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) in the public. PSAs are broadcast at no charge by television stations to combat handgun violence against kids. Since the broadcast time is limited, it is important to get stories from parents who want to tell their story and any available air time should be used to 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 yields great rewards when your message is aired for mill
PLACE A
ANNOUNCEMENT

A) is an important tool in getting your message out to the public and can be effective in helping spread the word about the dangers of handguns. Since they are expensive and often difficult to obtain, there is a great deal of competition among groups interested in placing announcements. The following five easy steps may help:

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.

Announcements may be difficult. But the time you invest can make a difference.

I'm angry. Really angry.

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

Handguns are the number one killer of kids in California.

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

10 kids are killed every day by handguns.

In 1992, 37% of all firearm-related deaths were young people aged 10-25.

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.
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.

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 (AFS) data by county by county 1986 through March 1993.
7 California Department of Health Services, Death Records, 1992.