



**Destroy the Joint:
a positive social media
movement**

Dr Jill Tomlinson

September 2012

- The "Destroy The Joint" online movement launched spontaneously on August 31, 2012, in response to comments by 2GB radio broadcaster Alan Jones to Senator Barnaby Joyce that "women are destroying the joint".
- The Twitter campaign promoted gender equality by encouraging Australian men and women to nominate the ways they were destroying the joint in a witty and satirical manner.

September 2012

- The campaign was notable for its focus on empowerment and the lack of trolls (negative commentators), especially as it began in the week that model Charlotte Dawson was hospitalised after being subjected to severe anonymous cyberbullying on Twitter.
- The “Destroy The Joint” Twitter campaign received bipartisan support from Australian MPs and international exposure through blogs, Twitter, Facebook, the Sydney Morning Herald, the Herald Sun, the Canberra Times, the Guardian and the BBC. It quickly inspired merchandise, posters, memes, an avatar, a cartoon, a Facebook page with thousands of likes, and a petition to 2GB radio advertisers with >110,000 signatures.

October 2012 – May 2013

- Facebook – Destroy the Joint
- Twitter - @JointDestroyer
- Website – destroythejoint.org







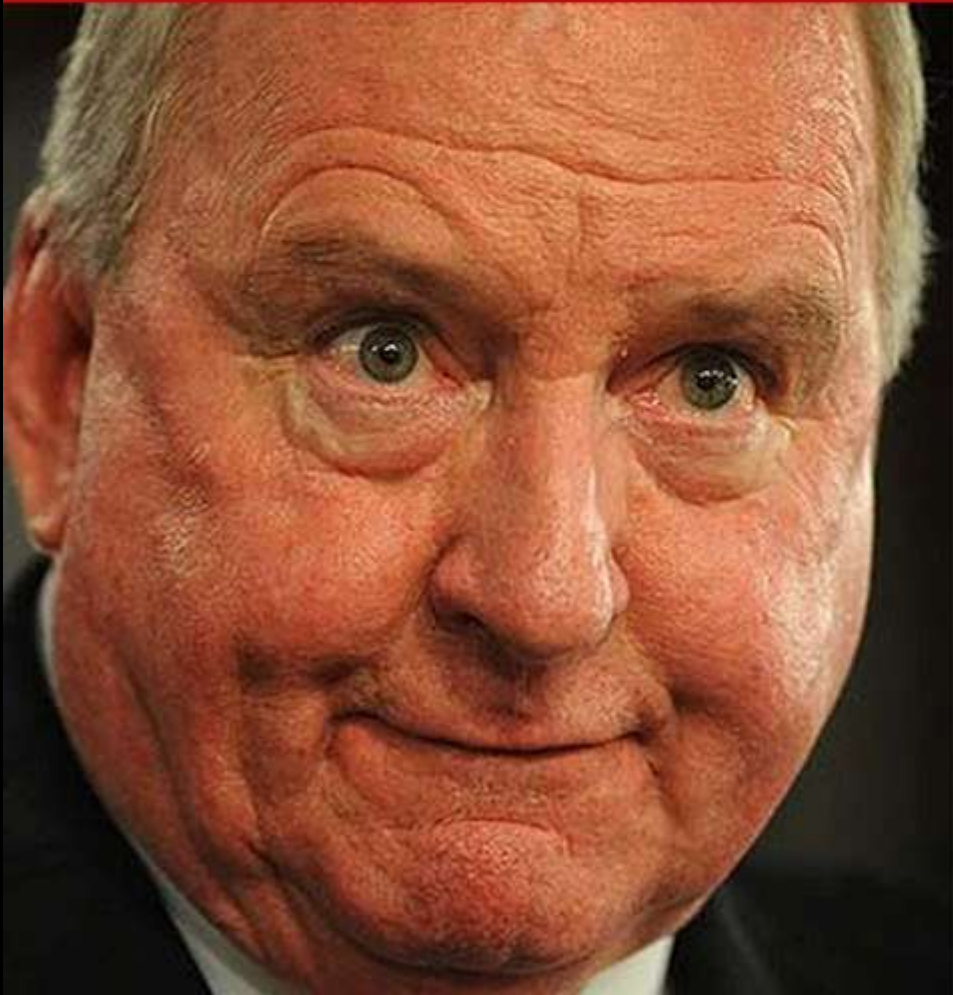
**Join me, together we can
DESTROY THE JOINT**

APPLY TO YOUR NEAREST NATIONAL SERVICE OFFICE

Alan Jones:

"We've spoken to advertisers, they want to stay."

Sydney Morning Herald
Oct 8 2012



Oh, really?

Here are just a few of the very long list of advertisers who beg to differ:





What, was it something I said?

July 2011

“Write to people like me. Write to your local MP. Write to the media. Ring talkback radio. Write letters to the editors of newspapers. But write to Julia Gillard, Parliament House, Canberra. *Bombard them with correspondence.*”



When Alan Jones tells people to do it, he calls it “democracy”

October 2012

“We are now witnessing 21st century cyber-bullying.”

“If this behaviour is allowed to continue, it is a dark place.”



When people do it to him, he calls it “cyber terrorism”

A logo featuring a crown at the top, followed by the text "KEEP CALM AND DESTROY THE JOINT" in a bold, sans-serif font.

