



Introduced Version

**SENATE CONCURRENT
RESOLUTION No. _____**

DIGEST OF INTRODUCED RESOLUTION

A CONCURRENT RESOLUTION to honor Colonel Scott Minier, the Indiana Crime Prevention Coalition, and the Marion County Sheriff's Department for receiving the Mac Gray Award for excellence in public service advertising.

CLARK

_____ 1999, read first time and referred to Committee on



Introduced

First Regular Session 111th General Assembly (1999)

SENATE CONCURRENT RESOLUTION

A CONCURRENT RESOLUTION to honor Colonel Scott Minier, the Indiana Crime Prevention Coalition, and the Marion County Sheriff's Department for receiving the Mac Gray Award for excellence in public service advertising.

Whereas, The Prestigious Berkeley McCabe "Mac" Gray Award by the National Crime Prevention Council honors excellence in public service advertising;

Whereas, The late Mr. Gray pioneered the introduction of the nationally recognized "McGruff the Crime Dog," McGruff's nephew "Scruff," and the slogan, "Take a Bite Out of Crime," awareness programs to prevent and reduce crime by placing a special focus on young people;

Whereas, Colonel Scott Minier of the Marion County Sheriff's Department received the Mac Gray Award in recognition of his more than 10 years of leadership for the National Citizens' Crime Prevention Campaign (NCCPC) as a part of a joint effort by the National Crime Prevention Council, the United States Department of Justice, and the Ad Council;

Whereas, In 1988, Colonel Minier began his volunteer efforts with the NCCPC when he worked with Mr. Gray to localize national TV and radio public service announcements. Colonel Minier advocated that adding the local crime prevention organizations' names and toll-free phone numbers to the crime fighting messages would make the spots more relevant to public service directors at TV and radio stations as well as to publications. This increased relevancy led to the spots being run more and more often and to the achievement of

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significant crime fighting and prevention efforts;

Whereas, In 1989, Colonel Minier created what is now known as the Indiana Crime Prevention Coalition, which is a grassroots organization that has grown to more than 10,000 associate members and 2000 corporate sponsors--the largest grassroots organization of its kind;

Whereas, For many years Colonel Minier, Marion County Sheriff Jack Cottey, the Indiana Crime Prevention Coalition, and the Marion County Sheriff's Department have utilized the McGruff crime prevention program to reach thousands of young people every year; and

Whereas, Colonel Minier's leadership continues as he represents the 115 state and national members of the Crime Prevention Coalition of America on the NCCPC's media work group to determine the audience, message and tone of national public service announcements: Therefore,

Be it resolved by the Senate of the General Assembly of the State of Indiana, the House of Representatives concurring:

- 1 SECTION 1. The leadership of Colonel Scott Minier of the Marion
- 2 County Sheriff's Department in localizing national public service
- 3 announcements to fight crime such as McGruff's "Take a Bite Out of
- 4 Crime" program, his over 10 years of dedicated service with the
- 5 National Citizens' Crime Prevention Campaign, and his receipt of the
- 6 prestigious Mac Gray Award for excellence in public service
- 7 advertising sets an example for us all.
- 8 SECTION 2. The Secretary of the Senate is directed to transmit
- 9 copies of this resolution to Colonel Scott Minier, to the Marion County
- 10 Sheriff's Department, and to the Indiana Crime Prevention Coalition.

