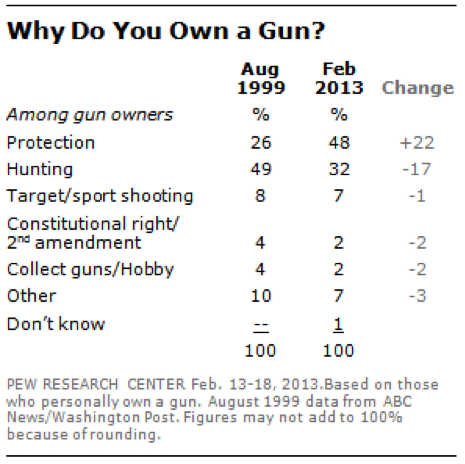
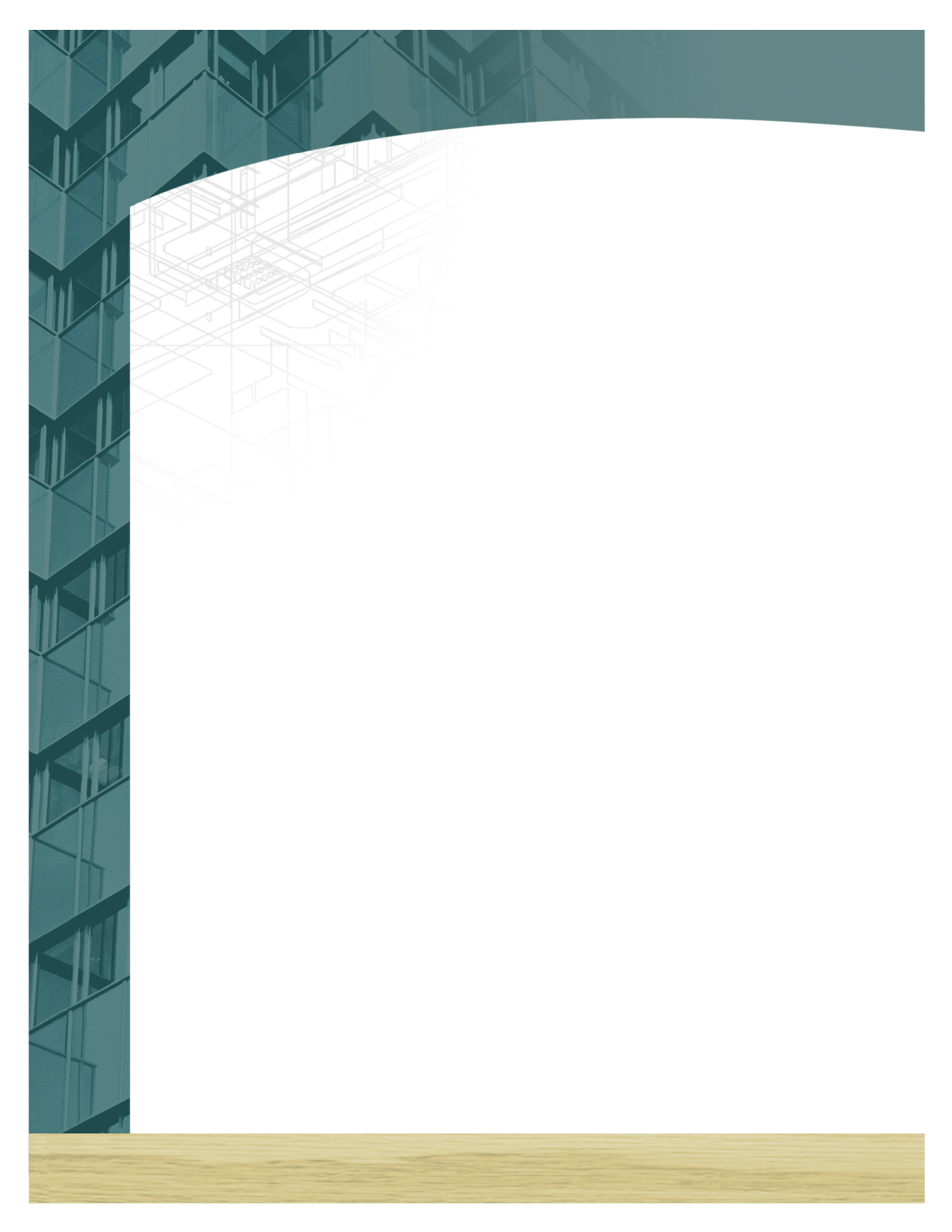
****