**VICTORY WAITS
ON YOUR FINGERS—**



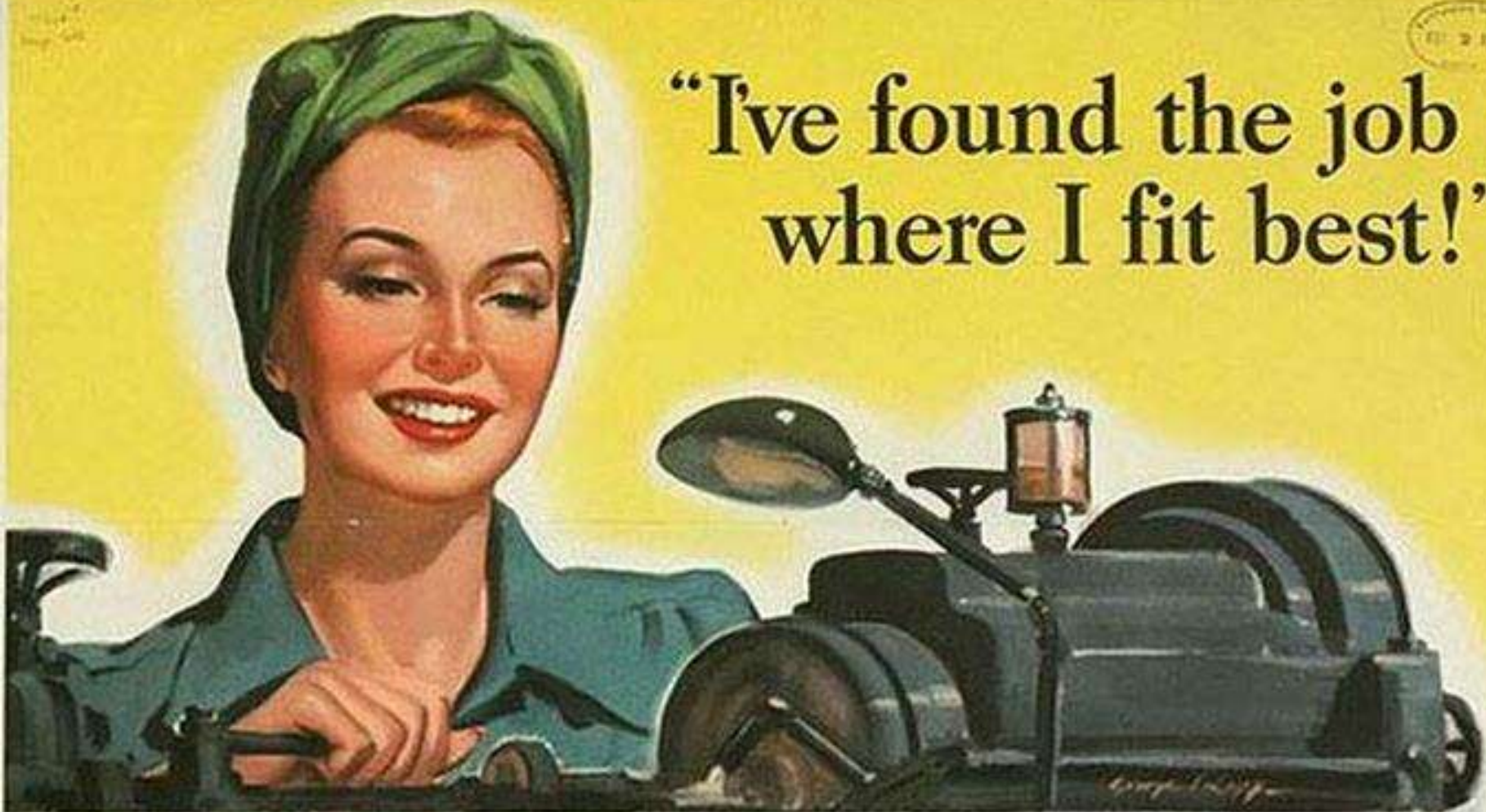
DESTROY THE JOINT!

Don't stay silent about sexism. Go to <https://www.facebook.com/DestroyTheJoint> to post examples and make a call to action or tweet using the hashtag #destroythejoint

