

Withdrawal/Redaction Sheet

Clinton Library

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001. bio	re: personal story (1 page)	00/00/0000	b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Jose Cerda
OA/Box Number: 5318

FOLDER TITLE:

NCPC [National Crime Prevention Council] [1]

2016-0931-S

rc2299

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

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Planning To Stop Crime In Our Cities



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EDUCATION AND ACTION

TEENS, CRIME, AND THE COMMUNITY



Teens can reduce
crime against
themselves and
their families, friends,
and communities.

National Crime Prevention Council
and
National Institute
for Citizen Education in the Law

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YAR PARTICIPANTS SAY...

"I didn't used to be a 'people person',
and now I think I am."

"I really feel proud of what I have
done. . ."

"I think I've learned not to give up."

"It's teaching me to be patient."

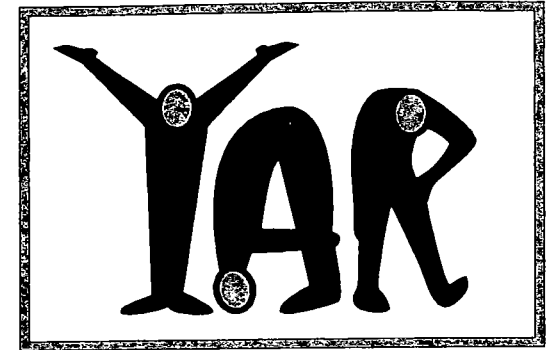
"If I can do this, I can do anything."

"We not only have helped ourselves,
but we've helped the community."



We support the National Citizens'
Crime Prevention Campaign.

National Crime Prevention Council
Attention: Youth as Resources
1700 K Street, NW, Second Floor
Washington, DC 20006-3817
202-466-6272, fax 202-296-1356



Youth As Resources

*A Program
and a
Perspective*

Clinton Presidential Records Digital Records Marker

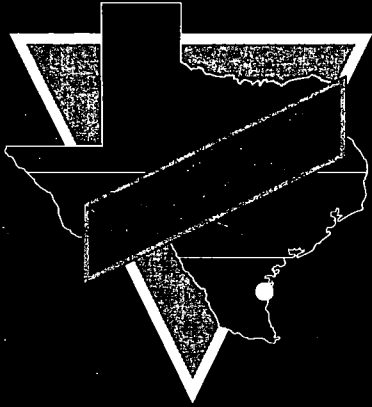
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Texas Cities Action Plan for Crime
Prevention Brochure

Texas Cities Action Plan for Crime Prevention



Corpus Christi Initiative

"I believe T-CAP will change our community. The process reflects a true grass-roots approach — turning traditional crime prevention upside down. Through your participation, you have the opportunity to help shape our future. The time line is short for a project of this magnitude, but the potential rewards are tremendous. I hope you will make the commitment to help us achieve our goal of a better city for ourselves and, more importantly, for our children."

Mary Rhodes' comments at the initial T-CAP Coalition
meeting
November 1992

With that opening, 26 community volunteers started a revolutionary process for this city. They had a prototype — Texas Cities Action Plan for Crime Prevention (T-CAP) — and tremendous moral support from the National Crime Prevention Council, but no proof their efforts would do more than "gather dust on the shelf."

Mayor Mary Rhodes appointed the coalition and chaired the meetings; City Manager Juan Garza and Police Chief Henry Garrett actively supported the project as well. The coalition divided into specialized task forces, and each chairperson had the latitude to consult experts and conduct additional research.

This report represents a consensus among members of the coalition after 12 months of extensive research requiring more than 80 meetings and consultations with more than 500 people throughout the community.



**TAKE A BITE OUT OF
CRIME**

Executive Committee

President
Mrs. Arthur G. Whyte
Civic Leader, CT

Secretary
Robert F. Diegelman
Springfield, VA

Treasurer/Finance
Joseph V. Vittoria
Chairman and CEO
Avis, Inc., NY

David A. Dean, Esquire
Winstead Sechrest & Minick
Dallas, TX

Mrs. Potter Stewart
Civic Leader, DC

Directors

Jean Adnopolz
Associate Clinical Professor
Yale Univ. School of Medicine, CT

Owen Bieber †
President
United Auto Workers, MI

U. J. Brualdi, Jr.
President and CEO
ADT Security Systems, Inc., NJ

Ordway P. Burden
President
Law Enforcement Asst. Found., NY

Attorney General Pam Carter
Indianapolis, IN

Miles S. Chénault †
Coral Gables, FL

Carole Hillard
South Dakota State Legislature
Rapid City, SD

Robert Keim
Pres. Emeritus, Ad Council
Madison, CT

Mrs. Carl M. Loeb, Jr.
La Quinta, CA

William F. May, Chairman †
Statue of Liberty/Ellis Island Foundation
New York, NY

J. Ben Miller, President
Turley Martin
St. Louis, MO

Edward L. Milstein, Vice Chairman
Douglas Elliman Gibbons & Ives
New York, NY

Judge David B. Mitchell
Circuit Court for Baltimore City
Baltimore, MD

Edward L. Morgan, Jr.
Vice President
ITT Hartford, CT

Richard M. Page
Attorney at Law
Darien, CT

Raymond J. Petersen †
Executive Vice President
Hearst Magazines, NY

Charles Rentréw †
Vice President
Chevron Corporation, CA

Neil Watson Stewart
Government and Public Affairs Manager
DowBrands, SC

Evelyn Martinez Zapata
Executive Director
LA Alliance for a Drug Free Community, CA

Counsel
Lawrence Z. Lorber
Verner, Lipfert, Bernhard,
McPherson & Hand, DC

Ad Liaison
Robert Marchese
Assistant Vice President
Aetna Life and Casualty, CT

† Advisory Directors

National Crime Prevention Council

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

February 15, 1994

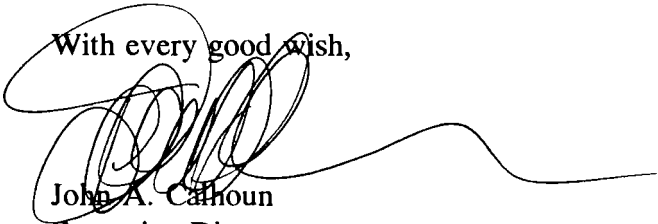
José Cerda, III
Senior Policy Analysis
Domestic Policy Council
Room 222, OEOB
The White House
Washington, DC 20500

Dear José:

President Clinton did do an ad with us last week on children and violence!! Starting with his words, the attached document is almost verbatim. However, the first five frames have now been changed. The young woman from a local Boys & Girls Club, a young woman who testified in front of Congress three weeks ago, tells her story, a story that includes the slaying of her best friend. As I understand it, the ad will be out in three weeks.

For whatever hand you had in this, I thank you.

With every good wish,


John A. Calhoun
Executive Director

JAC/jak

Enclosure

AD COUNCIL
CRIME PREVENTION
:30

DESPAIRING BLACK
& WHITE FOOTAGE
FROM EXISTING
CAMPAIGN IN
WHICH CHILDREN
APPEAR TO BE
BEHIND BARS



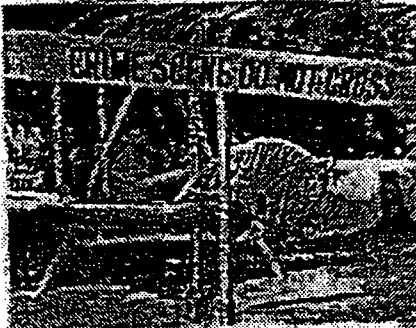
PRESIDENT CLINTON VO:
Too many children of this
nation are being held prisoner.



Their captors are



fear and violence



Their playgrounds are no
place to play in.



Their neighborhoods are no
place to grow up in.



PRESIDENT CLINTON ON
CAMERA

PRESIDENT CLINTON:
As a parent, I want this
violence to stop.

AD COUNCIL/CRIME
PREVENTION :30



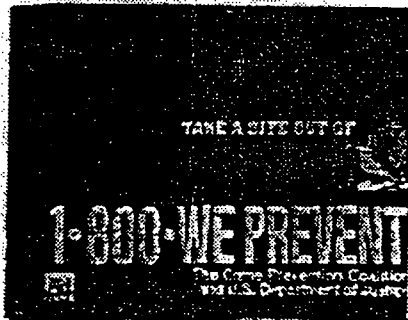
As your President I am
committed to ending the
violence.



We must strengthen families,
neighborhoods
and communities.



We must give our children
a future. We must take away
their fear and give them
hope.



ANNOUNCER:

There's a lot you
can do. Act now.
Call 1-800-WE-PREVENT.



PRESIDENT CLINTON:

We must give our children
back their childhood.



Working together, we can.

TITLES



National Crime Prevention Council

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

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Verner, Lipton, Bernhard,
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Robert Marchese
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I Advisory Directors

January 6, 1994

José Cerda, III
Senior Policy Analysis
Domestic Policy Council
Room 222, OEOB
The White House
Washington, DC 20500

Dear José:

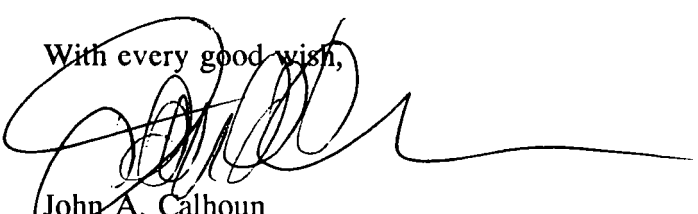
As I am certain you know, the President has agreed to do a public service advertising piece which we have just finished crafting.

