

Memo

To: Heidi Carr
From: your name and Initial as signature
Date: 3/27/2018
Re: Gun Control Protest Issue Tracking

The Issue

Gun control has been a controversial issue in US politics for much of the past few decades. With supporters of gun control and those supporting Second Amendment freedom both quoting self-purported facts, statistics and emotional appeals, the topics causes a stir among dissenting parties. With the increase in gun violence and mass shootings in the US over that past few decades. One Washington Post analysis piece cites that 150 shootings, in which four or more people were killed in disputes that were not gang related or in private homes, have occurred since 1966. These types of shootings have resulted in 1,077 deaths. As this problem grows, organizations like the NRA and their lobbied party hold fast to the Second Amendment. With no clear-cut solution, the problem has continued to grow, with the debate being sparked anew by each mass shooting.

However, no mass shooting to this date has sparked quite a response as the recent shooting at Marjorie Stoneman Douglas High School in Parkland, Fla. This shooting has grown to international coverage, and has received support, and dissent, from various political and cultural entities all within the span of a month. From organized protests, to marches to the social media movements, like #enough, have made this the most widely covered school shooting, and, according to USA Today, lead to what "could be the biggest single-day protest in D.C.'s history" with the March for Our Lives protest.

The Stories

Story 1: The Shooting

Miami Herald Coverage

<http://www.miamiherald.com/news/local/education/article200094039.html>

The Miami Herald headline “17 dead, 15 wounded after expelled student shoots up Stoneman Douglas High in Broward” covered the Valentine’s Day massacre on the day of and was edited several times throughout the evening. The original story was posted at 3:00 p.m. on February 14, 2018 and the last update was 12:30 a.m. on February 15, 2018.

Type of story: Breaking News

Visual Elements: Videos of the event, interviews with survivors and responders, suspect arrest and cellular footage from victims accompanied the story. Social Media screen captures and links as well as photography stills also accompanied the story.

New Information reported: This was the breaking of the story, it reported the whom, what when, where, and how of all aspects of the story, including eventually naming each of the victims. This story was updated constantly over a 10-hour period to give the most up-to-date information as the story was happening.

Tone: The tone of this story was factual, and hard news. It did not embellish the facts in any way and maintained a professional, unbiased reporting of the facts throughout.

Prominence: This was the featured story on the Miami Herald landing page as it was happening, and for the following day.

Accouterments: Related videos are cycled through in a side bar on the web page of the story. Other stories ran next to this story on the home page, going into further detail on the specifics of the story.

Social Media: This story was updated on social media, and comments were allowed on the website itself. Many of the comments came from US citizens on either side of the gun-control debate, which immediately sparked as the story broke. Many of the comments, on both sides, used facts and figures with no source. One Australian commenter noted that they did not understand “the need for so many guns” in the US. This sentiment was widely shared among international comments.

Subject representation: The subject of the story, the victims and their families, came through in a very somber manner. The interviews and reporting, while being completely factual, captured the hopelessness and despair of both the survivors and the families of those not so lucky. There were several interviews with school faculty, students, families and responders, capturing most affected parties of this incident.

Overall Contribution: This is the breaking news story, so it establishes the foundation for the public to build a greater understanding of the story and its lasting consequences.

New York Times Coverage

<https://www.nytimes.com/2018/02/14/us/florida-school-shooting-scene.html>

This story also received national coverage on the day of, being a highly deadly mass shooting. The New York Times posted a breaking news piece as well as this folo in both print and online.

Type of story: Folio

Visual Elements: There are two links to graphics, one of the school layout and one of school shootings since Sandy Hook. A headline picture also captures students and parents utilizing cell phones to try and contact others.

New Information reported: Outside of the breaking news piece, this folo gives insight into what the school was doing that day. It gives an account of a student in drama class, a list of the morning activities and the plans of a fire drill that day. Each of these elements add onto the breaking news by providing context into the story, and giving more meat to the foundation.

