

HANDOUT 1: SOCIAL MEDIA CAMPAIGNS

“Shortly after the shooting, Cameron Kasky, a junior at the school, and a few friends started a “Never Again” campaign on Facebook that shared stories and perspectives from other students who survived the rampage.” <https://www.nytimes.com/2018/02/16/us/columbine-mass-shootings.html>

At 3 p.m. Friday afternoon, for example, thousands of students tweeted the hashtag [#neveragain](#) in an attempt to galvanize a nation-wide conversation about gun control. <http://www.miamiherald.com/news/local/article200647674.html>

Cameron Kasky ... said the group's aim is to "create a new normal where there's a badge of shame" on politicians accepting donations from gun lobbyists. "My message for the people in office is: You're either with us or against us. We are losing our lives while the adults are playing around," he told CNN. The group is encouraging other students around the country to join with them and protest - a movement that is already happening online. <http://www.bbc.com/news/world-us-canada-43105699>

Brendan Duff is a college student who went to school at Marjory Stoneman Douglas High School. He's come home to help manage the new movement's digital campaign. He says the response has been overwhelming, with hundreds of messages per minute pouring in. "People all over the country want to help. Social media is honestly the best way to reach not only everyone in this country I think, but definitely this generation," Duff says. <https://www.npr.org/2018/02/18/586958556/student-activists-who-lived-through-florida-shooting-plan-march-on-washington>

“These online outcries are already crystallizing into real-world organization. A new Twitter account called [@Studentswalkout](#) has posted about a nationwide student protest sometime next week. <http://www.miamiherald.com/news/local/article200647674.html>

HANDOUT 2: TRADITIONAL MEDIA OUTREACH

At a picnic table in this city park a short drive from their school, the kids have set up a kind of media center. They're fielding calls from news outlets all over the country and also from community organizers who want to help by donating or volunteering. This kind of activism feels really different, compared with past mass shootings. The kids here say in part it's because the victims are old enough to have a voice. "After what happened in Newtown, those kids were too young to speak out against what happened and to really even maybe even understand what happened," says Chris Grady, age 18, also a senior and a survivor. "We want to be the voices not only for them but for any student or teacher affected by acts of cowardice like this," he adds.

<https://www.npr.org/2018/02/18/586958556/student-activists-who-lived-through-florida-shooting-plan-march-on-washington>

[On NBC's Meet the Press] students who escaped the deadly school shooting in Florida focused their anger ... at President Donald Trump, contending that his response to the attack has been needlessly divisive. "You're the president. You're supposed to bring this nation together, not divide us," said David Hogg, a 17-year-old student at Marjory Stoneman Douglas High School in South Florida ...

<https://www.pbs.org/newshour/nation/parkland-school-shooting-trump-emma-gonzalez>

[On Face the Nation] Marjory Stoneman Douglas students David Hogg, Alex Wind, Emma Gonzalez, and Cameron Kasky discuss what lawmakers need to do to prevent another tragedy like the one in Parkland, Florida this week.

https://www.realclearpolitics.com/video/2018/02/18/face_the_nation_panel_florida_high_school_students_push_neveragain_gun_control_movement.html

A student who survived the mass shooting at a Florida high school this week called for Americans to take action on gun control in an op-ed Friday. Cameron Kasky, a 17-year-old junior at Marjory Stoneman Douglas High School, wrote in an [op-ed for CNN](#) that he and his brother were trapped in the school during the shooting. "Though we made it home, 17 people didn't. Those 17 people were murdered on the grounds of a school that has always felt like the safest place to be in a town that's been called the safest town in Florida," Kasky wrote. The teenager called for Americans "to take action now," after the shooting. "Why? Because at the end of the day, the students at my school felt one shared experience — our politicians abandoned us by failing to keep guns out of schools," he wrote. <http://thehill.com/blogs/blog-briefing-room/news/374177-florida-shooting-survivor-calls-for-action-on-guns-in-op-ed-we>

HANDOUT 3: WALKOUTS

“These online outcries are already crystallizing into real-world organization. A new Twitter account called [@Studentswalkout](#) has posted about a nationwide student protest sometime next week. <http://www.miamiherald.com/news/local/article200647674.html>

