

Brady music: [00:08](#) ***music plays***

JP: [00:08](#) Hey everybody. This is the legal disclaimer where we tell you the views, thoughts, and opinions shared on this podcast belong solely to us, the people talking, and not necessarily Brady or Brady's affiliates. Please note this podcast contains discussions of violence that some people may find disturbing, but don't worry, we find it disturbing too.

Brady music: [00:44](#) ***music plays***

JJ: [00:45](#) Hey! Welcome back to Red, Blue, and Brady. We're so glad you're here with us, but to be honest, a little bummed out that we continue to have to have a podcast about gun violence prevention. Can we just solve this problem already? Today we're talking with Andy Parker, a activist, author, and unfortunately, a survivor, who will be talking to us about what he did to turn anger into activism after the death of his daughter, Alison Parker, whose death was broadcast on live television. Then we move into our fan favorite segment, "Unbelievable, BUT" where we talk about things that are unbelievable, but we think you need to know. Finally, we're going to close out on a positive, uplifting note so that no one goes off to crying to their bathroom at work. As always, that is my job! As we then present two very deserving people with our gun violence prevention Hero of the Week award.

Brady music: [01:44](#) ***music plays***

JJ: [01:45](#) The first thing obviously that I'm going to ask you is can you introduce yourself?

Andy Parker: [01:48](#) I'm Andy Parker. I am the father of Alison Parker, the journalist who was killed on live television on August 26 2015.

JP: [01:57](#) and can you tell us a little bit more about what happened on August 26 2015 and, and what events led up to it?

Andy Parker: [02:04](#) Well, my life was shattered that day. My beautiful and talented daughter was, I said, gunned down on live television along with her camera man, Adam Ward and 60,000 people watched her murder live and then millions more around the nation and the world, watched on the replays. Mercifully, I didn't see it, nor will I ever see the video that still remains up on social media. And you know, since her murder, the constant I hear from people are, "Oh, we're so sorry for your loss" followed by, "I can't imagine." And they're right. No one can imagine. And it's hard

to put the unimaginable into words, but I spent two years doing just that for everyone who reads the book that I wrote, imagining the unimaginable, uh, the name of the book is "For Alison: The Murder of a Young Journalist and a Father's Fight for Gun Safety." Her shooter was a former employee, a disgruntled employee that decided he was going exact retribution - who he was inspired by the Charleston shooter. And he was going to, ah, exact retribution on Alison and Adam. Neither one of them had had any contact with this guy for over two years. But those that have lost a loved one or a close friend to a sudden or unexpected death can relate to my experience. But the horrific way that Alison died, it really did capture the world's attention. And the reason part of it is, is that, you know, all of these mass shootings that we've had, the Virginia Tech, Sandy Hook, Aurora, Virginia Beach, El Paso, you name it, these shootings weren't taped. They weren't filmed. They were only reported. And so in the aftermath of these and other high profile shootings, you saw pictures of smiling kids, girlfriends and husbands from their days on earth. And you never saw the horror that they experienced. But you did on August 26, 2015.

JJ: [03:57](#) I will say that I'm one of the people who has seen the video, not by choice, it was playing on the day that it happened on Twitter as an auto play. And so I think the immediate thought after the that "this is horrifying" is "what is it like for family members to know that that video is out there."

Andy Parker: [04:14](#) Yeah, it's, and that's something that I've been trying to remove for the last four years. For me, that video and the replay it's, it's like a landmine that I have studiously tried to avoid. It's, and I think that, uh, and as I wrote in the book, I haven't seen the video. I've seen only the beginnings of it by accident and I had to turn away from it. But the image that I have in my mind is probably worse, or at least as bad as what the video depicts.

JJ: [04:43](#) It seems like so many people learned about Alison only after her death. I wonder, what can you tell us about Alison? What can you tell us about your daughter? Because it seems like she was this really talented, really vivacious young lady and it's upsetting that she maybe not reduce, but she just becomes a victim of gun violence as opposed to all these other things than she was.