**Destroy
the Joint**

It's highly addictive





Working Hard to Destroy the Joint

JOIN US



in **DESTROYING THE JOINT**

APPLY AT YOUR NEAREST NATIONAL SERVICE OFFICE

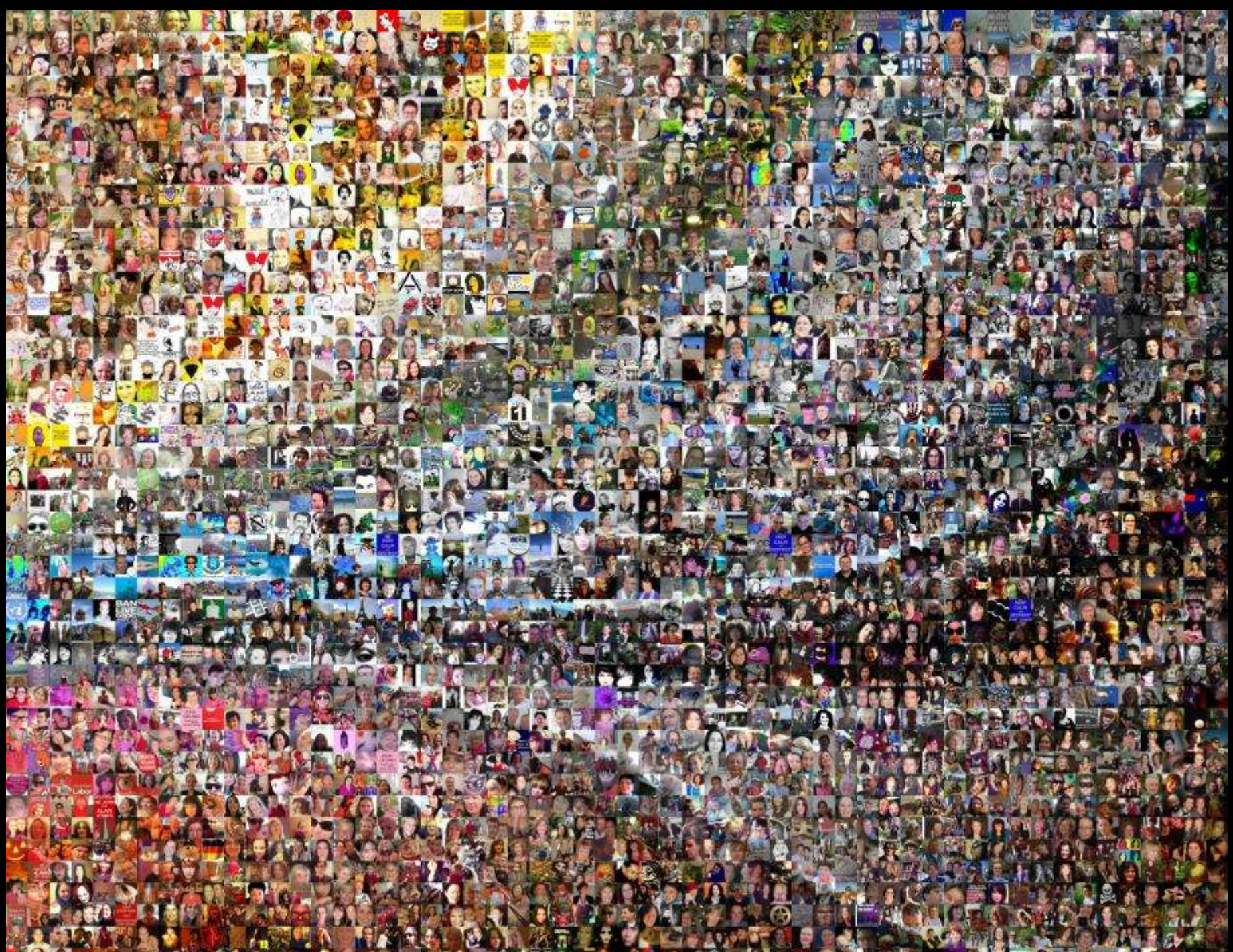
We Can Do It!

