



NATIONAL CRIME PREVENTION COUNCIL Public Service Advertising

Preventing Cyberbullying



Some teens have become bullies in the “virtual world.” This problem is called cyberbullying, which is the *use of the Internet, cell phones, or other technology to send or post text or images intended to hurt or embarrass another person.* This campaign consists of attention-grabbing viral videos, radio ads, and web banners to help teens 11 to 13 years old understand the important role they can play in stopping cyberbullying.

Target Audience: Tweens and Teens
Available Materials: Viral Videos, Radio, Web Banners

Telemarketing Fraud Prevention for Seniors



Studies show that fraudulent telemarketers direct 56 to 80 percent of their calls at senior citizens. This campaign seeks to get information to seniors and law enforcement to help prevent telemarketing fraud and related scams against seniors.

Target Audience: Adults 55 and older
Available Materials: Television, Print, Newspaper Mat Feature

Identity Theft



Identity theft is one of the fastest growing crimes in America. McGruff® explains some common ways people can steal your identity such as “shoulder surfing” and “dumpster diving” or stealing your information online. McGruff points out easy ways folks can avoid becoming victims and where to go for more information.

Target Audience: Adults
Available Materials: Television, Radio, Print, Newspaper Mat Feature

Bullying Prevention



Designed to counteract bullying at a young age, this campaign features McGruff encouraging kids to intervene in a bullying incident. For parents, McGruff teams up with Kelly Ripa, co-star of *Live with Regis and Kelly*, to educate them on how to spot the clues that their child is being bullied.

Target Audience: Children, Adults
Available Materials: Television, Radio, Print

Cyber Crime



McGruff the Crime Dog® is fighting cybercrime, one of the largest problems in homes, schools, and businesses today. This campaign is empowering millions of computer and digital device users in the battle against the continuously growing plague of computer viruses, worms, spam, spyware, phishing, identity theft, and online predators.

Target Audience: Adults, Children
Available Materials: Television, Radio, Print

Neighborhood Involvement



McGruff the Crime Dog has three radio spots featuring easy tips for neighborhood safety. These ads were originally launched as part of McGruff’s 25th anniversary. Joy Behar, co-host of ABC’s *The View*, interviews McGruff in the ads. McGruff and Behar suggest ways to “Take A Bite Out Of Crime®” at home and in the neighborhood.

Target Audience: Adults
Available Materials: Radio, Outdoor

To Order PSAs

To request PSA materials from the National Crime Prevention Council, please go to www.ncpc.org or call 202-466-6272.

Mail your request to:
National Crime Prevention Council
Public Service Advertising Request
1000 Connecticut Avenue, NW, Thirteenth Floor
Washington, DC 20036-5325

About the National Crime Prevention Council



The National Crime Prevention Council (NCPC) is a private, nonprofit organization whose primary mission is to be the nation's leader in helping people keep themselves, their families, and their communities safe from crime. NCPC manages public service advertising under the National Citizens' Crime Prevention Campaign—symbolized by McGruff the Crime Dog and his "Take A Bite Out Of Crime®" slogan—and acts as secretariat for the Crime Prevention Coalition of America, more than 400 national, federal, state, and local organizations representing thousands of constituents who are committed to preventing crime. NCPC is funded through a variety of government agencies, corporate and private foundations, and donations from private individuals.

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 a national focus for crime prevention.

It hosts *www.mcgruff.org for children*, which has games, stories, and advice from McGruff, and *www.ncpc.org for adults*, which offers prevention tips, describes prevention practices for community building, and helps anchor prevention policy into laws and budgets. The Council operates demonstration programs in schools, neighborhoods, and takes a major leadership role in youth crime prevention and youth service.

NCPC was founded in 1982 to manage the National Citizens' Crime Prevention Campaign and McGruff the Crime Dog and to administer the Crime Prevention Coalition of America. Now 26 years after McGruff's first TV appearance, more than 75 percent of children recognize McGruff and over 4,000 law enforcement agencies own a McGruff suit. That's a lot of people who know how to "Take A Bite Out Of Crime."

Other Resources From NCPC

Topical Experts for News Media

NCPC offers crime prevention experts on a wide range of topics, such as identity theft, bullying, cyberbullying, youth violence, home safety, community relations, fraud, crime prevention through environmental design, shoplifting, volunteering, holiday shopping, and basic crime prevention tips.

Research

NCPC is leading the way with cutting-edge research on new and emerging crimes, such as bullying, cyberbullying, and Identity theft as well as other areas of crime prevention such as the cost of crime and the effectiveness of prevention.

Cause Marketing

NCPC offers organizations and companies the opportunities to partner with McGruff, including cause marketing, corporate sponsorship, and official McGruff-licensed products. Our valued partners bring McGruff and his crime prevention education to their employees and their families, customers, and hometowns. Partnerships demonstrating good corporate citizenship and a commitment to the safety and well-being of our communities.

Publications

NCPC publishes books, brochures, kits of camera-ready program materials, posters, and informational and policy reports on a variety of crime prevention and community-building subjects. The Council publishes work by expert authors and collaborates with NCPC partners to produce publications that balance the needs of law enforcement and crime prevention practitioners, and support the crime prevention efforts of parents, teachers, teens, children, senior citizens, and volunteers as well.