Tone: The tone of this piece is somber and sad. It utilizes language evocative of the shock of this incident and utilizes a quote of "if I don't make it out, I love you" to really drive home the hopelessness of the situation. Even though this story had a specific angle, its elements were still presented in a factual and unbiased manor. It was simply an angled folo piece to make the topic look as unnerving as the situation was.

Prominence: This story ran as a sidebar web page piece, alongside the breaking news story the NYT also reported. Several stories were presented in this fashion on the day of the shooting and several days after. A version of the same story appeared in print on page A23 under a different headline.

Accouterments: The graphics mentioned in the "visual elements" section were links to separate images stored within the New York Times website.

Social Media: Comments were not reported on the NYT website, but their social media showed the breaking news story, and many of the comments were of similar tone of the first story. Gun control debates began before the names of the victims were even released.

Subject representation: In this story, the subject was the students and victims, and they were represented as helpless to the situation. Using inside sources, and quotes from victims, the subject was represented through actual accounts. The subjects' story came through clearly in the first section, as the girl in Drama class's story was told.

Overall Contribution: This story added a human element to the otherwise cut and dry reporting of the breaking news stories. It is interesting to note that comments on the breaking news stories mentioned feeling "numb" to this news. This story seemed to have a different feel.

Story 2: The Walk Out

CNN Coverage

<https://www.cnn.com/2018/03/11/us/national-school-walkout-march-14/index.html>

This CNN story ran on their website as a sidebar piece on the landing page. It was last on Monday, March 12 at 11:57 a.m. to precede the upcoming school walk out planned as a protest gun violence in honor of the Parkland victims. It gave the who, what, where, when, why and how of the event for those wishing to participate. The event called for students to leave school buildings and stand outside for 17 minutes, one minute for each victim killed in Parkland.

Type of story: Advance

Visual Elements: Video of parkland survivors calling for action and #whatif introduction, as well as several other videos and a social media link to Women's March social media as accoutrements.

New Information reported: This was an instructional piece on how to participate in the event. It gave more information to those wishing to get involved, including information like how schools are reacting, what students' rights are and what will come next.

Tone: The tone of this story was hard news. It gave the facts of the event, as well as relevant pieces of information. It's layout and content encouraged participation, even if it's language was neutral.

Prominence: This was a sidebar story on the landing page before the actual event.

Accouterments: Related videos include Parkland survivor's challenge to Trump and Oprah's advice to the survivors.

Social Media: A link to the Women's March social media was provided as they helped organize the national movement. Comments on such posts were mostly support, with dissenters citing children's' age as a prominent reason to not participate in political matters.

Subject representation: The subject of the story, the protest, was represented peacefully and almost encouragingly. Each aspect of the protest was mentioned, as well as how students could protect themselves legally and how to get involved. This was done by utilizing protest organizers voice.

Overall Contribution: This is an advance for a protest, which would have helped bolster participation.

New York Times Coverage

<https://www.nytimes.com/2018/03/14/us/school-walkout.html>

This story received national coverage on the day of the protest, as students all over the country walked out of school for 17 minutes. The New York Times posted this feature of the protest both print and online.

Type of story: Feature

Visual Elements: Pictures of the walkout accompanied the story. Accouterments also accompanied including social media screenshots and a video of the protest.

New Information reported: This feature story captured the nation-wide protest in a single story, as well as the responses by schools and pro-Second-Amendment organizations such as the NRA

Tone: The tone of this piece is in awe. It captures the defiance of the students as well as the response from those they are protesting. The reporter seemed in favor of the protests, or at least the students right to protest. However, they fairly reported the NRA and GOA response as well as those of dissenting schools.

Prominence: This story ran as the feature on the landing page and the front page as well as the front page of the print version of the New York Times, under a different headline

Accouterments: Links to the NRA and GOA social media platforms' response to the protest as well as links to several video reports of the protest accompanied the story.

Social Media: Comments were reported both on the NYT website as well as through their social media outlets. Many were in support of the protest and in dissent of schools looking to punish students protesting. Conversely, the NRA and GOA social media was filled with controversy and, mostly, disgust at children for not protecting what they claim to be their right.

