

Leaders in the entertainment industry commit to modeling responsible gun ownership in movies and TV

The Brady Campaign is sponsoring an initiative called, Show Gun Safety. The premise is that the entertainment industry has a major influence on American culture -- on what we value and how we act. Attitudes and behavior regarding smoking, drunk driving, and seatbelt use have all been influenced by the ways in which they've been portrayed in movies and on TV. In the past, smoking, drinking to excess, and not wearing seat belts were often presented as glamorous, adventurous, or funny. When the entertainment industry began to portray those behaviors in a negative light or not to show them at all, attitudes changed. Although widespread cultural change is the result of many factors, what the entertainment industry does seems to matter. In the weeks following the mass shooting of 19 children and two adults at an elementary school in Uvalde, Texas and of 10 Black victims at a supermarket in Buffalo, N.Y., Brady worked with industry leaders to craft an open letter expressing their commitment to modeling responsible gun ownership and showing consequences for reckless gun use in film and TV. Over 200 industry professionals signed the letter pledging their support and committing to take specified actions.