

- 3.) Motto or identifying logo for safe gun handling campaign.

RESULT: Easy audience identification and concomitant attention to campaign.

ACTION: An NSSF committee would be set up to coordinate this and other aspects of the campaign. The committee would work with outside agency personnel as appropriate.

- 4.) Paid advertisements, posters, handouts, etc., dealing with general shooting safety.

RESULT: Would help spread the message to the widest possible audience. Reinforce public's perception of the industry's concern.

ACTION: NSSF could prepare materials of this kind for use by member companies and publications. Individual members of SAAMI and NSSF could incorporate the theme in other materials they distribute.

- 5.) Warning on ammunition packages about proper use of safeties and general safe gun handling.

RESULT: This would reach as wide an audience as possible with the message