Goyim Defense League

Key Points

- The Goyim Defense League is a loose network of individuals connected by their virulent antisemitism. The group includes six primary organizers/public figures and thousands of online followers.

- GDL operates GoyimTV, a video platform that streams antisemitic content.

- GDL espouses vitriolic antisemitism via the internet, through propaganda distributions and in street actions.

- GDL engages in antisemitic stunts and schemes to troll or otherwise harass Jews.

- GDL’s most zealous and visible actors are in California, Colorado, Florida and New York.

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Origins and Ideology

Goyim Defense League (GDL) is a small network of virulently antisemitic provocateurs led by Jon Minadeo II of Petaluma, California. GDL parodies the Anti-Defamation League's name and logo by replacing “Anti-Defamation” with “Goyim Defense”—“Goyim” being a disparaging Yiddish and Hebrew word for non-Jews.

Minadeo, who has been active for several years, first posted his antisemitic stunts on platforms such as YouTube, DLive and BitChute. After being de-platformed in 2020, he and a partner launched GoyimTV, a video streaming platform focused mainly on antisemitic content. Minadeo regularly uses the platform to post his podcasts and videos of his antisemitic exploits and homophobic rants. Over the course of 2020, other GDL devotees began to do the same.

Minadeo and Jesse Shenk during a livestream from an overpass in Berkeley, CA – November 2020

GDL attracts a range of antisemites and white supremacists who are motivated and united by their hatred of Jews. The most zealous GDL actors are in California, Colorado, Florida and New York. They work alone, in small local cliques and occasionally travel across the country to work together in larger teams.
Though Minadeo’s podcasts are filled with racist slurs, white supremacist tropes and cries of “white power,” he insists he is not a white supremacist, and instead stresses the importance of all races uniting against the Jews. Minadeo began a December 2020 podcast by shouting, “Alright! White power! Heil Hitler! Fuck these kikes! And a shout out to all the goys out there of all colors and ethnicities that hate the Jew.”

Despite Minadeo’s disclaimers, white supremacists regularly appear in his online chats, on Minadeo’s podcasts and at real-world GDL street actions. On several occasions, white supremacists have participated in GDL activities in the Denver area. And, since November 2020, Cape Canaveral-based neo-Nazi Jason J. Brown has been leading GDL activities in Florida. Brown, who is originally from New Jersey, is also associated with the New Jersey European Heritage Association (NJEHA), a small white supremacist group.

In November 2020, Brown and several other men associated with GDL hung a banner from a Florida overpass that read, “Holocaust denial illegal in 16+ countries WHY?? GoyimTV.” Afterwards, they met on a beach where they poured lighter fluid in the shape of a swastika and lit it on fire. They also burned an Israeli flag. When Minadeo played the footage during a subsequent podcast he laughed and shouted, “He did a swasi!!! Oh! Sick! Oh! Nice! Light that kike flag!” and “Beach Nazi! White Power!”
At the end of 2020 and into early 2021, Minadeo frequently hosted white supremacists on his podcasts, giving them a platform to share their views. For example, in early December 2020, Minadeo posted a lengthy interview with Travis Golie, a longtime white supremacist and Christian Identity adherent currently living in Illinois. During the interview, Golie discussed his hateful ideology at length and claimed responsibility for the November 2020 distribution of thousands white supremacist fliers across 70 miles in central and northern Illinois. Minadeo responded, “You did some good work brother...70 miles of waking up the sleepy whiteys.”

In late December, Minadeo interviewed Paul Miller, a Florida-based neo-Nazi accelerationist who has become increasingly popular in extremist circles for his racist and misogynist abuse on Omegle, an online chat app. Miller uses the app to harass women and minorities while dressed as supervillain comic book characters, then posts these interactions online to entertain his followers.
Finally, one of Minadeo’s January 2021 podcasts paid tribute to Tom Metzger, a notorious and influential white supremacist leader who died in November 2020. Minadeo said of Metzger, “I like what he has to say” and “it’s good to pay homage to some of these people, who have probably, you know, ruined their lives to some degree” to speak out against Jews.

