# National Crime Prevention Council Launches Campaign

Business, labor and civic leaders have come together to form a new group that will work to encourage private sector support in a national crime prevention campaign that urges the public to "Take A Bite Out of Crime."

The National Crime Prevention Council will work with the Office of Justice Assistance, Research and Statistics to continue support of the campaign and to strengthen private sector funding, said Robert F. Diegelman, acting OJARS director. The campaign features a floppy-eared dog named McGruff.

"This is a prime example of how the government and the private sector can work hand-in-hand to better serve the public," said Diegelman.

"We have seen McGruff grow from an idea and rough sketch in 1979 to become-with the help of the federal government-a national byword and household symbol for crime prevention.

"Now the campaign takes a significant step forward by actively involving the private sector in a close partnership with the government and most important, with the benefits going to the public," he said.

The President of the council is Carl M. Loeb Jr., a metallurgist and business Jame's Notes:

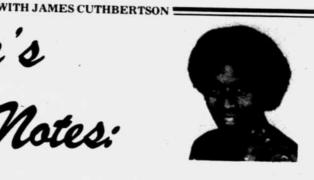
executive whose donation helped start the campaign four years ago. He is a former chair of the New York City Board of Corrections, member of the 1960 and 1970 White House Conferences on Children and Youth and is a member of the American Bar Association's Commission on Correctional Facilities and Services. Other members

William F. May, dean of the Graduate School of Business of New York University; Gary Susnjara, president of Dancer, Fitzgerald Sample, Inc., the advertising agency which created McGruff and develops advertising materials; Dawson L. Swearinger, chairman, Commercial Union Insurance Companies; Douglas Fraser, President, United Auto Workers; Charles B. Renfrew, former U.S. District Judge and U.S. Deputy Attorney General:

Mary Whyte, former chair, National Council on Crime and Delinquency; Robert Stuart, chairman of the National Can Company; Mary Ann Stewart, active in a variety of national scope crime reduction and prevention initiatives; William L. Hart, chief of po-lice, Detroit, Michigan and Ordway P. Burden, president of the Law Enforcement Assistance Foundation.

The Office of Judicial Assistance Research and Statistics will provide \$900,000 and the Advertising Council \$650,000 to support this program.

"The mix of corporate and public support for the campaign has been in-valuable,'' Diegelman said, "and vividly demonstrates the great potential to strengthen business and public ties with local law enforcement agencies significantly through the development of community crime prevention pro-



grams."

The state affiliate in North Carolina is the North Carolina Department of Crime Control and Public Safety Crime Prevention Division.

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All systems are go for the annual Expo to be held on Saturday, November 13, at Metrolina Fair Grounds, Hwy. 21N. Spon-sored by the Rotary Boy Scouts of America, the Expo will last from 6 a.m. to 10 p.m.

During the Expo, a special air show will be held at 3 p.m. by Dwigat Cross who performs with his biplane at Carowinds. The UNCC Fantastic 49er Fun Machine will perform at 4

The Athletic Department of UNCC has invited the Boy Scouts to attend the UNCC vs. UNC-Asheville basketball at the Coliseum on November 27th.

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Dr. Sarah T. Morrow

secretary of the N.C. Department of Human Resources announced that \$150,000 in federal funds have been allocated for the Governor's One-on-One volunteer program during the fiscal year 1982-83. The program is administered statewide through the Human Resources Community-Based Alternatives Section in the Division of Youth Services.

'The basic concept of the Governor's One-on-One Volunteer program is to match correctly screened and trained adults to work on a one-to-one basis with young people having trouble with crime," Dr. Morrow stated. "The role of the volunteer is to be a friend as well as a mature role model for the child."

Morrow said the goal is to help 12 communities get programs started during this fiscal year, and during the next two years, help 24 more communities get programs underway.

Presently, funds have been allocated for One-on-One volunteer programs that have started in six counties: Orange, Pasquotank, Lee, Cumberland, Wilson and Durham

"We are very interested in receiving proposals from counties across the state so that six counties can be selected to start One-on-One volunteer programs in January, or be considered

for the next fiscal year that begins in July," Morrow said. "The deadline for proposals during the present year is December 1, 1982."

She explained that in addition to receiving funds from the state, communities that submit proposals will be required to raise part of the funds locally to operate the One-on-One volunteer program.

This will insure that the programs have the support and involvement of the community.

The National Council of Juvenile Court Judges strongly supports this volunteer approach. The Council states that "the most important, single experience in delinquency control is a meaningful one-on-one relationship with a trusted adult."

In 1981, there were more than 20,000 court cases involving juveniles in North Carolina. Helping these young people through the One-on-One volunteer program is a top priority of the Hunt administration.

Governor James B. Hunt Jr. stressed this in his 1981 crime message to the General Assembly. "I intend to devote my crime fighting efforts throughout the remainder of my term to this cause," he said.

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