

NYAGV

New Yorkers Against Gun Violence

PSA storyboards

Gun ownership: the facts.

One of the main arguments in defense of gun ownership is that owning a firearm increases your safety.

Actually, the opposite is true:

- Guns in the home are 22 times more likely to be involved in accidental shootings, homicides or suicide attempts, than to be used in self-defense.
- The risk of homicide is 3 times higher in homes with firearms.
- Keeping a gun in the home increases the risk of suicide by 17 times.
- Guns are the most common weapon used in domestic violence against women and access to firearms increases the risk of homicide by more than 5 times.
- Firearms were used to kill more than two-thirds of spouse and ex-spouse homicide victims from 1990-2005.

Objective:

Create a series of 30 second videos to communicate that having a gun in your home increases the possibility of suicide, domestic violence and accidental shootings.

Strategy:

It's a fact: having a gun in your home DOESN'T make you safer.

Subject: **Accidental Shootings**

Statistic: In America, approximately 5 children are injured or killed by the accidental use of a handgun every day.



Video: We see a five-year-old find a gun in a drawer. He looks at it curiously and starts playing with it.

The screen fades to black. A statistic fades up:

Title: In America, approximately 5 children are accidentally shot by a handgun every day.

SFX: gun shot.

Cut to logo.

Tagline:

**It's your right to own a gun.
But do you really want to?**

EVERY DAY IN AMERICA,
APPROXIMATELY 5 CHILDREN ARE
ACCIDENTALLY SHOT BY A HANDGUN.

IT'S YOUR RIGHT TO OWN A GUN.
BUT DO YOU REALLY WANT TO?

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Subject: **Teen suicide**

Statistic: Keeping a gun in the home increases the risk of suicide by 17 times.



Video: We see a depressed-looking teen at a vanity in her bedroom. She has a gun in her hand. She looks in the mirror, and then at the gun, at the mirror and then at the gun again.

The screen fades to black. A statistic fades up:

Title: Having a gun in your home increases the risk of suicide. By 17 times.

SFX: gun shot.

Cut to logo.

Tagline:

**It's your right to own a gun.
But do you really want to?**

**HAVING A GUN IN YOUR HOME INCREASES
THE RISK OF SUICIDE. BY 17 TIMES.**

**IT'S YOUR RIGHT TO OWN A GUN.
BUT DO YOU REALLY WANT TO?**

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Subject: Domestic violence

Statistic: Access to firearms increases the risk of homicide by more than 5 times.



WHEN THERE'S A GUN IN THE HOME,
GUN DEATHS RELATED TO DOMESTIC
VIOLENCE MORE THAN DOUBLE.

IT'S YOUR RIGHT TO OWN A GUN.
BUT DO YOU REALLY WANT TO?

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Video: We see a couple having an argument. It becomes more heated.

The screen fades to black. A statistic fades up:

Super: When there's a gun in the home, gun deaths related to domestic violence more than double.

SFX: gun shot.

Cut to logo.

Tagline:

**It's your right to own a gun.
But do you really want to?**