Andy Parker: [05:06](#) Well, I devoted a great deal of space in my book describing and telling stories about Alison, how accomplished she was, how competitive she was, but also how kind in general she was. She was a rare talent. She was exceptional in just about everything she picked up. She couldn't draw very well. But that was, you know, that was, that was about it. But you know, she was a

talented musician. She was a Broadway caliber dancer with this fluid grace that made what she did look effortless. And you know, I had a background in theater. I was a professional actor. And so I, I had, I knew what talent looked like. You know, she could have easily, had she decided to go to Broadway, she could have easily made it. As she just, she had, she had it. I mean she had the "it factor." She could walk into a room and every head would immediately turn, um, and she just glowed and had this, there was this ethereal quality about her that you, that that quality and that bubbly person that you saw on TV was really who she was in person. She was a mentor and a Good Samaritan. And I wrote about a time when she got a call on Christmas Eve when she was at the station and she helped a woman get toys for her kids, and that's the kind of person she was. She, she lived a life in 24 years that many that lived at the ripe old age. It was like being Alison's dad. It was, it was getting up each day with a heart bursting with pride. When I was running for Henry County Board of Supervisors just before she was killed, I only halfway joke that my campaign slogan was "I'm Alison's dad". That's how I introduced myself, now. I'm still Alison's dad.

JP: [06:38](#) And as you dealt with the pain and and sadness that went along with the shooting in 2015, what made you decide to turn your attention to gun violence and gun violence prevention?

Andy Parker: [06:51](#) Well, the afternoon of the day she was killed. I had this, I don't know if it was an epiphany, but that was, I guess it hit me pretty quickly that about what I was going to do with the rest of my shattered life. And I think we all know that people grieve differently. I knew I couldn't curl up in a fetal position or drink myself to death. And you know, so Alison's death and the way she died, it gave me the fuel to channel my just profound grief. And also, you know, my grief turned into anger and I turned that anger into, into activism. I knew that's what I had to do. It was taking the most devastating thing that can happen to a parent and try and turn tragedy into something constructive. And so I resolved that I had to do whatever it takes to honor my daughter through action and I'd like to think that I'm holding up my end of the bargain.

JJ: [07:37](#) Yeah, I mean I think you certainly are in spades. I had the opportunity to go through your book and it's phenomenal. As again, it's wonderful to hear about the people that are impacted and sort of the work that you're doing. But you've said that that work, in one of the articles I read from you that working in the gun violence prevention movement is a marathon, and not a sprint, and that sort of a sentiment we've heard from a number

of survivors and I was wondering if you could elaborate on that a little bit.

- Andy Parker: [08:05](#) Well that was coined by another GVP organization. I don't know. I wanted it to be a sprint and I'm sure we all do, but, but after I realized there was not going to be a quick fix to it, I came to except that characterization of what we face, and after four years it does seem like I've been running a marathon. However, I do think that like in a long distance race, I think we're now at the home stretch and I think the pace is quickening, and I believe I can see the finish line for the first time in four years.
- JP: [08:34](#) In your book, there are a lot of messages that you try to get across about your daughter, about those stories, that are so amazing. But if there were kind of one message that you wanted listeners to take from the book and to know about it, what would that be?
- Andy Parker: [08:49](#) Well, I wanted, I wanted people to know Alison for the way she lived and not the way she died, certainly that day. And that's, you know, a large chapter. A lengthy chapter in the book was about the day, but I wanted people to know about her and to know what kind of person that she was and what kind of promise that she had that was taken away from all of us. I think that, you know, the book was going to be, it was, it was to be part memoir, part current affairs, and a part call to action. I'd like to think that I pulled that together in the story, it couldn't be about just the day she was killed because you know, nobody's gonna read that. And I wouldn't read it. You know, you have to have some other pieces and elements in there that, hopefully are uplifting and that resonate with with people and get them to to act.
- JJ: [09:41](#) Since you do have this extensive media background, was there any reason in particular why you decided to sort of do this advocacy through a book as opposed to other channels or,
- Andy Parker: [09:52](#) You know, I, listen, I wish I'd never had a reason to write it. That's obvious, but, but I felt like I needed to and I felt like that Alison would want me to. And, Alison, that was the thing. She always knew how to tell a story. She was, she was determined to tell stories that were important, about issues that were important. She, she didn't want to be known as just a pretty blonde morning reporter, but as a journalist and she ended up winning two Emmy awards and two Edward R. Murro awards for her work at her celebration of life. There was a guy that came out, it was, you know, we didn't have a funeral, you know, she was cremated and we spread her ashes in the, in the