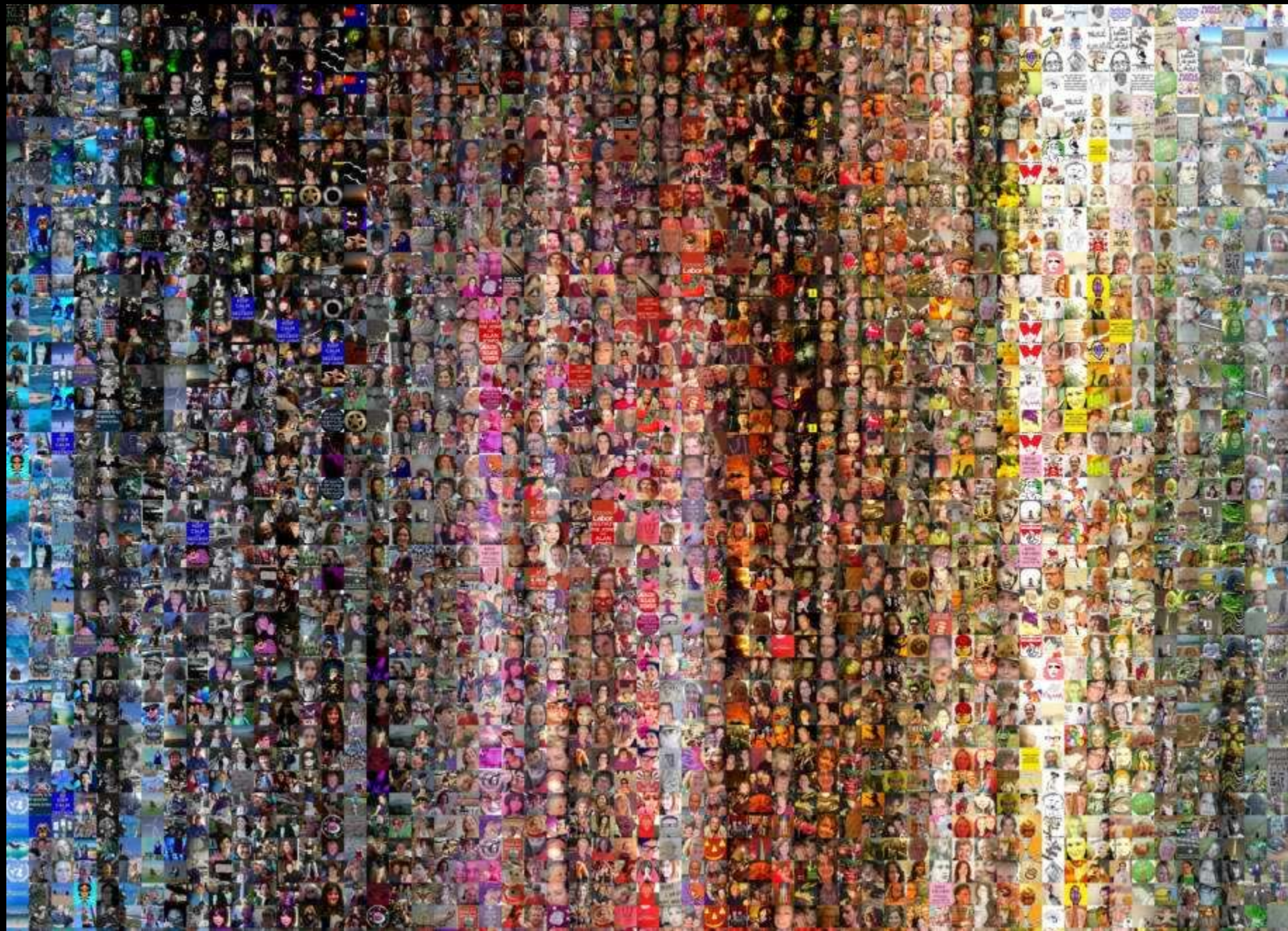


FEB. 15 TO FEB. 28

WAR PRODUCTION CO-ORDINATING COMMITTEE









It Stops With Me



It's time for **women** to
stop being politely angry

*Leymah Gbowee,
Nobel Peace Prize Winner*

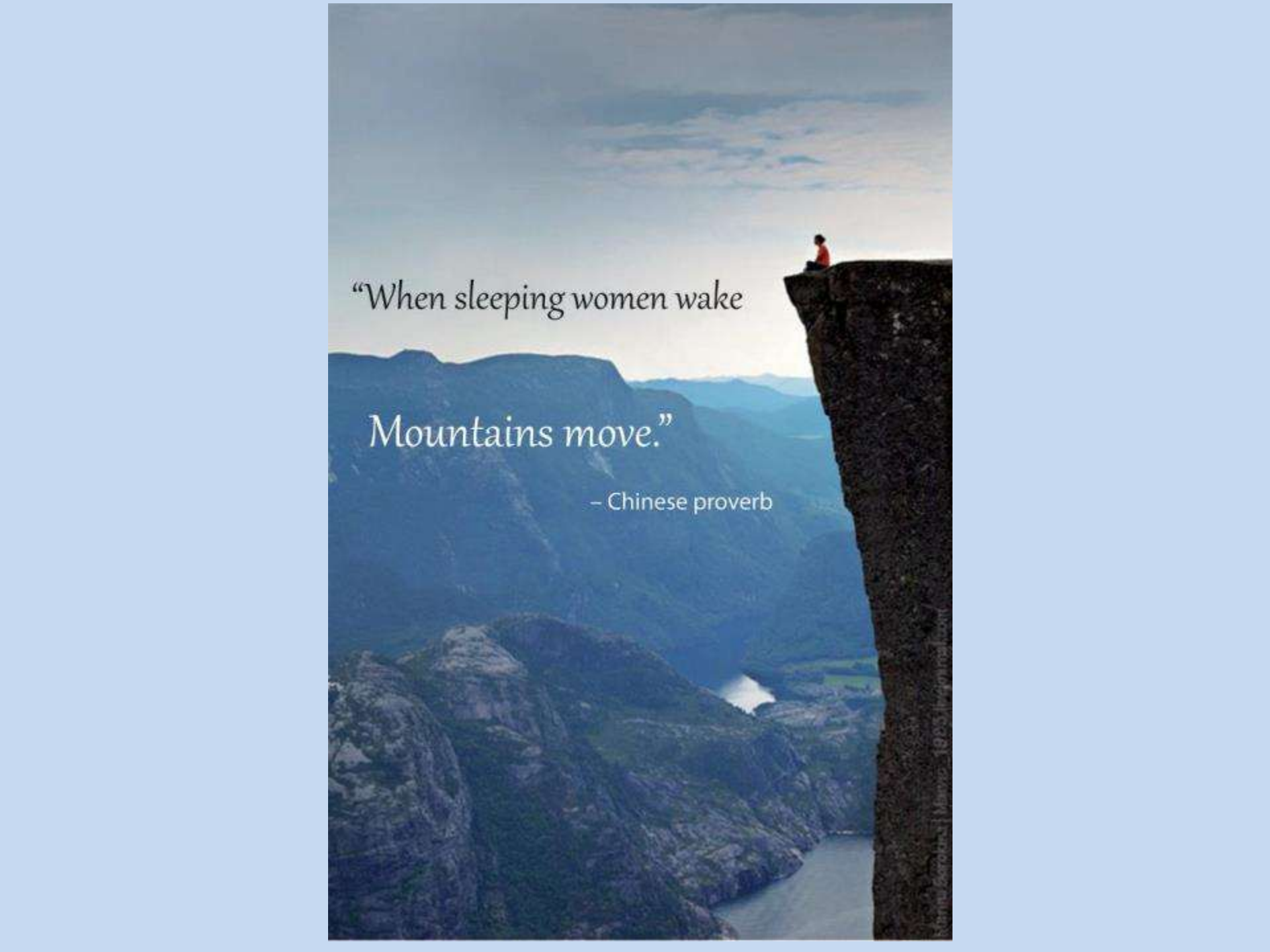






10:18

Fairfax Media

A person is sitting on the edge of a dark, rocky cliff. The background shows a vast, hazy mountain range under a cloudy sky. The overall scene is serene and contemplative.

“When sleeping women wake

Mountains move.”


– Chinese proverb




KEEP
CALM
AND
DESTROY
THE JOINT

**You're invited
to our
End of Year
Christmas
party!**






I'm not a feminist but



just hanging round
being decorative
is a bit boring



Actually I
really am
a feminist





Destroy The Joint @JointDestroyer Follow

MORE SHAMEFUL PICS EMERGE:
 Sunday Tele's Sportswoman of the Year naked, cavorting in sand!
pic.twitter.com/WGrmubag

Reply Retweet Favorite More



28 RETWEETS 5 FAVORITES

Destroy The Joint @JointDestroyer Follow

Sportswoman of the Year speaks out: "We know I'm not a woman because the focus is on the jockey's weight, not mine."
pic.twitter.com/rd9ihMsc

Reply Retweet Favorite More



42 RETWEETS 7 FAVORITES

Destroy The Joint @JointDestroyer Follow

SCANDALOUS PIC EMERGES: Sunday Tele's Sportswoman of the Year naked, ridden by a man with a whip
pic.twitter.com/LkzisAvu

