanding *Taking a Stand* kit....The NCPC continues to produce excellent resources and we gratefully share that fact with our colleagues.

*Ramon Gripley, Catholic Youth Charities*

I have received the official copies of the *Call to Action* and the *Foundations for Action*, and I want to thank you and let you know how pleased I am with the high quality of these publications. You have produced two very attractive, professional, readable, and helpful publications...My heartiest congratulations on a job well done.

*Betsy Cantrell, National Sheriffs' Association*

Just a note to thank you a million times for your help in providing me with information I could leave with the third through six graders at Melwood Elementary School. The presentations went very well with lots of questions. The posters were a big hit as was McGruff himself.

*Diane Wells, U.S. Department of Justice*

I just finished reading *National Service and Public Safety: Partnerships for Safer Communities*. What an excellent job! Given the President's commitment to community policing, public safety, and national service, a publication to tie them all together was definitely needed — one stop reading so to speak. The fact that it is both comprehensive, technically correct, and yet readable testifies to the depth of experience and skill you have built at the National Crime Prevention Council. I am sending a copy of *National Service and Public Safety* to all National Assembly Members. It is truly a contribution to the fields of community service and public safety.

*Gordan A. Raley, The National Assembly of National Voluntary Health and Social Welfare Organizations*

Thank you for the wonderful article in the *Catalyst* about Batelle's Home Alone program. Response to your article has been overwhelming! I have received letters and phone calls from the U.S. State Department - Overseas Post Bureau, school systems, police departments, and city commerce offices. . . . Keep up the great work.

*Dee Dee Woltz, Batelle Memorial Institute*

I wish to thank you for the information [*Taking the Offensive to Prevent Crime: How Seven Cities Did It*] that you have sent to us about the Texas City Action Plan to Prevent Crime. I passed it on to key European partners who are also very interested in the comprehensive approach of crime prevention that now arises in the United States.

*Michel Marcus, Chief Executive, Urban Security in Europe*

We were delighted with the write-up of the Kids With a Gun — Call 911 campaign in the *Sending Kids into a Safer World* publication. We have received over 50 inquiries from the *Catalyst* article and several communities have started their own campaigns.

*Ninky Vickers, Mobile Bay Area Partnership For Youth*

In these days of "Cops," "Current Affair," and similar programs, it was refreshing to see a video on crime prevention that didn't sensationalize the issue though graphic scenes of stalking marauders and physically brutalized victims...I appreciate the fact that the videos emphasize the fact that there are relatively simple things individuals and communities can do to reduce crime.

*Charlie Moore, Citizen Activist*

We found your booklet *Sending Kids Into A Safer World* absolutely excellent. We also ordered *Taking A Stand Against Crime and Drugs* which we found equally exceptional.

*Lisa Horne, Cellular One*

I received the wonderful copy of the *Taking a Stand Against Crime and Drugs* kit and I certainly appreciated it. I will pass it along to Wyoming's Drug and Alcohol Advisory Board.

*Mike Sullivan, Governor, State of Wyoming*

National Crime Prevention Council  
1700 K Street, NW, Second Floor  
Washington, DC 20006-3817

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**N**

National Crime Prevention Council  
CATALOG

**P**osters

**R**eproducibles

**E**ducational materials

**V**ideos

**E**xcellent resources

**N**ewsletter

**T**eaching tools

**I**nstructional guides

**O**utreach programs

**N**ew products

To forge a nationwide commitment by people acting  
individually and together to prevent crime and build  
safer, more caring communities.



**TAKE A BITE OUT OF**

The **National Crime Prevention Council** (NCPC) is a private, nonprofit, tax-exempt [501(c)(3)] organization whose principal mission is to enable people to prevent crime and build safer, more caring communities. Its work includes the National Citizens' Crime Prevention Campaign, which includes the national McGruff "Take A Bite Out Of Crime" public service advertising effort. NCPC operates demonstration programs with youth, youth-serving agencies, schools, neighborhood groups, and municipal leaders. NCPC publishes books, kits of camera-ready program materials, posters, and informational and policy reports on a variety of crime prevention, youth development, and community-building subjects. NCPC offers training and technical assistance and provides a national focus for crime prevention: It acts as secretariat for the Crime Prevention Coalition. Proceeds from the sale of materials, which are funded by public and private sources, are used to produce more materials and to help support the full range of NCPC's work, including the National Citizens' Prevention Campaign.



The Crime Prevention Coalition consists of more than 130 Federal agencies, national organizations, state programs, and associations that are committed to the prevention of crime. The Coalition's efforts are managed by a Steering Committee that reflects its membership. The Crime Prevention Coalition sponsors Crime Prevention Month each year in October.

The Coalition has established eleven principles of crime prevention, drawn from member organizations' extensive experience:

**The Crime Prevention Coalition Believes That:**

*Crime Prevention Is*

- Everyone's business • More than security •
- A responsibility of all levels of government •
- Linked with solving social problems •
- Cost-effective

*Crime Prevention Requires*

- A central position in law enforcement • Active cooperation among all elements of the community • Education • Tailoring to local needs and conditions • Continual testing and improvement

*Crime Prevention Improves*

The quality of life for every community



The National Citizens' Crime Prevention Campaign is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice. Opinions are those of NCPC or cited sources and do not necessarily reflect U.S. Department of Justice policy or positions. The Bureau of Justice Assistance is a component of the Office of Justice Programs, which also includes the Bureau of Justice Statistics, the National Institute of Justice, the Office of Juvenile Justice and Delinquency Prevention, and the Office for Victims of Crime.



NATIONAL CRIME PREVENTION COUNCIL

## ► *Mobilizing Communities*

### **PUBLICATION**

#### *Partner With the Media To Build Safer Communities*

Offers information and resources to enlist the media as a partner in crime prevention. Presents suggestions for an individual or group in reaching out to the media, tips on getting prevention-oriented public service announcements on air and in print, and an overview of ways to achieve sustained media coverage for prevention activities.

Three-ring binder, 1995.

Item K20, \$19.95.

### **VIDEO**

#### *Taking the Offensive To Prevent Crime: The Texas Experience in Comprehensive Crime Prevention Planning*

Brings to life benefits of comprehensive planning by government-grassroots partnerships to prevent crime. Mayors, police officials, civic activists, and business leaders tell how their communities changed and how they did it. Lessons from seven major Texas cities can help communities everywhere. 13 minutes.

Item V6A, \$19.95.

## ► *Involving Teens*

### **PUBLICATION**

#### *Reach and Teach Your Peers!*

This handbook is designed to help teens become peer educators. Explains how to research and design a presentation, and provides hints on delivering the presentation. 23 pages.

Item M61, \$5.95.

### **VIDEOS**

#### *The Power To Change*

As told by youth and community residents, this 14-minute video portrays the powerful impact youth can have on improving community environments in inner city neighborhoods. Through participation in Youth as Resources, youth tackle social problems through volunteer service projects which are designed and directed by the youth themselves. Youth and adults partner to take responsibility and make changes in their communities. The application of this program to public housing and other urban settings is the focus of this video.

Item V7A, \$19.95.

#### *Smarter Teens, Safer Communities*

Lively video illustrates how Teens, Crime, and the Community education and crime prevention action components lead to safer teens, schools, and communities. Can be used as a specific training tool for the Teens, Crime, and the Community program to encourage youth and adults to work together on community crime prevention. Helps to stimulate discussion of teen victimization. 16 minutes.

Item V8A, \$19.95.

