



Gun Safe Cities Campaign Report

This report details the media facilitation activities that were undertaken for the Gun Safe Cities campaign

Press Release

Did you know? Living in a house with a gun increases your odds of death

From home invasions, hijackings and muggings, many South Africans own a gun out of fear for falling victim to violent crime, but research in South Africa shows that you are four times more likely to have your gun used against you than to be able to use it successfully in self-defence.

According to the Small Arms Survey, a weapons watchdog organisation, there are approximately 5 350 000 guns in South African's possession, however, only three million of those firearms are registered and legally owned.

The fact that 57 people are killed everyday in South Africa, with 23 of them being a result of gun violence, we pause to ask whether our cities are gun safe.

Gun related deaths are not indiscriminate acts of chance that randomly affect people. There is a simple cause and effect - the presence of a gun puts everyone at risk of injury and death.

Against this backdrop, Gun Safe Cities has created a campaign to raise an awareness that possessing a gun is not the solution. The campaign also emphasises that gun owners are responsible for every bullet that comes out of their guns.

International evidence shows that owners of handguns are significantly more often victims of contact crimes (murder, assaults, robbery); and households that own guns run a higher risk of seeing their members being criminally victimised - either by household members or by outsiders who are not put off by the presence of a gun.

The World Health Organisation (WHO) reports that 17% of all suicides are committed using a firearm; these types of suicide attempts are almost always fatal and also the most preventable. Research shows a close correlation between households owning guns and gun-related suicide.

Guns are also routinely taken from their owners in robberies, which further adds to the stock of illegal guns in the hands of criminals and fuels crime.

The Gun Safe Cities campaign puts an emphasis that if you insist on having a gun, keeping it safely stored is the only way to protect your family against your gun. Guns can kill you in

three ways: homicide, suicide, and by accident. Owning a gun or having one readily accessible makes all three more likely.

Media Coverage

The table below reflects the media publicity

Media House	Status
Morning live	interview done
ENCA	Interview done
Cape Talk	interview done
Radio 702	published the podcast
Social TV	published the article
Channel Africa	Interview done
South Africa today	Article published
Radio 786	Interview done
Smile FM	interview pending
Aiport TV	article was screened

The table below reflects other Media houses that were contacted

Daily Maverick
Power FM
Radio 702
Kaya FM
The Conversation
Channel Africa
Daily Vox
Mail & Guardian
IOL
TimesLive
Africa News Agency
The Star
News 24
Lead SA
Bizcommunity
Sunday Times
EWN
Cape Times
Cape Argus
Sunday World
Die Burger
SAFM
2 Oceans Radio

News links

Social TV <http://social-tv.co.za/did-you-know-living-in-a-house-with-a-gun-increases-your-odds-of-death/>

Morning Live <https://www.youtube.com/watch?v=rMZPUWRWRaA>

ENCA <https://www.youtube.com/watch?v=MSfSoAe6isw>

Media Value

Media House	LSM	Audience	Rate
Cape Talk	8-10	+ 800 000	R52 000
Radio 702 Online	8-10	+ 800 000	R52 000
South Africa Today	6-10	+500 000	R 5 000
Social TV	6-10	+400 000	R 8 500
Channel Africa	8-10	+1 000 000	R30 000
Radio 786	6-10	+800 000	R14 500
Morning Live	1-10	+ 7 000 000	R90 000
ENCA	8-10	+ 3 000 000	R120 000
Airport TV	8-10	+ 3 400 000	R60 000

Total Media Value**R 432 000**

*Cost calculated per rate of per 30 second per Ad block

* Reach is calculated per show