



CASE STUDY: PUBLIC POLICY

Stop Handgun Violence

CHALLENGE

Stop Handgun Violence (SHV) was seeking public relations support related to its efforts to call attention to inaction in Congress to enact safe gun laws and to promote its work in Massachusetts to make the state a model of how to have sensible gun laws on the books that protect both its citizens and their Second Amendment rights.

STRATEGY

We engaged in a local and national strategy to support SHV's legislative agenda in Massachusetts, and engaged in rapid response tactics to promote SHV's work and the success of Massachusetts' gun laws when mass shootings occurred with regularity over the past few years.

OUTCOME

SHV and its Founder, John Rosenthal, have become national leaders in promoting safe gun laws across the country, helping other state organizations create similar legislative and public relations strategies and being called upon frequently to comment or write about the need for sensible national and local gun laws. Slowey McManus also supported a 90-mile, student-led protest march from Central Massachusetts to the Springfield home of the country's largest gun manufacturer, garnering widespread local and national media coverage.

Dom and his team have been incredibly generous and absolutely invaluable and committed to our successful efforts to save lives and reduce injuries and deaths from preventable gun violence in MA and beyond!

John Rosenthal
FOUNDER

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The logo for Slowey McManus Communications features a stylized blue and green graphic element on the left, followed by the company name in a sans-serif font. "slowey" is in blue, "mcmanus" is in green, and "COMMUNICATIONS" is in a smaller, all-caps blue font below it.
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