

Protecting What Matters To You



The National Crime Prevention Council
and McGruff the Crime Dog® . . .

Help protect you and your family
where you live, work and play

Get the information you need:

www.ncpc.org



www.ncpc.org



www.nab.org



BJA
Bureau of Justice Assistance
U.S. Department of Justice

www.usdoj.gov

When crime strikes a community people have one of two reactions. They shrink in fear or they spring into action.

In times like these, the National Crime Prevention Council (NCPC) and the National Association of Broadcasters (NAB) help you take action.

School shootings, crimes against seniors, sexual assault, and property theft are a few of the topics covered under NCPC's Rapid Response campaign that can help you quickly respond to a community situation with proven prevention tips from the leader in crime prevention education.

We know that less crime is no accident. Each of us must be ready to do our part if we want to be safe and secure in our neighborhoods without the threats of crime and violence.

The NCPC and its icon McGruff the Crime Dog are dedicated to helping people learn how to prevent crime. We need you with us every step of the way.

In Times Like These . . .

- The National Crime Prevention Council's mission is to forge a nationwide commitment by people acting individually and together to prevent crime and build safer, more caring communities.
- The Rapid Response PSAs provide stations with issue-driven messages and personal safety tips to be aired in the event of a crisis or topical/seasonal situation.

The Rapid Response public service announcements provide a valuable opportunity for stations to work together with law enforcement to provide valuable prevention and safety information when crime threatens your community.

You can put an immediate, relevant safety message on air that will help citizens know how to take action and get involved to make their neighborhoods a safer place to live and thrive. And local law enforcement will appreciate your work with them to improve community safety.

- Auto Theft
- Burglary
- Cybercrime
- Consumer Fraud
- Fraud against Seniors
- Gang Violence
- Home Safety
- Home Invasion
- Theft (for children)
- Online Threats to Children
- Pack Robberies
- Prevention at Work
- Reporting Crime
- School Violence (for students)
- School Violence (for parents)
- Sexual Assault
- Vacant Property Crime



NATIONAL CRIME PREVENTION COUNCIL— NATIONAL ASSOCIATION OF BROADCASTERS

Online Web Source Guide for the Rapid Response Campaign

- Air National Crime Prevention Council (NCPC) public service announcements (PSAs) to raise awareness and educate your audience about the rapid response campaign topics.
- Develop a “crime prevention tip” segment on your station. McGruff might even record it for you or you can use on-air talent at the station.
- Work with NCPC to develop a local public awareness campaign and submit your successful efforts for NAB Service to America or Crystal Radio Award consideration.
- Select and focus on one topic per month to share on-air tips with your audience.
- Interview one of NCPC’s many experts on crime prevention advice and tips for your audience.
- Encourage on-air talent to read the live announcer copy
- Invite local organizations and individuals to participate in 30-minute public affairs program about one of the topics. Talk about topics like:
 - ◆ What activities local law enforcement is doing to combat the issue
 - ◆ Opportunities for the public to assist and support law enforcement
 - ◆ Ways to prevent the problem from recurring in your community and neighboring communities
- Schedule townhall meetings with NCPC, local law enforcement, and local officials on one of the rapid response crime topics.
- Consider sponsoring local information sessions with area law enforcement. These sessions can target your general audiences and take place at your local station or community center.
- Visit the NAB Spot Center Web site where you can access free downloadable resources and consider linking to NCPC topical brochures and other information on your station’s Web site.
- Comment on or share NCPC’s blog posts with your Web site users.

PSA Scripts

AUTO THEFT (:30)

Every twenty-eight seconds a car in the U.S. is stolen. Don't become the next victim.

In times like these, a little extra precaution can go a long way. Never leave your keys in the ignition. Always lock doors and keep windows closed.

Equip your car with an alarm or other theft deterrent device.

If you become a victim of auto theft, report it immediately to your local law enforcement agency. To learn more about protecting yourself from auto theft visit ncpc.org. A message from the U.S. Department of Justice, National Crime Prevention Council, and this station.

BURGLARY (:60)

In times like these, it's important to know how to protect your home, your family, and your valuables. A good strong lock on a solid door and frame can make a huge difference. Most burglars will spend no longer than a minute trying to break in . . . that's only as long as this (radio/TV) announcement.

Remember to lock your doors and windows. Even the best locks can't protect you unless you use them. Install bright outdoor lighting. If you have an alarm system, use it. And post signs that say your home has an alarm. Trim bushes and trees so your house is clearly visible to your neighbors and your street.

If you ever return home to find that someone has broken in, do not enter. Call the police immediately. To learn more on how to keep your home and family safe, visit www.ncpc.org. A message brought to you by the U.S. Department of Justice, National Crime Prevention Council, and this station.