**T**hese publications were developed with support from a variety of sources including the Bureau of Justice Assistance and the Office of Juvenile Justice and Delinquency Prevention, U.S. Department of Justice; the U.S. Department of Housing and Urban Development; the U.S. Department of Health and Human Services; foundations; and corporate contributions. Funds from sales of publications are reinvested in developing materials and services to community crime prevention efforts.



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# M

# obilizing communities

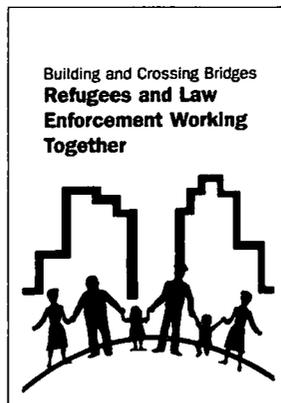
## Publications

### Achieving Success in Drug Prevention: Community-Law Enforcement Partnerships

Highlights seven major ways that law enforcement agencies can help communities prevent drug abuse, both directly and as a catalyst for action. Explains need for and value of partnerships; offers tips on developing effective ones. 12-page booklet. 1991.  
Item R9B, \$5.95.

### Bringing Up a Drug-Free Generation: How Communities Can Support Parents

Brief, convenient, stimulating collection of program ideas that takes a realistic look at today's families and shows how communities can offer positive support. Roles for government, social service agencies, media, schools, businesses, others. 32 pages, paperbound. 1992.  
Item M28A, \$5.95.



### Building and Crossing Bridges: Refugees and Law Enforcement Working Together

This brand new report highlights effective strategies for law enforcement and refugee communities to build partnerships that enhance community safety. Describes ways in which the two groups can reach out to each other and how effective working relationships can be managed. Drawing on experiences at 17 sites across the nation, the book talks about a wide range of cultural, social, and legal and criminal justice issues. 60 pages, paperbound. 1994.  
Item M36, \$14.95.

ships can be managed. Drawing on experiences at 17 sites across the nation, the book talks about a wide range of cultural, social, and legal and criminal justice issues. 60 pages, paperbound. 1994.  
Item M36, \$14.95.

### Creating a Climate of Hope: Ten Neighborhoods Tackle the Drug Crisis

Based on three years of work, 10 neighborhoods across the nation show how to partner with civic leaders and policymakers to reduce crime, drugs, and fear as well as build community spirit and capacity. Explains process, strategies, start-up. Inspiring and encouraging; a must for communities beset with drugs and violence. 84 pages, paperbound. 1992.  
Item M23A, \$14.95.

### Helping Communities Mobilize Against Crime, Drugs, and Other Problems

Treasure-trove of lessons learned around the country about success in spurring communities to action. Style, approach, and operations are touched on in this compact guide. 28 pages, paperbound. 1992.  
Item M32A, \$5.95.

### How Communities Can Bring Up Youth Free From Fear and Violence

Examines the cost of violence to the community, describes victims and perpetrators, looks at causes, and outlines potential of community partnerships to break the cycle of violence. Profiles comprehensive efforts in five cities; includes program examples, case studies, and resource list. 70 pages, paperbound. 1995.  
Item M45, \$11.95.

### Lengthening the Stride: Employing Peace Officers From Newly Arrived Ethnic Groups

Lays out ways police departments can hire and retain members of ethnic minorities. Addresses opportunities, benefits, issues, challenges, and innovative solutions, especially with newcomer groups. 50 pages, paperbound. 1995.  
Item M46, \$14.95.



### Find the Silly

Bright, entertaining activity for children to identify things to avoid. Includes illustrations of rollerblades, a bicycle, a cream cone, a watermelon, and a needle. 32 pages, paperbound. 1992.  
Item P33 (full-color), \$5.95.  
Item P34 (five black and white), \$5.95.  
Item P35 (thirty black and white), \$5.95.

### Five Ways To

Colorfully gives five ways to help children at play. 32 pages, paperbound. 1992.  
Item PR3, \$5.95.

### If Someone Is Right ...

Sensitive, easy-to-read book for children to avoid possible sexual abuse. Lifelike cartoon illustrations. 32 pages, paperbound. 1992.  
Item PR1, \$5.95.  
Spanish version available. See section of this catalog.

# P

# rotecting children

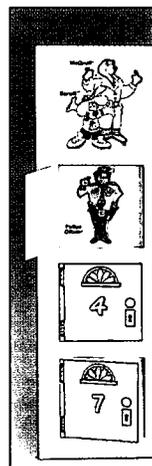
## When a Child Encourages

Emphasizes how a child or witness can help by reporting to a parent or teacher. Shows how to encourage a child to report the importance of reporting.

## Kits

### Opening D

Colorful, interactive kit for younger children. Includes McGruff, his helpers, and a dozen community helpers.

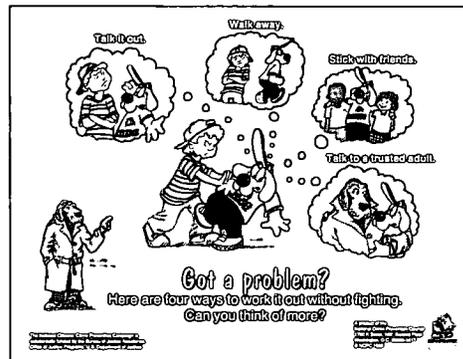


MEMO

## Problem Solving Without Fights

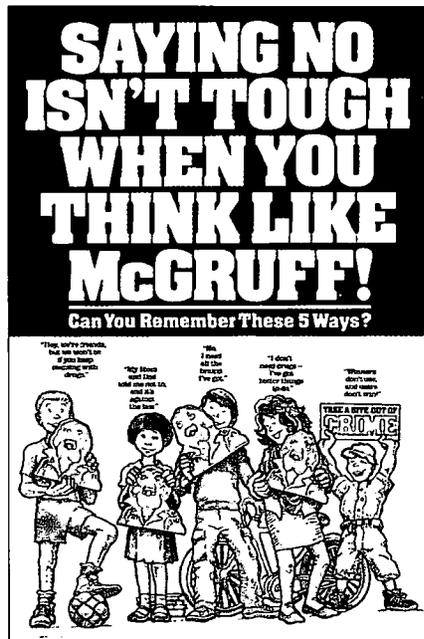
Shows Scuff, the Crime Dog's nephew, thinking of four different ways to deal with a threat from another child—talking it out, walking away, sticking with friends, or telling a grown-up.

Shows Scuff, the Crime Dog's nephew, thinking of four different ways to deal with a threat from another child—talking it out, walking away, sticking with friends, or telling a grown-up. Poster challenges young viewers to think of even more ways to handle problems without fists or weapons. 30" x 22".



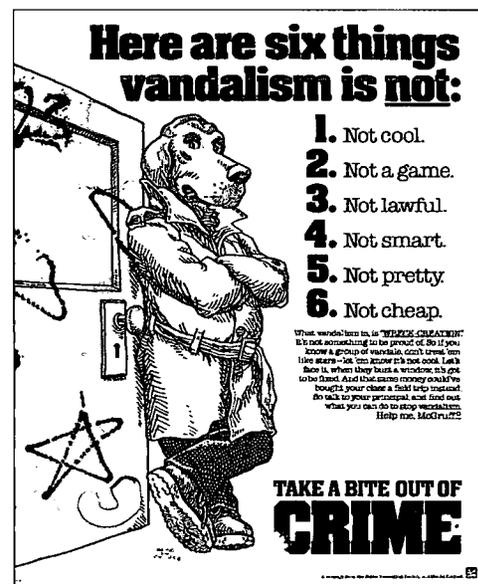
## Saying No Isn't Tough When You Think Like McGruff

Positive ways kids can say NO to drugs. Full-color poster reinforces resistance to negative peer pressure. 22" x 34".



