

Secure Living Program

Safety for the Individual and Communities



Mission Statement

Secure Living produces and promotes campaigns that improve health, awareness, and personal safety for people of all ages and abilities. We believe that knowledge is the key to make a positive change in the everyday lives of people in our community.

Organization

Secure Living was formulated by Clifford C. Crandall, Jr. and Eric Stalloch, the founders of SecureLivingOnline.Com, the agency that organizes and promotes this public service announcement program. Grandmaster Crandall has served as the McDonald's Corporation's spokesperson for child safety, appearing along-side Ronald McDonald, reminding the community ways to "be safe!" Mr. Crandall and Mr. Stalloch have also partnered with the Utica Comets, Utica Brewers, Freedom Guide Dogs, New Hartford Fire Department, Onondaga's 911 call centers, the Central Association for the Blind and Visually Impaired, and others. As the authors of numerous instructional books and DVDs on personal safety, professional martial artists, and permanently certified educators in New York State, they bring a unique combination of educational professionalism and expertise to the program.



Distribution

The Secure Living Community Safety Campaign is distributed through social media, television, radio, and print media. We research and write the scripts, secure media release forms from participants, oversee the production of the PSAs, and lend the credibility of our reputations as safety experts by appearing in the video and print for the campaign.

Our partners may appear in the PSA alongside us and have an end tag ("brought to you by...") with their logo. These are made available for you to use on your Facebook Page, website, or other media.



We distribute them on our Facebook page and website, make them available for local television to air, and we may partner with sponsors for expanded distribution. In addition, we will provide you with a copy of the finished product so you may choose to air them on television.

VISIT: SecureLivingOnline.com/PSA and watch some examples from this program.



Secure Living Online

Clifford C. Crandall Jr. – Lead Instructor | Eric Stalloch - CEO

8382 Seneca Turnpike: New Hartford, New York 13413

315.768.1859 | Stalloch@SecureLivingOnline.com | SecureLivingOnline.Com

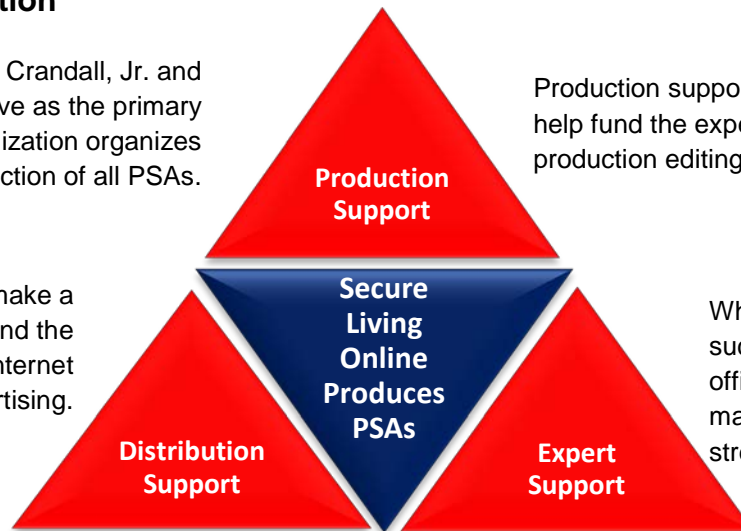
Contributors / Collaboration

Secure Living's Clifford C. Crandall, Jr. and Eric Stalloch serve as the primary spokespersons, and the organization organizes script development and production of all PSAs.

Production supporters make a donation to help fund the expenses of filming and post production editing necessary to create a PSA.

Distribution supporters make a donation to help fund the expense of air time, Internet distribution, or advertising.

When appropriate experts such as law enforcement officers, fire fighters, et cetera may appear in PSAs to strengthen the message.



Target Audiences / Categories

Sponsorship Partners can choose one or more target groups and safety categories which they wish to promote in the community. Target groups include children, teenagers, adults, active seniors, and people with disabilities. The chart below shows a few sample topics for one group.

Children (Ages 6-12)

Health

1_01-001 Say "No" To Drugs

1_01-002 Reading Strengthens the Mind

1_01-004 Be Active! Get outside.

Awareness

2_01-003 How to Find Help When Lost or Separated from Parent

2_01-005 Avoid Strangers' Cars and Tell a Parent

2_01-013 Don't Take Shortcuts: Risks and Reasons

Personal Safety

3_01-001 Circular Arm Breakaway: How to Get Free if Grabbed

3_01-002 Picked Up From Behind: How to Get Free and Draw Attention

3_01-005 Get Away, Run Away! There is something you can do!

Effecting Positive Social Change



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