The shoot was to have occurred on Friday, but because of Europe and the death of his mother, things, as I know you are aware, have changed.

We absolutely loved the theme -- one we have been stressing for two years: "Give children back their childhood." Our research has told us that most people are paralyzed by the crime issue and will not act, but if done for children, they are motivated to act.

We have been working with the Director of Communications and most recently with David Anderson of your media unit. I am pleased to attach the script. If you have any questions, my choreographer here is Mac Gray (202-466-6272, ext. 115).

With every good wish,


John A. Calhoun
Executive Director

JAC/jak

Enclosure

SAATCHI & SAATCHI
ADVERTISING

AD COUNCIL
CRIME PREVENTION
:30

DESPAIRING BLACK
& WHITE FOOTAGE
FROM EXISTING
CAMPAIGN IN
WHICH CHILDREN
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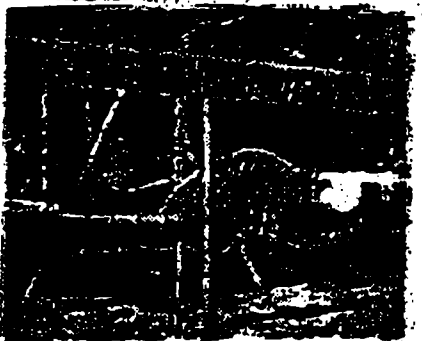
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Too many children of this
nation are being held prisoner.



Their captors are



fear and violence



Their playgrounds are no
place to play in.



Their neighborhoods are no
place to grow up in.

PRESIDENT CLINTON ON
CAMERA



PRESIDENT CLINTON:
As a parent, I want this
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AD COUNCIL/CRIME
PREVENTION :30



As your President I am
committed to ending the
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We must strengthen families,
neighborhoods
and communities.



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Working together, we can.

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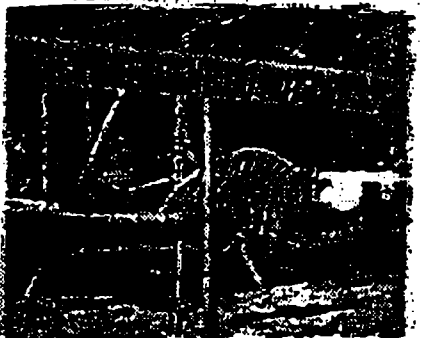
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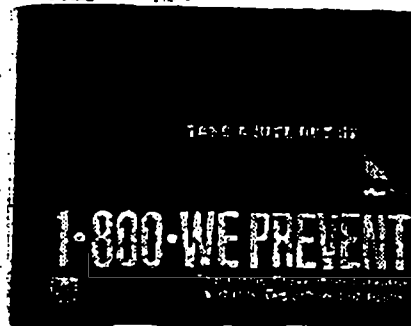
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PRESIDENT CLINTON:

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Working together, we can.

TITLES

COMMUNITY RESPONSES TO
DRUG ABUSE
(CRDA)

A Ten Core–City Initiative

Foreword and Summary

FOREWORD

As I was sitting on a rickety chair at the storefront offices of HART (Hartford Areas Rally Together, a community organization in Hartford, Connecticut) listening to residents hammer out their issues with police sirens blaring in the background, my first reaction was, "Calhoun, you're a dinosaur. You've been here before." I was musing on the days when I had helped to set up community action programs in 1965 and 1966. However, there was a difference—a subtle but powerful difference that I couldn't immediately put my finger on.

I listened to an unemployed single mother's worries about her children's safety going to and from school, to a policeman talking about how he might shift his patrol patterns to better meet neighborhood needs, to a woman with broken English worrying about the drug house next to her apartment, to a volunteer exploring the possibility of getting a drug abuse prevention curriculum into the school, and to Jim Boucher (Director of HART), who was attempting to elicit and focus these and other concerns.

The difference between my earlier community action experience and what was happening in that storefront suddenly became clear. For the most part, community action in the 1960s had as its reference point the regional and federal Office of Economic Opportunity; but this 1990s initiative was based on forging dynamic partnerships with those basic entities that make a community work: schools, police, housing, social services, transportation, etc. Hartford was one of the ten communities that took part in Community Responses to Drug Abuse (CRDA), a national demonstration project funded by the Bureau of Justice Assistance (BJA), Office of Justice Programs, U.S. Department of Justice, and administered by the National Crime Prevention Council (NCPC).

There was a powerful moral dimension to this brand of community action. These people—many of whom live on the economic margin—were investing themselves, some at great inconvenience and some despite fear: a single mother; a night-shift worker at a nursing home; the laundromat owner who had been personally threatened and whose business's plate glass window had been broken several times. These people were not blaming others for neighborhood problems, nor were

they claiming others should do the work: rather, they were asking what they themselves could do about the drug situation. On that moral and practical foundation, they sought to enlist others, such as police, hospitals, businesses, the schools, and other municipal service agencies in their effort and to seek assistance in the way of improved and increased services.

Peter Edelman and Beryl Radin in *Serving Children and Families Effectively* point out that

We seem to have lost the idea that a significant social policy aim is embodied in the notion of community, of a social infrastructure that embodies stability and security and shared values. For many today, individual opportunity is nullified because there is no community around them. No matter how strong their family, the street is a jungle with unsavory and often fatal attractions, pressures, and perils. Surely one role of government is to help rediscover and rebuild the sense of community that we have lost in too many places.

CRDA is grounded in the belief that the community must be mobilized to prevent crime because crime claims two victims: an individual who is hurt or whose property is taken, and the larger community that begins to retreat—people no longer using parks, people not attending evening parent-teacher meetings, people afraid even to leave their homes.

CRDA's design is simple. No outcome goals were mandated. Realizing that communities differ radically, and that local people had to decide what was most important, we mandated only the process:

- That a multi-sector task force be formed;
- That the target area be clearly identified;
- That law enforcement be engaged as a partner; and
- That a local workplan and budget be developed with short- and long-term goals.

While NCPC and BJA certainly helped guide the project, a certain humility is in order, for we learned an extraordinary amount from the ten demonstration sites about what local people could do to tap community resources.

Among other important lessons, we learned that:

- Successful programs begin with small, tangible victories, such as mobilizing residents to reclaim a particular street corner, and use the confidence and capacity thus built to tackle larger issues, such as enlisting widespread community support for a before- and after-school program for the whole area.
- Forming a task force and having its members come to consensus over goals can take almost a year: but because so much energy is invested in the process, those who are involved gain a stake and so become invested in the solutions.
- Such a program can be implemented for fairly low cash outlays, roughly \$30,000 per annum for on-site expenses, i.e., a local coordinator/facilitator and some money for overhead costs (such as

rent, phones, photocopying, and postage), and an additional \$10,000 per site for training, technical assistance, materials, monitoring, etc.

We saw roles change. Many whose stance had been confrontation with municipal authorities shifted to cooperation. And those on the municipal level began to rethink how and to whom they were delivering services, and whether such services were indeed appropriate for and responsive to the needs of residents in besieged communities.

We saw concrete evidence of local success:

- Police closed drug houses in Oakland by working together with church members and neighborhood residents, the public health department, the local utility companies, and the media.
- Agencies changed their policies—a public school agreed to keep its doors open longer so that children of working parents could have a safe place to go before and after school hours.
- Parks were taken back from dealers and users and reclaimed for community activities (recreation, outdoor church services, etc.)
- A community group previously seen as an implacable enemy of the police department was asked by the department to train and orient new police officers to the needs of local neighborhoods.
- Existing laws and regulations, such as nuisance and noise abatement statutes, were applied in creative new ways as anti-drug tools.
- New laws were created, such as the one restricting the manufacture, distribution, and sale of drug paraphernalia.
- Youth got new opportunities through mentoring, tutoring, and recreation programs.
- Parents formed a community network to support each other in their efforts to keep their children drug free.

We also saw the absolute necessity of addressing larger issues, such as the high school dropout rate, job training and retraining, economic development and job creation, the availability of drug treatment, and affordable housing.

This initiative does not usher in the golden millennium of community health. But in this three-year experiment in some of the nation's beleaguered communities, we witnessed more than hope; we witnessed extraordinary progress, tangible results, improvement in the quality of life and, in some cases, shifting patterns in how public services were delivered.