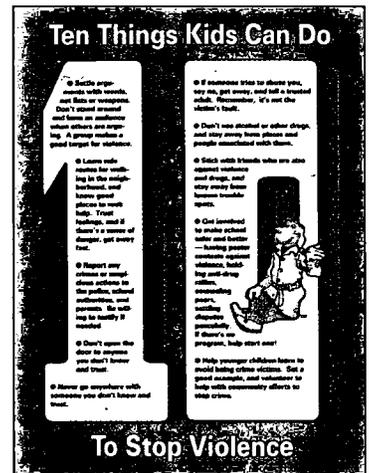
## Six Things Vandalism Is Not

McGruff reminds kids in this colorful poster that vandalism is "wreck-creation," and that it's not cool. McGruff urges kids to help with clean-up and prevention. 22" x 27".



## Ten Things Kids Can Do To Stop Violence

McGruff lights up a bright blue and yellow poster with ten actions kids can take to stop violence. 18" x 24".

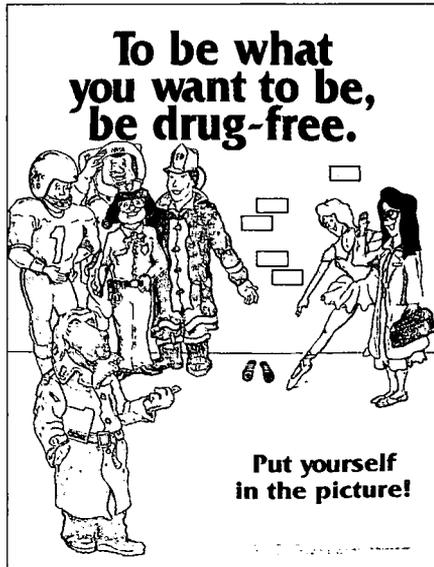


# P

## rotecting children

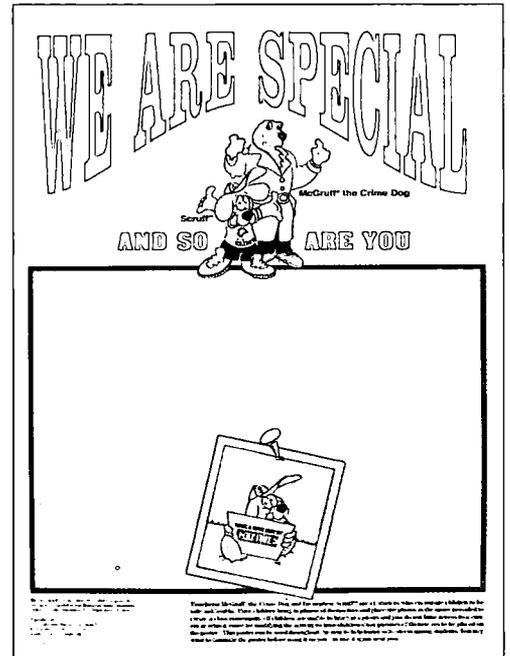
### To Be What You Want To Be, Be Drug Free!

McGruff points to a space that allows each child to imagine what he or she wants to be in the future. Bright, colorful, positive reinforcement of the value of being drug free. 22" x 30". Item PR19, \$5.95.



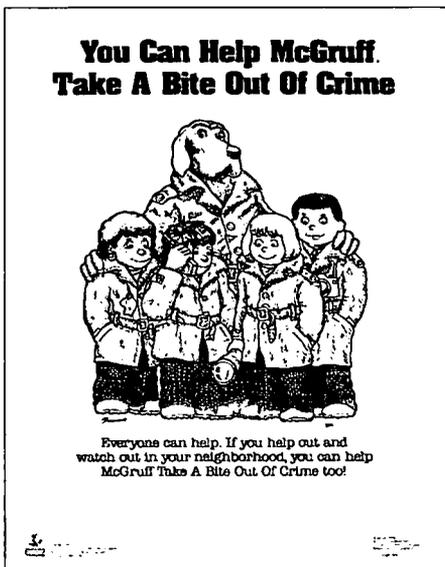
### We Are Special

McGruff and his nephew, Scruff, special to millions of children, invite youngsters to put their own pictures (photos or drawings) in the poster's picture frame. Helps build self-esteem, positive associations for pre-schoolers and kindergartners. 22" by 30". Item P36, \$5.95.



### Trenchcoats

McGruff and four young trenchcoated friends remind kids (and everyone else) to make neighborhoods safer, better places by helping out and watching out. Lifelike color. 22" x 30". Item PR26, \$5.95.



### With a Healthy, Drug-Free Body ...

McGruff uses his own body to show how being drug free is better for every part of your body from head to toe. Brightly colored poster reaches elementary school-age children in terms they can understand. 22" x 30". Item PR22, \$5.95.

Spanish version offered in *Reaching the Spanish Speaking section of this catalog.*

### Video

#### "No Show" Rock Video

21-minute video shows how kids communicate with peers on ways to refuse alcohol and other drugs. Lively rock format and engaging vocals add to colorful animation and action. 1989.

Item V1A, \$19.95.

# I n v o l v i n g t e e n s

## Posters

### Blindfolded!

Dynamic poster about denial! Straightforward message to parents about the reality of drug use among youth today. 21" x 33".  
Item PR12, \$5.95.



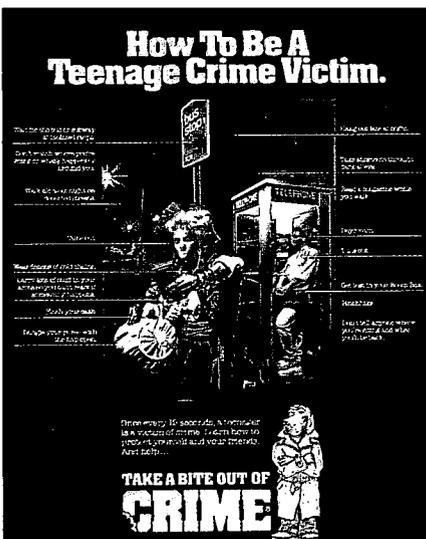
### Kids Today Don't Think About Anyone But Themselves ... And a Lot of Other People

This upbeat poster shows young people in helping, community-building roles. 18" x 24".  
Item PR13A, \$5.95.



### You Might Be Surprised by Our Connection With Crime and Drugs

Colorful poster shows teens as key actors in preventing drugs and crime. Poster reminds viewers "You can do it, too!" Includes space to localize. 24" x 36".  
Item PR20, \$5.95.



### How To Be a Teenage Crime Victim

Brilliant color poster humorously delivers message to teens about effective ways to reduce their risk of victimization. 22" x 28".  
Item PR9, \$5.95.

## Video

### Youth as Resources: The Power Within

Compelling 15-minute video shows how youth solve community problems and how communities and youth benefit on many levels. Presents concept; provides basis for discussing both Youth as Resources program and youth-community relationships. 1991.  
Item V5A, \$19.95.