Reply Retweet Favorite More



149 RETWEETS 16 FAVORITES

Destroy The Joint @JointDestroyer Follow

THE PIC THEY TRIED TO HIDE! Racy rear-end photo of Sunday Tele's Sportswoman of the Year naked in the shower!
pic.twitter.com/ppYrxnrU

Reply Retweet Favorite More



66 RETWEETS 8 FAVORITES

Destroy The Joint @JointDestroyer Follow

Another shameful pic emerges: Sunday Tele's Sportswoman of the Year **TOPLESS** at the beach **WITH ANOTHER WOMAN!**
pic.twitter.com/3FKidQLE

Reply Retweet Favorite More



29 RETWEETS 3 FAVORITES

Destroy The Joint @JointDestroyer Follow

We've not been hacked, link is safe: **NAKED PHOTOSHOOT!** See Sunday Tele's Sportswoman of the Year in all her glory!
pic.twitter.com/Ru6yhROY

Reply Retweet Favorite More



24 RETWEETS 3 FAVORITES



MISOGYNY

SEXISM

#NotSexistBut

Brimani!
@BridgmanJames
Not sexist or nothing but girls got it easy
10/01/13 20:02

William K. Ramses
@WKRamses
Look, I'm not trying to be sexist here, but I didn't see women out there building the entire modern world.
#thatswhywemakemoremoneythan you
8/01/13 21:58

Gareth Willey
@Typical_Teen_95
I'm not sexist... much, but i'm talking to someone who likes photography, and she's a girl!!! A girl that likes photography. That's rare.
23/01/13 1:13

Pretty Boy Floyd
@EvanIsDaBest
Call me sexist but I will not live in this country if we have a woman as a president
28/01/13 10:39

Luke McDowell @LuukMcD
@tpaigefulk I'm not speaking for myself. Just saying some men out there will reallilly struggle with taking orders from a woman.

Luke McDowell @LuukMcD
Not trying to be sexist. But im sure some guys will have a problem obeying the orders of a woman in combat

Luke McDowell @LuukMcD
Letting woman control military groups is an awful idea

HoChiMinh
@CharlesPoyser_
Not saying in sexist, but life would be a lot better and easier if women would just do as there told.
7/01/13 1:27

Faris
@Farethh
You're really acting like a girl. Not being sexist, but you're making a fool of yourself.
22/01/13 17:54

Panji Sudoyo
@panji_sudoyo
I'm not sexist, but there is nothing more terrifying in this city than being in the immediate vicinity of a lady-motorcyclist. The horror...
30/01/13 11:13 from Pasar Minggu, Jakarta Selatan

Moe Baker
@moe_baker
Not to be sexist but girls should not drive in this weather. Let your brother husband cousin whoever take u if u need or just stay home
28/01/13 12:34

J.A. Davies
@jakedaviez
I'm not a sexist bastard by any means right, but women playing darts? Nah, why don't the crowd sing 'get your tits out for the lads' I would
13/01/13 11:13

FratHardTally™
@FratHardTally
The military will now be allowing women to serve in combat.

Call me sexist but I believe women belong in the bedroom not on the battlefield
25/01/13 11:22

Tom Hickman
@TomHickman1
Just saw 2 men pushing prams together and chatting, I know its the 21st century and I'm not sexist, but it juts didn't look right
#notsexist
2/02/13 21:43

what's with andy?
@killanasty
I'm not sexist or anything but feminism should be illegal
22/01/13 12:20

Dance For Tips
@DanceForTips
I'm not sexist but Rachael Green has just showed that female jockeys cannot ride as well as male jockeys over fences! Absolute joke!
#DFT
2/02/13 1:16

Horn™
@HornKnowsBest
Oh and while I'm on my Honest soap box. We should always have A WHITE MALE president. Not racist or sexist. But that's how it is jack.
15/01/13 16:27

Sammy
@sam__wise
I hate woman sportscasters. Not sexist, but if it's not a woman's sport, women should not be porting it.
2/13 5:10

Pat Brown
@PatNotWhite
JohnODonnell11 I don't mean to sound sexist but females do not make great spokespeople
7/01/13 10:09

#NotSexistBut



Sha Jealeen

@ladysha_



Nurses save lives and all. The more the merrier right? But, can we be just a lil sexist? Guys should not be allowed.

24/01/13 15:26



kitten mischief

@thought_scheme



Like I know you don't want your man to be sexist but do you really not mind when your pilot is a woman?

23/01/13 17:13



Nicole Watson

@ncwatson4



I'm not sexist or anything, but when I go on airplane rides and there's a chick as my pilot, I refuse to get on.

23/01/13 7:59



Jasmine Kellogg

@jazzymk_



Im not sexist or anything but its only right a woman keep her house clean and man happy.

