



Gun Safety Billboards

Office of the City Manager
Dr. Andrew Mansell, Special Projects



Firearm Safety and Responsible Gun Storage

Executive Summary

At the direction of City Council, staff explored options for a public awareness campaign on firearm safety and responsible gun storage.

Strategic

Priority:

Comprehensive

approach to
community safety.

5 Campaign Options Explored


- 01 Local Radio** – WFNC, Magic 106.9, Rock 103, Q98 via Cumulus Media contract
- 02 Digital Advertising** – CityView, social media, FayTV/Channel 7
- 03 Digital Billboards** – High-visibility outdoor placements citywide
- 04 Community Movie Nights** – FPD community events with safety messaging
- 05 NC S.A.F.E. Week Partnership** – Statewide June initiative, OCS-led

Examples

Secure it. Save a Life



Lock it up. Protect what matters


Responsible storage saves lives



**SECURE IT.
SAVE A LIFE.**



Store Your Guns Securely & Responsibly.

 City of Fayetteville Public Safety Initiative 



**SECURE IT.
SAVE A LIFE.**

Safe Storage Is Strong Ownership.

 City of Fayetteville Public Safety Initiative 



**SECURE IT.
SAVE A LIFE.**

Safe Storage Prevents Tragedies.



**SECURE IT.
SAVE A LIFE.**

Keep Kids Safe. Lock Your Firearm.

 City of Fayetteville Public Safety Initiative 

Leverage the City's existing Cumulus Media contract for firearm safety messaging

4

**Stations via
existing contract**

FY26 Cumulus Media contract

Stations Available

- WFNC AM 640 – news/talk, broad adult audience
- Magic 106.9 – adult contemporary
- Rock 103 – classic rock
- Q98 – contemporary hits
- Beasley Media Group – additional coverage if expanded reach needed

Why Radio Works

- 92% of Americans listen to radio weekly (Nielsen 2023)
- Reaches drivers during commute – high attention environment
- Leverages existing City contract – minimal additional cost
- Proven channel for public safety campaigns (seatbelts, DUI, etc.)
- Spots can air multiple times daily to reinforce message

Multi-channel digital outreach through City-owned and partner platforms

5+

Digital channels
available

City-owned & partner platforms

Platform Options

- CityView – local digital platform reaching Fayetteville residents
- City social media – Facebook, Instagram, X (Twitter)
- FayTV / Spectrum Channel 7 – City cable access channel
- City Manager E-Newsletter – direct to engaged residents

Why Digital Works

- Highly targeted – can reach parents, gun owners by zip code
- Low cost or no additional cost via City-owned channels
- Short video clips easily shareable and repeatable
- 85% of U.S. adults use social media (Pew Research 2023)
- Video messages from

High-visibility outdoor messaging at key locations throughout Fayetteville

71%

Adults notice
billboard ads

Outdoor Advertising Association of
America

Campaign Details

- Digital billboard placements at locations identified in attached materials
- Rotating messaging slots – typically 8-second display cycles
- Strategic placement near high-traffic corridors and residential areas
- Visuals can include QR code linking to safe storage resources
- Coordinated with MarCom team for design and

Why Billboards Work

- Outdoor advertising cannot be skipped or blocked like digital ads
- Reaches the general public including non-social-media users
- Studies show billboards increase recall of public safety messages by 44%
- Visual impact ideal for simple, memorable gun safety messaging
- Effective for campaigns targeting behavior change (DUI, seat belts, texting)



738 Reilly Road



3813



**SECURE IT.
SAVE A LIFE.**



City of Fayetteville Public Safety Initiative



AMERICA'S CAN DO CITY
Can **Reduce Gun Violence** –
LOCK IT UP.



FPD community events as a platform for firearm safety education

FPD

Partnership
confirmed

Fayetteville Police Department

How It Works

- FPD has agreed to incorporate firearm safety messaging into existing community movie night events
- Family-friendly, low-barrier setting – community already attending
- Distribute educational materials on safe storage practices
- Officers available for questions and one-on-one conversations

Why Events Work

- Face-to-face education is more effective than passive media alone
- Trust factor – FPD officers delivering safety message in community context
- Reaches families and children – key audience for accidental discharge prevention
- Research shows community events increase safe storage adoption rates

• OCS can co-present NC

• No additional cost –



FAYETTEVILLE!
AMERICA'S CAN DO CITY

OPERATION CEASEFIRE
Partnership to cease firearm violence

Community Event

FREE - FREE FREE

FREE
Popcorn, Drinks,
Ice Cream,
Games, & More!

Family

MOVIE NIGHT

Friday, May 2, 2025

FREE FREE FREE

Fayetteville
POLICE

Westover Recreation Center
267 Bonanza Drive

Event Starts at 6:30 pm
Movie starts at Dusk

Bring the family and friends and
engage with us as we work together
to help stop the gun violence in our
community!

Featured Movie Title:
Encanto
Rated PG, 99 Minutes

amc

For more information contact Nijel Rikaz at
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Office of Community Safety partners with statewide June firearm safety initiative

June

Annual NC
S.A.F.E. Week

NC Secure All Firearms Effectively

What NC S.A.F.E. Provides

- Ready-made educational materials – no cost to develop
- Proper firearm storage guidance for gun owners
- Resources for parents and youth on firearm safety
- Suicide prevention warning signs and intervention resources
- General firearm safety information for all household types

OCS Role & Benefits

- OCS leads Fayetteville's participation as local anchor
- Coordinate community safety events during June S.A.F.E. Week
- Distribute materials through City channels and partner organizations
- Aligns City with a credible statewide initiative – increases message trust
- Builds long-term partnership infrastructure

For information only – no action required unless Council directs otherwise

Council Options

If Council Directs Implementation

- 1** Staff returns with detailed implementation plan including messaging and timeline
- 2** MarCom develops creative assets aligned with City branding standards
- 3** FPD coordinates event schedule for movie night messaging integration
- 4** OCS registers Fayetteville as NC S.A.F.E. Week participant for June 2026
- 5** Budget impact: N/A for City-owned channels; vendor costs quoted upon option selection



 **FAYETTEVILLE** ^{NC}
AMERICA'S CAN DO CITY

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