# Involving adults

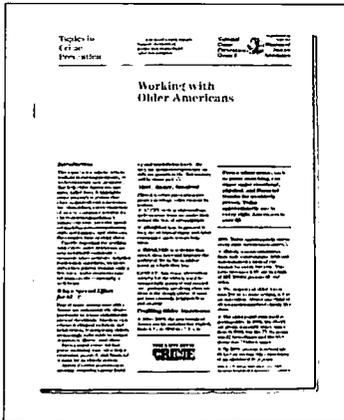
## Publications

### Tools To Involve Parents in Gang Prevention

Helps communities deal with emerging gang problems; shows how to enlist parents and involve children in anti-gang strategies and positive community activities. Excellent 32-page booklet for elementary grades, word games and others for older youth, three dramatic anti-gang posters, informative 16-page "mini-newspaper" for parents—all camera-ready and localizable. Includes program papers on building bridges to families and on involving media in gang prevention. Packed in its own file folder for convenient storage. 1992. Item M31, \$24.95.

### Working With Older Americans

Addresses two important needs—how to convey prevention information effectively to this growing audience and how to benefit from the experience and expertise of older persons in organizing and operating local prevention efforts. 12-page booklet. 1990. Item R8B, \$5.95.



## Posters

### Memo From the Top Dog

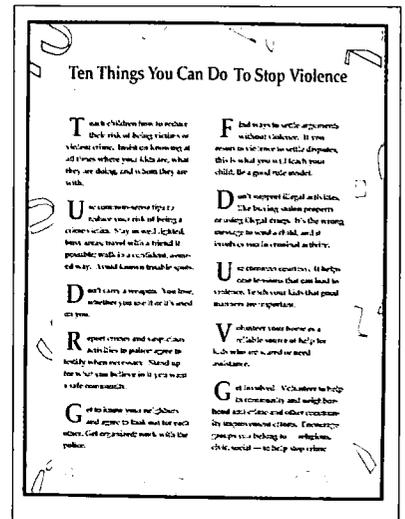
McGruff poster lists tips to help protect employees, their families, and the company. Appropriate for public agencies or private industry. 15" x 20". Item PR11A, \$5.95.

### Talk! It's Better for Your Kids Than Drugs ... So Talk!

Powerful poster gives parents specific ways to communicate with children. 21" x 33". Item PR15, \$5.95.

### Ten Things You Can Do To Stop Violence

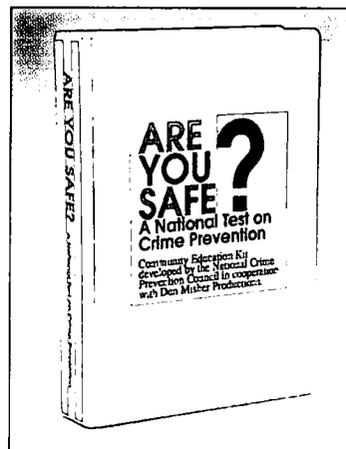
Colorful poster with practical tips that tell how one person can help stem violence and make a difference in the community. 18" x 24". Item PR23A, \$5.95.



## Video

### Are You Safe? A National Test on Crime Prevention

Among our most popular items! 45-minute TV-quality video includes crime scenarios, multiple-choice questions for audience response, action reminders, discussions by panel of experts. Covers home security, street safety, driving securely, community action, and more. Kit includes detailed discussion guide and reproducible answer sheet. 45-minute video cassette and reproducible materials in attractive case. 1991. Item V4A, \$39.95.



# D e v e l o p i n g p r o g r a m s

## Publications

### Barter, Bargain, and Borrow

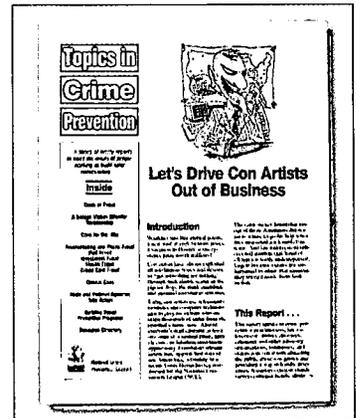
Lively examples of how to get the resources your program needs through a variety of local channels. Ideas that work for finding goods, services, people, and money to get the job done and build partnerships. 8-page booklet. 1987. Item R4B. \$3.95.

### Challenges and Opportunities in Drug Prevention: A Demand Reduction Resource Guide for Law Enforcement Officers

Popular, hands-on guide for law enforcement officers who work in schools, neighborhoods, and workplaces and with community groups to help reduce demand for drugs. Practical skill-builders on presentations, and community organizing complement specific program ideas in key community settings. Written for law enforcement, it's helpful to anyone seeking to build or strengthen community drug prevention efforts. 220 pages, paperbound. 1990. Item M14B. \$24.95.

### Let's Drive Con Artists Out of Business

Fraud touches nine out of ten Americans. This report shows how to deal with most common types, describes emerging trends, new variations, vulnerable audiences; provides comprehensive, annotated resource directory for keeping up to date. 24-page booklet. 1992. Item R11A. \$7.95.



### Mission Possible: Churches Supporting Fragile Families

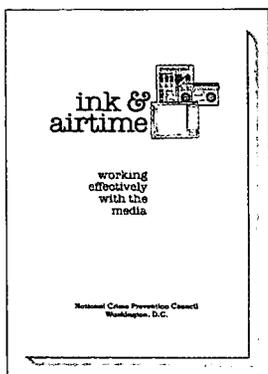
Outlines how urban congregations and divinity schools partnered with fragile families to provide support, counseling, and mentoring in three communities. Step-by-step outline makes this low-cost program easy to adapt or replicate. 36 pages, paperbound. 1990. Item M13B. \$5.95 (limited quantities available).

### Organizing for Small Business Crime Prevention

How small businesses and typical neighborhood establishments can work in partnership with neighborhood groups so both are safer. Provides ideas on organizing and developing programs. 12-page booklet. 1988. Item R6B. \$5.95.

### Ink & Airtime: Working Effectively With the Media

Soup-to-nuts basic guide for setting up local press relations, from how to write and present a news release to ideas for active partnerships with media. Frames approaches to coverage in a community context. Includes forms for developing press contact list, profiling



media outlets, developing catchy story leads. Explains use of news conferences, special events, handling of "bad news." A must for groups that want to tell their story! 124 pages, paperbound. 1987. Item M5B. \$14.95.

# **D**eveloping *programs*

## **Planning Is a Verb**

How do you focus community energy and effort? How can citizens decide what problems to tackle and how to proceed? How can planning itself strengthen community spirit and commitment? This idea-packed book shows how planning benefits everyone; provides easy-to-follow road map through process; explains how civic leadership can be tapped; offers forms and checklists for identifying community needs. Full of practical examples of communities that have used planning techniques with exciting results. 84 pages, paperbound. 1988.

Item M10B, \$14.95.

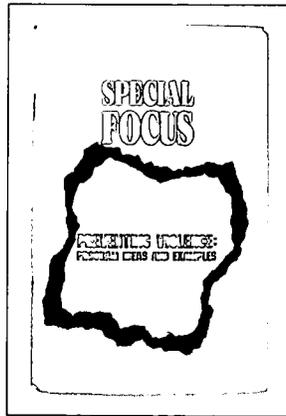
## **Preventing Violence Against Women: Not Just a Women's Issue**

Outlines ways in which violence affects women; discusses role of fear in influencing women's behavior; explores possible causes of violence; and offers profiles of prevention-oriented programs. Focuses on crimes of which women are frequently victims, including rape, domestic violence, stalking, and threats that generate disproportionate fear. Includes FBI study, "What Serial Rapists Say. . ." 100 pages, paperbound. 1995.

Item M38, \$16.95.