Subject representation: In this story, the subject was the students protesting the gun control laws of the US and mourning the loss of all those lost in school shootings. The subject was represented fairly, and at times favorably, while the dissenters were represented simply cut and dry, with slight leaning against them.

Overall Contribution: This story brought the protest into national limelight and showed just how widespread this issue is becoming. It gathered information from all over the country on the walk out and gave it prominence in the public eye, as well as reporting across the country what had happened.

Story 3: The March for Our Lives

BBC Video Coverage

<http://www.bbc.com/news/av/world-43528504/march-for-our-lives-protesters-take-to-the-streets-globally>

This BBC story ran under the "World" subhead of the BBC landing page as a featured video on the day of the protest. It features global representation of the March for Our Lives as well as US coverage.

Type of story: Video Feature

Visual Elements: Footage of protests around the globe and interviews with participants from London and beyond.

New Information reported: This was a piece that showed how global this movement is becoming. US politics and gun control laws have taken a global stage thanks to the rising frequency of protests in the US.

Tone: The tone of this story was empowering as it showed different people around the globe standing in solidarity with the Parkland survivors and US protestors.

Prominence: This was a featured video story underneath the world section of the BBC webpage.

Accouterments: The video auto-plays into other BBC videos on the topic as well as listing the most recent stories related to school shootings directly underneath the video.

Social Media: This video feature was not featured on social media, however coverage from the day of the march was nearly exclusive on all platforms as protestors and dissenters seemed to take over news feeds.

Subject representation: The subject of the story was the global protestors, and they represented themselves. The interviews chosen were well-spoken and gave good reasoning behind supporting a movement in a country different from their own. The subject was represented positively.

Overall Contribution: This piece helped other pieces show the global effort the March had inspired for stricter gun laws in the US and beyond.

CNN Coverage

<https://www.cnn.com/2018/03/26/us/march-for-our-lives/index.html>

This came up as a story on the CNN landing page, which now has an entire section of stories revolving around gun violence. This story is a feature analyzing how the protest “March for Our Lives” was pulled off in 5 weeks.

Type of story: Feature

Visual Elements: Pictures of the march as well as related videos throughout the story. A video accompanying this story directly serves as the header image.

New Information reported: This feature analyzes the steps Parkland survivors took to reach a global protest in only 5 weeks. It gives an insight into the mindset of the protestors.

Tone: The tone of this piece is again in awe. It holds the protestors in high esteem and shows how they know what they are doing to make change. It analyzes multiple aspects of the protests leading up to the March for Our Lives as well as other related protests that were encouraged to speak out against gun-lobbying. Where as the subheads were very supportive of the protest, the

actual text of the story simply cited other incidents as support for their points. It is still an opinionated piece, but it is a heavily supported opinion.

Prominence: This story ran as one of the feature stories under the “March for our Lives” subhead. CNN created a whole front-page subhead devoted to stories about this event.

Accouterments: Several other related videos are imbedded in the story including the students initial remarks, speeches from the day of the march, Oprah’s message to the survivors and the lobbying of the students on the state capitol. Related articles are cycled through in sidebars of the internet story.

Social Media: Comments were not included on the web story but were present on the social media of all active parties, including news outlets. The most supported comments are those in favor of the protest, while the most controversial ones, in terms of replies and action, are those against. Comments range from educated to pithy and are extremely numerous, rising into the thousands on each related piece of media.

Subject representation: In this story, the subject was the protestors and the students and other aids in organizing the protest. The subject was represented as inspiring, with the feat they accomplished being described as if it should be impossible. There was obvious bias in the story, but no factual fallacy.

Overall Contribution: This story neatly wrapped up the protest in a nice little bow and set the seeds for future protests and stories to come.

Other Media

Fox News: Stories were typically in favor of NRA in the same way the CNN stories were in favor of the protestors: biased but with a news style. Occasional statistical errors were disputed on opinion-based pieces in comments.