The Women's March youth branch, students from Marjory Stoneman Douglas High School — the site of the Valentine's Day attack in Parkland that killed 17 people — and a Connecticut student who lives a short drive from Sandy Hook Elementary School in Newtown, where 26 people were killed in 2012, are all working to take hold of the national conversation with a series of events. It will begin with the Women's March EMPOWER branch, which is dedicated to youth-led advocacy. The group has called for "students, teachers, school administrators, parents and allies" to take part in a national school walkout on March 14. The goal is for students and staff across the country to walk out of their classrooms for 17 minutes at 10 a.m. "to protest Congress' inaction to do more than tweet thoughts and prayers in response to the gun violence plaguing our schools and neighborhoods," the organization said in a statement. <https://www.nbcnews.com/news/us-news/students-seize-control-gun-debate-plan-walkouts-march-n849226>

“I felt like it was our time to take a stand,” said Lane Murdock, 15, of Connecticut. “We’re the ones in these schools, we’re the ones who are having shooters come into our classrooms and our spaces.” Murdock, who lives 20 miles (32 km) from Sandy Hook Elementary School where 20 children and six adults were shot to death five years ago, drew more than 50,000 signatures on an online petition on Sunday calling on students to walk out of their high schools on April 20. Instead of going to classes, she urged her fellow students to stage protests on the 19th anniversary of an earlier mass shooting at Columbine High School in Colorado. <https://www.reuters.com/article/us-florida-shooting-students/students-plan-protests-washington-march-to-demand-gun-control-after-mass-shooting-idUSKCN1G20S8>

HANDOUT 4: LOBBYING



kyra
@longlivekcx



let it be known that cruz messed with the wrong school. We as students are using social media as a platform to have our voices heard. Let it be known that we are and will be in contact with our legislators & politicians. Change is now. & it is starting with the survivors.

7:02 PM - Feb 16, 2018

♡ 387K 💬 86.8K people are talking about this



Florida lawmakers will experience the Parkland students' political motivation firsthand when they arrive at the state Capitol on Wednesday to speak to members of the Legislature. Ryan Deitsch, 18, a senior planning to make the six-hour trip, says organizers have arranged buses to transport about 100 people, students and chaperones, to the capital. They'll travel Tuesday night and plan to address senators Wednesday morning and representatives that afternoon. The plan is to split up into teams of three to five students and visit with legislators individually, he said. Deitsch concedes that while the students are educated, they're still high schoolers, so listening to the legislators will be an important component of the meetings. The students don't have all the answers, he said, so it's important for them to understand what lawmakers feel is actually feasible, in terms of solutions. <https://www.cnn.com/2018/02/18/us/florida-school-shooting-updates/index.html>

“[Emma] Gonzalez added that the student activists from Parkland want to have conversations about guns with President Donald Trump, Sen. Marco Rubio, R-Fla., and Gov. Rick Scott, also a Republican. “We want to give them the opportunity to be on the right side of this....” <http://abcnews.go.com/Politics/florida-teen-shooting-survivors-announce-march-washington-demand/story?id=53178265>

“A week after 17 people were killed at a Parkland, Fla., high school, President Trump hosted survivors, parents and teachers from that and other recent school shooting tragedies for an emotional, nearly 90-minute listening session at the White House Wednesday. Trump, Vice President Pence and Secretary of Education Betsy DeVos asked for feedback on how to prevent future school shootings and increase safety at the nation's schools. Suggestions were varied, ranging from ways to provide more and better security at schools, taking action about the role that mental health plays in school shootings, raising the age to purchase rifles and

strengthening background checks.” <https://www.npr.org/2018/02/21/587775635/trump-backs-arming-teachers-during-emotional-white-house-listening-session>

She can’t vote, but maybe politicians should be listening — given her growing social media audience. A sixteen-year-old survivor of the Parkland school shooting has taken to Twitter to demand more from politicians than just “thoughts and prayers.” The Twitter user @Sarahchad, who identifies herself as a student at Stoneman Douglas, tweeted directly to President Trump on Friday, inviting him to speak with her about gun control in person.
<http://www.miamiherald.com/news/local/article200647674.html>

HANDOUT 5: MARCHES & RALLIES

We've had enough. Thoughts and prayers are not enough to honor the victims of gun violence. What we need now is action. On March 24, 2018, students will rally in Washington D.C and in local communities across the country to demand action from our leaders. Join us in the March For Our Lives, as we fight for an America that is free from gun violence.

<http://act.everytown.org/sign/march-for-our-lives>

March 24th in every single city. We are going to be marching together as students begging for our lives. This isn't about the GOP, this isn't about the Democrats, this is about the adults. We feel neglected and at this point, you're either with us or against us. At this point any politician on either side, who's taking money from the NRA is responsible for events like this. And one of the things we're trying to do here is ... create a new normal where there's a badge of shame on any politician who's ... accepting money from the NRA no matter where they are. Because at the end of the day the NRA is fostering and promoting this gun culture in which people like Nikolas Cruz can gun down 17 innocent lives in our school."