## **Preventing Violence: Program Ideas and Examples**

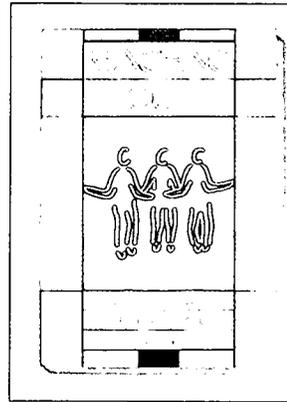
Extraordinary guide to ways to invest community in violence prevention. Shows how and why to recruit key partners including law enforcement, schools, community groups, policymakers; explains crucial strategies for anti-violence work. In-depth profiles of 27 programs — from gang prevention for youth and adults to conflict management, from domestic violence prevention to dealing with violence on TV — demonstrate diversity of approaches that can help with this major social problem. 80 pages, paperbound. 1992. Item M21A, \$11.95.



## **Put a Stop to Auto Theft**

How big is the problem? How have local communities dealt with it? What's the latest technology? These questions and more are answered; a wide range of program strategies are shared; and extensive resource list is provided. 12-page booklet. 1991.

Item R10A, \$7.95.



## **Reaching Out: School-Based Community Service Programs**

Shows how schools around the nation have laid the groundwork for community service. Packed with ideas, tips, and examples of effective programs in wide range of settings. Describes choices in designing and starting up a program; profiles more than two dozen successful efforts; provides

reproducible worksheets and training aids for implementing programs and working with youth. 84 pages, paperbound. 1988.

Item M8A, \$14.95.

## **Selling Crime Prevention**

How to make the case for prevention as a key anti-crime strategy. Applies tested techniques to enlist support and spur enthusiasm. 4-page booklet. 1987.

Item R3B, \$3.95.

## **Success of Community Crime Prevention**

Documented results of prevention programs from formal evaluations and studies. Answers that frequently asked question, "Does it work?" with a resounding "Yes!" 8-page booklet. 1987.

Item R5B, \$3.95.

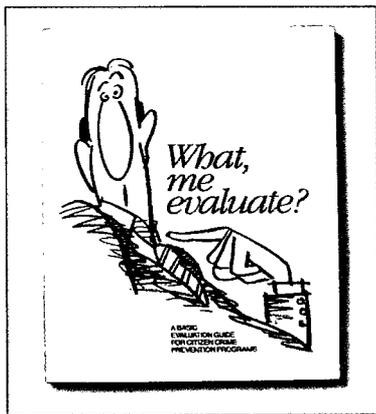
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## eveloping programs

### 350 Tested Strategies to Prevent Crime: A Resource for Municipal Agencies and Community Groups

Comprehensive reference work on successful municipal and community strategies to prevent crime. Contains 350 strategies that local governments, civic groups, and community members can draw upon to prevent or reduce crime. Issues covered include violence prevention, community mobilization, drug prevention, safety of children and youth, safe public places, and much more. 375 pages, paperbound. 1995. Item M50, \$39.95.

### What, Me Evaluate?



Shows how local program evaluation can be a positive tool for documenting achievements and improving future efforts; links evaluation to program goals in clear, practical terms. Debunks myths that evaluation must be complex to be useful; explains how to avoid common errors.

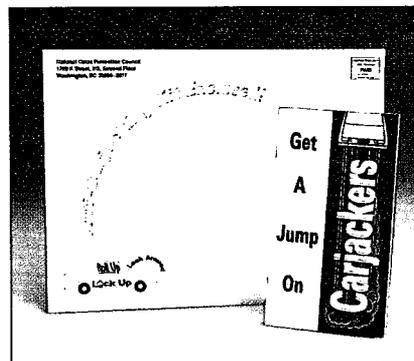
Provides sample evaluation plans, community survey forms; discusses basic survey techniques. Helpful to numerous community-grounded programs. 80 pages, paperbound. 1986. Item M4B, \$14.95.

## Kits

### Together for a Safe Campus

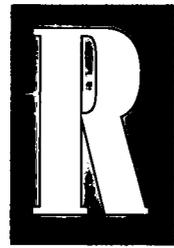
Packed with program ideas and reproducible masters on dozens of campus-wide prevention topics, attractive kit shows how students, faculty, and staff can work together to reduce crime and improve campus and community life. Provides positive crime prevention messages on date rape, alcohol and other drugs, theft, street crime, dorm and apartment security, as well as service opportunities. In-depth resource directory, 23-reproducibles. Comes in its own convenient box. 1988. Item K7B, \$39.95.

### Anti-Carjacking Kit



Reproducible, localizable, 12-page, pocket-sized booklet gives tips on preventing carjacking and other auto-related personal crimes. Kit includes user's guide, text for three announcements on local radio, and repro-

ducibles to make customized mini-poster, two drop-in articles, and a counter card. 12 pieces. 1993. Item M33, \$9.95.



# Reaching the Spanish speaking

## Publications

### Acompañados y sin Miedo / Not Alone, Not Afraid

Basic guide, in Spanish and English, on both personal and community crime prevention. Explains how simple community-organizing techniques can help residents address community problems more effectively; shows how basic strategies can reduce people's risk of crime.

Item SP1. Spanish speaking call 800-727-UNETE for free copy.

### El Libro de McGruff / McGruff's Activity Book



Stimulating activities in English and Spanish help children and families learn drug and crime prevention skills in fun ways. Booklet contains full set of parallel activities, appropriately adapted in each language, for children in grades K-4 as well as helpful information for parents and teachers. 96 pages, paperbound. 1993. Item K9. \$22.95.

### Scruff Vence el peligro de las calles (Scruff Beats the Scary Streets)

Colorful comic/activity book introduces McGruff's nephew, Scruff, and his adventures. Shows kids positive ways to deal with conflicts, bullies, and other troubling situations. Individual Spanish copies free by writing McGruff, en Español, Chicago, Illinois 60652.



### Spanish and English Brochure Masters for Crime Prevention

Very popular brochures—on Neighborhood Watch, home security, street sense for adults and children, kids alone at home, and domestic violence prevention—translated into Spanish. Kit includes camera-ready, localizable masters of each of eight brochures in each language. Packed in its own file folder for convenient storage. 1995. Item B55. \$9.95.

## Posters

### Chicos, excúsenme, pero si alguien los toca de una manera que a Ustedes no les cae bien (If Someone Touches You and It Doesn't Feel Right)

Sensitive, easy-to-recall rules for children confronted with possible sexual abuse. Non-threatening approach teaches children to avoid abuse without raising unnecessary fears. Lifelike color. Spanish version. 22" x 28". Item PR8. \$5.95.

### Conozco a McGruff / Meet McGruff

Colorful Spanish and English bilingual poster shows a collage of drug-free activities with McGruff taking part. Familiarizes young children with McGruff and makes them aware of positive, fun, drug-free activities. 32" x 24".

Item P30. \$5.95.

### Black-and-white version for coloring

Item P31 (five black-and-white posters), \$5.95.

Item P32 (thirty black-and-white posters), \$15.95.

### Con un cuerpo sano y libre de drogas tendrás (With a Healthy, Drug-Free Body)

McGruff uses his own body to show how being drug free is better for every part of your body from head to toe. Brightly colored poster reaches elementary school-age children in terms they can understand. Spanish version. 22" x 30".

Item P29. \$5.95.



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## Publications

### **Catalyst**

Nation's most up-to-date newsletter for community crime prevention; ten issues per year. Includes program profiles, updates on materials, training opportunities, and much more.

To obtain free subscription, write *Catalyst*, NCPC, 1700 K Street, NW, Second Floor, Washington, DC 20006-3817.