Nantahala river. We wanted to remember her the way she looked the week before when we were down in, at Nantahala, and I, so we, it was like a big party, which is what she would've wanted. And a man comes up to me and in a suit and I didn't know who he was. And he's introduced himself as the executive producer for the CBS Evening News. And he just said, "Andy, I just want you to know she was going to be with us one day" and I have no doubt, you know, she was, she was going to. Um, and if you're writing a memoir, you start with the hardest part. And I of course, knew what that was. It was called, uh, "the day." And I can tell you it was agony writing it. I would get a few hundred words into it. I'd melt down, I'd take a break, start writing again, and melt down again. And this went on for several days until I finished the chapter and it was writing, the book was also about honoring my daughter with action. You know, that was the thing. It it. Her death and the way she died gave me the fuel to to channel my grief and my anger into activism and writing the book.

- JJ: [11:34](#) Now, we will link obviously to the book and to all of these images on our website, which is Bradyunited.org/podcast we'll also have pictures of Alison and have the book up on all of our social media at [@Bradybuzz](#), but I will, I just wanted to interject and say I love the photo on the front cover.
- Andy Parker: [11:52](#) Yes, thank you .it really was that that, so when we, when she sent me the mockup of the cover, I went, Oh wow. That that is, that's it.
- JJ: [12:00](#) Well, what struck me about it is, is that at first glance you can't tell that she's reporting, and almost looks like it's like a family photo because she's there. She's got like Ugg boots on, she's in the snow, she's laughing. And it's only when you look closer that you realize that she's reporting and that's how comfortable she was with it
- Andy Parker: [12:17](#) She would, um, you know, I always, that's the thing. I was, I would always marvel when she would fill in anchor and I never missed a day that she did that and we'd be watching and she would, at the commercial break, she'd send me a text, you know, she'd be like, "Hey Dad, you know, what do you think? How am I doing? And I was, it was, I would always marvel at, she's supposed to be like paying attention to what you're doing. She had it down. It was so professional. She could, if she could do that, she could, she could send a text from the anchor desk and then they'd go right back into it. She was, she was, she was very comfortable and, um, she was gonna, you know, I, I just,

it's, it's, it makes my heart break to not see what she could have been.

JP: [13:01](#) And Andy, you mentioned that before the book and obviously with the, with the book tours you've been doing, you've been traveling across the country and talking about Alison's story, about why gun violence prevention is important. Are there any particular times or events that you remember as particularly rewarding for you?

Andy Parker: [13:22](#) Yeah. You know, it's, it's wherever I go. It's very, it's always rewarding and it's often very touching. And I think that the, the things that stand out more than any specific events are the interactions with people that I've had. And, and ironically, I'm frequently met by people who become very emotional and I find myself having to hold them up. I guess that's part of the new normal. It's, it's, it's hard, but it's also comforting having people share those moments with me, and to know that they care deeply about me and Barbara and drew and I've, I've had, you know, reporters and journalists that, that were doing interviews and it would just, you know, they would start, I remember young one young woman who, you know, put the mic, held up the mic in my face and she just, just, she just broke down, just started crying and I just, I hadn't kind of like, so it was just, "it's OK. Thank. Thank you." And I one, I guess the first, the first interview that I did with Poppy Harlow with CNN, it was, it was really the kind of the first time, most of the time you do an interview and you're just staring into a camera lens. I mean, or, or, um, these days, um, you know, the, the lens on my, on the laptop when I'm, because I'm [inaudible]

