

**AMENDMENT TO H.R. 1501**  
**OFFERED BY MR. MARKEY OF MASSACHUSETTS**

At the end of the bill, insert the following:

1 **SEC. \_\_\_\_.** **STUDY OF MARKETING PRACTICES OF THE FIRE-**  
2 **ARMS INDUSTRY.**

3 (a) **IN GENERAL.**—The Federal Trade Commission  
4 and the Attorney General shall jointly conduct a study of  
5 the marketing practices of the firearms industry with re-  
6 spect to children.

7 (b) **ISSUES EXAMINED.**—In conducting the study  
8 under subsection (a), the Commission and the Attorney  
9 General shall examine the extent to which the firearms  
10 industry advertises and promotes its products to minors,  
11 including in media outlets in which minors comprise a sub-  
12 stantial percentage of the audience.

13 (c) **REPORT.**—Not later than 1 year after the date  
14 of the enactment of this Act, the Commission and the At-  
15 torney General shall submit to Congress a report on the  
16 study conducted under subsection (a).