22/01/13 18:52



Rachel Richards

@RachelRich92

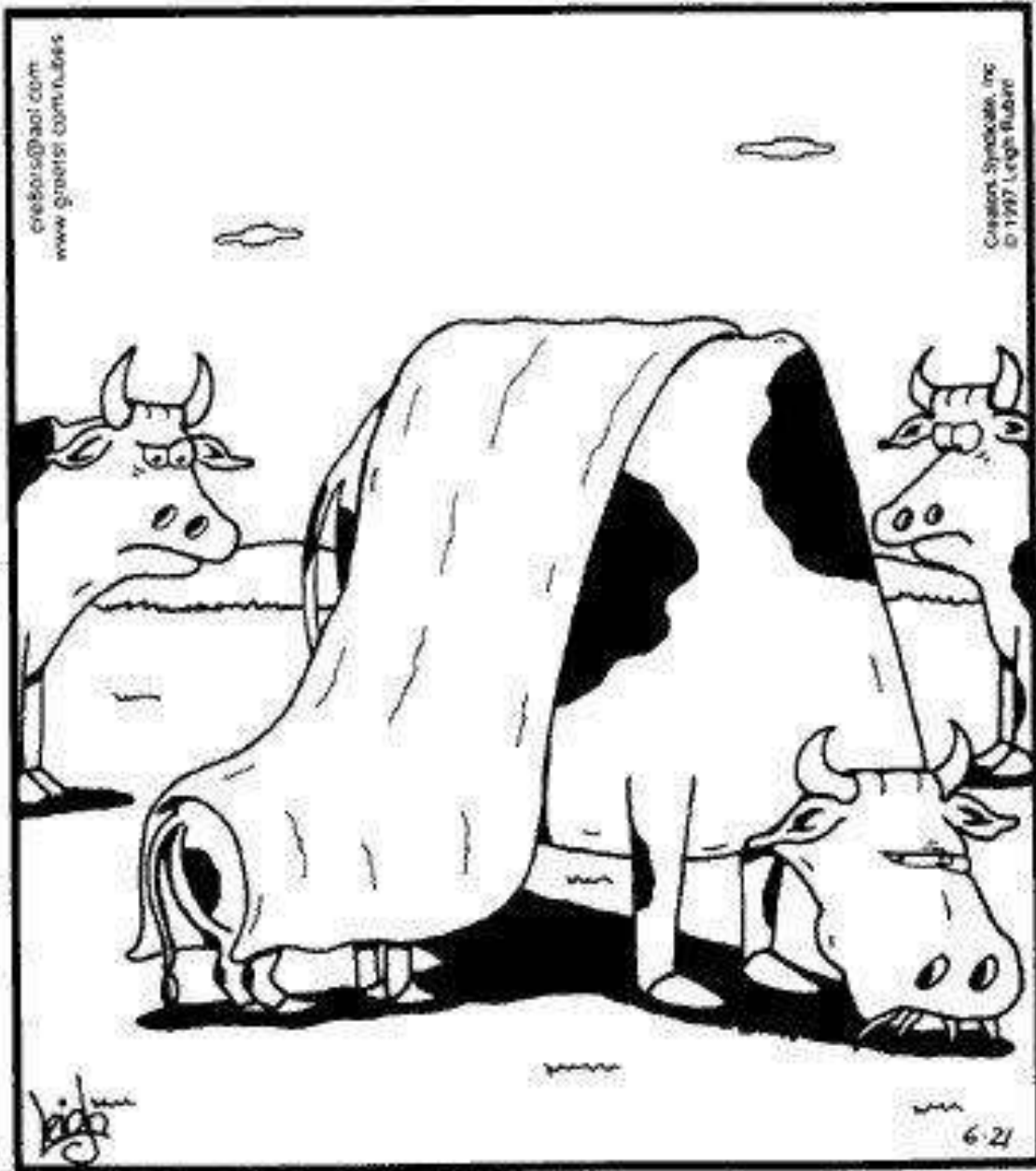


Maybe I'm sexist, but women should not teach math.

[#mathprobz](#)

2/02/13 10:00





Even when practiced discreetly, raised eyebrows and disapproving glances still meet with those who dare to udder-feed in public.



KEEP CALM AND DESTROY THE JOINT

New

DESTROY THE JOINT



with added
equality!

KEEP
CALM
AND
DESTROY
THE JOINT

facebook.com/DestroyTheJoint




KEEP CALM
AND
DESTROY THE JOINT



Thanks to you all, we've reached

25,000!

Go, Destroyers!!!