National Crime Prevention Council: Description of Agency

The National Crime Prevention Council (NCPC) is a private, nonprofit, tax-exempt organization whose mission is to help enable people to prevent crime and build safer, more caring communities. NCPC accomplishes this through:

- ◆ Demonstration programs which create environments for research and learning: *Community Response to Drug Abuse* (17 sites) which has proven the extraordinary capacities of local groups, even in drug besieged neighborhoods, using modest financial aid, to build vital partnerships to stop crime and build community. To connect youth positively to community, NCPC created the pathbreaking *Youth as Resources* (YAR) program in which youth identify several issues of concern to them and design and help administer programs to address those issues. More than 30,000 youth of all types in 15 cities working out of education, service, municipal and grassroots organizations have launched more than 1000 local YAR projects. *Teens, Crime, and the Community*, a curriculum that has helped more than 500,000 youth in 500 schools understand their stake and their ability to help create crime and drug free communities through youth-led projects. *Texas City Action Plan to Prevent Crime* (T-CAP) works with eight of the largest cities in Texas to set up mayor/citizen coalitions to orchestrate the development of city-wide crime prevention community improvement plans. **The results of these demonstration programs are extracted, distilled, published, and sent to policymakers throughout the country.**
- ◆ Public education advertising in both English and Spanish via TV, radio, and print (e.g., newspaper, transit, outdoor billboards, etc.) challenges viewers to act against violence, drugs, and other crime. Based on the powerful symbol of McGruff, and the "Take A Bite Out Of Crime" slogan, McGruff is now recognized by an astonishing 99% of all children and his advice trusted by 92%. 75% of adults recognize the symbol.
- ◆ Informing the field via highly regarded brochures, booklets, books, videos, monographs, posters, and reproducible kits. NCPC's program data base enables us to tailor responses to requests for programs addressing specific audiences and problems.
- ◆ Training for national, state, and local crime and drug abuse prevention practitioners, community organizations, youth groups, law enforcement, and others provides skills to participants so they can spread their knowledge to others. In seven years, more than 3,000 people in forty states organizations have been trained in one of six intensive workshops ranging from youth in crime prevention to forging law enforcement/community partnerships. *Innovative Oriented Neighborhood Policing* NCPC with the Police Executive Research Forum, provides technical assistance and training to 11 law enforcement agencies to start community strategies to reduce crime and drug abuse and start community oriented policing.
- ◆ A network of people which serves as a font of ideas and a huge dissemination network, the Crime Prevention Coalition is comprised of more than 122 organizations representing millions of Americans. The *Catalyst* newsletter, issued 10 times a year, links more than 10,000 subscribers — criminal justice, schools, social and community service agencies — in policy making positions.

**John A. Calhoun
Resume**

John A. Calhoun is Executive Director of the National Crime Prevention Council, a non-governmental organization that provides comprehensive assistance in community crime prevention to national, state and local groups. NCP's mission is to prevent crime and build safer, more caring communities. This includes producing public service advertising; administering demonstration programs with and providing training and technical assistance to schools, social service agencies, criminal justice, youth and neighborhood groups, and religious organizations; producing an extensive array of publications -- from brochures to reproducible kits and books; coordinating the work of a 122-organization Crime Prevention Coalition; collecting data on a variety of crime prevention programs; forging working relationships with government agencies (federal, state and local), private foundations and the business community.

To help give youth a positive stake in their communities, Mr. Calhoun created and launched the pathbreaking Youth as Resources program, an initiative that asks youth to identify social issues that concern them and then design and run service projects to address those issues. He also helped design Community Responses to Drug Abuse, an eight core city initiative aimed at reducing community disorganization, fear and crime and rebuilding civic cohesion.

Mr. Calhoun, a Presidential appointee under President Carter, served as the U.S. Commissioner of the Administration for Children, Youth and Families, the agency with jurisdiction over the government's policy for such programs and issues as child abuse, Head Start, child welfare, adoption, domestic violence and runaway youth. There, he created the Office for Families and Office of Domestic Violence. Subsequently he served as vice president and director of public policy for the Child Welfare League of America, the nation's premier children's service alliance.

Before coming to Washington, Mr. Calhoun was appointed by the governor to serve as Commissioner of the Department of Youth Services in Massachusetts, where he also chaired the State's Adolescent Task Force and the Massachusetts State of the Family Conference.

In Massachusetts, he founded and directed Justice Resource Institute which pioneered such programs as pre-trial diversion for youth, the state's first community victim/witness programs, and neighborhood mediation and sentencing panels. His program -- Urban Court -- became one of the model neighborhood justice centers. Mr. Calhoun's early career encompassed teaching in the core city and work in community action and job training programs including Job Corps.

Mr. Calhoun has served on numerous national boards and commissions, including the National Committee for the Prevention of Child Abuse, The National Assembly of Voluntary Health and Social Welfare Organizations, the Center for International Leadership, the National Center for Early Adolescence, Youth Service America, the National Center for Gang Policy, and Advisory Committee, Pacific Center for Violence Prevention (part of The California Wellness Foundation).

An author of numerous articles, he has also keynoted hundreds of conferences, here and abroad. He has taught at the Harvard School of Education, lectured at major universities, led seminars for the Aspen Institute's Executive Seminar Program, and consulted on a wide range of issues dealing with children, youth and families, on employment programs, and on a variety of criminal justice issues.

His work has been recognized by the American Arbitration Association, Who's Who in America and Who's Who in the World.

He holds a baccalaureate degree from Brown University and two Master's Degrees, one in Theology from the Episcopal Divinity School, and one with honors (Littauer Fellow) in Public Administration from Harvard University.

**Testimony of
John A. Calhoun, Executive Director,
National Crime Prevention Council
before Human Resources Subcommittee
of the Committee on Education & Labor:
Hearing on Comprehensive Strategies for Serious,
Violent, and Chronic Juvenile Offenders**

Representative Matthew Martinez, Chairman

**October 28, 1993
2257 Rayburn Building**

Testimony

I deeply appreciate the opportunity to appear before you today. These are thoughts on prevention, thoughts gleaned from my experience working in diversion programs, as Commissioner of Youth Services in Massachusetts, as U.S. Commissioner of the Administration for Children, Youth, and Families, and now as the Executive Director of the National Crime Prevention Council. Time forces me to be very brief. Rather than addressing intervention strategies, OJJDP's reauthorization or OJJDP's Comprehensive Strategy for Serious, Violent, and Chronic Juvenile Offenders, I want to frame the urgent need for prevention strategies. However, I commend OJJDP's work, their attempt to improve the system, separating juveniles from adults, and their overall strategy, which is to help make "core" elements of society work for kids. I would be pleased to appear at a future time, if you so desire, to comment more in-depth.

I speak for myself — not for my board or the Crime Prevention Coalition.

The situation:

- ◆ In 1929, Al Capone's men murdered seven of Bugs Moran's gang. This, the Saint Valentine's Day Massacre, became the stuff of American lore. It is referenced in the World Book Encyclopedia twice — Seven deaths: that's the number of murders in Washington, DC over a long weekend.

- ◆ In New York in 1953, there were 321 murders; in 1992, 1,665. Los Angeles in 1953 saw 82 murders; in 1992, 2,512.
- ◆ It is not just death, it is the loss of outrage: A DA in Oakland called "only" 145 murders "a good year."
- ◆ It is the loss of future: a boy in the Bronx when asked what he wanted to be when he grew up said, "To be an adult." Not *what* he would be, but *whether* he would be.

Why the violence? There are many causes and correlates, but some should be of special interest to the Subcommittee.

- 1) Children, given the collapse of families and increasingly anonymous neighborhoods, are alone, isolated. Isolation kills individuals and communities. Youth and families become disconnected from the normalizing institutions of family, school, church, community, and job — future; disconnection can cause a belief that the social contract does not apply. Disconnection can breed crime and violence or lack of beholdenness to others.
- 2) Youth, until World War I or so, played important roles in helping to maintain family and community. They had increasing responsibilities to match their increasing maturity.

Today they have shifted from contributors to consumers.

- 3) Parents, increasingly, raise children alone. This is both wrong and impossible. A dear black friend of mine grew up in the '40s and '50s in a segregated community. He would never advocate a return to the horrors of segregation and discrimination, but he speaks warmly of the community that raised him: neighbors who cared for him — the teacher, the beautician, the minister, the construction worker — those who served as role models and surrogate parents.
- 4) Children have less contact with adults: increasingly their value purveyors are peers, and TV. The National Institutes of Health, backed by groups such as the American Medical Association, the American Academy of Pediatrics and others, concluded that, ". . . TV violence does lead to aggressive behavior by children and teenagers who watch the programs."
- 5) High school dropouts and teen single parents are neither good role models nor good parents of kids. They are poorer, abuse more and face bleak futures.
- 6) Children aren't safe. Not only are kids being killed at obscenely high rates by guns, but guns are often more convenient than adults can imagine. One teen from Oakland said plaintively, "Why is it that I can get a gun down the block but I have to take a bus to get school supplies?" And child abuse continues to rise. Violence done to children can

spawn violence later by the victim. We know that.

- 7) We view youth as troubled. Our tools for finding and eliciting pathology are finely honed, but for finding strengths, blunt to non-existent. Our policies would "fix and cure" This is good and necessary, but we must also "claim" youth, communicating to them that they are needed.
- 8) Many have fled in terror from the combative field of values, ceding important words like "responsibility," "duty," and "obligation" to the new right. By not asking more of kids, those with whom we work, we risk stripping them of their dignity, implying that they're not capable, thereby earning their resentment.
- 9) Teens ache to belong, to give. They offer a vast reservoir of idealism waiting to be tapped. Rates of teen violent crime rise, but teens, according to the Independent Sector, are volunteering in record numbers. More than 50% give some time every week.
- 10) Income disparity: the rich grow richer and the poor poorer. Not only does this breed tension and despair, but we're in danger of defining the quality of life only by the material: "This generation will not do as well as its parents," is the lament. I'm not so sure we've done so well. So what if this generation has smaller houses: they'll have less lawn to mow, and perhaps they'll get to know and care about their neighbors.

