

# Military, Law, and more ...

## NSSF announces release of Black American Gun Owners Report & R3 Communications Toolkit

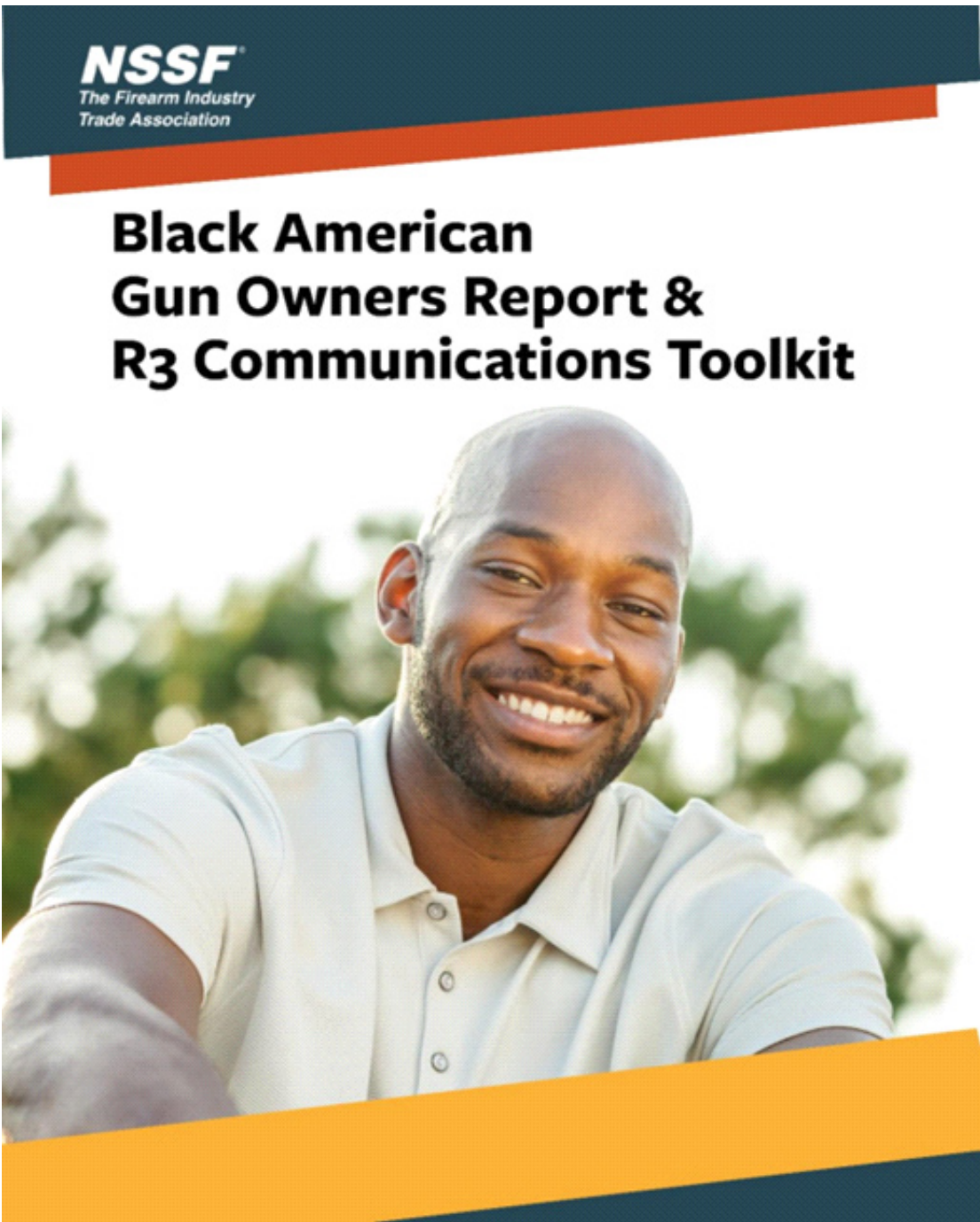
**From The Hunting Wire**

WASHINGTON, D.C. March 17, 2025— NSSF, The Firearm Industry Trade Association, is pleased to announce the release of the Black American Gun Owners Report & R3 Communications Toolkit, a groundbreaking resource aimed at helping hunting and shooting sports marketers and advertisers better engage with Black American gun owners.

Through a Multi-State Conservation Grant, the NSSF along with project partners from Responsive Management, JMI, Virginia Department of Wildlife Resources and the National African American Gun Association worked collaboratively to develop a toolkit designed to achieve three primary goals.