JJ: [14:35](#) I was going to say like right now,

Andy Parker: [14:37](#) Yeah. Like right now I don't see anybody on the, on the other end, but I guess the week after, you know, that whole week following, I had a live truck, a CNN live truck or a, you know, whatever. It was an NBC live truck parked outside my house. And they had, you know, my, my deck and the inside of my house turned into a studio. And so they had a monitor set up. They actually had a monitor where I could, I could see the other person. I could see Poppy Harlow on the other end. And it was, I, you know, again, I hadn't thought about this for awhile, but, but I said at the end of the interview, I said, "you know, Poppy, she was going to be you one day. She was, she was going to be you." And, uh, and I remember my - she just broke down and she just started crying on air. I mean, it was, it was pretty amazing. So yeah, it's it, and so that's, those are the experiences, as I've gone out, I've talked to this and it talked to

people when I've done the book talks, I find, I find that it's very, it's, it's hard to recount this stuff and, and not necessarily talk about the day she was killed. I, it's talking about the things that made me happy, that, you know, remembering her life, that that's what gets me. I mean that's, that's and, and so it, it, it takes a toll emotionally, just like right now. Just recounting some of this stuff. So it is good. It's good, but it's painful too.

JJ: [16:09](#) It's one of those things where every time we talk to survivors, it's hard for us, but I know that it's a thousand times harder for them to go through everything that has happened and continues to happen with them. And why. That's why I think projects like your book are so phenomenal and so important because we know that in the, in the U S we lose a hundred people every day and we don't hear about every person individually and they all are people with stories. So we can get these. It's really, I think it puts a face on a number that's terrifying.

Andy Parker: [16:44](#) Right? And that's the thing. I wanted to do this, I, you know, the book, my activ - any, everything I do, I wanted to do it for her, but I also want to do it for the people that you don't see, you don't hear about. They're in, you know, the, that die to a degree, in anonymity, or that there, it was just one of those unfortunate, I mean, in more ways than one. But, you know, she died on television. Her, her murder was captured like no one else. I mean, it's, it's, there's nothing else to compare to it. And so because of that, she, and, she and I, and, and her mom, I mean, we, we gained this notoriety that it probably wouldn't have, you know, we would have been a statistic like everybody else.

JJ: [17:29](#) And you talk about this in the book too, but you, you've been quite vocal about this publicly. The revictimization that comes from Google, from YouTube, from other platforms, continuing to host and play the video of Alison's death.

Andy Parker: [17:41](#) Yeah. Yeah. It's, it's, you know, one of the nasty byproducts is dealing with the hoaxers, uh, and that they're the cretins that think I'm a actor. That Alison's murder was a hoax. And when you tell people about this, when you share your experience, they were shocked and they were in disbelief and, and just appalled. And so after fighting for more than a year to have the videos that all these cretins posted of Alison's, death removed from YouTube, and it was like a whack-a-mole. Um, I decided to go after Google because they're the enabler of these trolls. I, I have been successful to a degree with, with the help of Lenny Pozner, whose son though was killed at Sandy Hook. And you

know, for those that don't know Lenny, he's going after these, these trolls and he's gone after each individual. And then the biggest one of all is Alex Jones. Lenny was probably as much responsible for any, you know, as anyone for getting him booted off of social media. But again, they're there. These people are like roaches. They just continue to spring up. But I shouldn't have to be doing it. Lenny shouldn't have to be doing it. You know, the first time I tried to do to pull a step down, you know, I, I get a response from Google that said, well, you know, you have to watch know they have this thing called the a certificate for the moment of death, which you could apply to videos. And I thought, Whoa, Whoa, okay, that's great. I can do a blanket, all these things, right. Barbara and I saw something pop up on just a search that we did for me related to our foundation that we started. And it said, the For Alison Foundation is a scam run by Andy Parker so he can make money. And I'm like, you gotta be kidding. And I decided to go down that rabbit hole and, and see, okay, what is on YouTube? And I just typed in Alison Parker and pages, I mean, I'm not kidding you page after page after page. Thankfully there was no autoplay on, but you could see the thumbnail, you know, I knew exactly what it was and the titles were, you know, watched it. It was just vile. I mean, just vile. So Lenny was able to pull a lot of this stuff down, but again, he shouldn't have to be doing it. None of us should.