COMMAND CONTROL

A PROPOSAL TO:

Bureau of Alcohol, Tobacco, Firearms and Explosives

April 25, 2013

Group Six

Ivory Brooks

Dominique Smiley

Breanna Hogan

Taylor Washington

**Statistics:**

“PollingReport.com has collected the figures here. They show, for example:

-- That CNN/ORC polling done in January 2011 showed 71 percent agreeing there should be "some restrictions" on gun ownership. Last month, 70 percent said the same thing.

-- That ABC News/Washington Post polling done in January 2011 showed 52 percent saying they favored stricter gun control laws, vs. 45 percent who said they did not. Right after the Newtown shootings, there were 54 percent in favor of stricter laws and 43 percent against. In March, the responses were back to where they were two years earlier: 52 percent in favor of stricter gun laws and 45 percent against.”1

1<http://www.wgbhnews.org/post/once-again-polls-show-attitudes-toward-guns-returning-pre-shooting-levels>

“ATF is a unique law enforcement agency in the United States Department of Justice that protects our communities from violent criminals, criminal organizations, the illegal use and trafficking of firearms, the illegal use and storage of explosives, acts of arson and bombings, acts of terrorism, and the illegal diversion of alcohol and tobacco products. They partner with communities, industries, law enforcement, and public safety agencies to safeguard the public, and they we serve through information sharing, training, research and use of technology.

**Firearms Enforcement**

ATF recognizes the role that firearms play in violent crimes and pursues an integrated regulatory and enforcement strategy. Investigative priorities focus on armed violent offenders and career criminals, narcotics traffickers, narco-terrorists, violent gangs, and domestic andinternational arms traffickers. Sections 924(c) and (e) of Title 18 of the United States Code provide mandatory and enhanced sentencing guidelines for armed career criminals and narcotics traffickers as well as other dangerous armed criminals.

**History of the National Firearms Act**

The NFA was originally enacted in 1934. Similar to the current NFA, the original Act imposed a tax on the making and transfer of firearms defined by the Act, as well as a special (occupational) tax on persons and entities engaged in the business of importing, manufacturing, and dealing in NFA firearms. The law also required the registration of all NFA firearms with the Secretary of the Treasury. Firearms subject to the 1934 Act included shotguns and rifles having barrels less than 18 inches in length, certain firearms described as “any other weapons,” machineguns, and firearm mufflers and silencers.Mandated by the Brady Handgun Violence Prevention Act of 1993 and launched by the FBI on November 30, 1998, NICS is used by Federal Firearms Licensees (FFLs) to instantly determine whether a prospective buyer is eligible to buy firearms or explosives. Before ringing up the sale, cashiers call in a check to the FBI or to other designated agencies to ensure that each customer does not have a criminal record or isn’t otherwise ineligible to make a purchase. More than 100 million such checks have been made in the last decade, leading to more than 700,000 denials.”2

2<http://www.atf.gov/content/Firearms/firearms-industry>

April 25, 2013

**Bureau of Alcohol, Tobacco, Firearms and Explosives**

**Situation**

Gun violence has been on the rise, especially in the past few years, with cases that have garnered worldwide attention, such as the murder of Trayvon Martin, the movie theatre shooting in Aurora, CO, the attempted murder of Congresswoman Gabrielle Gifford, and most recently, the elementary school shooting in Newton, CT.

The recent tragedies have brought the issue of gun control to the top of the political agenda. Currently, the Obama Administration is fighting for legislation that would mandate tighter restrictions on the purchasing and selling of firearms, which, if passed, would be regulated by the ATF. While many citizens, disturbed by the

horrific violence that has been plaguing our nation due to gun violence, are in support of the legislation, others are concerned that the legislation would infringe too steeply on their second amendment right to bear arms. Among those in opposition are organizations such as the National Rifle Association, who have a large influence on voters and supporters. Despite multiple summits at the White House, which featured pervasive tactics from supporters such as Vice President , Joe Biden, they’ve vowed never to surrender their stance on the issue.

