

FIREARMS AND AMMUNITION INDUSTRY
SHOOTING SAFETY PROGRAM

Accidents stemming from violations of safe gun handling practices have been increasing in recent years. Such accidents are of obvious concern to everyone involved in the shooting sports and in the production, marketing and sales of sporting firearms and ammunition. In an effort to reduce them, it is proposed that the industry conduct a public relations campaign designed to reemphasize the basic rules of safe gun handling to hunters and shooters. 83

Ancillary to this goal is the objective of making all those associated with the sale and maintenance of firearms and ammunition aware of the part they should play in promoting hunting and shooting safety. An added benefit of such a campaign would be to reduce the vulnerability of manufacturers, wholesalers and dealers to product liability suits in which contributory negligence of the plaintiff or a third party may be a factor.

Such a campaign would reinforce an image which reflects the current reality--of an industry that is deeply concerned with safety and is doing all it can to promote safe hunting and shooting practices.

The following program ideas are suggested in order to meet these general objectives:

- 1.) Generation of specific-audience news releases and magazine articles relating to safe gun handling and the proper use of firearms safeties.