- JJ: [19:55](#) Sorry, because this might be horrible to mention, but I had read that you had had to do copyright claims to get the video taken down. You know, when it was taken down it was because of copyright claims.
- Andy Parker: [20:04](#) Yeah. If you can't get the stuff pulled down by content violation, then you have to then apply this what they call Digital Millennial Copyright Act and you have to apply that to it.
- JJ: [20:17](#) That means just then to clarify for listeners that a surviving family members of the victim have to go out and claim the copyright for the video of their loved one being killed in order to keep people from, I guess profiting images of their death.
- Andy Parker: [20:31](#) I mean, how sick is that?
- JJ: [20:32](#) and so that, I mean I just assume has to be incredibly re-traumatizing.
- Andy Parker: [20:37](#) Oh it is. It's instead of self-policing. Like I say, they put the burden on victims, to flag objectionable content and they can do this, because of a essentially complete immunity or from liability because of section 230 of the Communications Decency

Act, which was a law that was passed in the 90s to promote freaks, free exchange of ideas. And, and it was, you know, listen, it was, uh, at the, at that point in time, no one knew what Google was. It was, I, I've used the analogy, it was like when the framers of the Constitution put in the second amendment where were, you know, they were using muskets, they didn't envision, you know, AR 15s that never, you know, when they wrote this stuff. So, so it was the same, you know, the same deal. And, and so Google can put anything up there that they want to and with, with no consequences. So what I did was I, last fall, I was able to retain the services of Georgetown University Civil Rights Law clinic to represent me and we demanded that Google remove all the hoax related content as well as the moment of death video. On YouTube. Uh, and the thing that people also don't realize is that Google profits from Alison's murder and I can't, and I won't tolerate it. From Sandy Hook to Vegas to Parkland, every family has been attacked like me. And in some cases like Lennie, I mean, even more so or David Hogg, for, with Parkland. I mean they, they go, I mean, they really go after him. I, you know, honestly, I just don't, I don't go there. I don't look for it. And so why would, a lot of it's come down, a lot still remains. And unless we put something in the law, Google has no incentive to do the right thing. They've shown that they don't care about doing the right thing. And I find myself standing at the, you know, interesting, oddly enough with the confluence of guns and Google. My call for regulation of social media and they, specifically Google, to force them to police and remove these targeted threats in the video of Alison's murder. It's been positively received on both sides of the aisle. So we're probably going to litigate, but we're also going to try and work on language with Senator Warren or Kaine and Hirono's office for legislation. And once we are able to do that and focus it narrowly on targeted hate speech, harassment and murderers, we get that law into effect and an amendment 230 and we're going to call it, we're going to put a face with the name and call it Alison's Law.

JP: [23:10](#) Wow, that's incredible. And how much work has gone into that?

JJ: [23:16](#) Alison's Law, is that part of the Get Alison to The Capitol campaign?

Andy Parker: [23:21](#) It's sort of a separate track. I mean, you know, Send Alison to The Capitol is more related to the, to the gun violence piece. I mean, they're all interconnected. And let me just, you know, be clear that the, the For Alison foundation is completely separate from what I do or what Barbara, what Barbara and I do as in, as activists for sensible gun. And you know, the fight with Google, I

mean it's, you know, we, we started the, the Foundation to provide opportunities for kids in Southwest Virginia that wouldn't normally be exposed to the arts. So I can tell you a little about the Send Alison to the Capitol campaign. I mentioned earlier that the book needed to be a call to action and I've kind of struggled to find a way to leverage the book, but I, I'm working with a, what I'm doing is I'm inviting people to sponsor a copy of the book and people who sponsor a copy, they can select the anti gun control politician or NRA executive of their choice, upload a personal letter or a photo and the book will be mailed to that politician with the personal letter or photo tucked inside the front cover. And of course we'll tag it all on social media. So ideally politicians will read, browse, and will be moved and put faces to those gun violence and put a face to the gun, the gun violence statistics, making it more difficult for them to dismiss. However, if they don't read the book, I hope that there are stacks of books, photos and letters that arrive in their offices and that'll be too embarrassing for them to ignore. So encouraging everyone to do that and it's a pretty simple website. SendAlisontothecapitol.com.