National Rifle Association Webpage: Completely biased and often utilizing fear mongering and emotional elicitation as opposed to facts. Social media is a place for debate where the pro-second-amendment arguments are in the majority.

Gun Owners of America: More militant than the NRA and using fear mongering and scare tactics. Supporters utilize social media as a safe-space, ironically enough, with dissenters quickly being shut down.

Overall Progression

This story has blown up since I first started monitoring it. What started as just another school shooting has become a national movement with global support, and the media has followed it every step of the way so far.

I grew up in a family of gun supporters. My father and mother come from a long line of hunters and they like their Second Amendment right. I always knew it was important to them, but I could never figure out why, so for a long time I was a moderate on the issue. I didn't think gun control would help but I also knew guns were a problem.

I was simply resigned to their being no solution and taking an inactive stance on the issue to not upset my parents while still disagreeing with the concept of guns at the same time. Since Pulse Night Club, My stance had begun to switch to a more active pro-gun-reform stance, and this most recent incident, so close to home, has solidified me as an anti-gun supporter. I think it is amazing what these kids are doing, they have much more resolve than I did at their age.

PR Help

This issue has received fantastic and positive coverage mostly from reporters. If I were to give PR advice I would suggest two things.

The first would be active threat monitoring, to make sure the protest stays peaceful, and mostly favorable, and doesn't fall into the trap of the "violent protest" lens as seen with the protest post-2016 election.

The second piece of advice would be to not let the story die out, especially with the elections in 2020 coming up. Another walk out is planned for April 20, the anniversary of Columbine, and making sure that gets just as much coverage is crucial to the longevity of this movement.

The Next Angle

I would imagine the next angle of the story will be the continued protests, such as the walkout planned for the Columbine anniversary. However, I do not think these repeated protests will receive as much coverage as their predecessors unless they bring a new newsworthy element into the mix.

With the Mid-Term elections coming up this year, the protests impact on political climate will be a hot topic in the coming months. I do think this angle will be covered extensively, assuming protests are persistent through the elections. Whether or not they have an impact will be important for the media to cover. I do not foresee this gun-debate topic dying out, as it has in previous mass shooting incidents, but coverage will drop until it is relevant to the political climate.



EDUCATION

17 dead, 15 wounded after expelled student shoots up Stoneman Douglas High in Broward

BY CARLI TEPROFF, CHABELI HERRERA AND DAVID SMILEY

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February 14, 2018 03:00 PM

Updated February 15, 2018 12:31 AM

An American nightmare unfolded Wednesday afternoon at a South Florida high school after an expelled teenager returned to campus and opened fire with an assault rifle, police say, killing 17 and wounding 15 more in the worst school shooting in Florida history.

Just before dismissal at Marjory Stoneman Douglas High School in Parkland, thousands of students puzzled at the sound of an unexpected fire alarm were launched into a panic when gunfire punctuated the din. As teachers and students fled through hallways and hid under desks, a

gunman fired a volley of bullets, leaving a trail of bodies and chaos in his wake.

The Broward Sheriff's Office says Nikolas Cruz, 19, walked the halls of the high school wielding an AR-15 and multiple magazines. U.S. Sen. Bill Nelson told reporters that Cruz pulled a fire alarm and then, wearing a gas mask, began tossing smoke bombs and shooting people as they ran through the haze.

ADVERTISING

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Police say Cruz, known to other students as a loner obsessed with weapons, shot his way onto campus. He gunned down a dozen people inside buildings on the school's sprawling campus, two more on the grounds, and one more on Pine Island Road as he fled. Two more died at the hospital. Many underwent surgery at Broward Health hospitals.