What do we need?

Let's look for guidance to an unusual source — the gang recruiter. He appeals to thousands of kids because he provides:

- family
- community
- role
- status/recognition
- an outlet for energy
- money, and
- adventure

He does not provide:

- a safe environment
- varied role models
- a sensible outlet for energy
- a wider world beyond neighborhood turf
- a context in which to serve the community positively
- hope for the future

The community must learn to provide those things that youth so urgently seek — things that "old" institutions once provided. If we don't, youth will meet their needs elsewhere.

What must we do?

Time limits force me to be very summary here.

1) We've got to strengthen those natural mechanisms, those non-labelling entities that communicate value and caring. We must have many arms for children:

- Family — expand programs such as Healthy Start in Hawaii; require parenting education for all students; hold parents responsible for their children's behavior
- School — cut the dropout rate; institute conflict resolution; spread "Beacon Schools," schools which are open early and late for kids and parents; expand Head Start
- Community — make it a friendly and supportive place for kids — parks, recreation, many and varied opportunities for involvement. Those communities with high rates of adult involvement with children have less troubled children.

2) Let's learn from effective grassroots programs. Just look at their packaging, so different from ours. It is familial:

- Mothers Against Drunk Driving
- Save Our Sons and Daughters
- MAD DADS (Men Against Destruction – Defending Against Drugs and Social Disorder)
- Boys & Girls Clubs of America
- MOMS (Mothers on the March Spiritually)

Or the programs are extremely personal, implying relationships: "mentoring," and "I Have a Dream."

Some of us have become far removed from reality. Take this comment from Virginia's Commissioner of Mental Health. He described the new goal of the state's urban mental health initiative as one to be based on creative solution and service delivery in "non-traditional settings such as schools, churches, and community centers." Non-traditional!? Are we saying that clinics are traditional?? (Aware, Office of Prevention and Children's Resources, Department of Mental Health, Mental Retardation, and Substance Abuse Services, Volume 18, No. 17, Sept/Oct 1993, page 34).

- 3) Give youth the opportunity to serve. Even require service. We have seen youth do extraordinary things for their community through our programs Youth as Resources and Teens, Crime, and the Community. The results are stunning. All types of youth have served; they've tackled every issue about which society is concerned, and every kind of

community agency has participated. Kids show increases in self-esteem, competence, confidence, and an enduring belief in the value of service. The cause of compassion — helping kids — is not antithetical to asking for something in return. Our social policy vocabulary is impoverished. We patronize kids. We have tended to make everyone a victim. Yes, there are victims and terrible wounds, but we've also got to communicate to kids, "You've got a skill that someone needs now. We need you."

4) Make kids safe:

- Pass the Brady Bill
- Get rid of assault weapons
- Forbid possession of handguns by minors

5) If the entertainment media, awash in violent programming, can't regulate their own behavior, then Congress, on behalf of the nation, can and must.

And there's much more to be done such as job training and retraining which address the decline of jobs in the manufacturing sector; reduction of youth involvement with drugs and alcohol, known to be contributing factors to violence.

What can this Committee do?

There is no one answer. We must move on many fronts at once. Only comprehensive community approaches to reducing crime and violence will work. Preventing crime and violence can only be accomplished through local collaboration among law enforcement, community groups, social service providers, schools, churches and activist individuals.

Such local collaboration cannot be accomplished without national coordination. OJJDP cannot reduce youth violence in a vacuum. They need the cooperation of the Departments of Health and Human Services, Housing and Urban Development, Education, and Labor. Federal programs must be better coordinated and more focused. Their policies should be designed to spur municipal and private foundation buy-in. OJJDP should be provided the authority and resources to lead an interagency coordination effort to promote comprehensive community approaches to reducing youth crime and violence. Happily, such coordination has begun at the highest levels of government.

As we ask youth to take greater responsibility for building better communities, we must provide them with better programmatic support. This does not mean necessarily more or larger federal programs, but better and more well-coordinated federal programs, programs that can be tailored to local needs.

But the most important single challenge before America in the '90s is to build a sense of community, to transcend individualism and give back to the commonwealth: In other words, to transform the American perspective from "me" to "we." Thank you.



**TAKE A BITE OUT OF
CRIME**

National Crime Prevention Council

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

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Counsel
Lawrence Z. Lorber
Verner, Lipfert, Bernhard, McPherson and Hand
Washington, DC

Executive Director
John A. Calhoun

†Advisory Directors

December 13, 1993

José Cerda, III
Senior Policy Analysis
Domestic Policy Council
Room 222, OEOB
The White House
Washington, DC 20500

Dear José

Great to meet you. As promised, I enclose some material both in the short and long versions, which may be of interest to you.

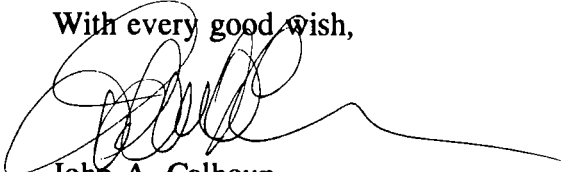
- ◆ The summary of Community Responses to Drug Abuse and the full report, *Creating a Climate of Hope*;
- ◆ One page description of NCPC;
- ◆ A page on me;
- ◆ Succinct description of Teens, Crime, and the Community, and the curriculum;
- ◆ Brochure on Youth as Resources;
- ◆ NCPC's annual report;
- ◆ Brochure describing the Texas City Action Plan to Prevent Crime and a report from one of the cities, Corpus Christi;
- ◆ Article I wrote for the New York Times awhile back; and
- ◆ Testimony recently given before Representative Martinez (this represents the essence of what we do).

Our work ranges from public service advertising through training and technical assistance (local capacity building) through a tremendous

amount of hands-on work with youth, core-city community groups, and municipal and civic leaders.

Let us know how we can help.

With every good wish,

A handwritten signature in black ink, appearing to read 'John A. Calhoun', with a long horizontal flourish extending to the right.

John A. Calhoun
Executive Director

JAC/jak

P.S. I also attach one of many letters we got in response to the *Legal Times* piece. This one from the Office of the Attorney General in Texas who could reflect on our work there.

Press Kit



We support the National
Citizens' Crime Prevention Campaign.

TAKE A BITE OUT OF

CRIME

National Crime Prevention Council

Washington, D.C.

The National Crime Prevention Council is the focal point for the nationwide campaign to reduce crime and build safer communities. The campaign is a partnership of the U.S. Department of Justice (Bureau of Justice Assistance), the Advertising Council, Inc., the National Crime Prevention Council, and the Crime Prevention Coalition—more than 100 organizations representing millions of Americans engaged in the fight against crime.

PHOTOCOPY
PRESERVATION

Crime Prevention

National Crime Prevention Council

1700 K Street NW, Second Floor, Washington, DC 20006-3817
202-466-6272 • FAX 202-296-1356



National Citizens' Crime Prevention Campaign

Press Inquiries Catalyst Newsletter

EXTS. 111, 128, 142

See reverse for other services

Other Resources

The National Citizens' Crime
Prevention Campaign is
substantially funded by the
Bureau of Justice Assistance,
Office of Justice Programs,
U. S. Department of Justice