Shine a spotlight on sexism & misogyny



@jointdestroyer



@JointDestroyer

MISOGYNY

SEXISM



PEACE

LOVE

NO VIOLENCE

NO HOMOPHOBIA

NO SEXISM

NO RACISM

SE SALMON ST

STOP
SEXISM

2 HOUR
VISITOR
PARKING



9th Most Influential Female Voice in Australia

- Daily Life, Fairfax Press,
2012

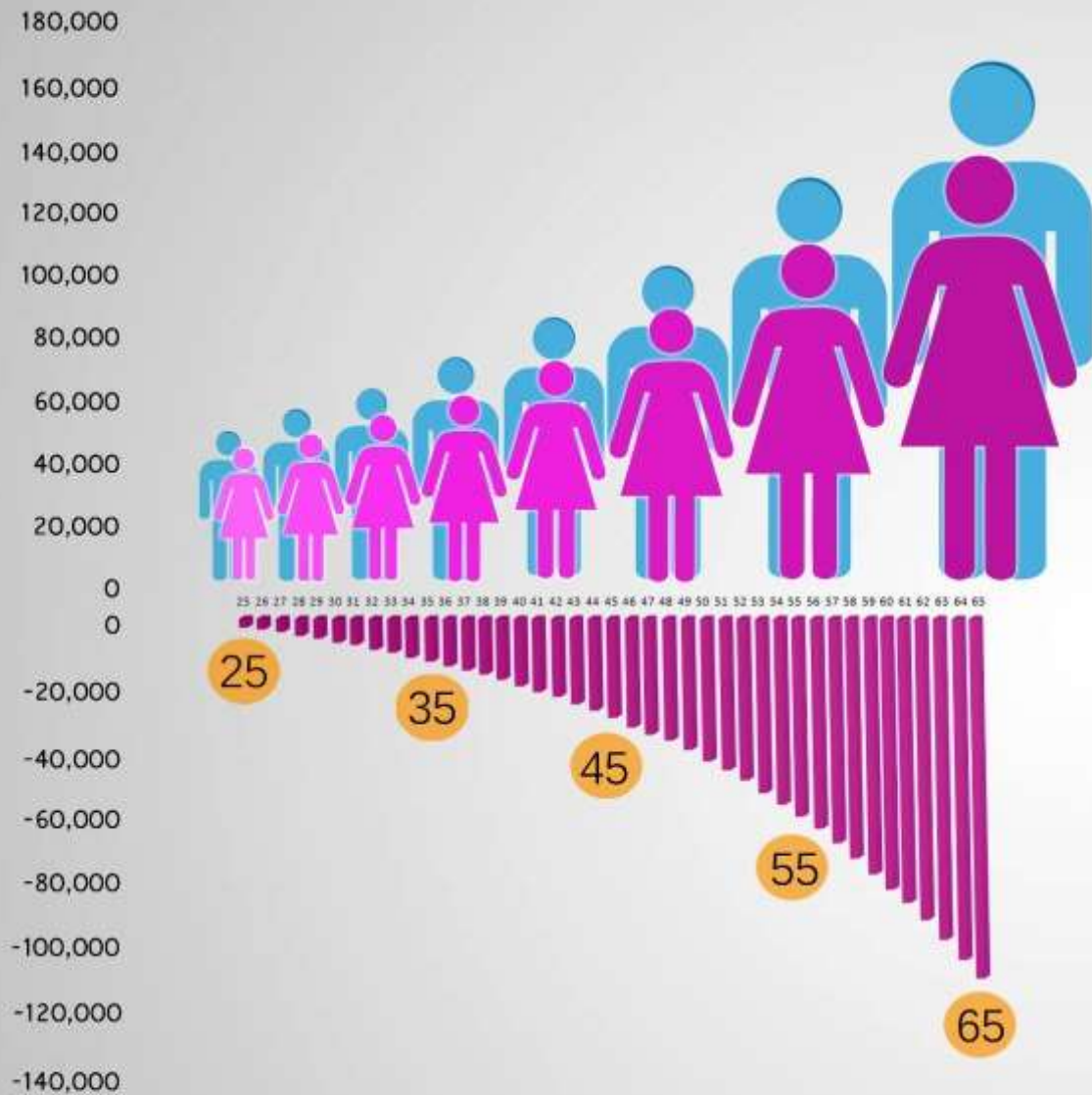
Congratulations Destroyers!

We all won the
Agenda Setter
category in the



**UNEQUAL PAY
= SEX DISCRIMINATION**

***It's 2013, not 1913.
Why has our Gender Pay Gap widened?***



110 years after

WOMEN got the vote
they still earn

17.4 % less
than **MEN**

and in
40 years' time
WOMEN will have
\$114,000 less
in super!

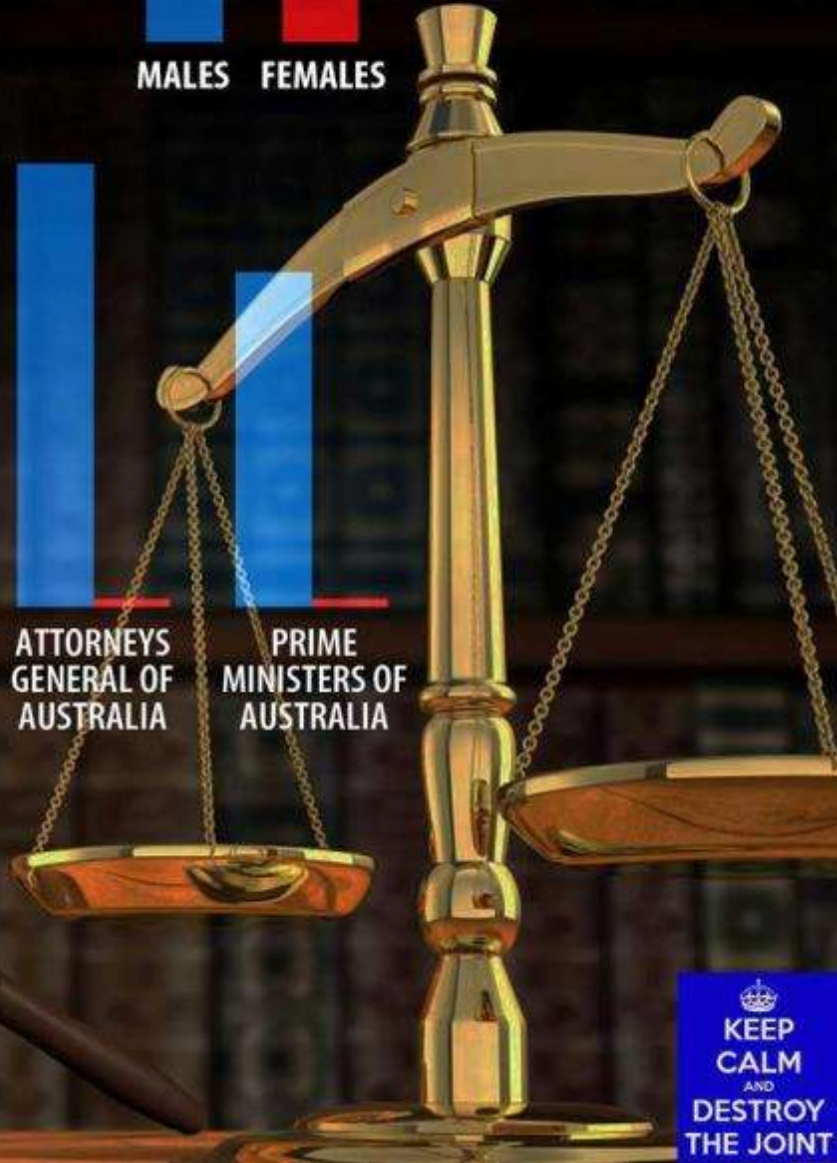
If you take leave from work to have kids, care for an elderly parent or lose your job the inequality will be greater.