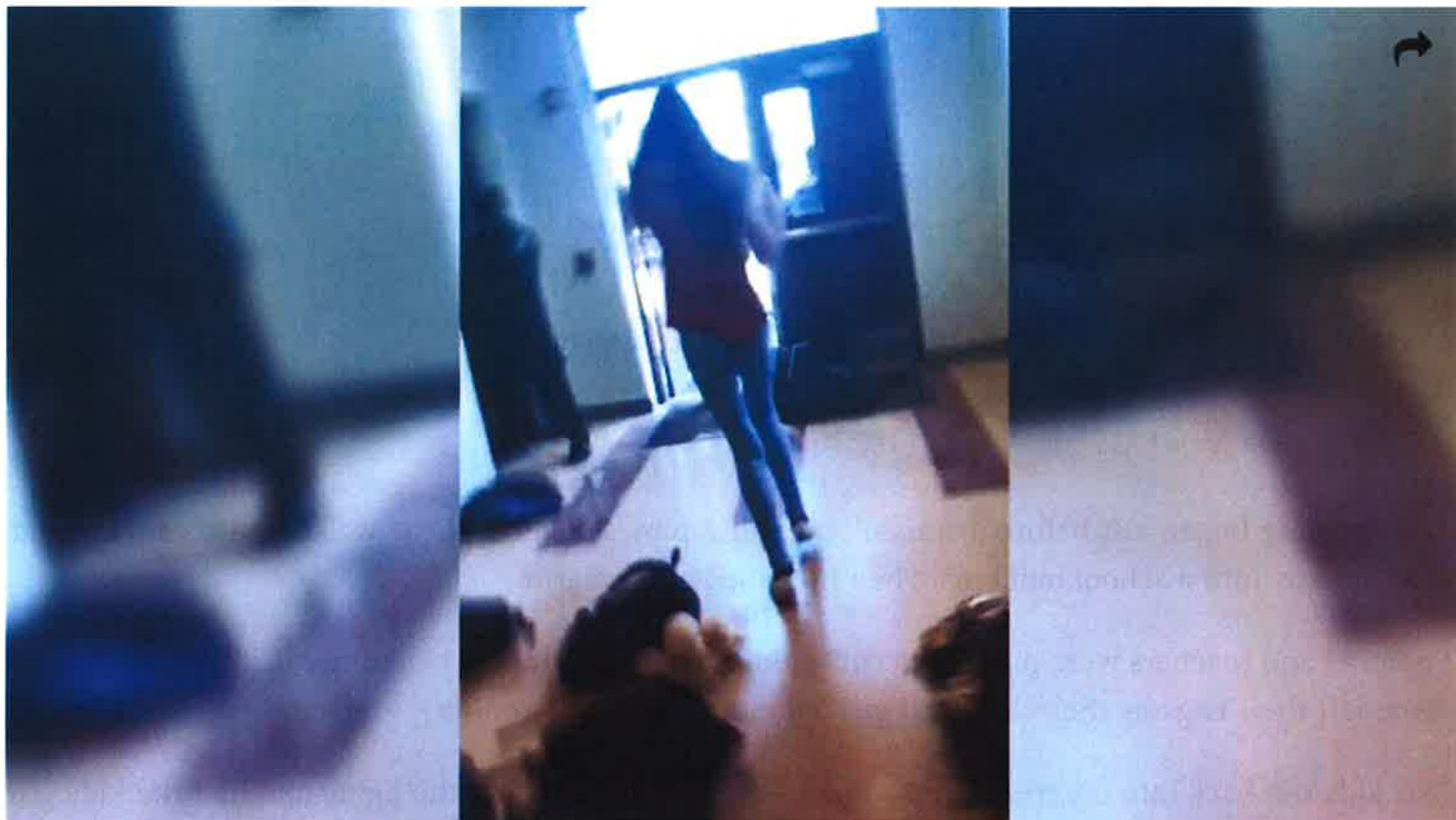
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The shooter managed to slip in with his former classmates and make it off campus before he was taken into custody by police near the community entrance to Pelican Pointe at Wyndham Lakes in Coral Springs. He was transported to Broward Health North, and was then sped away from the hospital by a police escort.