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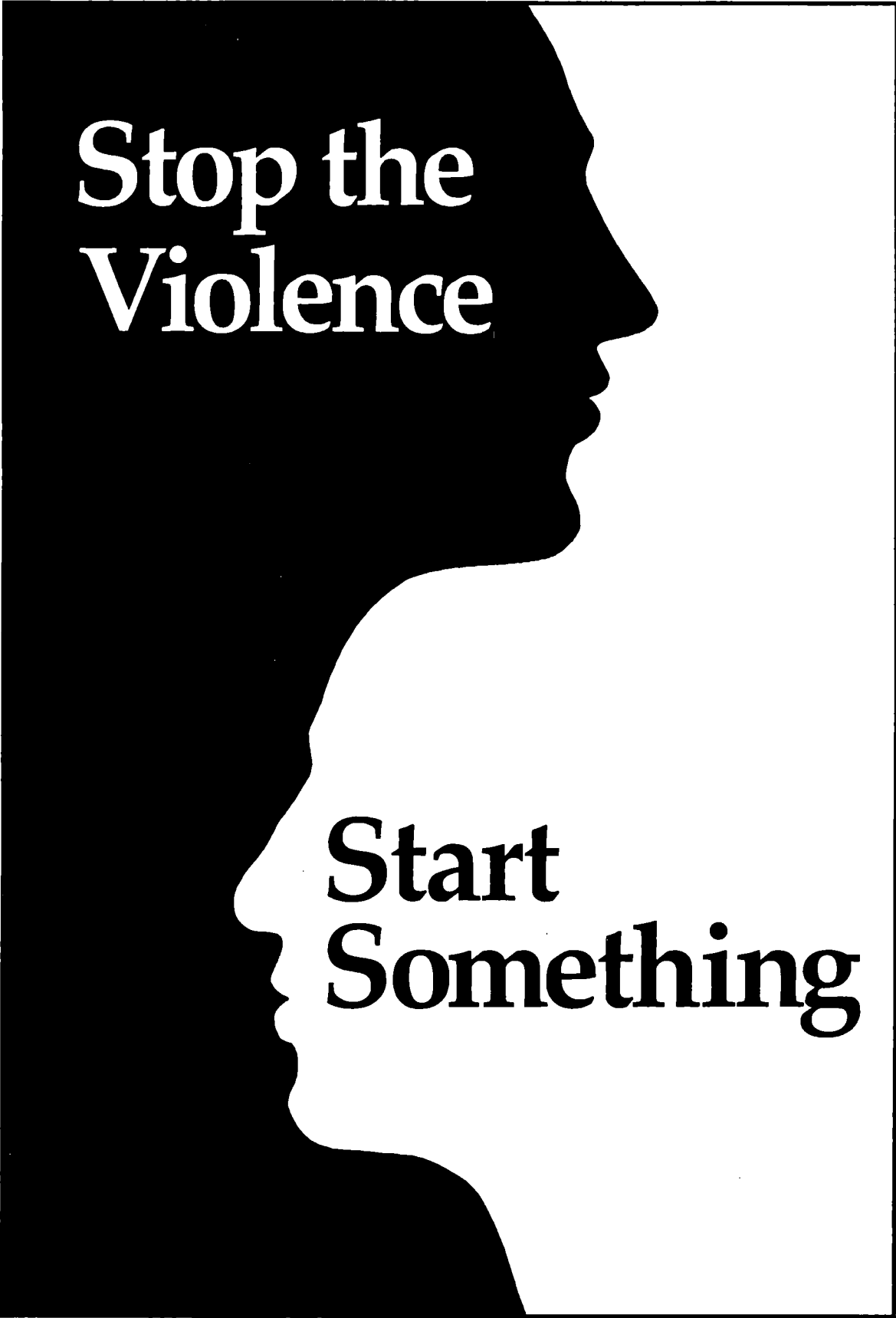
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stop the Violence, Start Something
Booklet



**Stop the
Violence**

**Start
Something**

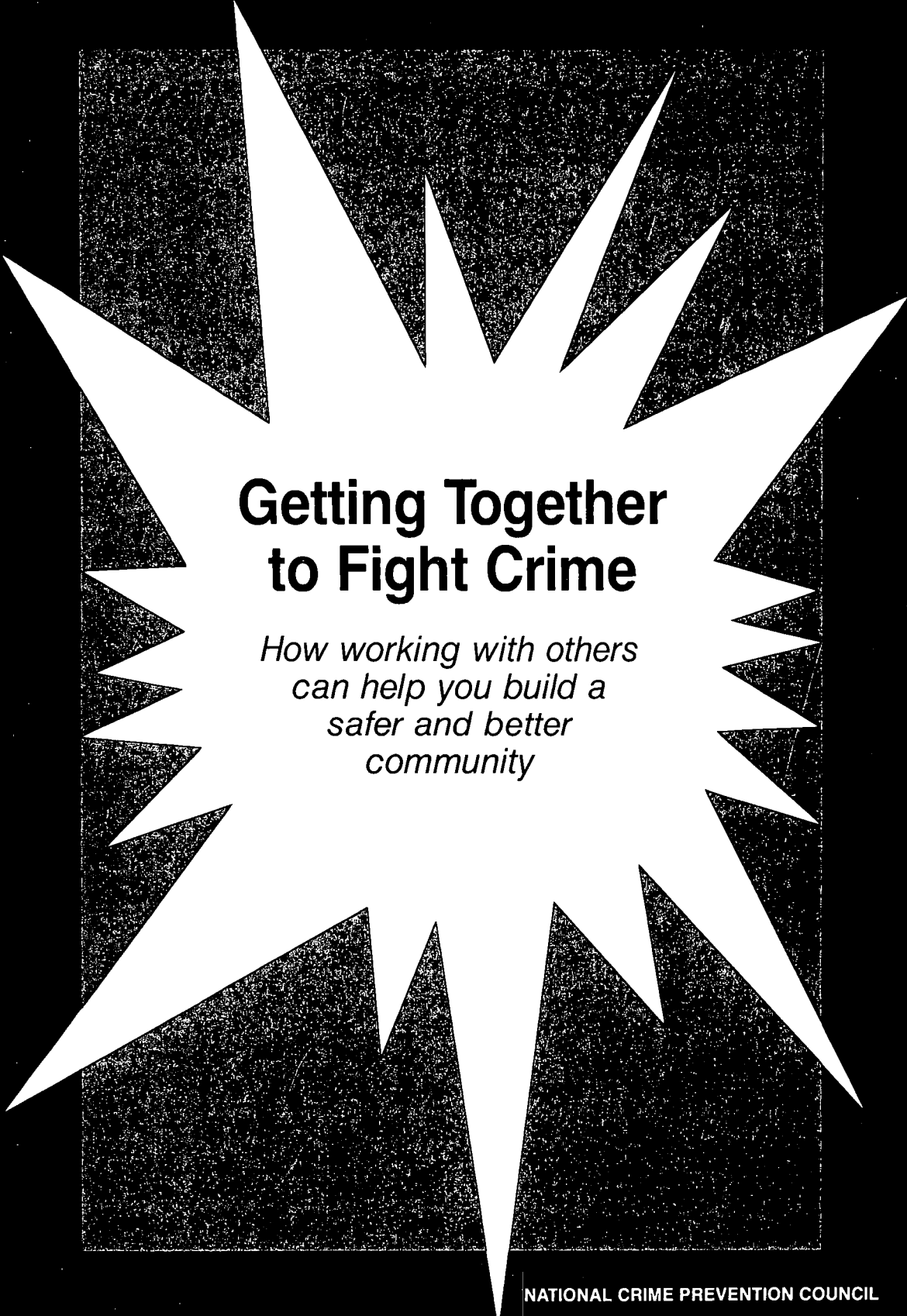
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Getting Together to Fight Crime Booklet



Getting Together to Fight Crime

*How working with others
can help you build a
safer and better
community*

NATIONAL CRIME PREVENTION COUNCIL

Washington, DC, March 17, 1994 - Alicia Brown, age 14, appears with President Clinton in new :60 and :30 television public service announcements, urging Americans to "give their children back their childhood."

The new PSAs were sponsored by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice. They were produced as a volunteer effort by Saatchi & Saatchi Advertising on behalf of the Crime Prevention Coalition and The Advertising Council.

The spots debuted at The White House and will be distributed nationally in March.

CONTACT: Roy Elvove
Saatchi & Saatchi Public Relations
(212) 463-2328

Paula Veale
The Advertising Council
(212) 922-1500

**PHOTOCOPY
PRESERVATION**





National Crime Prevention Council

*To enable people to prevent crime and build
safer, more caring communities.*

How The Presidential Public Service Advertisements Came To Be

The National Citizens' Crime Prevention Campaign public service advertisements (PSAs), featuring McGruff the Crime Dog, and the "Take A Bite Out Of Crime" slogan, have been part of the American scene since 1980. These PSAs, sponsored by the Crime Prevention Coalition, the Advertising Council, and the U.S. Department of Justice, have informed and motivated millions of citizens in every part of the country to take individual and collective action to prevent crime and the fear of crime. The ads directly inform the public, offer additional information and lay the groundwork for local action led by law enforcement and other concerned groups. Two independent evaluations have documented the effectiveness of this public-private partnership.

The campaign has dealt with a variety of issues ranging from personal safety to Neighborhood Watch, from drug abuse prevention to child protection. In 1991 the campaign began a series of hard hitting violence prevention ads emphasizing the need for everyone to act, because the future of our children is at stake.

Because of President Clinton's concern about violence, the Advertising Council and the National Crime Prevention Council invited him to use the PSA format to communicate that there are actions that everyone can take to build safer, more caring communities. Footage for the two PSAs was taped on February 10th at the White House and the finished ads, produced by the campaign's volunteer ad agency, Saatchi & Saatchi Advertising, are being premiered on March 17, 1994.



**TAKE A BITE OUT OF
CRIME®**

National Crime Prevention Council

*To enable people to prevent crime and build
safer, more caring communities.*

BACKGROUND FOR INTRODUCTION OF CRIME PREVENTION PSAs THE WHITE HOUSE, THURSDAY, MARCH 17, 1994 10:00 AM EST

SYNOPSIS

President Clinton filmed a public service announcement (PSA) in the Cabinet Room of the White House on February 10, 1994, along with eighth grade student Alicia Brown of Eliot Junior High School, Washington, DC. The PSA grew out of the mutual interests of The White House, The National Crime Prevention Council, and The Advertising Council to stem the escalating incidence of violent crime in America. The Ad Council suggested the use of President Clinton in an on-going public service campaign with the National Crime Prevention Council. These spots are part of a pool of 19 crime prevention public service announcements.