The nation is literally divided on this issue and at least some of the 45% of people who oppose gun control need to be persuaded otherwise for the legislation to be passed. It is important for non-supporters to understand the true purpose of gun control is to protect the citizens of this nation and not to infringe on constitutional rights.

**Goals**

* Correct the misconception that stricter gun control regulations means infringement on constitutional right to bear arms.
* Change attitudes to support tighter gun regulations

**Key Messages:**

**(1)** Gun violence is a severe issue affecting millions and can only be solved through stricter gun control regulations.

**(2)** Stricter gun control regulations does not meanan infringement of constitutional rights.

Objectives

* Objective 1: Change attitudes of at least 30% of target audience to support Obama’s current legislation for tighter gun control legislation by July 31, 2013
* Objective 2: We aim to increase our target audience’s knowledge of Obama’s proposed legislation by at least 30% by July 31, 2013.

Target Audience

Over the past several months the media has been releasing several poll results indicating that “80 to 90 percent of Americans support stricter regulations on gun purchasing.” However, recent reporting alleges that these results are falsified as part of an “ongoing culture war against the NRA.”

(<http://www.breitbart.com/Big-Government/2013/04/17/Poll-52-Percent-Disapprove-Of-Obamas-Handling-of-Gun-Control>) But whether the polling results are true or not, the major power player in this legislative battle is the NRA.

The National Rifle Association of America (NRA) is a nonprofit organization that promotes firearm ownership, as well as police training, firearm safety, marksmanship, hunting and self-defense training. With 4.5 million members, the NRA is recognized as one of Washington’s most powerful interest groups as it wields an astonishing amount of lobbying power. Over the past several months, as Obama has been trying to gain support for his legislation on gun control, NRA mobilized a disciplined, grassroots army that flooded Republican and conservative Democratic lawmakers' offices with phone calls and e-mails. As a result of their efforts and political influence, the Democratic-led Senate rejected the plan last Wednesday.

