

8.) Giveaway magazine for distribution through dealers. Such a magazine could include general interest articles on hunting and shooting with the safety message worked in wherever possible. Possible publishers would be Aqua Field who have done similar magazines for Remington, Colt, Daisy, etc.  
RESULT: Greater audience response to the general message.

ACTION: NSSF could be the coordinating agency with support coming from interested member companies.

9.) Production of public service television and radio spot announcements for distribution in areas of the country where hunting and shooting are most popular. These spots could feature a name personality. Cooperation with the National Safety Council and use of their name is a possibility.

RESULT: Exposure of the basic message to the widest possible audience. National Safety Council participation would gain broader station acceptance and use.

ACTION: NSSF in cooperation with National Safety Council.

ESMcCawley, Jr./s  
3/5/79