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A Reply to Sandy Hook

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Executive Summary

Objective

The firearms industry is sponsoring a program to train staff at schools via the NRA. The initiative was launched in late January 2013. Like the NRA's, GuardAmerican's program will provide staff and institutional training for adult administrators and teachers. GuardAmerican will also coordinate with local law enforcement agencies. Both the NRA and GuardAmerican programs help schools provide a meaningful reply to Sandy Hook.

Between the NRA and GuardAmerican solutions, however, only one is likely to be embraced widely by schools.

The NRA's [National School Shield Program](#), led by former Congressman Asa Hutchison, though laudable, suffers from branding issues related to the NRA, itself. See [this example of negative social media](#)¹; and [this example of negative mainstream media](#)². In other words, there is strong evidence that the very institutions the NRA would like to assist will reject out-of-hand any solution offered by the NRA *because* it is offered by the NRA.

GuardAmerican will use its current assets (experienced law enforcement Commander, experienced director, and film production and curricula-delivery infrastructure) to deploy for the September 2013 school year an affordable, online product in conjunction with consulting services.

Goals

Meet the current demand for school security procedure review in light of Sandy Hook by providing a video-based, online solution that will be embraced by the target audience. Provide the solution in time for use in the September 2013 school year. Provide consulting services that coordinate the program with local law enforcement agencies.

Solution

Prepare online video products that give teachers an "A-B-C" solution to the first 5 minutes of an "Active Killer" campus scenario - a "How to respond," and how to *prepare* to respond.

Tailor each solution for: (1) elementary schools; (2) junior- and high schools; and (3) college campuses. Coordinate with local law enforcement agencies.

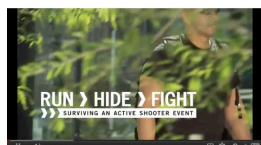
¹ NRA: Negative Social Media: <https://www.facebook.com/pages/The-NRA-is-the-enemy/231995243544114>

² NRA: Negative Mainstream Media: http://usnews.nbcnews.com/_news/2012/12/21/16069016-disbelief-in-some-quarters-after-nra-calls-for-armed-guards-at-every-school-blames-movies?lite



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Example of Comparable Video



The Dept. of Homeland Security (DHS) has produced a video for general public consumption entitled, [Run! Hide! Fight! Surviving an Active Shooter Event](#) ³. It was released in July 2012 following the Aurora/James Holmes massacre.

There is a crucial need for a similar program for schools and (due to lack funding) there is also a great opportunity for the Tech Community to step up and, along with local law enforcement, provide guidance.

The DHS video is a 6-minute instructional directed at adults in a workplace setting. The cost to produce was over \$100,000. It was sponsored by the City of Houston in concert with DHS.

By contrast, GuardAmerican productions will be 30-45 minutes. GuardAmerican instructional videos will cost about the same to produce as the DHS example but have *6-7 times the content* - see the budget summary included, below.

School Needs and Teacher Needs

Clearly, finding public money from any school district to underwrite the substantial costs of production is unlikely. Nonetheless, school security reviews are being demanded. The solutions being offered by the NRA may well be rejected by some schools because they are from the NRA.

Providing online training tools is not enough. School security efforts must be coordinated with local law enforcement agencies. GuardAmerican's Capt. Nick Gottuso (Ret.), with 32 years as an officer and having participated multiple times as a First Responder to "Active Killer" events, is ideally suited to the task.

Finally, teachers need a clear and concise "A-B-C" of how to respond to the unthinkable. DHS's "Run-Hide-Fight" is a good analog but it is obviously not appropriate for schools. Teachers need training for what actions they must take.

The first two minutes of an Active Killer event will determine whether students survive the next Sandy Hook.

The Assets are in Place to Proceed - Only Funding is Needed

GuardAmerican brings the key assets required for a successful product:

- **Capt. Nick Gottuso (Ret.)** is a 32-year police veteran, former Sr. Regional SWAT Commander, a professionally-trained sniper, a CWI, and has directly provided school security reviews during his law enforcement career. He participated as a First Responder in "Active Killer" events several times. He is currently being sought by both private and public schools to update current programs.
- **Rick Giachino** is an award-winning Director who has had feature length films broadcast on PBS and is an instructor at the highly-regarded [Expression College for Digital Arts](#). Rick's recent work, [Forgiving God](#), is a feature-length documentary examining the Roman Catholic Church's handling of child abuse. Rick also produced a widely distributed interactive Media Program for child safety for the KIDWISE Institute.

³ See YouTube.com



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- **GuardAmerican** was founded in 2011 on the principal of responsible firearms ownership. It has produced curricula and videos designed for subscribers to learn about their firearms. GuardAmerican is well-positioned to execute the web presence and delivery of the proposed product.

GuardAmerican would like to market this product to ensure delivery in-hand with Districts no later than **August 2013**.

Consortium of Firearms Industry Manufacturers are Interested

GuardAmerican has sought and received interest and support for the concept from:

Ruger	Glock	SigSauer	Beretta
Hornady	Federal	Steyr Arms	Stack-On
GunVault	Liberty Safe	Reed Custom	American Security

The manufacturers understand the problem wherein the NRA program, though valuable, may be rejected by the institutions they are designed to help. The manufacturers agree that a program embraced by schools - particularly schools in urban settings - is strongly desirable.

Proposed Budget

Three different films need to be prepared: (1) Elementary School; (2) Middle and High School; and (3) College Campuses

Detailed budget figures are available, but a baseline cost for the first film (scalable) is \$99,390. Proposed films two and three would be achieved at a nominally lesser amount.

In addition to film production costs, there will be marketing costs, currently being analyzed. Because time is short, social media will likely be a crucial aspect of marketing.

Sustainability & Pricing

The proposed, subsidized price for accessing the end product would be \$1,000 per elementary, middle- and high school district. The subsidized pricing for organizations of higher learning would be \$2,000 per institution.

There are over 45,000 primary and secondary education school districts in the United States, roughly evenly split among elementary schools, middle schools, and high schools. There is a net of roughly 95,000 primary schools (68,173 public, 24,685 private) and over 36,000 high schools (26,000 public, 11,000 private). There are 6,900 accredited institutions of higher learning in the United States.

The total market size is estimated at over 35,000 school districts. With a penetration as little as 10%, the revenue generated could approach \$5 million. The proceeds will be used to support the program.

Consulting fees for schools that are able to afford the service also will help sustain the viability and continuing support for the product.



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Filming Budget Summary for Single 30-45 Min Presentation

Program: ACTIVE SCHOOL SHOOTER DEFENSE

Format: HDV 24P

Producer/Director: Rick Giachino

Locations: SF Bay Area

Research: 6 weeks

Prep: 2 weeks

Shoot: 7 days

Post: 4 weeks

Budget date: 1/20/13

TOTAL: 13 weeks

ABOVE THE LINE

TOTAL BUDGET

1000	Pre-Production and Development	5,500
2000	Producing Staff	11,300
3000	Rights, Music & Talent	15,200

TOTAL ABOVE THE LINE (A)

32,000

BELOW THE LINE

TOTAL BUDGET

4000	Crew & Personnel	23,500
5000	Production Expenses	28,050
6000	Travel and related expenses	500
7000	Post-production	4,850
8000	Insurance	1,000
9000	Office & Administration costs	500
10000	Other Required Items	-
	SUB TOTAL	58,400

TOTAL BELOW THE LINE (B)

58,400

SUBTOTAL (ATL + BTL)

90,400

CONTINGENCY 10.0%

8,990

SPONSOR FEE 0.0%

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GRAND TOTAL

99,390