



12500 N.E. Tenth Place • Bellevue, WA 98005 • JPFO.org • 1-800-869-1884 • info@jpfo.org

FOR IMMEDIATE RELEASE

March 8, 2016

## ***USA TODAY* Faulted for Glorifying Mass Murderer**

Jews for the Preservation of Firearms Ownership (jpfo.org) is conferring its first **Broken Tablets Award**, given to a group or person responsible for reprehensible acts against humanity and civility.

The award goes to *USA Today* for publishing, as a five-year death anniversary memorial, a reverent image of the arch villain responsible for destroying the World Trade Center 15 years ago. The criminal is posed in a manner appealing to his perverse jihadi adherents. The accompanying article sympathetically laments the mass murderer's inability to consort with his multiple slave wives while hiding in Pakistan from world justice. Mass murderers are used by media and politicians to build false support for gun-rights denial in the American public at large.

The *USA Today* front-page article, published March 2, 2016, grossly violates the journalism ethical guidelines known as "Don't Inspire Evil / No Notoriety." Those guidelines note it is unethical to provide material support for terrorists and mass killers, or to encourage "copycat crimes," by providing the mass public exposure these villains crave, which American media has unfortunately been doing without remorse for years.

The *Don't Inspire Evil Initiative* is a project of JPFO, calling upon major news groups to formally adopt another ethical guideline into their established standards: "**Refrain from gratuitous or repetitive use of criminal's names and images.**" It runs parallel to the *No Notoriety* program developed by crime victims that encourages: "**No names. No images. No notoriety.**" and which has received widespread support among law-enforcement officials and others.

"*USA Today's* lack of good sense is humiliating," said Charles Heller, spokesperson for JPFO. "Their image of this horrific murderous jihadi tyrant is more appealing than a twisted photo they found and ran on the same page—page one—of the leading U.S. presidential candidate. This violates every tenet of ethical journalism. It unfortunately is part of an ongoing trend at this disgraceful paper, adding to the demise of decency in America. You can almost hear their staff laughing at this sick joke."

###