

CAMPAIGN TO PREVENT HANDGUN VIOLENCE AGAINST KIDS



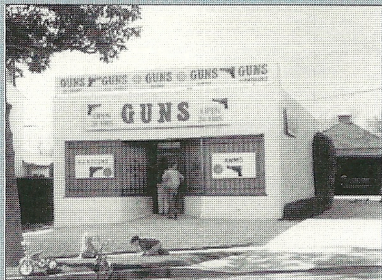
P U B L I C S E R V I C E

ANNOUNCEMENT

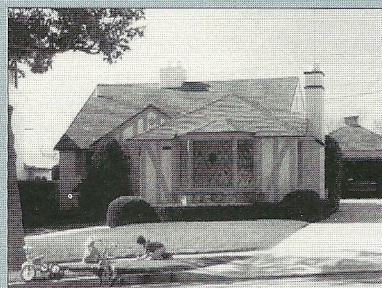
ORGANIZING KIT



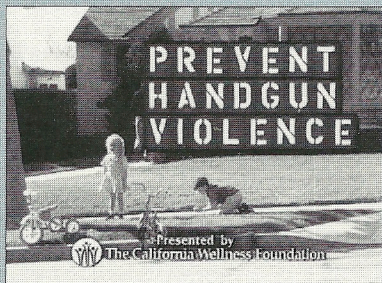
*It's perfectly legal. It's perfectly lethal.
Gun stores in neighborhoods like yours.*



*It's hard to believe, because they
don't look like this.*



They look as innocent as this.



Find out what you can do.

There are 18 times more gun dealers than McDonald's in California.¹

Californians legally purchase an average of 1,000 handguns daily.²

A handgun is produced every 20 seconds in America.³

HOW TO PUBLIC SERVICE

The placement of a **Public Service Announcement (PSA)** is public. PSAs are broadcast at no charge by television stations to help reduce handgun violence against kids. Since the broadcast time is limited, who want to tell their story and any available air time will increase your chances of seeing a **PSA** on the air:

1

Write a letter to your local television station or cable operator informing them you would like a **PSA** to run on their station. Have friends also write letters to the television station.

If you are a member of a group or organization supporting **The Campaign to Prevent Handgun Violence Against Kids**, it is recommended that your letter be sent on your group's letterhead. Be sure to include your name, address and phone number so the station can contact you should they need any additional information.

Your letter should clearly and briefly state why you would like the **PSA** to air — for example, 10 kids are killed by handguns everyday, more kids are killed by handguns in California than by car crashes, diseases or drugs, etc.

2

A few days after you mail your letter, call the television station. Ask for the **Community Service Director** or **Public Service Director** (these people are typically in charge of airing PSAs). Schedule an appointment with the **Community Service/Public Service Director** so that you and others in your group can make a personal appeal to have the station air the **PSA**. Highlight the point that handgun violence against youth is an issue that affects everyone, not just you or members of your group.

Convincing television stations to air Public Service Announcements yield great rewards when your message is aired for millions of people.

PLACE A ANNOUNCEMENT

A) is an important tool in getting your message out to the
tions and can be effective in helping spread the word about
is free, there is a great deal of competition among groups
is usually filled quickly. The following five easy steps may

3

On the day of your appointment, make sure you have a copy of the PSA with you (contact The Campaign to Prevent Handgun Violence Against Kids at 415-331-3337 if you need additional copies). Be sure to arrive at your appointment with 3 to 5 additional supporters. Consult your Prevent Handgun Violence Against Kids Resource Directory for other leaders in your area.

During your conversation with the Community Service/Public Service Director, reiterate the points you made in your letter. Emphasize that airing the PSA will help provide the public with information about handgun violence against kids and will provide a way for members of the community to get actively involved in efforts to rid your city and neighborhoods of this public health problem.

4

After your meeting, leave the videotape of the PSA with the Community Service/Public Service Director. That same evening or the next day, send a "Thank You" letter to the person you met with.

5

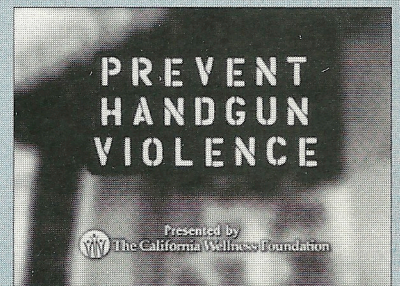
Several days later, call the person you met with to find out when and what time the PSA will air. Once it does air, write a letter to that person to thank him/her and to encourage him/her to continue running the PSA.

ouncements may be difficult. But the time you invest can
ons of viewers to see.

I'm angry. Really angry.



*It's not safe. There are so many
handguns out there.*



For God's sake. Do something.

Handguns are the number one
killer of kids in California.⁴

More kids die from
handguns than car
crashes, diseases or drugs.⁵

10 kids are killed
every day by handguns.⁶

In 1992, 37% of all
firearm-related deaths were
young people aged 10-25.⁷

A gun in the home is 43 times
more likely to be used to kill a
family member or friend
or to commit suicide
than for self defense.⁸

DID YOU GET YOUR MESSAGE AIRED?

Please take the time to let The Campaign to Prevent Handgun Violence Against Kids know if the PSAs are appearing in your area. Make a copy of this page, complete the survey and return the form by FAX to (415)331-2969 or by mail to The Campaign to Prevent Handgun Violence Against Kids, 454 Las Gallinas Avenue, Suite 177, San Rafael CA 94903-3618. For more information, please call (415)331-3337.

☐ Yes. I followed the five easy steps and asked my local station(s) to air the Prevent Handgun Violence Against Kids public service announcements.

I wrote to and met with the Community Service/Public Service Director at the following television station:

Station: _____
City: _____
Date: _____

Representatives from the following organizations went with me:

I will also contact representatives at the following station(s):

Station: _____
City: _____

☐ Yes. I saw the PSA aired.

Station(s): _____
Date: _____
Time of Day: _____
City: _____

Thank you for all your help. The time you have invested in this project is an important part of educating your community about the epidemic of handgun violence against California youth.

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Fax: _____

Email: _____

Comments: _____

**The Campaign to Prevent
Handgun Violence Against Kids**
454 Las Gallinas Avenue, Suite 177
San Rafael, CA 94903-3618
(415) 331.3337
Fax (415) 331.2969

A public education
campaign funded
by a grant from
The California
Wellness Foundation



ENDNOTES

- 1 BATF for FFL Dealers as of December 31, 1994 and McDonald's Regional Corporate Headquarters for stores as of October 1994.
- 2 Average derived from the Automated Firearms system DROS county by county 1986 through March 1993.
- 3 Pacific Center for Violence Prevention Analysis, May 1994. Based on: U.S. Department of the Treasury, Bureau of Alcohol, Tobacco and Firearms. Ready Reference, 1992.
- 4 Pacific Center for Violence Prevention Analysis, May 1994. Based on: California Department of Health Services, Death Records, 1991; Five Leading Causes of Death by Sex and Age, California, 1991; and Annual Report of Fatal Injury Motor Vehicle Traffic Accidents, California Highway Patrol, 1991.
- 5 Pacific Center for Violence Prevention Analysis, May 1994. Based on: California Department of Health Services, Death Records, 1993.
- 6 Pacific Center for Violence Prevention Analysis, May 1994. Based on: Data from Centers for Disease Control, National Center for Health Statistics, WONDER System, Compressed Mortality, 1991.
- 7 California Department of Health Services, Death Records, 1992.
- 8 Kellerman, AL and Reay, DT. Protection or Peril? An analysis of firearms-related deaths in the home. New England Journal of Medicine (1986) 314: 1657-60.