- In both the 60-second and 30-second versions of the two public service announcements for TV, Ms. Brown recalls the shooting death of a young friend and the President comments that "Fear of violence is robbing our nation's children of their future...We must give Alicia, and all our children, back their childhood. Working together, we can."
- The third spot, a 30-second commercial dramatization of scenes showing how children have lost the freedom to play in their own neighborhoods, the President comments that "Too many children in this nation are being held prisoner. Their captors are fear and violence...We must give our children a future."
- Both commercials and related radio announcements ask the audience to call 1-800-WE-PREVENT for a booklet of information on what individuals can do to reduce crime.
- The TV messages also show the 14-year-old Advertising Council icon, McGruff the Crime Dog and his familiar slogan "Take A Bite Out Of Crime."
- The advertising will be distributed this month (March) to all PSA-using radio and television (including cable) outlets in the U.S. Stations will run it pro-bono. The campaign will have an estimated life of 12 months before "wear out."

SPONSORS

The Advertising Council, New York, coordinates production and distribution of the advertising. Founded in 1942 to mobilize America for victory in World War II, The Ad Council administers 30 current campaigns that ran last year in a total of \$600 million in donated media. Americans know other Ad Council work like the United Negro College Fund "A mind is a terrible thing to waste"; The Peace Corps, "The toughest job you'll ever love"; Drunk Driving Prevention's "Friends don't let friends drive drunk"; and auto safety belt education's "You can learn a lot from a dummy. Buckle your safety belt."

This specific campaign is sponsored by the **National Crime Prevention Council (NCPC)**, which has conducted a campaign through the Ad Council since 1980. The NCPC manages the day-to-day activities of the national education campaign supported by the 123 members of the **National Crime Prevention Coalition**. The NCPC is a nonprofit organization based in Washington, DC, which helps people to prevent crime and build safer communities. Its programs are partially funded by the **Bureau of Justice Assistance, Office of Justice Programs, the U.S. Department of Justice**.

CREDITS

The Advertising was created pro-bono by volunteer advertising agency **Saatchi &Saatchi Advertising, New York**.

HOW IT WORKS

Ad Council campaigns are based on the premise that *individual choice* and *individual action* can make a difference in solving social problems. This campaign offers a chance for hope and faith that Americans can successfully reduce crime and its consequences. It tells them why and for those who call for more information, it tells them how.

The 12-page booklet sent to those who respond to the ads is called *Stop the Violence, Start Something*. It offers:

- Ten things to teach kids, e.g., settle arguments with words not fists, and don't form an audience when other kids are arguing.
- Ten things adults can do, like don't carry a weapon. "You lose, whether you use it or it's used on you."
- Ten things you and your neighbors can do, such as work with schools to establish drug-free, gun-free zones. Work with recreation officials to do the same for parks.
- The booklet also provides referrals to 12 national organizations that can help with a variety of problems.

- More than 100,000 requests have been filled in the last 18 months.

- A random survey shows that seven out of ten who recalled the booklet had taken action at an individual level; half the respondents had taken neighborhood-level violence prevention steps.

DOES IT WORK?

PSAs have helped to almost eradicate polio and measurably reduce highway fatalities from drunk driving and failure to wear seat belts, as well as achieve numerous other societal goals.

The National Citizens' Crime Prevention Campaign, which last year attracted \$50 million in donated media (twice the Ad Council average), conducted a survey on the effectiveness of its advertising in 1993. Among the findings:

- Eighty percent of U.S. adults say they have seen or heard McGruff commercials.

- Fifty-four percent of these said they are more concerned about crime than before getting the message, and 30 percent said they are more knowledgeable about protecting themselves.

- Ninety-eight percent of law enforcement officers knew of the media campaign and of those, 85 percent said the ads are especially effective for children.

- About one out of five had taken specific action as a result of having seen the PSAs.

And unlike some product advertising, Americans genuinely like and welcome public service commercials. Another survey on public attitudes toward television conducted last year by Network Television Association (NTA) and the National Association of Broadcasters (NAB) revealed that *90 percent of the public approves of PSAs.*

Withdrawal/Redaction Marker

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NCPC [National Crime Prevention Council] [1]

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RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
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C. Closed in accordance with restrictions contained in donor's deed of gift.

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RR. Document will be reviewed upon request.

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
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b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

SAATCHI & SAATCHI
ADVERTISING

AD COUNCIL
CRIME PREVENTION
:30

DESPAIRING BLACK
& WHITE FOOTAGE
FROM EXISTING
CAMPAIGN IN
WHICH CHILDREN
APPEAR TO BE
BEHIND BARS



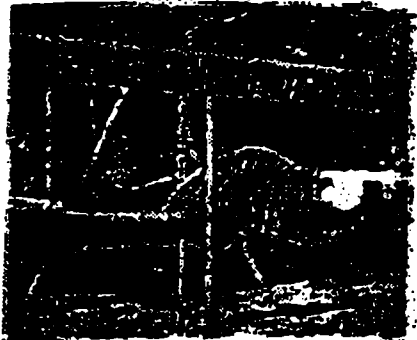
PRESIDENT CLINTON VO:
Too many children of this
nation are being held prisoner.



Their captors are



fear and violence



Their playgrounds are no
place to play in.



Their neighborhoods are no
place to grow up in.



PRESIDENT CLINTON ON
CAMERA

PRESIDENT CLINTON:
As a parent, I want this
violence to stop.

prevent crime
fight crime
"tolerance"
every child has
~~every child has~~
have a right to be safe



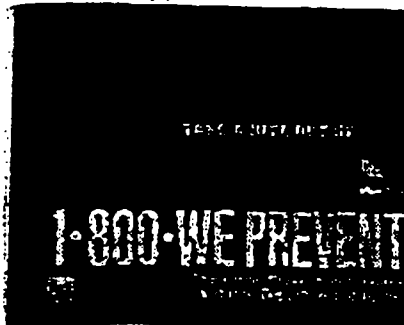
As your President I am
committed to ending the
violence.



We must strengthen families,
neighborhoods
and communities.



We must give our children
a future. We must take away
their fear and give them
hope.



ANNOUNCER:

There's a lot you
can do. Act now.
Call 1-800-WE-PREVENT.



PRESIDENT CLINTON:

We must give our children
back their childhood.



Working together, we can.

TITLES

Crime Prevention: It's Everyone's Business

We hear a lot about the commission of crime — murders, rapes, drug sales, frauds, auto theft, and so on. We hear much less often about people banding together to do positive and constructive things to counteract crime and its causes.

Across the country, great things are happening — people reaching out, getting to know their neighbors, watching out for each other, helping each other. They pitch in to build the kinds of communities in which children can enjoy being children and people can be neighbors instead of isolated, fearful targets. The work may include anything from community education to installing hardware; from cleaning up graffiti to mentoring youth; from community patrols to recreation programs. How to reduce the risk of becoming a crime victim goes hand in hand with how to help a victim regain a sense of control.

Will such activities make a dent in crime? They already have. Some neighborhoods report reductions of 20%, 30%, even 50% in various types of crime. Just as important, by working together, residents create a sense of civic pride and ownership that can deter would-be criminals.

There's no one cause of crime and no one cure for it. But people working together, building communities whose residents care for each other, can do a lot to reduce both the symptoms and the causes.

Want to know how you can join the movement to make our communities safer, better, more caring places to live?

Just write to:

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

or call 202-466-6272



The McGruff Campaign is substantially funded by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice. Other major funders include corporations, foundations, families and individuals. Contributions to NCPC, a 501(c)(3) organization, are tax deductible.

We're Not Just
Stopping
Something,

We're
Starting
Something!

National Crime Prevention Council

W

hatever the crime — a purse snatched, a home burglarized, a shopper mugged — crime touches and hurts two victims.

One is the person who suffers injury or loss. The other is the community. Neighbors retreat behind locked doors, merchants abandon business locations, streets empty at night. Fear creates isolation, saps civic bonds, and increases vulnerability.

The mission of the National Crime Prevention Council, a private nonprofit organization, is to prevent crime in two ways:

First, we help individuals of all ages learn how to reduce their risks of being crime victims.

Second, we energize people to look beyond self-protection to build crime-resistant communities that solve problems instead of just addressing symptoms.

We do this through public education, information dissemination, training, demonstration efforts, and a network of community leaders around the nation.

Public education via powerful television, radio, and print ads challenging viewers to act against violence, drugs, and other crime. The National Citizens' Crime Prevention Campaign bases itself on the powerful symbol, McGruff the Crime Dog and the Take A Bite Out Of Crime slogan.

The Campaign is a cooperative effort among NCPC, the Bureau of Justice Assistance (Office of Justice Programs, U.S. Department of Justice), and The Advertising Council, Inc.

To inform the field, we share what we have learned about programs, practices, and ideas that have worked around the nation through highly regarded books, booklets, videos, monographs, posters, and program kits. A programs database enable us to create customized responses to requests for programs addressing specific audiences or problems or using particular techniques. Camera-ready masters enable local groups to claim top-quality materials as their own, saving time and money.

Training for national, state, and local crime prevention practitioners, community organizations, youth groups, and others offers hands-on learning opportunities that enable workshop participants to spread their newly honed skills to others, providing both immediate and long-term benefits to the community. In less than six years, more than 2,500 people have been trained in one of six intensive workshops.