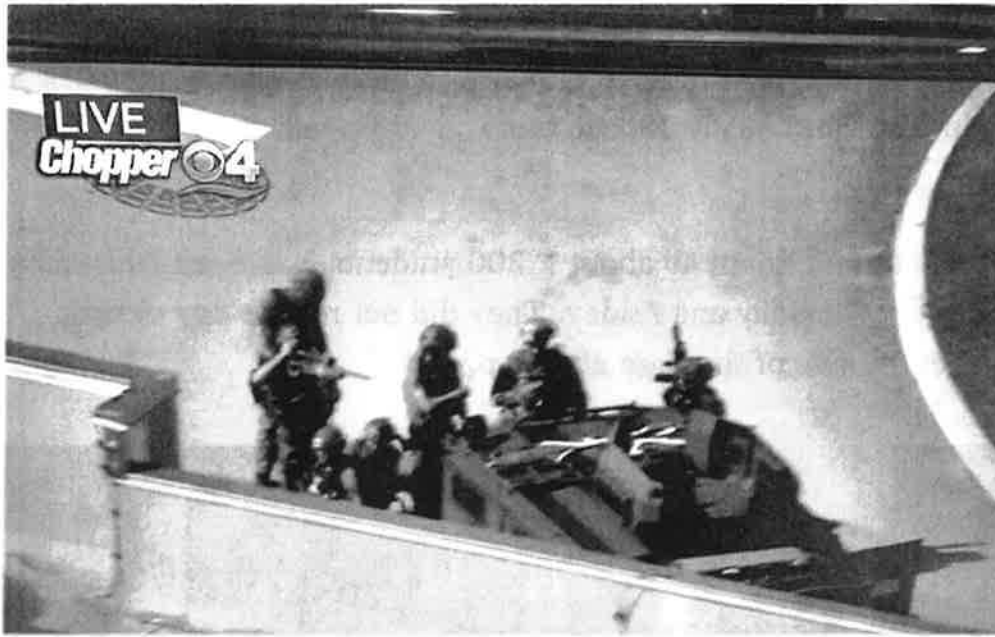
The Broward Sheriff's Office says the school, home to about 3,200 students, had been cleared by early evening and would remain closed Thursday and Friday. They did not release any victims' names, and were still working to identify five of the slain after 9 p.m.



The video obtained by the Miami Herald shows police officers evacuating students from a high school in Broward where at least 17 were killed and several more were injured. — Law Enforcement Source

“It’s a day that you pray, every day when you get up, that you will never have to see. It is in front of us. I ask the community for prayers and their support for the children and their families,” said Schools Superintendent Robert Runcie, appearing at a media staging area near the school.

“Potentially there could have been signs out there. But we didn’t have any warning or phone calls or threats that were made.”



Jorge K Gonzalez

@jorgekgonzalez

Here's a look at some of the police on the scene. @CBSMiami

4:00 PM - Feb 14, 2018

2 See Jorge K Gonzalez's other Tweets

The shooting began just before dismissal, around 3 p.m. Police say Cruz walked onto campus and shot his way into a school building. Then he pulled a fire alarm.

Students and teachers were puzzled because the school had already held a fire drill that day. Still, some left their bags by their desk and walked out of their classrooms.

“Six kids ran back into my room, and I locked the door, turned out the lights and had the kids go to the back of the room,” math teacher Jim Gard said. “I told the kids to hang in there, it may still be a drill.”

It wasn't.

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'I said a little prayer'— Florida lawmakers react to Broward school shooting