### **Getting Together To Fight Crime**

Jam-packed with ideas for those just starting to organize neighborhood activities to address common concerns, as well as for those looking for new ideas and ways to revive anti-crime groups.

Item J23, free.

### **Guidelines for McGruff**

The source for all information about getting permission to use McGruff the Crime Dog®, his nephew Scruff®, "Take A Bite Out Of Crime®," and "Unete A La Lucha Contra El Crimen®" as part of your program. This booklet explains guidelines for uses of McGruff poses, costume, image, character, and more! 40 pages, paperbound. 1992.

Item M12 (single copy), free.

### **Making Children, Families, and Communities Safer From Violence**

A 24-page booklet, is action-packed with a range of things individuals can do to prevent or reduce violence, including gun-related violence against family and friends, neighborhood, or community. Profiles of real-life programs that help curb violence are complemented by tips for success in talking with children, working with neighbors, and building community strength. Extensive resource list, family-neighborhood-community checklist, referral phone list, and two posters to help in talking with children are included. Call 1-800-WE PREVENT for a free copy.

### **More Adventures With Scruff**

Colorful comic/activity book continues the adventures of Scruff. Helps children handle situations that involve guns, bullies, and drugs. Individual copies free by writing Scruff-McGruff, Chicago, IL 60652. For information on bulk discounts call 202-466-6272, ext. 156.

### **National Service and Public Safety: Partnerships for Safer Communities**

Describes new national service legislation, wealth of public safety opportunities for AmeriCorps and Learn and Serve America programs. Demonstrates how law enforcement, community groups, prosecutors and probation, parole, and corrections staffs can benefit from AmeriCorps service. 1994.

Item NS1, free (while supplies last).

### **Not Alone, Not Afraid / Acompañados y sin miedo**

Basic guide, in Spanish and English, on both personal and community crime prevention. Explains how simple community-organizing techniques can help residents address community problems more effectively; shows how basic strategies can reduce people's risk of crime.

Item SP1, Spanish speaking call 800-727-UNETE for free copy.

### **Scruff Beats the Scary Streets**

Colorful comic/activity book introduces McGruff's nephew, Scruff, and his adventures. Shows kids positive ways to deal with conflicts, bullies, and other troubling situations. Available in English and Spanish. Only available in bulk quantities. For information call 202-466-6272, ext. 156.

### **Stop the Violence, Start Something**

Concise, helpful booklet shows a variety of anti-violence activities that children, adults, and neighborhoods can undertake. Identifies some of the many additional resources that can help.

Item J22, free.

### **Your Inside Look at Crime Prevention**

This basic booklet explains need for both individual and community prevention efforts; provides basic home, personal, and neighborhood prevention strategies everyone should know; suggests local resources for further help. Describes prevention approaches for and with children and teens. 24-page, booklet. 1990.

Item J20 (single copy), free.

WOMEN

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ublications  
*in progress*

## ***Publications***

### **Program Manager's Guide for Municipal Crime Prevention Planning**

Strategic and effective crime prevention planning and action helps sustain prevention. This document will provide operational guidelines and suggested resources for those who lead major action planning initiatives at the local level.

### **Handbook for Local Government's Role in Crime Prevention Through Environmental Design**

A guide to the principles and application of strategies related to crime prevention through environmental design (CPTED), this document will present a framework for developing policies and partnerships which address situational crime prevention. It will review the experiences of several states and localities that have successfully incorporated CPTED as part of a strategic approach to public safety.

### **State and Local Laws and Ordinances Aiding Comprehensive Crime Prevention Training**

Local legislation and regulation are among the most powerful means of instilling and anchoring prevention in communities. This book will identify specific legislation—sanctions, structure, financial resources—that work. It will address strategies ranging from standards for building and public demeanor to youth development regimes for jurisdictions.

### **Safe Kids Kit**

This comprehensive kit for teachers, law enforcement officers, youth organization leaders, and other community members will contain a variety of materials for children pre-K through 5th grade. These background papers, interactive activities, worksheets, and posters will cover topics such as bullies; guns and other weapons; alcohol, tobacco, and other drugs; conflict management; and much more.

***These are some of the major publications currently under development.  
Please check availability by calling NCPC at 202-466-6272.***

## Poster Sets

### Child Protection

Five Ways To Play It Safe	\$ 5.95
If Someone Touches You and It Doesn't Feel Right	\$ 5.95
It Shouldn't Hurt To Be a Kid	\$ 5.95
<b>Total</b>	<b>\$ 17.85</b>
Special Set Offer, Item PS4	\$ 12.95

### Children and Drug Prevention

Bad News	\$ 5.95
If You Want to Fit In, Be Drug Free	\$ 5.95
McGruff Has a Dream for You	\$ 5.95
Saying No Isn't Tough When You Think Like McGruff	\$ 5.95
To Be What You Want To Be, Be Drug Free!	\$ 5.95
Trenchcoats	\$ 5.95
With a Healthy, Drug-Free Body...	\$ 5.95
<b>Total</b>	<b>\$ 41.65</b>
Special Set Offer, Item PS3A	\$ 34.95

### Teens

Blindfolded!	\$ 5.95
How To Be a Teenage Crime Victim	\$ 5.95
Kids Today Don't Think About Anyone but Themselves...And a Lot of Other People	\$ 5.95
You Might Be Surprised by Our Connection With Crime and Drugs	\$ 5.95
<b>Total</b>	<b>\$ 23.80</b>
Special Set Offer, Item PS2A	\$ 15.95

### Adults

Memo From the Top Dog	\$ 5.95
Talk! It's Better for Your Kids Than Drugs ...So Talk!	\$ 5.95
<b>Total</b>	<b>\$ 11.90</b>
Special Set Offer, Item PS1A	\$ 7.95

### Violence and Vandalism Prevention

Find a Gun? Here's What To Do	\$ 5.95
Six Things Vandalism Is Not	\$ 5.95
Problem Solving Without Fights	\$ 5.95
Ten Things Kids Can Do To Stop Violence	\$ 5.95
Ten Things You Can Do To Stop Violence	\$ 5.95
<b>Total</b>	<b>\$ 29.75</b>
Special Set Offer, Item PS5A	\$ 19.95

### Materials for the Very Young

Cops Helping Kids (book)	\$ 19.95
Being Healthy and Safe With McGruff and Scruff (book)	\$ 24.95
Meet McGruff (poster)	\$ 5.95
Find the Silly and Dangerous Things (poster)	\$ 5.95
We Are Special (poster)	\$ 5.95
Opening Doors With McGruff and Scruff (kit)	\$ 12.95
<b>Total</b>	<b>\$ 75.70</b>
Special Set Offer, Item SS1A	\$ 65.95

### Children and Youth

Cops Helping Kids (book)	\$ 19.95
McGruff's Drug Abuse Prevention Kit	\$ 44.95
Talking With Youth About Prevention (book)	\$ 29.95
When a Child Reports a Crime (book)	\$ 14.95
McGruff's Elementary Drug Prevention Activity Book	\$ 19.95
Tools To Involve Parents in Gang Prevention	\$ 24.95
We Are Drug Free Action Kit for Teens	\$ 16.95
Bringing Up a Drug-Free Generation (book)	\$ 5.95
Teens, Crime, and the Community brochure	Free
<b>Total</b>	<b>\$177.60</b>
Special Set Offer, Item SS5A	\$128.95