JP:

[25:04](#)

Great. And we will definitely link with that on our websites and people can easily get there. Send Alison to the Capitol. And you mentioned earlier in the podcast about Chris Hurst. Yes. Could you tell us a little bit about his story and how he took Allison's story and turned it into action?

Andy Parker:

[25:20](#)

Yeah, Chris. Um, well that's another place that it, I get emotional when I talk about Chris in the, in my book talks. Um, because he, you know, I, I can see why she loved it. He's a very special, articulate young man and he's become like a second son. I mean, we talk every day, still. And I remember one, and I wrote about this in the book, we, we, I mean it was, a producer for Good Morning Britain and she was just pleading, begging, you know, this is not long after Alison was killed when we were in the throes of doing the, you know, this, you know, relentless media. We ended up, Chris and I ended up doing a, an interview for Good Morning Britain at 2:30 in the morning. And as we were in the parking lot after we finished, he just, he said, you know, we were saying our goodbyes and he said, you know, I, I now realize what I've got to do. And it kinda, that was his epiphany. He said, I can't stay in the news. I've got to, I've got to run for office. And at the time he knew he wasn't sure where he was going to run for office or what office he was going to run for. But he knew that's what he needed to do. He beat a three term NRA back delegate. And I mean not just being beat the garden, um, almost nine points. And since then he's just been, become, you know, he's respected by both sides of the aisle.

He's just, I mean, he's just amazing. You listen to him speak and you know he's, he's going to fulfill, I think the, the promise that, you know, like Alison will never see, but I think he will, he will in his, in his way. He's going to be doing some very special things, I think.

JJ: [27:07](#) so as time, rapidly runs out with us. I have one final question. I do wonder, I mean, I know that you can't reason with conspiracy theorists, right? But I know is there anything that you would want to say to, to those truthers?

Andy Parker: [27:21](#) if you believe that stuff, then you know, I feel sorry for you.

JJ: [27:25](#) And what would you like to say then I guess to the U.S. At large about gun violence and gun violence prevention. What do you want to see change? What do you wish people knew?

Andy Parker: [27:35](#) You know, I'm, I'm confident that after the election here in Virginia this fall, we'll have a democratic majority and we'll see. We'll finally see common sense gun legislation carry today. I think you mentioned that, you know, that it's a lot of the, the action is taking place at the state level and you know, also per your point about not being able to, to reason with these people. Listen, your, you know, the conspiracy theorists, you're not going to change their minds. The people that say, Oh, you're, you know, if you do any kind of, you know, any gun legislation is tantamount to repeal the second amendment, then that you're coming to take them, take my guns away, all of that. I, I hear that so much. You know, those, those are the, that's the classic dog whistle kneejerk reaction from, you know, the other side. You know, you're coming, next thing, you know, you're going to come and take away our guns and, and so you're, you are never going to change these people's minds. I thought initially that I could, you're not gonna, you're not gonna change their minds. And so if you can't change their minds, you change their seats. And I think that's exactly what's going to happen. Uh, and I think that the, the eyes of the country and the world are going to be on Virginia because it's going to happen here first and then it's going to happen nationally. And we've got we, we have to put the cult of gun worshipers and their legislators, in the minority and save them from themselves. You know, we have too many guns in this country to ever eliminate the scourge entirely. But I think, I think whatever we can do with the laws that we can pass, I think we'll be able to dramatically reduce gun violence in the country. We're never going to save everyone, but if we can save some lives by enacting sensible gun laws, we've done a lot. We've accomplished what we wanted to do and I think Alison would be proud of ah, of what we will have accomplished

JJ: [29:26](#) Based on what you and others have said about Alison, seems like the best we could all hope for is that we would do things sort of that she would be proud of. Andy, I cannot thank you enough for coming and sharing Allison's life with us and for writing the book and for continuing to do all this work to make us all safer.

JP: [29:48](#) Well, I appreciate it Jillian. Thank you.