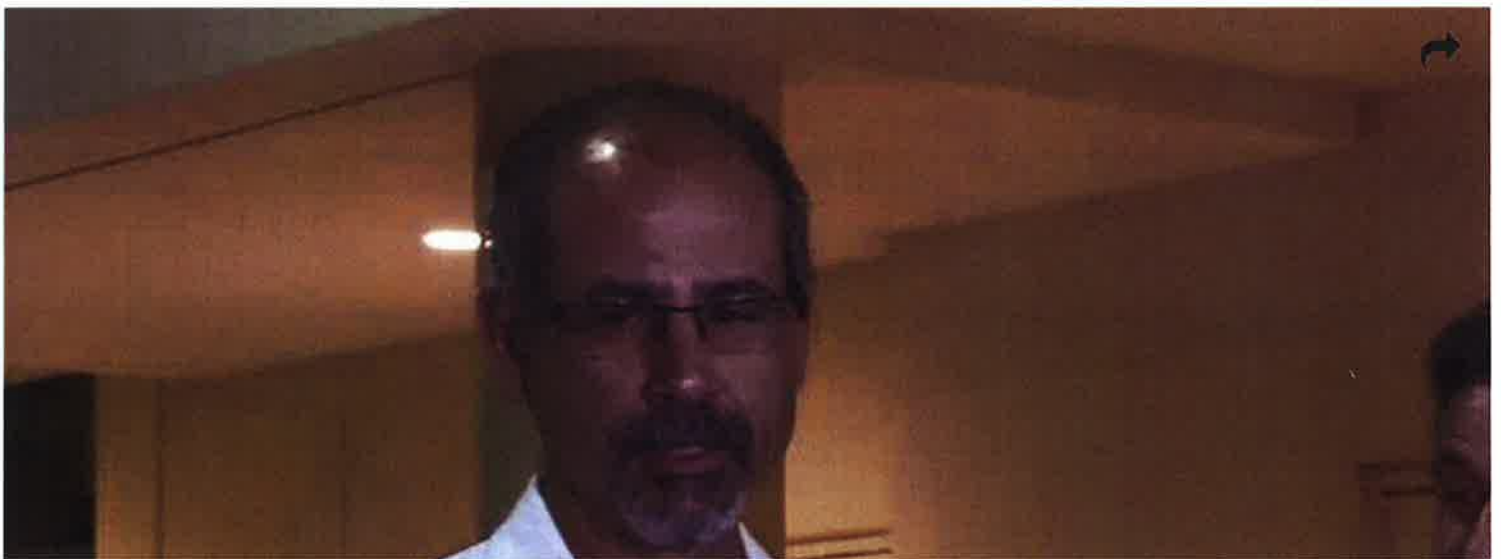
Florida school shooting suspect was ex-student who was flagged as threat



Worse than Columbine: This is one of the deadliest school shootings in U.S. history



As bullets flew at school, one student kept the world updated on Twitter





Benny Menendez M.D. updates the media on the status of victims transported to Broward Health Medical Center after the mass school shooting at Marjory Stoneman Douglas High School in Parkland, Florida.

On the first floor, Rebecca Bogart was in Holocaust class when bullets shattered a window into the room and struck at least one classmate. Rebecca, 17, said she hid under her teacher's desk.

“Four kids in my class were hurt. There was blood everywhere. I’m so glad to be living right now,” she said. “I knew what gunshots sounded like, but not that loud or extreme. It smelled smoky.”

Police say Cruz was all over the campus during the assault. One student told Miami Herald news partner WFOR-CBS4 that at one point he ascended to the third floor. In a theater class bathroom, Sarah Crescitelli typed a text to her parents: “If I don’t make it I love you and I appreciated everything you did for me.”

A video posted to social media showed students hiding under desks, screaming as at least 20 gunshots rang out. Some students believed there was a second shooter at the school. Some at the school said a football coach and security guard, Aaron Feis, was shot when he jumped in front of several students. Broward Sheriff Scott Israel said Wednesday night that “we lost a football coach.”

Geovanni Vilsant, 15, said he was in a Spanish classroom in the three-story 1200 building when the fire alarm went off. Two minutes later, he heard gunfire.





Video allegedly shows the scene from the shooting inside Marjory Stoneman Douglas High School — @TezLurkss

Geovanni, a freshman, said he saw three bloody bodies on the floor as he was fleeing the school.

“There was blood everywhere,” he said. “They weren’t moving.”

Israel, whose triplets once attended the high school, called the shooting a “detestable act” and “catastrophic.” The son of a sheriff’s deputy was also shot in the arm.

Israel did not name a motive for the shooting, which he said doesn’t immediately appear to have been prompted by any confrontation; federal authorities don’t believe it was related to terrorism. Nor did Israel explain why Cruz was expelled from school beyond saying that it was for disciplinary reasons.