### Teens in Action

Teens, Crime, and Rural Communities (book)	\$ 9.95
Changing Perspectives: Youth as Resources (book)	\$ 14.95
Teen Power (book)	\$ 14.95
Youth as Resources: The Power Within (video)	\$ 19.95
You Might Be Surprised by Our Connection With Crime and Drugs (poster)	\$ 5.95
Given The Opportunity (book)	\$ 11.95
Making a Difference (book)	\$ 11.95
Charting Success (workbook)	\$ 7.95
Teens, Crime, and the Community brochure	Free
Youth as Resources brochure	Free
We Are Drug Free Kit Action Kit for Teens	\$ 16.95
<b>Total</b>	<b>\$114.55</b>
Special Set Offer, Item SS2A	\$ 83.95

## Community Mobilizing

How Communities Can Bring Up Youth Free From Fear and Violence (book)	\$ 11.95
Creating a Climate of Hope (book)	\$ 14.95
Taking the Offensive To Prevent Crime (book)	\$ 14.95
Helping Communities Mobilize Against Crime, Drugs, and Other Problems (booklet)	\$ 5.95
Planning Is a Verb (book)	\$ 14.95
Preventing Violence (book)	\$ 11.95
Reducing Gun Violence (booklet)	\$ 9.95
Getting Together To Fight Crime (reproducible booklet)	Free
Bringing Up a Drug-Free Generation (book)	\$ 5.95
<b>Total</b>	<b>\$ 90.60</b>
Special Set Offer, Item SS4A	\$ 60.95

## Anti-Violence

Making Children, Families, and Communities Safer From Crime (booklet)	Free
Stop the Violence, Start Something (reproducible booklet)	Free
Getting Together To Fight Crime (reproducible booklet)	Free
Preventing Violence (book)	\$ 11.95
Tools To Involve Parents in Gang Prevention	\$ 24.95
Not Alone, Not Afraid / Acompañados y sin Miedo (booklet)	Free
Anti-Carjacking Kit	\$ 9.95
Preventing Violence Against Women (book)	\$ 16.95
When a Child Reports a Crime (book)	\$ 14.95
<b>Total</b>	<b>\$ 78.75</b>
Special Set Offer, Item SS7A	\$ 60.95

## Drug Prevention

Being Healthy and Safe With McGruff and Scruff (book)	\$ 24.95
McGruff's Drug Abuse Prevention Kit	\$ 44.95
McGruff's Elementary Drug Prevention Activity Book	\$ 19.95
Bringing Up a Drug-Free Generation (book)	\$ 5.95
Challenges and Opportunities in Drug Prevention (book)	\$ 24.95
We Are Drug Free Action Kit for Teens	\$ 16.95
<b>Total</b>	<b>\$137.70</b>
Special Set Offer, Item SS6A	\$ 99.95

## Spanish Language

Acompañados y sin Miedo / Not Alone, Not Afraid (booklet)	Free
Conozca a McGruff / Meet McGruff (poster)	\$ 5.95
El Libro de McGruff / McGruff's Activity Book	\$ 22.95
Chicos, excúsenme, pero si alguien los toca de una manera que a Ustedes no les cae bien (If Someone Touches You and It Doesn't Feel Right) (poster)	\$ 5.95
Con un cuerpo sano y libre de drogas tendrás (With a Healthy, Drug-Free Body) (poster)	\$ 5.95
Spanish and English Brochure Masters	\$ 10.95
<b>Total</b>	<b>\$ 51.75</b>
Special Set Offer, Item SS8A	\$ 37.95

## Basic Bookshelf

350 Tested Strategies to Prevent Crime (book)	\$ 39.95
Preventing Violence Against Women (book)	\$ 16.95
Making Children, Families and Communities Safer From Crime (booklet)	Free
Stop the Violence, Start Something (reproducible booklet)	Free
Getting Together To Fight Crime (reproducible booklet)	Free
Not Alone, Not Afraid / Acompañados y sin Miedo (booklet)	Free
Taking a Stand Against Crime and Drugs (kit)	\$ 39.95
Ink & Airtime (book)	\$ 14.95
Planning Is a Verb (book)	\$ 14.95
What, Me Evaluate? (book)	\$ 14.95
Talking With Youth About Prevention (book)	\$ 29.95
Helping Communities Mobilize Against Crime, Drugs, and Other Problems (booklet)	\$ 5.95
Challenges and Opportunities in Drug Prevention (book)	\$ 24.95
Are You Safe? (video)	\$ 39.95
Creating a Climate of Hope (book)	\$ 14.95
Taking the Offensive To Prevent Crime (book)	\$ 14.95
<b>Total Set Offer</b>	<b>\$272.40</b>
Special Set Offer, Item SS3A	\$195.95

# educational licensed products a

It's simple to use McGruff's educational licensed products to spread crime and drug prevention messages. If you're looking for fun and effective ways to reinforce these messages, our licensees offer hundreds of options. Licensed products featuring McGruff the Crime Dog and his nephew, Scruff, run the gamut from pencils, stickers, lapel pins, dolls, books, and apparel to educational videos, costumes, and fully animated robots.

## Add Excitement to Crime Prevention

The new, regular **McGruff the Crime Dog Costume** features improved visibility and ventilation through a newly designed McGruff "head," a special cool-vest, and comfortable pants with adjustable hems. The inflatable "WalkAround®" McGruff Costume creates a sensation wherever he appears. Standing 9' tall, McGruff can walk around easily, shake hands, and give out literature. How? The costume is inflated with continuously circulating fresh air that supports its weight.

**McGruff Safe Kids Identification Kit** is an interactive booklet filled with practical, up-to-date guidelines to teach children about personal safety. The ten-page book contains emergency tips, an emergency phone number card, and an easy-to-use fingerprint identification kit.

**McGruff Bicycle Registration** program is the only national bicycle registration program recognized by the National Crime Prevention Council. For a \$5.00 fee, individuals can register bicycles on the Internet-based system. When a stolen registered bicycle is recovered, the law enforcement agency can locate the owner anywhere in the country.

**The McGruff and Me colorful, personalized storybook** features the child as the main character, highlights his/her schoolmates, and includes—of course—McGruff the Crime Dog. The book is filled with tips for kids home alone and advice about handling strangers, preventing vandalism, and much more. Available in Spanish, English, Braille, and easy-reader versions, the book includes the featured child's name more than 40 times.

**McGruff and Scruff and the Crime Dogs cassette** teaches personal safety and crime prevention tips to children through upbeat music. Children are more likely to remember these important messages on bicycle safety, conflict management, family safety, stranger awareness, and other topics because of the lively rhythms, instructive lyrics, and first-rate performances.

**The McGruffletter** is a newsletter that can be tailored to address any crime prevention theme (home, children, travel safety, etc) you choose. It is a great tool for spreading information throughout a company, a neighborhood, a club, or other group. The last page is dedicated to the sponsoring group's message and logo.

In the **Scruff in a Summer Camp Adventure book**, McGruff's nephew, Scruff and a special child find adventure in this wonderfully written and illustrated personalized sticker book. A summer camp provides the background for teaching children to say "NO" to drugs and peer pressure.

**McGruff the Crime Dog Robot** helps keep the crowd interested. The interactive robot, nearly 5 feet tall, is fully automated. He winks, blinks, and moves by remote control.

Through high-quality **educational videos**, McGruff inspires children to take active roles in crime prevention and self-protection in the following themes:

- Stranger Danger
- Gun Safety
- Self Protection: Preventing Child Abuse and Neglect
- People Different but Alike
- Gang Alert
- Vandalism
- Bicycles and Pedestrians
- Personal Safety
- Safe Halloween
- Crime Prevention: It's Elementary
- Personal Property
- Drug-Free Kids

In the fall, metallic-surface **trick-or-treat bags** can be used to remind kids and parents about how to be safe. Each bag contains simple tips for children. Trick-or-treat bags are available in paper, plastic, and metallic versions.