Training does not end with formal workshops: conferences, forums, and similar group experiences help participants share their knowledge and needs with one another and build lessons to benefit all.

A network of people who know the value of prevention is focused around the Crime Prevention Coalition, more than 130 organizations — federal, national, and state — that represent millions upon millions of Americans. NCPC serves as day-to-day manager of the Coalition. The *Catalyst* newsletter, issued 10 times a year at no charge, links nearly 10,000 subscribers in law enforcement, schools, social and community service agencies, and policy-making positions.

Demonstration programs are a learning laboratory to test programs that look fine in theory against day-to-day realities. Community Responses to Drug Abuse has demonstrated the extraordinary capacities of local groups, even in besieged neighborhoods, to use modest financial aid and appropriate training and technical assistance to tackle tough problems. Teens, Crime, and the Community, a curriculum for junior and senior high students, has helped more than 400,000 young people understand their stake in — and their ability to help create — a crime-free, drug-free community. Youth as Resources, working through community boards that include youth members, challenges all kinds of young people in all types of communities to identify a local problem, devise a solution, design a project, win a grant, and carry the project out.

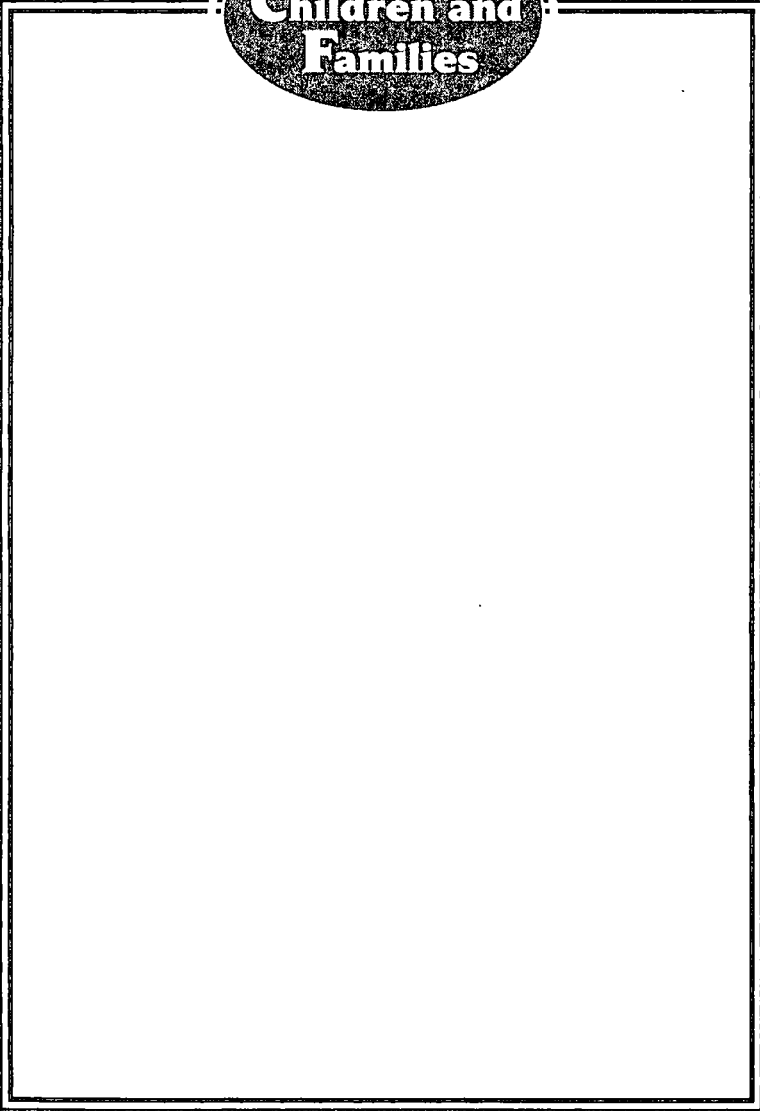
In addition, quality McGruff licensed products help spread the Take A Bite Out Of Crime message while they raise money to support McGruff public service advertising.

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NATIONAL RESEARCH COUNCIL
INSTITUTE OF MEDICINE

THE ADVERTISING COUNCIL, NC.

**TAKE A BITE OUT OF
CRIME®**

National Crime Prevention Coalition



MESSAGES FROM PRESIDENT BILL CLINTON

"PRESIDENT CLINTON & ALICIA" :60 CNCP-4560 (Also available in :30, CNCP-4130.)



ALICIA: Use t' look forward to Friday night. And then, all of my friends together—the fun we used to have. Lookin' right, you know. I danced. And just havin' a good time. There was a knock at the side door. The music was loud. The boy had opened it—We was laughin' and teasin' one another—Gunshot. Three shots—three shots fired. He was killed. That somebody that you knew of was now gone. It really hurt.



ALICIA: Why did this have to happen? PRESIDENT CLINTON: Unfortunately, Alicia's story is all too common. Too many children have had their childhood taken from them. Fear of violence is robbing our nation's children of their future. We must take away that fear and give them hope. As a parent, I want this violence to stop. And, as your President, I'm committed to ending it. We must give Alicia, and all our children, back their childhood. Working together, we can. ANNCR VO: Do something now. Call 1-800-WE PREVENT.

"PRESIDENT CLINTON/CHILDREN" :30 CNCP-4230



(SFX: GUN SHOT) PRESIDENT CLINTON (VO): Too many children in this nation are being held prisoner. Their captors are fear and violence. Their playgrounds are no place to play in.



As a parent, I want this violence to stop. (OC) As your President, I'm committed to ending it. We must strengthen our families, neighborhoods and communities. We *must* give our children a future. We must take away their fear and give them hope. ANNCR VO: Do something now. Call 1-800-WE PREVENT. PRESIDENT CLINTON: We must give our children back their childhood. Working together, we can.

NEWS RELEASE

FOR IMMEDIATE RELEASE

March 17, 1994

President Clinton Appears in New Violence Prevention

Public Service Announcements

Urging Americans to "Give Their Children Back Their Childhood"

Washington, DC, March 17, 1994 — President Clinton will appear in his first series of public service announcements on behalf of The Advertising Council and the National Citizens' Crime Prevention Campaign. Three riveting television spots address the pressing issue of youth violence. Specifically, in one 60-second and two 30-second executions, the President speaks from The White House, imploring the American public to help "give our children back their childhood."

The President puts it in these terms: "We must strengthen families, neighborhoods, and communities. We must give our children a future."

In 60-second and 30-second messages ("President/Alicia"), President Clinton appears with Alicia Brown, an eighth grader at Eliot Junior High School in Washington, DC. The spots open with Alicia describing a boy who was killed at a dance. "There were gun shots...three shots...three shots fired," she says, adding, "why does this have to happen?"

Page 1 of 3

President Clinton Appears...

Such a random act of violence prompts the President to say, "Fear of violence is robbing this nation's children of their freedom. We must take away their fear and give them hope."

In another 30-second PSA ("President/Children"), the President's voice is heard over a series of scenes showing how children have lost the freedom to play in their own neighborhoods. Says the President, "Too many children are being held prisoners. Their captors are fear and violence. Their playgrounds are no place to play in. As a parent, I want this violence to stop. As your President, I am committed to ending this violence."

Encouragingly, all spots end with the President issuing a call to action for everyone to "work together to give our children back their childhood." A toll-free number (**1-800-WE-PREVENT**) is provided so that viewers can call for information on how to prevent violent crime.

"It's obscene and outrageous what our younger generation must endure," exclaimed Jack Calhoun, Executive Director of the National Crime Prevention Council which manages the day-to-day operation of the campaign. "I am delighted, at the sense of urgency and the desire to rebuild families, communities, and neighborhoods that these messages convey."

The television PSAs were underwritten by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice and produced as a volunteer effort by Saatchi

President Clinton Appears...

& Saatchi Advertising. They will be distributed nationally in March by The Advertising Council, as part of the organization's ongoing campaign with the Crime Prevention Coalition. Radio executions — adapted from the TV spots — will also be available.

Ruth A. Wooden, President of The Advertising Council, noted that the National Citizens' Crime Prevention Media Campaign, best recognized for McGruff the Crime Dog and the "Take A Bite Out Of Crime" slogan, has been extremely successful. "A recent independent research study on the effectiveness of the campaign, funded by the U.S. Department of Justice, showed consistently positive results behind this major communications effort, she said."

At Saatchi, creative credits include Ron Salzberg, Associate Creative Director, Paul Frahm, Associate Creative Director, and Christine Cacace, Executive Producer. The Director was Rob Liberman; the production company Hamony Pictures. Film-not-Film served as editorial house. All creative services were provided on a *pro bono* basis.

