

DEFUSE NEWS

A weekly update of relevant issues



BLM activist Sasha Johnson not subjected to a targeted attack

When BLM activist Sasha Johnson was shot at a party near her home, many assumed the incident must related to the death threats that she had received. However, it was immediately obvious to us at Defuse that was the most least likely scenario. Sasha is undoubtedly a controversial figure, wrapped up in the positivity of Black Lives Matter movement whilst being connected to the increasingly marginalised Marxist BLP political movement.

According to her supporters she had received recent death threats via both social media and her email address with some accusing the police of not taking these threats seriously. It is fair to characterise Sasha as a public figure.

But here is the key point. Public figures are rarely if ever directly threatened by the person who attacks them. There is extensive research that proves this to be correct, and whilst that may be counterintuitive to those close to the person attacked, it is an overwhelming true. Those who attack public figures will communicate their intentions, and 'leak' behavioural and linguistic indication, but directs threats is not one of these.

Predictably this has now been confirmed with the arrests of a number of a number of local gang members, with one of them now having been charged. According to news sources, four attackers had been dressed in dark clothing and went into the garden through a side entrance. In the ensuing melee a firearm has been discharged injuring Sasha, with a male suffering stab wounds in the same attack. The real reason she was shot was that she was at the wrong pace and the wrong time, nothing more sinister than that!

DEFUSE

FEEL SAFER IN PUBLIC LIFE

+44 (0) 2072930932

enqs@defuseglobal.com

www.defuseglobal.com

DEFUSE NEWS

A weekly update of relevant issues

Chelsea star ANTONIO RUDIGER says he has been 'marked' by racial abuse forever.



The abuse directed at athletes across the world, from football to NFL to Aussie Rules continues. The well-meaning PR campaigns continue to make very little difference. Yes, they highlight the issue, but they will not reach or change the behaviour of those who continually direct racist and other abuse at professional sports men and women. Much of the abuse is communicated via social media and is mistakenly reported as being anonymous. That is incorrect, misleading and prevents accurate reporting with many of those targeted perceiving there to be little point in making a formal complaint.

Having spoken to both of the major social media platforms this week, they maintain their position of encouraging those affected to continue to report their concerns via the existing channels. The truth is that this process clearly isn't working. Following the two recent cup finals lost by both Manchester teams, significant abuse was directed at the black players involved.

As we approach the Euros 2021, the same players now playing for their countries must be wondering how much abuse they will receive. Tech companies have been quick to step up, attempting to block the abuse being received, a tactic Defuse firmly disagrees with. Mute by all means, but by blocking the communications you prevent sight of escalation and of experts identifying and analysing warning indicators that might suggest that recipient is subject to a genuine threat.

Defuse maintain their position that the social media teams of those athletes must be properly briefed to identify and report such malicious communications quickly. Abuse must not be retweeted or shared. Only then can fast time identification of those responsible be achieved and the process to hold these individuals properly and publicly to account begin.

Antonio Rudiger's moving account of the impact of the abuse that he suffers has to be the catalyst for a better and more effective approach, supporting the PR campaigns that seek to influence and change behaviour. The desire for behavioural change will need genuine consequences before it can be considered a success.

For any questions or concerns, please contact enqs@defuseglobal.com