Works Cited

Nra shut down nratv and its chief lobbyist resigned in the same day. Here’s what to know about the group’s troubles. (n.d.). Retrieved June 29, 2019, from Time website: <https://time.com/5614707/nratv-shutdown-cox-resigns/>

NRATV shut down due to wanting a significant change in their communication strategy.

 many members expressed their desire for the NRA to return back to their core mission,

 which is defending the second amendment. Dana Loesch will no longer be hosting any

 live shows.

National Rifle Association (NRA). (2016). In Grey House Publishing (Ed.), *The gun debate: an encyclopedia of gun rights & gun control in the United States* (3rd ed.). Amenia, NY: Grey House Publishing. Retrieved from <http://libproxy.lib.unc.edu/login?url=https://search.credoreference.com/content/entry/greygun/national_rifle_association_nra/0?institutionId=1724>

The NRA is the largest guns advocacy group with around 4-5 million members. Other smaller gun advocacy groups criticize the NRA because of the fact they are not letting it’s leadership stray too far away from the orthodox anti gun control stance. From 1911 till now, they continue to fight against gun control policies on national and state levels.

NRA’s top lobbyist resigns as association pulls plug on Dallas-based NRA TV, cuts ties with spokeswoman. (2019, June 26). Retrieved June 29, 2019, from Dallas News website: https://www.dallasnews.com/news/dallas/2019/06/26/dallas-based-nra-tv-shuttered-gun-lobbying-organization-cuts-ties-controversial-spokeswoman

 The NRA decided this week to cut ties with the advertising firm Ackerman Queen, who employs Dana Loesch. Since they couldn't deliver on their promises and strayed away from the NRA’s core mission, it led to the shut down of NRATV. Soon after the NRA cut ties with Ackerman, the NRA’s top lobbyist resigned.

RANDY, D. C. (2003, Dec 17). Latest path around soft-money ban: Buy a TV station: National rifle association's latest plan for getting its message across could change the face of US journalism. *The Christian Science Monitor (1908-Current File)* Retrieved from <http://libproxy.lib.unc.edu/login?url=https://search.proquest.com/docview/1802792663?accountid=14244>

In 2003, the NRA’s president Wayne LaPierre decided he wanted to make a television station for his organization. This was the first time the NRA attempted to make a TV station. Their goal with the channel was to make a way for lobbyist groups to still communicate politically in a legal way.

Goodbye, dana loesch and nratv. (n.d.). Retrieved June 29, 2019, from Vogue website: <https://www.vogue.com/article/thoughts-and-prayers-for-dana-loesch-nratv>

Dana Loesch was sent to be the face of the NRA at the town hall after the Parkland school shooting. Now, losing her job as a host for NRATV, she will no longer be a public face for the NRA. She was responsible for changing the focus of the show into a “Fox News copycat” which many people disliked, and was a reason for the show getting shut down.