<http://abcnews.go.com/Politics/florida-teen-shooting-survivors-announce-march-washington-demand/story?id=53178265>

Teen survivors of the shooting massacre at a Florida high school this week were among the speakers at a rally for firearm-safety legislation that drew a passionate, sign-waving crowd of hundreds of gun control supporters [outside the courthouse] in Fort Lauderdale. Emma Gonzalez, a student at Marjory Stoneman Douglas High School where 17 students and staff were killed Wednesday, wiped tears as she urged the audience at the Saturday rally to fight for firearms restrictions to help prevent further mass shootings. ... like other students who spoke at the rally said the time for talk is over and now elected officials must take action or the public will. "If all our government and president can do is send thoughts and prayers then it's time for victims to be the change we need to be," Gonzalez said.

<http://abcnews.go.com/Politics/florida-shooting-survivor-tells-passionate-crowd-rally-time/story?id=53167818>

HANDOUT 6: GETTING OUT THE VOTE

Delaney Tarr will turn 18 in July, old enough to vote in the 2018 midterms. "I'm so ready to vote," she said, "and people keep saying that 'you guys need to go out there and vote,' but most of us that are speaking are not *legally* old enough to vote." <https://www.vox.com/policy-and-politics/2018/2/20/17031050/florida-shooting-parkland-advocacy-gun-control-delaney-tarr>

"We are just waiting for that moment that we can," she added. <https://www.vox.com/policy-and-politics/2018/2/20/17031050/florida-shooting-parkland-advocacy-gun-control-delaney-tarr>

[Lane] Murdock lives just 20 minutes from Sandy Hook Elementary School. Murdock wants to give teens, who she says aren't represented because they can't vote, a voice and a platform. "We want this day to be a visual and vocal representation of the teen population's desire to speak," she said. "At the end of the day, we're the ones who are being hurt in our schools." <https://www.nbcnews.com/news/us-news/students-seize-control-gun-debate-plan-walkouts-march-n849226>

Another student from the high school, David Hogg, urged the crowd: "Get out there and vote." Even beyond voting, Hogg said, "Run for office." <http://abcnews.go.com/Politics/florida-shooting-survivor-tells-passionate-crowd-rally-time/story?id=53167818>

Another student tells NPR this campaign isn't just focused on rallies and social media. It's also about the midterm election. A lot of high school kids are 18 years old or will turn 18 before the November election. "Our kids are dying and no one is doing anything about it," she says. "Everyone's going to vote." <https://www.npr.org/2018/02/18/586958556/student-activists-who-lived-through-florida-shooting-plan-march-on-washington>

"Participants are also coming together to register voters at various marches, to ensure that outrage today will translate to high turnout during November's midterm elections." <https://www.thecut.com/2018/02/march-for-our-lives-for-gun-control-will-be-on-march-24.html>

HANDOUT 7: BOYCOTTS & DIVESTMENTS

On Saturday, [Douglas student David Hogg] ... took to social media to ask tourists to boycott the state of Florida as a spring break destination unless state legislators make a more concerted effort on gun control legislation. "Let's make a deal DO NOT come to Florida for spring break unless gun legislation is passed," Hogg wrote ... on Twitter, adding that maybe politicians will "listen to the billion dollar tourism industry in FL." In a follow-up tweet six hours later, Hogg suggested that people travel to Puerto Rico instead and help bolster the island's economy as it continues to recover from Hurricane Maria. "It's a beautiful place with amazing people," Hogg wrote. "They could really use the economic support that the government has failed to provide." <http://www.miamiherald.com/news/local/community/broward/article202014214.html>

One by One, Companies Cut Ties with the NRA. As a groundswell grows against the National Rifle Association in the aftermath of last week's school massacre in Parkland, Fla., several businesses say they are ending their partnerships with the gun advocacy group. The brands — ranging from insurance companies to airlines to rental car agencies — announced their decisions on social media, many apparently in direct response to tweets demanding change under the trending hashtag #boycottNRA. Activists are seeking to name and shame business affiliates of the group. <https://www.npr.org/sections/thetwo-way/2018/02/23/588233273/one-by-one-companies-cut-ties-with-nra>

