

McGruff Has Some RULES TO LIVE BY

With the onset of spring, you'll soon be getting an increased number of requests for appearances by McGruff. Schools, Neighborhood Watch groups, faith groups, charities, Boy Scouts, Girl Scouts, civic organizations, and many other groups will soon want McGruff on hand to help provide tips on preventing crime. One event that's coming up soon—Bring Your Child to Work Day on Thursday, April 29, 2010—is sure to bring a lot of requests. So will company picnics.

NCPC will forward requests it receives for appearances by McGruff to the nearest law enforcement agency that owns a McGruff costume. In the meantime, be prepared for the responsibilities that go with wearing the McGruff costume and making public appearances. It's an important role and, like any established tradition, public appearances must be carried out honorably and ethically.

Detailed rules for appearances by McGruff are contained in the *McGruff Guidelines*, which can be downloaded from NCPC's website, www.ncpc.org. Some of the most important ones are presented here.

- McGruff's goal is to prevent crime, and this goal must be clearly portrayed. He provides helpful crime prevention advice and may only be portrayed as a teacher or mentor figure. He does not fight crime, apprehend criminals, or enforce the law.
- McGruff must always present a constructive, helpful, and positive message and image.
- McGruff must be portrayed at all times as someone who values and is respectful of good relations with law enforcement, community officials, teachers, parents, youth, senior citizens, businesses, and community organizations.
- McGruff never blames anyone for failing to take action; rather, he helps people learn what they can do.
- McGruff never endorses any person, product, company, or political position.
- McGruff may not appear to admonish, frighten, or threaten children. McGruff may not convey his message in a negative manner.
- McGruff may not be shown holding a weapon of any type or any weapon-like object or behaving in a threatening manner. He may not imply that he is carrying a weapon. A weapon, or anything that might look like one, must never be in McGruff's hands or near him. McGruff may never be directly associated with violence and may not be portrayed in a violent scene.
- McGruff may not be shown using tobacco or drinking alcohol, nor may McGruff be used in connection with advertisements or promotions for tobacco or alcohol. McGruff may never be shown handling any drugs or drug paraphernalia, nor can he be shown taking any drugs, even if the message is positive.
- McGruff may never swear or curse, nor may he ever make inappropriate gestures.
- McGruff may never be shown in any sexually suggestive way.
- An appearance by McGruff at any national or international event must be approved by NCPC. Please notify NCPC of all appearances by McGruff by emailing m McGruff@ncpc.org.



Before you make your appearance as McGruff, be sure to read up on *all* the rules in the *McGruff Guidelines*!