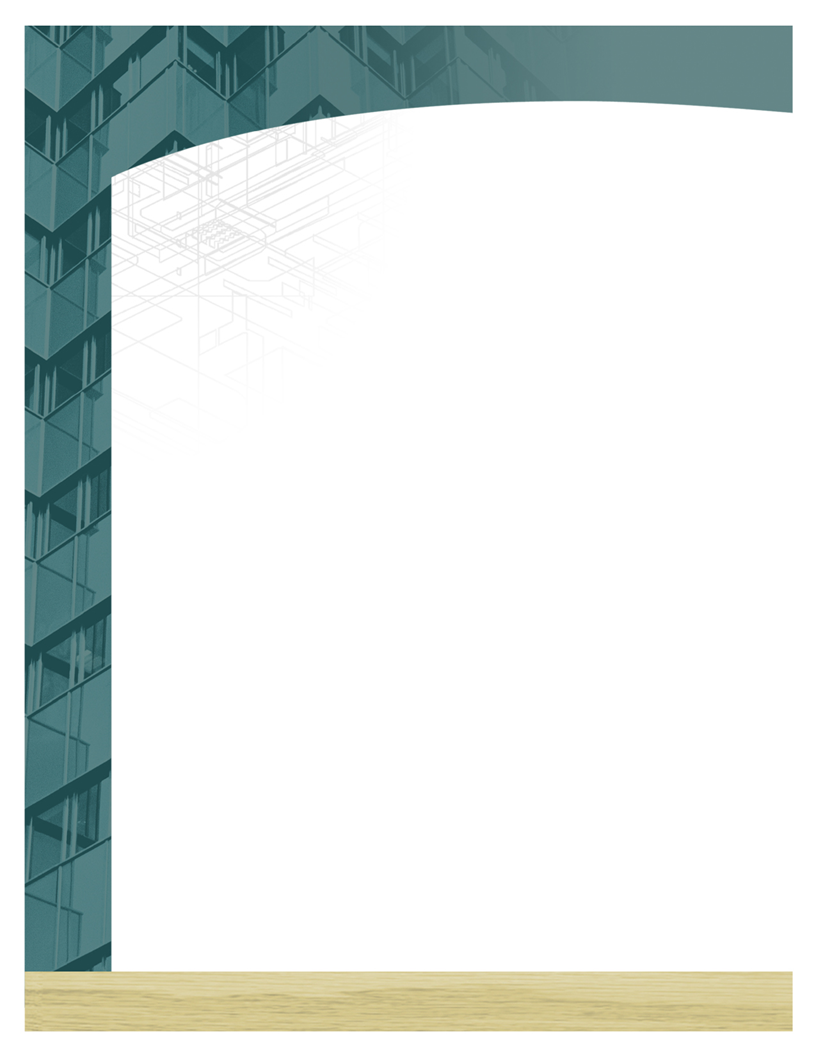
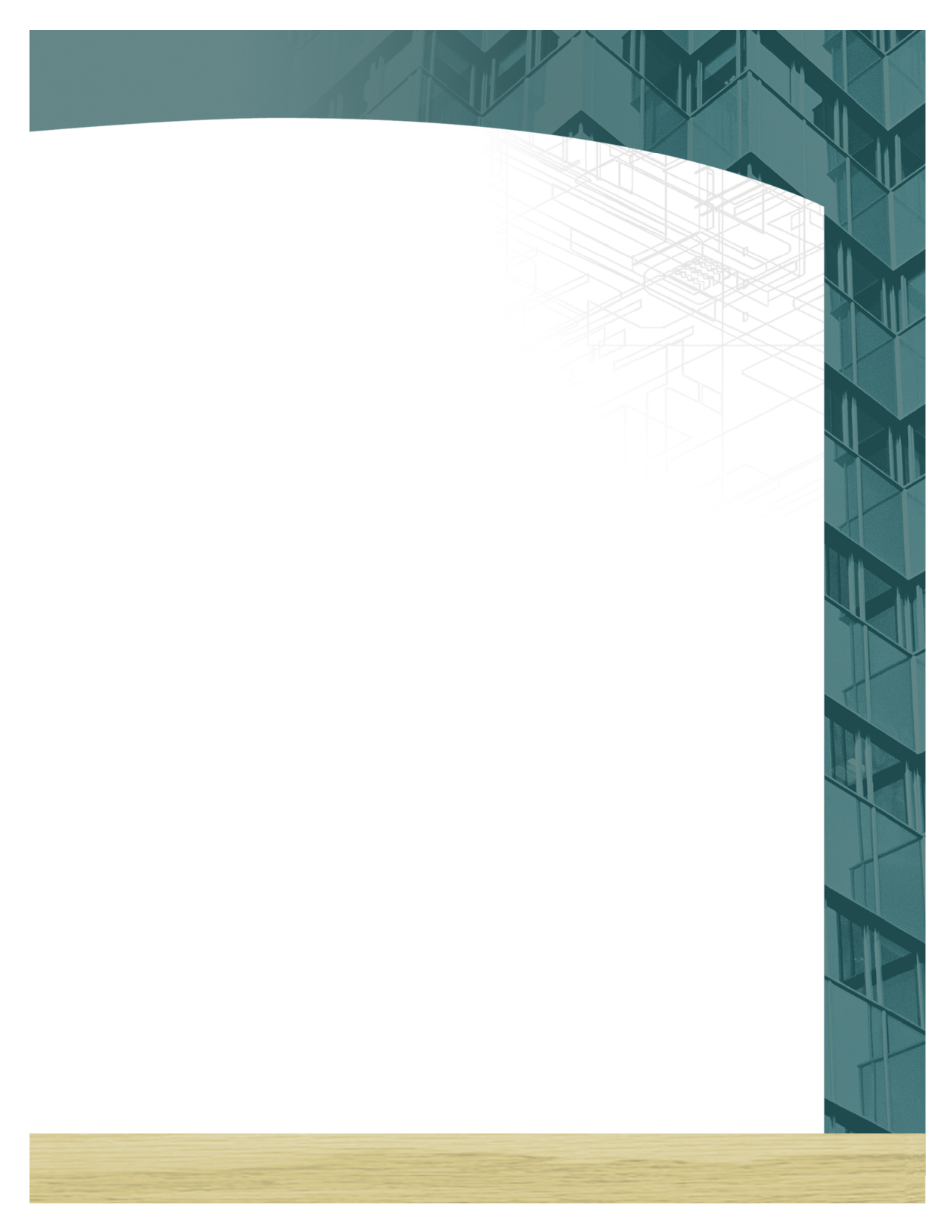
The NRA, who has supported some forms of gun control in the past, are a key element in this issue as their lobbying influence was crucial to the defeat of Obama’s plan. Therefore, members of the NRA and other anti- gun control interest groups are the target audience of this campaign. If we can get them to change their stance on the issue, then they will shift their lobbying efforts to support the bill.

