

Lawmaker makes victim blaming video and now pays for Facebook ads to distract from his scandal. Post a comment because his video was only removed "temporarily*" and he's never issued an apology. Link below.

https://m.facebook.com/story.php?story_fbid=1825211857508223&id=377175182311905&fs=1

A lawmaker behind a pedestrian shaming video refused for 7 days to address families of victims and advocates for safe streets.

The scandal started August 8th, and it is growing. On August 15th a temporary closure of the project was announced. The fate of the raw footage for use has not been retracted.

One one side, Demanding removal of website and video

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Street Trust Executive Director

Oregon Walks Executive Director

Oregon and SW Washington Families for Safe Streets, Kristy Finney, Kim Stone

Bike Portland Editor Jonathan Maus and voters in Oregon

Portland Bureau of Transportation and Commissioner Dan Saltzman

(hopefully on this side) Department of Art/Film Clackamas Community College

On the other side:

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Rep Jeff Reardon, Oregon House in Salem

Oregon Media Production Association and Janice Shokrian (Director)

The lawmaker (Rep Jeff Reardon) extends the damage:

"pleased that this public service ad has captured people's attention" -- "I take great joy as a state legislator to be able to bring together people around a problem and have fun" -- "raw footage of the shoot, which will allow future students to learn valuable skills to enter the (video editing) industry"

Call and demand the final video and all raw footage be destroyed. This should not be classroom lesson plans for any student. Demand the lawmaker and partners write a letter of apology.

Contact:

Rep.JeffReardon@oregonlegislature.gov (503)986-1448

Contact: (503)288-8822 Janice Shokrian

<http://twitter.com/JaniceShokrian>



Janice won't help delete a Film project shaming black "social justice" pedestrian

Janice is the Executive Director of OMPA. "OMPA is the champion of Oregon's film, television and digital storytelling industry. Our members are the core of our state's production resources. "

http://ompa.org/about-us/#GmediaGallery_2

Leave public comments on the Lawmaker's page

August 9th, 4pm Lawmaker defends victim shaming

<https://www.facebook.com/reardonfororegon/posts/1788092421220167>

The Oregon Street Trust is demanding removal of the video

<https://twitter.com/thestreettrust/status/896098187819139072>

Where to donate or become a more active volunteer in Vision Zero

Oregon and SouthWest Washington Families for Safe Streets

<https://www.facebook.com/ORSafeStreets/> Call (503) 290-4569 to donate

Donate to the Street Trust or become a member

<https://www.thestreettrust.org/support-the-street-trust/>

Donate to BikePortland or Subscribe as a user or business

<https://bikeportland.org/support>

Oregon Walks, Promoting safe and accessible walking for everyone

<http://oregonwalks.org/support/become-member>

August 8th - First BikePortland news, 200 reader comments

<https://bikeportland.org/2017/08/08/new-crossing-safety-psa-by-portlandia-producer-pits-pedestrians-vs-cars-237882>

August 9th. 10am 100 reader comments

<https://bikeportland.org/2017/08/09/outrage-over-pedestrian-safety-trials-psa-campaign-as-agencies-distance-themselves-from-it-238013>

August 10th 21 comments

<https://bikeportland.org/2017/08/10/while-rep-reardon-defends-victim-blaming-psa-police-in-his-district-focus-on-larger-threats-238193>

August 11th, 26 reader comments

<https://bikeportland.org/2017/08/11/editorial-jeff-reardons-public-disservice-ad-campaign-does-more-harm-than-good-238333>

August 14th, 19 comments

<https://bikeportland.org/2017/08/14/portland-commissioner-says-city-wont-use-oregon-reps-traffic-safety-psa-supports-efforts-to-end-campaign-238743>

August 15th, Temporary closure of offensive video pending

<https://bikeportland.org/2017/08/15/rep-jeff-reardon-says-hell-shut-down-misguided-psa-campaign-238805#comments>

Video on Vimeo, reader comments are blocked, Vimeo users can flag the content as offensive

<https://vimeo.com/218542389>

The offensive "Look first" Video hosted on this page

<https://www.lookfirstwalksecond.com/>

Some key quotes from safe street advocates:

"justification of this attitude by ppl and governments who should know better makes me livid." - @KristiFinney1

bikeportland.org/2017/08/08/new...

“This video shows extreme insensitivity to the thousands of people walking or rolling who were hit by drivers even in their right of way. Our loved ones are already lambasted unmercifully and the promotion and justification of this attitude in this way by people and governments who should know better makes me livid.”

- Kristi Finney Dunn,
mother of Dustin Finney who was
killed by a drunk driver in 2011



Kim Stone Rep. Reardon, as the mother of a pedestrian who was killed by an inattentive driver while legally in a crosswalk, I demand that you take down this offensive, insensitive video as soon as possible! If you want to help to advance safety on our roads, and at the same time, educate community college film students, have them spend some time with grieving families of victims of traffic violence. Then make your PSA! You can find us on Facebook at Oregon and SW Washington Families for Safe Streets.