Local companies can show their support and build good community relationships by providing free items—imprinted with their name and logo—for local law enforcement and community groups to hand out. These products educate and inform on a wide range of topics.

## McGruff House and McGruff Truck

A McGruff House is a reliable source of help for children in emergency or frightening situations. Programs are established locally as a partnership among law enforcement, school, and community organizations. The McGruff Truck program applies a similar concept to utility vehicles that offer two-way communications. These are programs operated by the National McGruff House Network under license from NCPC. For information, contact NMHN, 66 East Cleveland Avenue, Salt Lake City, UT 84115, 801-486-8691.



## Offer the Educational Giveaways Kids of All Ages Want! Here are a few suggestions for all kinds of price ranges:

**Under \$1.00:** Pencils, pens, crayons, lapel pins, stickers, whistles, static cling decals, key rings, reflective Halloween trick-or-treat bags with safety tips (all sizes/custom ordered), posters, book jackets, activity books, coloring books, reflective products, Grafeeties (bumper stickers for sneakers), child growth charts, pencil cases, babysitter checklist magnet boards, crime prevention brochures, balloons, rulers, slide guides, painters' caps, calendars, greeting cards, junior police badges, litter bags, autographed pictures of McGruff, and much more.

**Under \$5.00:** Posters, McGruff rubber stamps, footballs, basketballs, puzzles, sports bottles, tumblers, night lights, coffee mugs, fanny packs, flashlights, audio cassettes, sports caps, windshield auto shades, Scruff sticker book, and much more.

**Under \$10.00:** McGruff and Scruff plush dolls, McGruff umbrellas, T-shirts, pocket mag® lights, and more.

## Licensees

This is a partial listing of licensees and special partners who offer educational products and programs featuring McGruff and his nephew, Scruff. For a complete package of informational sales brochures, contact NCPC (Attention: Licensing), 1700 K Street, NW, Second Floor, Washington, DC 20006-3817 or call (202) 466-6272, ext. 205. Many products are also offered in Spanish. Quantity discounts are always available, and special promotions occur throughout the year.

Adco, 612-545-6414. McGruff lapel pins.

AIMS Media, 818-773-4300. Educational videos.

American Center for Bicycle Registration, 602-241-8547. Bicycle registration program.

Boerner Marketing, 612-473-7322. McGruff Safe Kids Identification Kits.

Creative Productions, 904-435-0977. "McGruff and Scruff and the Crime Dogs" cassette.

Exposystems, 301-587-3907. McGruff exhibit for special events.

First Colony Label, 800-51-DECAL. Decals for crime prevention vehicles.

g.Neil Companies, 305-846-8899. Workplace Safety Program.

Hefty Publishing, 904-934-1599. *McGruff and Me* personalized book, Adventure sticker book, and *Scruff in a Summer Camp Adventure*.

Island Printing, 708-416-3103. Gang prevention and other static cling decals.

JAM Communications, 212-941-6080. *The McGruffletter*.

JII Sales Promotion, 614-622-4422. Calendars, and comprehensive one-stop shopping with McGruff products catalog.

McGruff Specialty Products Office, 518-842-4388. McGruff and Scruff plush dolls and hand puppets, book jackets, coloring-activity books, crime prevention brochures, Halloween bags, and litter bags.

NATCOM, 305-756-8600. McGruff Inflatable cold air balloon.

Peg's Stationers, 814-237-6539. McGruff stamps.

Personal Expressions, 800-722-2776. Fuzzy stickers and magnets.

Precision Arts, 800-328-4088. McGruff lapel pins and key chains.

Printmark Industries, 717-455-7000. Reflective items, telephone calling cards.

Response Technology, 703-255-3224. Emergency beacon.

Robotronics, 801-489-4466. Regular McGruff costume, McGruff Robot.

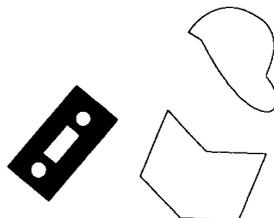
Signs and Shapes International, 402-331-3181. "WalkAround" inflatable McGruff costume.

Stoffel Seals, 914-353-3800. Key chains, badges, and shields.

Take Five Productions, 609-227-6858. "McGruff Cares for You" cassette tapes.

Walter Cribbins, 206-441-5650. McGruff recognition awards, mugs, stickers, umbrellas, plus one-stop shopping with McGruff product catalog.

Warehouse, 303-937-4843. McGruff and Scruff apparel including T-shirts, sweatshirts, and shorts.



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**Praise for NCPC Publications:**

Our compliments and thanks for the outstanding *Taking a Stand* kit....The NCPC continues to produce excellent resources and we gratefully share that fact with our colleagues.

*Ramon Gripley, Catholic Youth Charities*

I just finished reading *National Service and Public Safety: Partnerships for Safer Communities*. What an excellent job! The fact that it is both comprehensive, technically correct, and yet readable testifies to the depth of experience and skill you have built at the National Crime Prevention Council.  
*Gordan A. Raley, The National Assembly of National Voluntary Health and Social Welfare Organizations*

I wish to thank you for the information [*Taking the Offensive to Prevent Crime: How Seven Cities Did It*] that you have sent to us about the Texas City Action Plan to Prevent Crime. I passed it on to key European partners who are also very interested in the comprehensive approach of crime prevention that now arises in the United States.

*Michel Marcus, Chief Executive, Urban Security in Europe*

In these days of "Cops," "Current Affair," and similar programs, it was refreshing to see a video [*Are You Safe*] on crime prevention that didn't sensationalize the issue through graphic scenes of stalking marauders and physically brutalized victims....I appreciate the fact that the videos emphasize the fact that there are relatively simple things individuals and communities can do to reduce crime.

*Charlie Moore, Citizen Activist*

The publication [*Helping Kids Handle Conflict*] is excellent, attractive, on target, and extremely timely. It is filled with terrific resources and the fact that it is reproducible will ensure wide usage and a long life.

*Samuel G. Sava, Exec. Dir., NAFSP*

Your publications, in my opinion, are an excellent value. Given our limited resources, I find that your Scruff and McGruff publications send a complete, meaningful message to children. . . these materials are helping to make our nation's next generation of children both safer and healthier.

*Gerald L. McGinty, Project Manager, PennSABC*

Thank you so much for sending me a copy of *Being Healthy and Safe with McGruff and Scruff: Activity Book for Pre-school, Head Start and Other Child Care Programs*. I have to tell you I think you did a masterful job.

*Janis Ellis, Director, St. Paul's Plus*

I want to thank you very much for sending me the copy of *Cops Helping Kids: Teaching Preschoolers Violence Prevention and Safety*. This is an outstanding publication that is well thought out. . . You have given us all the tools we could possibly need to go in and work with young children—even evaluation samples!

*Denise Owens, Community Service/DARE Officer, Town of Narragansett*

Congratulations to you and your very able staff for the fine work exhibited in the Crime Prevention Month material. . . I have great respect for all the work that NCPC consistently produces, but your latest effort is particularly appealing.

*Joy Byers, Director, National Committee to Prevent Child Abuse*

Thank you very much for the extra copies of *Preventing Violence Against Women*. . . This document is one of the most useful ones I have read. . . Because of it I have reworked my entire personal safety presentation.

*Rosie Griep, Special Projects Coordinator City of Fridley, MN*

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