Based on the demographic makeup of the NRA, our target audience is:

Caucasian male, between the ages of 35 and 60, with an undergraduate degree or higher, earns at least $100,000 in annual income, and is married with children. He is a republican or conservative democrat and owns at least one firearm. He works in politics or in business finance and has ties to high ranking political officials. He identifies with the protestant, catholic, or Christian faith. He enjoys golfing, reading conservative newspapers, and going to the gun range.

**.**

April 23. 2013



**Key Messages**

* Gun violence is a severe issue affecting millions and can only be solves through stricter gun control regulations
* Stricter gun control regulations does not mean an infringement of constitutional rights

**Strategy**

* To inform the audience of the severity and importance of gun violence by communicating the overwhelming number of national, local, and state severities due to gun violence.
* To personalize the effects of gun violence to the audience using a video campaign showing the faces of everyday Americans and statistics.
* To point out the various attacks on communities due to the lack of effectiveness of current and past solutions to gun violence.
* Explain how stricter gun control policies would affect audience members and the process of purchasing fire arms.

**Tactics**

* We are going to launch campaign associating everyday faces to victims of gun violence, such as mothers, fathers, grandmothers, students, workers, politicians, etc, using a 30 second commercial.The commercial “Command Control” will air on national news network channels such as NBC, ABC, and CBS.
* We are going to distribute literature explaining and outlining the effects of stricter gun control regulations on audience members and purchasers.

|  |  |  |
| --- | --- | --- |
| **Product** | **Timeline** | **Distribution Method** |
| **PSA** – *Television*:   * 30-45 TV spot featuring the faces of everyday individuals, gun violence victims, and statistics | **1 May – 31 July 2013** | * Local broadcast networks( NBC, ABC, CBS, etc.,) |
| **Brochures:**   * Share victim stories * Give statistics of gun violence in US versus heavily impacted areas * Outlines the effects of stricter gun control regulations on audience members and purchasers | **1 May – 31 July 2013** | * Direct mail to residents of cities that suffer from the most gun violence * Distribute to major supporters of gun control for the use of information |

Calendar is set to coincide with the Congress voting on Gun Control legislation [insert date]

Calendar

**BUDGET**

* 25,000 “8 X 5 X 11” paper gloss tri fold/letter fold, outside and inside. (uprinting.com)

**$2,000**

* National quality 30-second custom TV commercial production. (cheaptvspots.com)

**$2,000**

* 2- month commercial airing on local broadcast stations such as NBC, ABC, CBS, etc. (cheaptvspots.com)

**$4,500**

* Evaluation metrics

**$1,500**

**TOTAL: $10,000**

Evaluation

* Objective 1: Change attitudes of at least 30% of target audience to support Obama’s current legislation for tighter gun control legislation.
* Objective 2: Correct the misconception that stricter gun control regulations means infringement on constitutional right to bear arms.

Results will be measured by a polls conducted using an email survey to a random selection of the target audience. The post will be distributed prior to the campaign launch to gauge the target audience’s stance on gun control regulations and Obama’s current legislation regarding regulations. The same poll will be distributed after the campaign to the same random selection. The data from the two polls will be evaluated to gauge any attitude change among the audience as a result of the campaign.