1. Drive Growth: Foster meaningful growth in Black American sport shooting participation through targeted, research-based communication strategies.
  2. Create Pathways: Build sustainable avenues for Black American involvement in sport shooting by addressing barriers and utilizing existing resources.
  - 3.Enable Action: Provide stakeholder teams with practical tools and resources to execute effective communication strategies.
- "Industry research such as NSSF's First-Time Gun Buyers 2021 and 2024 reports, NSSF's 2023 Firearm Ownership & Sport Shooting Participation Report and several Annual Retailer Surveys have demonstrated that Black Americans represent one of the fastest growing segments of firearm owners and sport shooters," said Salam Fatohi, NSSF's Director of Research.

"This toolkit represents a practical approach on how to use research to create meaningful and personal messaging that will connect with your target audience."



### Black American Gun Owners Report & R3 Communications Toolkit

"This toolkit represents a significant advancement in how the industry engages with Black American sport shooters," said James Warren, JMI's VP of Brand Strategy. "Through our communications work, we transformed robust research insights into messaging that authentically connects with this growing community."

"By working alongside research experts and industry stake-

holders, we've created practical resources that organizations can immediately implement to drive meaningful engagement," said Breelan Hillman, JMI's Director of Account Management. "This project delivers exactly what the market needs – ready-to-use assets built on genuine insights that help connect brands, cultures and communities."

About the Toolkit

Industry stakeholders looking to engage in a meaningful way with the Black community will find several useful tools in the NSSF asset portal including:

- A 294-page research report that details survey and focus group findings.
- A condensed "Key Findings" report that guided the development of the toolkit.
- A portal with templated marketing and advertising assets that

*Through a Multi-State Conservation Grant, the NSSF along with project partners from Responsive Management, JMI, Virginia Department of Wildlife Resources and the National African American Gun Association worked collaboratively to develop a toolkit designed to achieve three primary goals.*

can be customized with logos for use in digital and print R3 campaigns.

•A Social Media Outreach Plan to guide users from ideation to implementation across multiple platforms.

"Our overall goal was to encourage an increase in Black Americans' participation in R3 programs in general and shooting sports, specifically. We believe to ensure this, the initial experiences with a firearm should be positive. Prior to this project, there was a dearth of messages and images that focus on the unique motivations that drive Black Americans to buy firearms and engage in sport shooting," stated George P. Braxton, Chief Diversity and Inclusion Officer for the Virginia Department of Wildlife Resources. "We feel confident we have created a solid foundation for industry stakeholders and outdoor recreation agencies to do this important work."

A live webinar will be held on Thursday, March 20, at 1 p.m. E.T. For more information on the toolkit and the webinar, visit [nssf.org/research/r3](https://nssf.org/research/r3).

For further inquiries, please contact John McNamara, NSSF Managing Director Member Services, at [jmcnamara@nssf.org](mailto:jmcnamara@nssf.org).

## NSSF welcomes Smartwaiver as newest Affinity Partner

WASHINGTON, D.C. — NSSF, The Firearm Industry Trade Association, welcomed Smartwaiver as its newest Affinity Partner, providing NSSF members with exclusive access to industry-leading digital waiver solutions.

Smartwaiver's platform converts paper waivers into legally binding, digital documents that can be signed remotely or on-site, streamlining operations for shooting ranges, firearm retailers and manufacturers. Trusted by thousands of businesses, Smartwaiver enhances customer experience, improves data management and ensures compliance with industry best practices. "NSSF is committed to offering our members innovative solutions that enhance efficiency and security," said Samantha Hill, NSSF Director of Member Services. "Smartwaiver provides a seamless, digital waiver solution tailored to the unique needs of firearm industry businesses. We are excited to add them to our suite of exclusive member benefits."

As an NSSF Affinity Partner, Smartwaiver offers special pricing and benefits to NSSF members. To learn more about this new member benefit and explore other business solutions available through NSSF, visit [www.nssf.org](https://www.nssf.org) and log in to the membership portal.

## Zoe Adebayo receives second consecutive nod on American Athletic Conference (AAC) Weekly Honorable Mention roll

IRVING, Texas, March 17, 2025 – For the second week in a row, senior Zoe Adebayo was named to the American Athletic Conference weekly honor roll, per a league release Monday afternoon.

Adebayo's week began with a 2-for-3 performance against North Alabama, where she

recorded a triple, two RBIs and one run scored.

The Maumelle, Ark. native posted a .500 batting average in Memphis' weekend series against UTSA. She drew a total of six walks during the week, with two three-walk performances in the first and last games of the series.