“If a person is committed to committing great carnage, there’s not a lot law enforcement can do about it,” Israel said.

But Gard, the math teacher, told the Miami Herald that Cruz had been identified as a potential threat to fellow students in the past. He believes the school administration had sent out an email warning teachers that Cruz had made threats against other teenagers. Another student interviewed by the Miami Herald said Cruz was punished once for having bullet casings at school.

“We were told last year that he wasn’t allowed on campus with a backpack on him,” said Gard, who said Cruz had been in his class last year. “There were problems with him last year threatening students, and I guess he was asked to leave campus.”





Suspect arrives at Broward Health North through back entrance on Wednesday, Feb. 14, 2018. — Tarpley Hitt



Aidan Minoff

@TheCaptainAidan

Still locked in. I checked the local news and there is 20 victims.

Long live Majory Stoneman Douglas High.

4:10 PM - Feb 14, 2018 · Marjory Stoneman Douglas High School

30.5K 10.6K people are talking about this

But he returned Wednesday, re-upping America's troubled history with guns and exposing Broward County to its second mass shooting in just over a year. A gunman killed five at Fort Lauderdale-Hollywood International Airport early last year.

As students hid and escaped, SWAT teams swarmed the sprawling campus. The FBI-led Joint Terrorism Task Force, consisting of local, state and federal agents, sent a squad to the school to assist the Broward Sheriff's Office and other law enforcement.

Initially, they urged teachers and students to remain barricaded inside until police reached them. Eventually, they began clearing buildings one at a time. Students streamed out in a line with their hands up. Others ran like mad, bookbags strapped to their backs.

The exodus was chaos. Marjory Stoneman Douglas High is immediately to the north of the Sawgrass Expressway, and bordered to the south and west by canals. Nicholas Coke, who was sitting in English class when the fire alarm went off, described people jumping fences, running behind the middle school and staying in classrooms to cower and pray after gunshots went off.

"I wasn't going to stick around and find out what was going on," he said.

Outside the school, worried parents trying to find their children stood by helpless. Authorities designated the pickup for students at the North Heron Bay Marriott South at Betty Stradling Park, where some families remained late into the night with police and chaplains waiting to hear news about their family members, dreading the worst.



Parents are standing about a mile from Marjory Stoneman Douglas High as they try to calm their children by phone.

CARLI TEPROFF - cteproff@miamiherald.com

Earlier in the day, parents stood about a mile away from the school as police blocked them from getting closer to their children. Many spoke on their cellphones trying to calm their children down.

Denise Perez paced as she spoke to her daughter, who told her that she was sitting between Publix and Walmart with a bunch of other students. They were surrounded by armed marshals.

“Just stay calm, baby,” Perez said, crying. “This is really hard.”





Video provided by a resident shows the Douglas school shooter being arrested by police at Pelican Point in Parkland, Florida. — Neighbor

As the evening wore on, and students had been safely evacuated from the school, attention turned to those who were wounded in the gunfire. Dr. Evan Boyar, medical director for the department of emergency medicine at Broward Health North, said of the eight patients at Broward Health North, three remained in critical condition and three were stable.

Boyar said the hospital routinely runs drills to be prepared for situations like this.

Doctors would not disclose details regarding injuries to any of the patients or the suspect. However, Dr. Igor Nichiporenko, the medical director for trauma at Broward Health North, did say that all of the victims suffered from gunshot wounds. Three patients were still in the operating room, Nichiporenko said.

“They’re going to have successful surgeries. They’re going to recover,” Nichiporenko said. “They’re going to go home.”

Miami Herald reporters Douglas Hanks, Alex Harris, Chabeli Herrera, Tarpley Hitt, Jordan McPherson, Nicholas Nehamas, Connie Ogle, Charles Rabin, Carli Teproff, Martin Vassolo, Jay Weaver and Washington correspondent Alex Daugherty contributed to this story.

COMMENTS ▼