Retail giant Dick's Sporting Goods announced Wednesday that it will no longer sell assault-style rifles, as well as any guns to anyone under age 21 in the wake of the Florida school massacre. Dick's CEO Ed Stack said the company discovered shortly after Nikolas Cruz's identity became known that it had legally sold a gun to him in November — though it was not the gun or type of gun used in the massacre. "But it came to us that we could have been a part of this story," he told The New York Times. "We said, 'We don't want to be a part of this any longer.'" The prominent gun seller also said it would no longer sell high-capacity magazines. <https://nypost.com/2018/02/28/dicks-sporting-goods-will-stop-selling-assault-style-weapons/>



Moon Dragon
@Moondragon_1

Activity | Map | Analyse | Visualise | Alert

🗨️ This is how we do it. When they see us out there marching & calling our lawmakers, businesses pay attention! #TheResistanceVOTES #NRABoycott #GunReformNow

about 2 hours ago · *Twitter for iPhone* · en

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Detail

EXTENSION ACTIVITY (Handout 8)

ALLY-SHIP: RIPPLES ACROSS THE NATION

At rallies across the country, students made pleas for gun control and declared that while they might not be old enough to vote, they were old enough to change society.

- A crowd of students stood on the steps of the squat, red-brick public library in Toms River, N.J., on Monday, a school holiday, to express their solidarity with the fallen Parkland students and teachers.
- In Chicago, students from the South Side, where gun violence has been a problem, began organizing to demand gun control legislation.
- In Battle Creek, Mich., dozens of students walked out of Harper Creek High School on Tuesday to protest gun violence in schools.
- And in Bakersfield, Calif., about a dozen students and 80 adults joined a protest on Monday. “Listening to how worried my mother was dropping me off Friday morning after the shooting was one of the worst things I’ve had to listen to in a while,” Lucy Brown, a member of the Bakersfield High School Young Democrats Club who helped organize the protests, told bakersfield.com.

<https://www.nytimes.com/2018/02/20/us/gun-control-florida-shooting.html>

A group of Washington, D.C., teenagers staged a “lie-in” outside the White House on Monday The students, with Teens for Gun Reform, took turns lying down for three minutes to symbolize “how quickly” the organization says suspected shooter Nikolas Cruz could have legally purchased the gun he allegedly used to kill 17 people at Marjory Stoneman Douglas High School “We have organized this protest in solidarity with all of those who were affected by the horrific school shooting in Florida,” the organization, which was formed following last week’s massacre, said in a statement posted on its Facebook page. “We call on President Trump and leaders from both parties to finally act in the interest of America’s youth and end these tragic mass shootings. <https://www.yahoo.com/news/teenagers-stage-lie-outside-white-house-support-parkland-shooting-victims-190930758.html>

The actor George Clooney and his wife, Amal, said Tuesday that they would donate \$500,000 to a nationwide protest against gun violence planned for next month by the Stoneman Douglas High students. The announcement inspired similar gifts from other big-name Hollywood figures, including the producer Jeffrey Katzenberg and his wife, Marilyn, Oprah Winfrey, and Steven Spielberg and his wife, Kate Capshaw. <https://www.nytimes.com/2018/02/20/us/gun-control-florida-shooting.html>

Parkland students are asking for allies to join the following marches and walkouts.

March 14, 2018: National 17-Minute School Walkout

The Women's March's Youth EMPOWER group is planning a national school walkout on March 14, 2018, according to the group's website. At 10 a.m. in every time zone, organizers are encouraging teachers, students, administrators, parents and allies to walk out for 17 minutes — one for every person killed at Marjory Stoneman Douglas High School.

March 24, 2018: March For Our Lives

On March 24, 2018, student organizers, including those from Parkland, are planning March For Our Lives, a march in Washington, D.C. to call for school safety and gun control. "The mission and focus of March For Our Lives is to demand that a comprehensive and effective bill be immediately brought before Congress to address these gun issues," according to their website. "No special interest group, no political agenda is more critical than timely passage of legislation to effectively address the gun violence issues that are rampant in our country."

April 20, 2018: National High School Walkout

A growing movement titled #NationalSchoolWalkout is being called for by Connecticut student Lane Murdock and others. Murdock lives 20 minutes away from Sandy Hook Elementary School, according to NBC News. In December 2012, 20 students and six staff members were gunned down at Sandy Hook. The plan calls for high school students to walk out on April 20, the 19th anniversary of the Columbine shooting. No time has been specified yet. The plans are currently being housed on Twitter along with a Change.org petition page.