Adebayo also recorded two doubles against the Roadrunners, including a two-RBI double in the series finale that ended up being the difference in Memphis' first conference series win since 2019.

She is one of only three Tigers to have featured in all 29 games and leads Memphis in batting average

(.377), triples (3), home runs (5), RBIs (26) and OPS (1.214). Additionally, Adebayo currently holds the longest active hit streak on the team with at least one hit in the last eight games played.

Memphis travels to Denton for a three-game series with the North Texas Mean Green. Start times

for the weekend are 6 p.m., 2 p.m. and noon on Friday, Saturday and Sunday, respectively.

For complete information on Memphis Tigers Softball, visit [www.GoTigersGo.com](https://www.GoTigersGo.com) and follow the team's social media on Twitter, Instagram, and Facebook.

Email sports news and military news to [MSTsports@prodigy.net](mailto:MSTsports@prodigy.net)  
\*\*\*  
Watch for The Mid-South Tribune's Juneteenth/Fourth of July Special Edition

# For The Love Of Springs



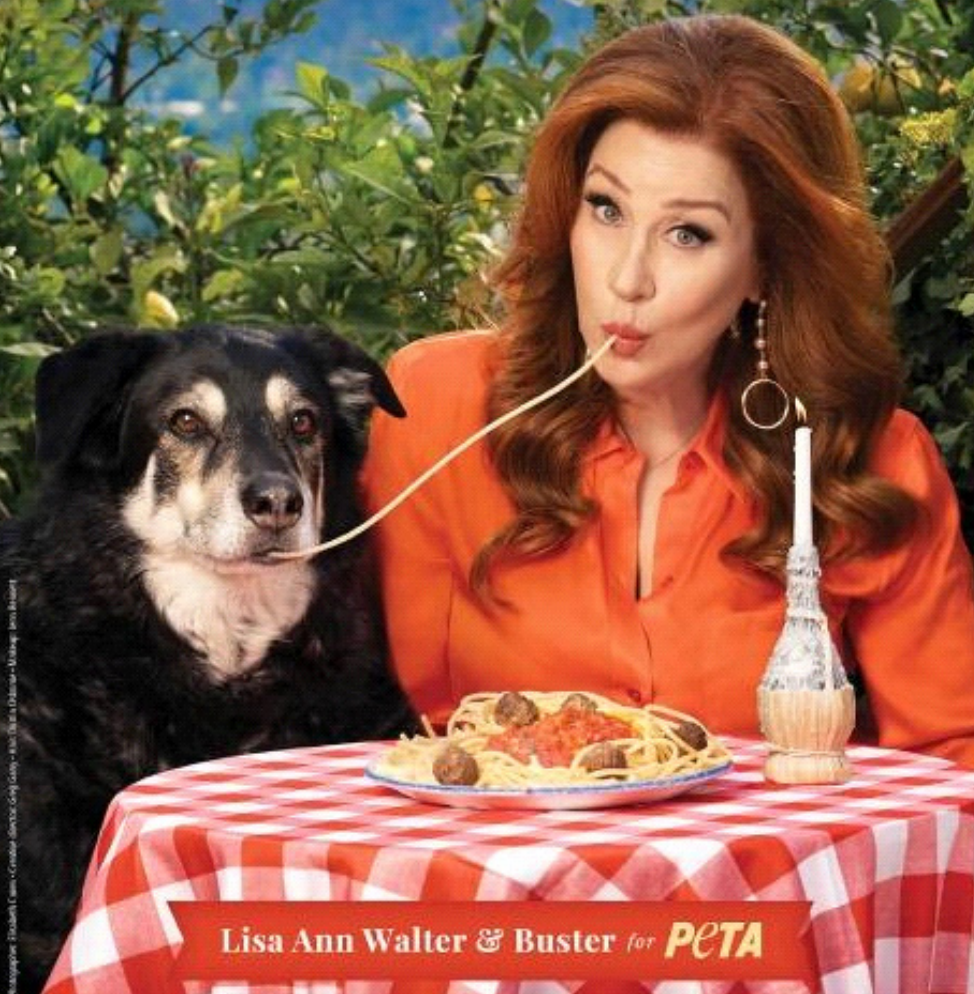
## Adopt-A-Manatee® today!

1-800-432-JOIN (5646)  
[savethemanatee.org](https://savethemanatee.org)  
Photo © David Schrichte



# Use Your Noodle.

## ADOPT! DON'T SHOP.



Lisa Ann Walter & Buster for **PETA**