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FURTHER INFORMATION:

The Advertising Council:

Saatchi & Saatchi Advertising:

National Crime Prevention Council:

Paula Veale, 212-922-1500

Roy Elvove, 212-463-2328

Mac Gray, 202-466-6272, ext. 115

Jacqueline Aker, 202-466-6272, ext. 111



Crime Prevention Coalition

Organizations Committed to Crime Prevention

The National Citizens' Crime Prevention

Public Service Media Campaign:

Partner Organizations

The National Citizens' Crime Prevention Public Service Media Campaign is a collaborative effort involving four organizations:

Crime Prevention Coalition

The Crime Prevention Coalition consists of 123 organizations — national constituency groups, federal agencies and state crime prevention organizations. The Coalition members have identified crime prevention as a priority and pledged to use their resources to promote effective policies, programs and educational messages. The Coalition is chaired by the Assistant Attorney General, Office of Justice Programs, U.S. Department of Justice.

The U.S. Department of Justice

The U.S. Department of Justice provides financial and policy support to the Campaign through the Bureau of Justice Assistance, Office of Justice Programs. The Bureau of Justice Assistance oversees a variety of grants programs and ongoing initiatives to strengthen criminal justice at the state and local levels. It provides technical assistance, reports on innovative programs and provides a variety of other assistance to law enforcement agencies and others working to make communities safer.

The Advertising Council

The Advertising Council Inc. is a private, nonprofit organization of volunteers who spearhead advertising campaigns for the public good. Founded in 1942 to help with the war effort, the Council has moved on to promote campaigns on subjects as diverse as aid to higher education, child abuse and crime prevention, voting and volunteerism, drunk driving prevention and the Statue of Liberty restoration.

Secretariat: National Crime Prevention Council, 1700 K Street, NW, Second Floor
Washington, DC 20006-3817 • 202-466-6272 • Fax 202-296-1356

The Advertising Council receives over 400 annual requests for campaign support. Each is reviewed to see if it is noncommercial; nondenominational; apolitical; national in scope, yet of concern to all communities and all Americans; proposed by an accredited organization; and conducive to effective advertising. Approximately 30 causes are supported through the Ad Council each year.

For more than a decade, The Advertising Council has been a driving force behind McGruff's crime prevention public service messages.

Saatchi & Saatchi Advertising

Saatchi & Saatchi Advertising has been the volunteer advertising agency to the National Citizens' Crime Prevention Media Campaign since 1978. Over the years, Saatchi has created more than 20 phases of television public service advertising, addressing such vital issues as home security, personal safety, youth protection, children's drug abuse, community action, and violence prevention.

Since the Campaign's launch, Saatchi's work for the Campaign has received numerous industry accolades. Among these has been the EFFIE Award for Advertising Effectiveness, Certificates for Outstanding Creativity and, most recently, recognition by ADWEEK Magazine as the best public service advertising in 1993. The agency's proprietary research, coupled with other evaluations, consistently shows that children and adults recognize McGruff, and take action based on his messages.

The National Crime Prevention Council (NCPC)

The National Crime Prevention Council (NCPC) was created in 1982 as a nonprofit organization responsible for managing the day-to-day activities of the National Citizens' Crime Prevention Media Campaign. Its mission: to prevent crime and build safer, better communities.

Symbolized by McGruff the Crime Dog, and his "Take A Bite Out Of Crime" slogan, since 1980, initiatives have been educating and exhorting Americans through public service advertising, educational films and videos, books, brochures, program kits, reproducible materials, posters, booklets, and licensed educational products.

NCPC operates demonstration programs, especially in municipal, community, and youth issue areas, including: Youth as Resources; Teens as Resources Against Drugs; Teens, Crime, and the Community; and the Texas City Action Plan. NCPC also provides training on a wide range of topics to federal, state, municipal, community, school, and youth groups; offers technical assistance and information and referral services.

Excerpts from Executive Summary

The Social Impact of the National Citizens' Crime Prevention Campaign *

Background

This report is the result of a project funded and administered by the Bureau of Justice Assistance to evaluate the impact and cost-effectiveness of the National Citizens' Crime Prevention Media Campaign's (NCCPMC) activities in producing and disseminating public service announcements (PSA's).

Better known as the "McGruff" or "Take a Bite Out of Crime" media campaign, it is designed to teach the public crime and drug prevention behaviors; to help build safer, more caring communities; to motivate citizens to take positive actions to protect themselves and their families and communities; and to create an environment less conducive to crime and drug abuse.

The McGruff PSA's have achieved wider media acceptance and distribution than most, and have evolved through a number of phases and thematic changes over the years. In 1991 an anti-violence series of PSA's were developed, which received special focus in this study.... The PSA's attempt to promote and reinforce the more extensive National Citizens' Crime Prevention Campaign, which includes other activities aimed at law enforcement agencies, community groups, and businesses.

Findings

Media Managers: Ninety-five percent of the media managers were aware of the McGruff PSA's, and more than one-half of them had run at least one within a year. Gatekeepers rated the PSA's high on quality and relevance.... They regarded the PSA's as effective and influential within their communities.

Prevention Practitioners: Ninety-eight percent of prevention practitioners were familiar with the National Citizens' Crime Prevention Campaign overall; 76 percent had used its materials, and most users said they were of high value.

Eighty-eight percent of practitioners were aware of the McGruff PSA's. Seventy-seven percent of those aware of the PSA's called them valuable in providing more public exposure and awareness of crime prevention issues. Seventy-one percent of those aware called the PSA's helpful to local efforts.

Eighty-five percent of those aware called the PSA's effective for children, and 60 percent said they were effective for adults in building prevention awareness.

General Population: Eighty percent of U.S. adults recalled having seen or heard McGruff PSA's in general, and 49 percent recalled the 1991 anti-violence PSA's. People generally paid attention to the PSA's with 86 percent of citizens reporting high attention to the anti-violence ads.

With respect to the citizens' perceptions of the campaign's impact:

- Nearly one-third of those familiar with the PSA's said they had learned from them.
- About one-fifth said they took specific actions as a result of the PSA's.

Somewhat greater PSA impact was found among women; less educated, lower income citizens; black citizens; and parents with children in the home [compared with counterpart groups].

Cost & Benefits

With respect to cost and benefits, the Federal investment in the McGruff campaign appears to have yielded a substantial return in volunteer commitments for advertising production and public dissemination. In effect, a \$600,000 investment for fiscal year 1991 generated an estimated \$60.3 million worth of donated media time and space nationwide. In 1991 McGruff was the fifth-ranked advertising campaign in dollars in the Nation, commercial product campaigns included.

Results of a cost-effectiveness analysis also suggest that the anti-violence and other McGruff PSA's were cost-effective in stimulating changes in citizen knowledge and crime prevention behaviors. A 2.2¢ per person educated, and 2.9¢ per person who changed their behavior.

Findings also indicate that program efficiency was achieved by comprehensive planning to minimize program costs while maximizing campaign coverage and impact within markets.

Conclusions

The overall conclusion, with some caveats, is that a substantial majority of the public, the media, and the law enforcement community has accepted McGruff, Take a Bite Out of Crime, and the message themes tied to the NCCPMC as positive symbols of crime prevention.

An analysis of McGruff messages over the years indicates that this increase in popularity is likely due to two intertwined factors: 1) the recurrent uses of these symbols have been carefully controlled; and, 2) with each new campaign phase, distinct, novel PSA's are incorporated into the familiar theme, maintaining audience interest. Message quality, simplicity and lack of threat also appear as important elements.

More generally, the findings indicate that such a media campaign can be a productive approach for influencing public understanding and behavior in the prevention and control of crime and drug abuse.

The findings support other research indicating public information campaign influence in such areas as health and environmental safety. Distinctive here, however, is the persistence of campaign effectiveness over more than a decade, its national scope and the relative consistency of impact over target groups.

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MARCH 1994

CATALYST

"GIVE CHILDREN BACK THEIR CHILDHOOD," SAYS PRESIDENT CLINTON IN ANTI-VIOLENCE AD

President Clinton has chosen a unique, nonpartisan forum to reaffirm his commitment to stopping the violence in America — two public service ads (PSAs) from the National Citizens' Crime Prevention Campaign released in March. These ads continue the tradition of reality-based, hardhitting vignettes introduced when the anti-violence phase of the campaign was launched in 1991. These are the first presidential messages in the campaign's history.

When presented with a McGruff T-shirt to commemorate the ads' filming, the President smiled

delightedly and exclaimed, "I love that dog!"

In one PSA, a 15-year-old student tells how she and her friends enjoyed



President Clinton and Alicia Brown, a member of the Eastern Branch of the Greater Washington, DC Boys & Girls Club, who is featured in the new anti-violence ads.

dances held at the neighborhood Boys & Girls Club, "then one night, I heard three shots...this kid I knew just fell down and died. Now they are afraid to have any more dances." President Clinton joins Alicia and talking as a parent, says, "We must give our children a future. We must take away their fear and give them hope." A second PSA carries the same mes-

sage from the President, but opens with a montage of scenes taken from the anti-violence, "give children back their childhood," PSAs released last fall. Both ads feature the 800-WE-PREVENT number that people can call to receive the booklet, *Stop the Violence, Start Something* and the McGruff/"Take A Bite Out Of Crime" logo.

The Ad Council, Saatchi & Saatchi, the campaign's volunteer ad

agency, the National Crime Prevention Council, and the Bureau of Justice Assistance (Office of Justice Programs, U.S. Department of Justice) worked with the White House to script and film the ads. The Ad Council is distributing the PSAs to television stations across the nation on behalf of the Crime Prevention Coalition. ♦