CYBERCRIME (:30)

As Internet technology advances, so does the threat of cybercrime. In times like these, we must protect ourselves from cybercrime. Anti-virus soft-

ware, firewalls, and security patches are just the beginning. Never open suspicious emails and only navigate to trusted sites. Protect your child by installing parental control software and monitoring their computer use.

To learn more about cybercrime visit ncpc.org or contact your local law enforcement agency. A message from the U.S. Department of Justice, National Crime Prevention Council, and this station.

ELECTRONIC THREATS TO CHILDREN/TEENS (:60)

The Internet is a wonderful resource for your kids. But in times like these, the Internet can also increase your child's risk of being a victim of crime.

Instruct your child to never give out personal information like their name, address, or school name without your approval. Teach them about frauds and scams that often appear as friendly emails or offers that are too good to be true. Place your computer where you can see what your child is doing. Use software that prevents access to inappropriate sites and chat rooms. Teach your child what to do if they come across such sites or receive solicitations from strangers. Learn how they are using the Internet and how much time they are spending on it. Let's keep our kids as safe in the cyber world as we try to do in the real one. Visit www.ncpc.org to learn more on how we can protect our children. A message from the U.S. Department of Justice, National Crime Prevention Council, and this station.

FRAUD (:60)

They call . . . send letters . . . email and visit your home. They're not friends or family . . . they're con artists, scammers, and criminals. In times like these, it's important to learn how to protect yourself. Credit card schemes, bogus investment oppor-

tunities, and free vacation scams are just a few ways that today's criminals target you and your family. Protect yourself. Never give anyone your social security number, credit card or bank account information unless you initiated the call. Stay informed of current scams by contacting your attorney general's office and better business bureau. If you're a victim, reporting the con to the local authorities will help prevent others from suffering the same fate.

To learn more on how to keep your family safe from con artists and scams visit www.ncpc.org. A message from the U.S. Department of Justice, National Crime Prevention Council, and this station.

GANG VIOLENCE (:30)

Violence, theft, drugs, graffiti . . . it's all part of joining a gang. In times like these, we need to protect our kids and our community gangs. Gangs often prey on teens with low self-esteem, who perform poorly in school, and who seek a sense of belonging.

Protect kids from gangs. Know who they're hanging out with. Encourage them to become involved in school activities. Give kids a positive alternative to gangs. To learn more visit ncpc.org or contact your local law enforcement agency. A message from the U.S. Department of Justice, National Crime Prevention Council, and this station.

HOME INVASION (:60)

In times like these, strangers at your door should be treated cautiously. But unwelcome strangers in your home can be your worst nightmare. Home invasion is a form of armed robbery where criminals break into homes through unlocked or open doors and windows. They even trick people into opening their doors to confront victims face to face. They can be after money and valuables, threaten personal assault or take members of the family captive. But you can be proactive against these disturbing attacks. Learn how to protect

yourself against home invasions. Never open the door to strangers. Secure your home with high-security locks and quality door and window hardware. Consider a home security system and even a dog. It's also a good idea to devise an action plan for your family in case intruders ever do enter your home. To learn more on how to keep your home safe from intruders visit www.ncpc.org. A message from the U.S. Department of Justice, National Crime Prevention Council, and this station.

HOME SAFETY (:30)

Home safety is a family effort. Being safe and sound should be everyone's priority. In times like these, theft and violence can strike anywhere. Protect your family. Keep your home well-lighted and always lock doors and windows. Installing alarms adds an extra level of protection. Never leave valuables in plain sight. To learn more about protecting your home and family, visit ncpc.org or contact your local law enforcement agency. A message from the U.S. Department of Justice, National Crime Prevention Council, and this station.

PACK ROBBERIES (:30)

You're walking alone. A group of people is hanging out just ahead. Suddenly, they surround you. Before you know it, you're being robbed. It's called a pack robbery — a robbery involving a group of assailants. And it can be violent. In times like these, trust your instincts. Don't become their next victim. Avoid suspicious groups. Avoid desolate or poorly lighted areas. Be aware of your surroundings. To learn more about pack robberies visit ncpc.org or contact your local law enforcement agency. A message from the U.S. Department of Justice, National Crime Prevention Council, and this station.

PREVENTION IN THE WORKPLACE (:60)

REPORT A CRIME (:30)

Everyday people are afraid to report violent crimes.

In times like these, choosing to report a crime or helping the police can be a difficult decision. A “no snitching” culture has sprung up in our communities making it unpopular and sometimes even dangerous to report a crime. Do the right thing by calling 9-1-1 or your local crime tip line. If you are the victim of a crime, report it. If you know about a crime, report it. To learn more about how to do the right thing visit ncpc.org or contact your local law enforcement agency. A message from the U.S. Department of Justice, National Crime Prevention Council, and this station.

