

MINUTES OF MEETING
TASK FORCE ON SHOOTING SAFETY
O'HARE RAMADA INN, CHICAGO, ILLINOIS
THURSDAY, APRIL 5, 1979

PRESENT:

J. P. McAndrews, Chairman
W. B. Horn
E. S. McCawley, Jr.
A. I. Mossberg
R. A. Partnoy, Acting Secretary
W. E. Talley

The meeting convened at 11:30 a.m.

The Chairman stated that the meeting was held pursuant to instructions of the Executive Committee to develop a program for communicating more effectively with consumers and the general public concerning safe usage of sporting firearms and ammunition.

Reference was made to recommendations made by Hill and Knowlton, Inc., a public relations/public affairs counseling firm engaged by Remington to provide suggestions on this subject. (See attached Exhibit I.) The Task Force reviewed these suggestions and concluded that many of the ideas presented are feasible and can be readily implemented. Some of them, such as the use of ammunition packages for publicizing these messages, can be implemented directly by member companies. Others can be implemented with SAAMI funding through the National Shooting Sports Foundation. However, in order to move forward with this program, the safety messages to be publicized must first be developed.

After discussion, it was agreed that the Technical Director should provide recommendations regarding the safety messages to be publicized. Each message should be specific and should deal with a major problem concerning safe usage of sporting firearms and ammunition. In this respect, the messages would be similar to the safety messages on automobile usage published by the Shell Oil Company. Possible messages included the need for proper eye and ear protection, the dangers of loading a firearm in a vehicle or in the home, the limitations of a safety, the ranges of various cartridges, and the dangers of keeping a loaded round in the chamber. W. B. Horn was delegated to contact the Technical Director and advise him of the Task Force's considerations on this matter.