Brady music: [29:53](#) ***music plays***

JJ: [29:53](#) Now it's time for the segment. "Unbelievable, BUT." So sort of to continue then, this conversation of profiting from the most horrible day in people's lives. We have a, I can't believe it, that this was one that the minute had happened. I think like 18 people messaged me to be like, "you gotta talk about this one", which is that during New York fashion week. BSTROY, JP, how do I say this?

JP: [30:19](#) I don't think we have a, a, no, I don't think that anybody really knows who this brand is, but I think it may be pronounced B STROY, I almost think destroy but with a be at the front

JJ: [30:30](#) it's a large B and then S T R O Y. It might make sound like just like a yak noise. I don't know. Uh, but anyway, this brand "debuted" a series of bullet ridden school sweatshirts and their spring-summer 2020 show. This is a men's wear line and an unveiled several school shooting themed hoodies in the show. So for example, there's one that said Columbine, one that said Sandy hook elementary one that said Virginia tech one that said Marjorie Stoneman Douglas, and each sweatshirt had distress detailing that looked like bullet holes in it.

JP: [31:03](#) In the gun violence prevention movement. Almost everybody saw it on social media, and was totally outraged by it. Partly because the founders of of BSTROY hadn't really made any type of effort in which to loop this back to gun violence, gun violence prevention. It was almost a splash to try to make sure that their big New York fashion show made it made a scene and would be seen by people across the country.

JJ: [31:31](#) Here's the thing, people in this movement would have been not super happy about the fact that this designer or this design brand that put these shirts out without contacting victims or organizations representing those victims. However, I think had it been done from a position of maybe misguided attention gathering or advocacy building, it would've been like, Oh, okay.

Like maybe not the best messaging, but done well. However, since there was no messaging accompanying it, that this is not a good normal, it's come across as just sort of shameless attention grabbing through other people's tragedy?

JP: [32:06](#) No, it completely does. There wasn't really an attempt to turn it in and connect it to advocacy at all. It's just a co-opting without a call to action. Exactly and no, there was no saying that any of the proceeds would be going to any organizations. So oftentimes groups like March for Our Lives, pointed this out and said we sell our own clothing. That really is empowering and goes back to the cause and focuses on doing good after some of these tragedies.

JJ: [32:34](#) Well it's, it's just like the book, right? Like the book For Alison goes to the Alison foundation, which then helps children move forward in the arts the way that she would have done had she not been killed. That's a valid channeling of art for action. Honestly, this seems like some fashiony nonsense. It's almost like, you know, it'll get some people talking. I mean it worked, but that's my final and authoritative take.

Brady music: [33:05](#) ***music plays***

JJ: [33:05](#) So now the moment that we have all been waiting for, who is going to be our gun violence prevention hero of the week this week was Senator Cory Booker and representative Steven Horsford. Yes, it was two people. So this week, Senator Booker and Representative Horsford introduced the Break the Cycle of Violence Act, is groundbreaking legislation to reduce urban gun violence in American cities. This bill is vital. It would invest 90 million each year for 10 years, in community intervention and prevention programs. Research shows that a combination of community oriented intervention programs can reduce gun violence rates in urban cities by half in as little as two years. If you're interested in urban gun violence, and some theories around it, please check out our, our previous podcast episodes with Thomas Apt and with Gregory Jackson. But in the meantime I think go out, send a tweet to Senator Booker and Representative Horsford, let them know that they are our GVP heroes of the week and we really appreciate them. Now if you have someone that you want us to send our appreciation to, please send them in for our gun violence prevention hero of the week by contacting me cause I'm the one who's going to read your emails, bradyunited.org/podcast or on social at Brady buzz. We really do want to hear from you.

Brady music: [34:29](#) ***music plays***

JP: [34:29](#) Thanks for listening. As always, Brady's lifesaving work in Congress, the courts and communities across the country is made possible thanks to you. For more information on Brady or how to get involved in the fight against gun violence, please like and subscribe to the podcast. New full length episodes drop every Monday weekly wrap-ups drop on Fridays and minisodes come whenever we can fit them in. You can also get in touch with us ay bradyunited.org or on social @Bradybuzz, with two Zs. Be brave and remember, take action, not sides.

Brady music: [35:24](#) ***music plays***.

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