

EXHIBIT B

S A A M I

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.

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In order to expedite the program, it was decided that implementation planning should begin on the basis of a sample safety message without waiting for all of the messages to be developed and approved. Since the message concerning the limitations of a safety is one which inevitably will be included in the final list of messages to be publicized, this message was selected for initial planning with NSSF. W. E. Talley and E. S. McCawley, Jr., were delegated to meet with the Executive Director of NSSF and commence such planning.

E. S. McCawley, Jr., reported that an article on the limitations of firearms safeties has been written by Col. E. B. Crossman. The article is still in manuscript, but E. S. McCawley, Jr., will contact Col. Crossman to suggest distribution of copies to SAAMI members and to discuss the feasibility of publication in The American Rifleman. E. S. McCawley, Jr., also outlined the concept of a single-issue magazine devoted to safe firearms usage and said he would discuss this with Aqua-Field Publications to obtain cost information.

There was general agreement that this program is important and should be implemented as soon as possible. The intention is to have a budgeted program ready for presentation to the Executive Committee at the June meeting, in New Haven. A further meeting of the Task Force will be held in approximately three weeks to receive reports on recommended messages and proposed means of publicity and to prepare the presentation to the Executive Committee.

The meeting adjourned at 2:30 p.m.

RAP:CK
Attachment

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