Like · Reply · 🗨️ 7 · August 11 at 10:28pm

On October 4th, 2013, 25-year-old Joseph Stone was hit and killed by someone driving an SUV as he attempted to walk across SE Division Street in a marked crosswalk. Yesterday his mom Kim Stone left this message on Rep. Reardon's Facebook page:

"It was painful enough to read the insensitive comments by victim blamers on articles about my son Joe's death. **To have elected officials and professionals perpetuate this practice is unconscionable.**"

"The video obviously promotes stereotypes; leans heavily to victim blaming; is very insensitive to vulnerable road users, especially to families of victims of pedestrian crashes; and does not adequately address vehicle driver responsibility. Instead, it seems to accept illegal driver behavior as the norm that vulnerable road users must protect themselves from by solely changing pedestrian behavior. This is an unacceptable solution; promotes the "us vs them" narrative; and is not at all in alignment with Portland's Vision Zero Plan."."

- Roger Averbek,
Co-chair City of Portland Pedestrian Advisory Committee
Member, PBOT Vision Zero Task Force

UPDATE, 4:41 pm: Oregon Walks Executive Director Noel Mickelberry shared this comment about the video and campaign:

"It's an attempt to bring a youthful/comedic take on a really serious issue, and it completely misrepresents why there are so many pedestrians that are hit by cars – and the humor diminishes the extreme tragedy that comes with traffic deaths. Even in the video it shows completely legal behavior by pedestrians, and reckless driving – it shows the walk sign go 'on', and the 'drunk guy' in a perfectly legal position in the crosswalk when the car comes roaring through. It might get people's attention, but doesn't do anything to tackle the two largest contributors to pedestrian deaths: drunk driving, and speed. Pretty disappointing use of funds, when professional videography could go a long way in creating meaningful communication efforts around Vision Zero. We'd appreciate being consulted in the future!"

— Jonathan Maus: (503) 706-8804, [@jonathan_maus](https://twitter.com/jonathan_maus) on Twitter and jonathan@bikeportland.org



Video testimony from the mother of Fallon Smart. Fallon was killed when she looked first, waited for cars to stop, and was then murdered by a driver who sped down the middle passing lane of Hawthorne Ave on August 19th, 2016

<https://youtu.be/w53V34HA34k?t=5m9s>

"Individual responsibility was not enough to keep Fallon alive"

The PSA goal: reduce pedestrian-car crashes.

The primary goal of this PSA was to reduce pedestrian-car collisions by raising awareness about the problem and changing unsafe behaviors of today's pedestrians.

Led by Oregon State Representative Jeff Reardon, a coalition was formed between the Clackamas Community College, marketing agency 3/Thirds and the Portland filmmaking community to create a Pedestrian Safety campaign.

"I take great joy as a state legislator to be able to bring together people around a problem and have fun developing a solution. David, 3/Thirds, Clackamas Community College and Clackamas County all stepped up and produced something that could very well save lives. That's pretty cool!" –Rep. Reardon

Here is the full text from Rep Reardon's Facebook Page

I am pleased that this public service ad has captured people's attention. It is a tongue-in-cheek approach to the tragic reality of pedestrian injuries and fatalities.

My district in outer SE Portland includes four high-crash corridors, meaning the accident rate is far greater than most. That has compelled me to help address both driver and pedestrian behaviors.

As shown in the PSA, drivers are increasingly distracted in many ways. To help educate drivers, I worked closely with the city of Portland in the 2015 legislative session and sponsored a bill to allow the use of fixed photo radar in Portland's high-crash corridors. These have worked better than expected to make drivers aware of their speed and to observe the speed limit more closely.

At other times, pedestrians make unwise choices and jeopardize their own safety. My team and I observed each of the activities shown in the video; we didn't make it up. And we tried to emphasize what all of us know to be true: when accidents do occur, the outcome unfortunately always favors the car. Always.

While we know that motorists are the leading cause of these injuries and fatalities, we also need to remember that it is the responsibility of all road users—whether you're a motorist, bicyclist, or pedestrian to practice safety and awareness on our roadways.

The PSA also had another function, which was to involve Clackamas Community College students who are studying to enter the film industry as we are seeing more opportunity for those positions in Oregon. This was a hands-on learning opportunity that involved students at nearly every stage of pre-and post-production, filming, and editing. Clackamas

Community College has the raw footage of the shoot, which will allow future students to learn valuable skills to enter the industry with practical experience.

While the vast majority of the project was volunteer-based, we still needed some funding to cover the hard costs and to be compliant with film requirements. I looked to community stakeholders for modest support as everyone involved was invested to making a difference and saving lives.

The folks at 3/Thirds conducted field research to find the best way to creatively inform the audience of a complex problem that is difficult to convey in a single message. We found it best to heighten the situations using humor.

If we are serious about saving lives then everyone needs to watch out for each other, be alert, and help spread the word. I don't want to see any more families or friends suffer the devastating loss of losing a loved one.