The **AustraliaInstitute**

Projection is for illustrative purposes, based on starting point of full time earnings for a 25 year old male of \$50,000 before tax.
Reference: Gender pay gap statistics: http://www.wgea.gov.au/Information_Centres/Media_Centre/Media_Releases/180512_Gender_Pay_Gap_Short_Changes_Women.asp

Research that matters.

Gender Bias in the Highest Law Making Offices in the Land, 1901–2012



KEEP CALM AND DESTROY THE JOINT



John Laws Radio 2SM, March 2013

When interviewing a woman about the sexual abuse she suffered from the age of 6 at the hands of family, he asked her:

- 1) "Was it in any way **your fault?**"
- 2) "You weren't **provocative?**"
- 3) "Are you **unattractive?**"



"Yesterday afternoon Laws said he did not regret his line of questioning"
news.com.au 21 March 2013

Here are our answers:

- 1) "John Laws, you're the one at fault, to blame a child for sexual abuse"
- 2) "John Laws, your provocative questions were sickening and vile"
- 3) "John Laws, your victim-blaming is grossly unattractive and deplorable"



Over 26,000 Destroyers say
"Tune John Laws out.
Sexism stops with me!"


KEEP
CALM
AND
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THE JOINT

We teach our children how to apologise properly, but it seems the Shock Jocks never learned:



**"...you can all go to hell.
It doesn't bother me."**

2SM, 22 March 2013



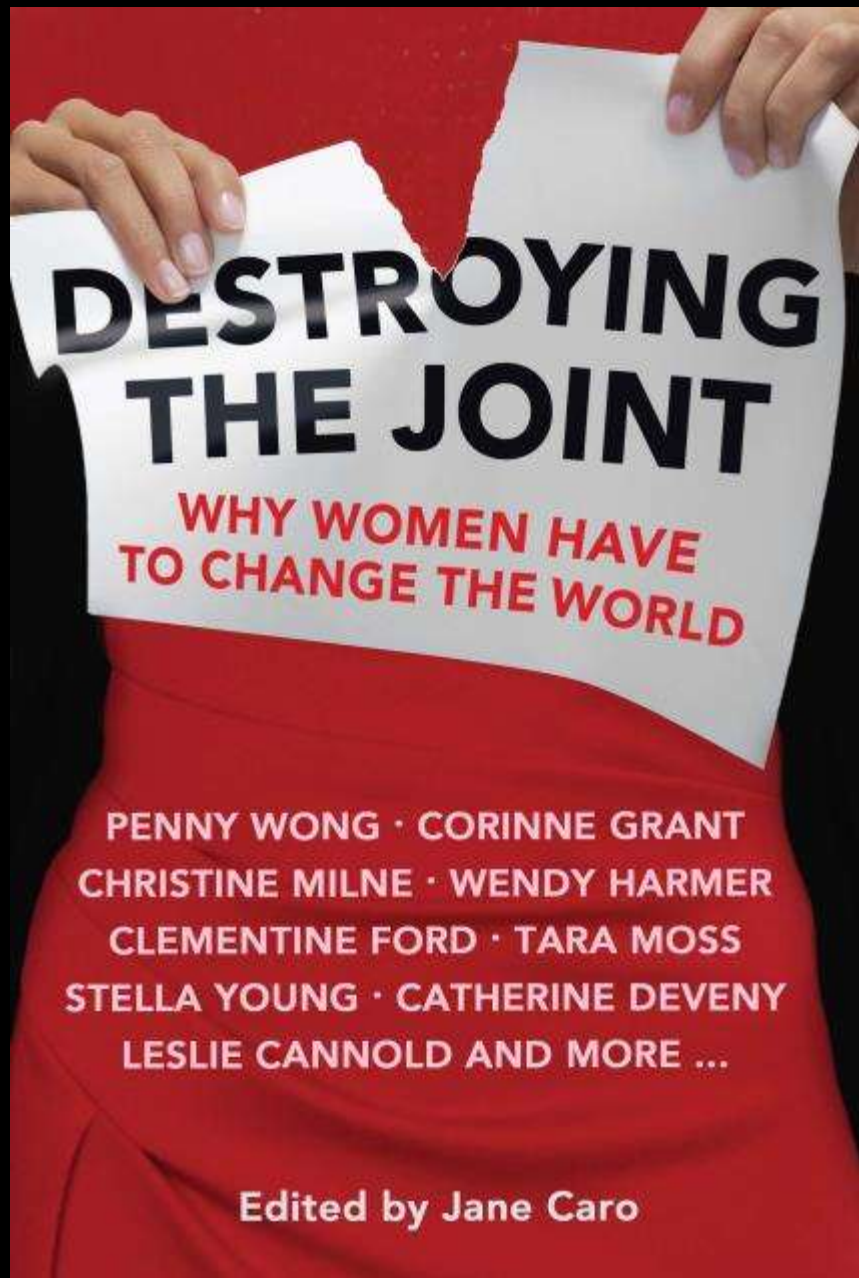
**"Not good enough: Alan Jones
ordered to apologise again."**

The Age, 13 Dec 2012

Can we teach old dogs new tricks?


**KEEP
CALM
AND
DESTROY
THE JOINT**





DESTROYING THE JOINT

WHY WOMEN HAVE
TO CHANGE THE WORLD

PENNY WONG · CORINNE GRANT
CHRISTINE MILNE · WENDY HARMER
CLEMENTINE FORD · TARA MOSS
STELLA YOUNG · CATHERINE DEVENY
LESLIE CANNOLD AND MORE ...

Edited by Jane Caro



Quantifiers?