CRIMES AGAINST SENIORS (:30)

Not all criminals carry a gun or a knife. Some simply need to pick up the phone or ring a doorbell. In times like these, Senior Citizens are often the targets of con artists hawking shady investment deals and phony charities. Be wary of strangers in your neighborhood soliciting services or asking for money. Many cons come in the way of phony home repair services. These thieves offer major home repairs at bargain prices but they end up taking your money and never finishing the work. Don't become a victim. Be skeptical of offers that are too good to be true. Never allow anyone to force you to sign something and never give personal information to people you don't know. Get estimates and never pay in advance. If you suspect fraud, get the contractor's license plate number and call the police immediately. If something doesn't seem right, it's probably not. Protect yourself. Visit www.ncpc.org to learn more. A message from the U.S. Department of Justice, National Crime Prevention Council, and this station.

SEXUAL ASSAULT (:60)

In times like these, it's important to know the facts about sexual assault. Rape and sexual assault are acts of violence that can happen to anyone.

Most victims know their attacker; it can be a boyfriend, husband, co-worker, or even a family member. But there ARE ways to protect yourself. Using common sense can help keep you safe. Stay away from people WHO use anger as a means of control. Travel in well-lighted, busy areas and avoid known trouble spots. If you find yourself in a potentially dangerous situation, report any assault to the police immediately. Seek medical attention. The sooner you tell someone, the sooner you can get help and the better chance of the attacker being apprehended. Awareness, education and communication are the keys to prevention. Learn how to protect yourself from acts of sexual assault or what to do if you become a victim. Visit www.ncpc.org for more straight talk about sexual assault.

A message from the U.S. Department of Justice, National Crime Prevention Council, and this station.

SCHOOL VIOLENCE—KIDS (:60)

In times like these, violence in our schools is a reality. So it's important to know what to do if a dangerous situation arises and also how to prevent it. Kids . . . never bring a weapon to school; and if you see a student with one or even hear someone TALKING about having a weapon, report it immediately. If something doesn't seem right or look right to you, speak up. If someone you know is showing signs of anger, or if YOU are feeling out of control, tell someone. If you feel threatened or bullied, tell someone. Violent acts often start out as small disagreements. Tell a parent or teacher if you see an argument taking place. It's better to let someone know about a disagreement BEFORE it gets out of hand. Let's put an end to these tragedies. Ask your school to adopt an anti-violence program.

Visit www.ncpc.org to learn more on how to keep your school safe. A message from the U.S. Department of Justice, National Crime Prevention Council, and this station.

SCHOOL VIOLENCE—PARENTS (:60)

In times like these, violence in our schools is a reality. So it's important to know how to prevent such tragedies from happening. TALK to your kids . . . explain to them the dangers of weapons at school; and tell them that if they see a student with a weapon or even hear someone TALKING about having one, they need to report it immediately. Tell them: "If something doesn't look right OR seem right to you, speak up." Get to know who your child is spending time with and where they are at all times. If you notice that your child has sudden mood or behavior changes or seems to always be angry or sad, talk to a teacher, administrator, or medical professional. Be a role model for them and settle your own conflicts without resorting to violence. School should be a safe place for our children. We all need to work together to keep it that way. Let's put an end to these tragedies. Ask your school to adopt an anti-violence program. Visit www.ncpc.org to learn more on how to keep our children safe. A message from the U.S. Department of Justice, National Crime Prevention Council, and this station.

THEFT—KIDS (:60)

Laptops, Mp3 players, digital cameras, video games, cell phones . . . In times like these, schools can become a shopping mall for thieves. Don't become a victim of crime. Leave your valuable stuff at home and if you do have to bring them

to school, keep them with you. Write down their serial numbers, and don't flash expensive items around. Be smart; if you have something cool, there's a good chance someone else will want it too. Keep cash and ATM cards in a secure place and never give anyone your PIN number. And don't leave your school bag lying around where it can become a temptation to someone else. If you have something stolen, report the situation immediately. The sooner you tell someone, the better the chance you'll get it back.

Visit www.ncpc.org to learn more on how to prevent school theft. A message from the U.S. Department of Justice, National Crime Prevention Council, and this station.

VACANT PROPERTY CRIME (:30)

In times like these, keeping your neighborhood safe is more important than ever. When home foreclosures rise, so can crime. Uncut lawns and vacant driveways are open invitations for drug dealers, squatters and vandals. Combat these new threats, urge your community association to work with police to patrol vacant homes. Report broken windows and educate your child that it's wrong to enter an empty building.

To learn more about protecting your neighborhood visit ncpc.org or contact your local law enforcement agency. A message from the U.S. Department of Justice, National Crime Prevention Council, and the Ad 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.