Perhaps unaware of Minadeo’s racist rhetoric and white supremacist connections, minorities have participated in antisemitic stunts alongside Minadeo at various California locations. And in October 2020, “Roccet The God,” an Aurora-based African American rapper took part in a Denver “banner drop” alongside GDL advocate Joseph Bounds. In a subsequent GDL podcast, that includes footage of the banner drop, Roccet said, “This is Roccet the God. GoyimTV.com. You know what I’m saying? Us goyim gotta stick together. You wanna known who killed Mary? Them pedi Jews.” Roccet then points to his t-shirt which reads, “Who killed Mary Phagan? The ADL. Protecting murders & pedophiles since 1913,” a reference to the long-standing antisemitic lie that Leo Frank, a Jewish factory manager, was responsible for the 1913 murder and rape of Mary Phagan, a 13-year-old factory worker. Frank’s eventual lynching was a primary catalyst in the formation of the ADL.

GDL’s overarching goal is to cast aspersions on Jews and spread antisemitic myths and conspiracy theories. This includes frequent references to Jews having undue power through their “control” of major institutions such as media networks, the economy or the government, or disparaging Jews as degenerates who molest children and advocate for pornography, abortion and homosexuality. GDL maintains that the Holocaust is a Jewish lie, and accounts of the Holocaust are merely propaganda or lies generated by Jews for their own benefit. Similarly, the GDL says that Jews were responsible for the 9/11 terrorist attack on New York and Israel intentionally targeted a U.S. warship during the height of the 1967 Six-Day War.
Sampling of fliers distributed by GDL in 2020

GDL members have also embraced a variety of antisemitic conspiracy theories related to the coronavirus and vaccines. During a December 2020 podcast, Minadeo, who refers to the virus as “Jew flu,” said, “They're coming to do major torturing genocide. It's the truth...These fucking kikes are going to try to put a fucking needle in your arm!” In August 2020, a GDL group led by Minadeo drove through Santa Monica and Venice, California, shouting at pedestrians who were wearing protective masks. Referring to the activity as “mask shaming the sheep” they called pedestrians “yarmulke slaves” and told them to take off their “Jewish face yarmulkes.” And, in December 2020, Colorado GDL members Vincent Bertinelli and Joseph Bounds hung a banner from a Denver overpass that read, “COVID-19 IS A LIE. IT'S NOT ABOUT HEALTH. IT'S ABOUT CONTROL.”

Tactics and Activity

In addition to peddling antisemitic myths and conspiracy theories, the GDL engages in a range of antisemitic stunts to troll or otherwise harass Jews, and to draw attention to themselves. GDL funds these activities through online solicitations and by selling merchandise in their online store. The site includes pro-GDL and GoyimTV hats and clothing, as well as t-shirts and stickers bearing antisemitic, anti-Israel, anti-left and homophobic messaging.
**Propaganda distributions:** GDL distributes antisemitic propaganda including fliers, stickers and banners. Over the course of 2020, GDL hung antisemitic banners from highway overpasses in California, Colorado, Florida and Canada.

![Antisemitic banners over the 405 Interstate in Los Angeles - August 2020](image)

**Name the Nose tours:** On several occasions, GDL has led “Name the Nose” tours, which involve several days of antisemitic stunts. The most recent “tour,” in August 2020, involved approximately twelve individuals, including Minadeo, making appearances in Livermore, Marina Del Ray, Santa Monica Beach, Crenshaw and Venice, California. The group harassed individuals on the streets and highways, distributed antisemitic propaganda and drove around in a rental van covered in antisemitic phrases, shouting profanity-laced slurs from the windows. In 2019, Minadeo traveled to the Denver area to participate in a similar “tour.” Since late 2020, Minadeo has repeatedly solicited money from his followers promising to rent a camper for a cross-country “Name the Nose” tour stretching from California to Florida.
Posing as Jews: GDL stunts often include wearing costumes or posing as Jews. This tactic dates back to 2019, when Minadeo first recorded himself driving around California in his car dressed mockingly as an Orthodox Jew. Referring to himself as “The Honest Rabbi,” Minadeo issued “confessions” and apologies on behalf of the Jewish people, claiming, for example, that he was “sorry” that Jews lied about the Holocaust and were responsible for the 9/11 terrorist attacks.

Minadeo in California and Colorado GDL posing as Jews while distributing propaganda in Denver - in 2019
In late 2020, Jason Brown distributed GDL propaganda in Cocoa Beach, Florida, while dressed as a unicorn and wearing a sign that read, “The Holocaust is as fake as this Unicorn.” On several occasions Brown revealed a kippah he wore beneath his costume and said, “Look I’m Jewish. We made it [the Holocaust] up.”

Brown dressed as a unicorn in November 2020 (left) and speaking at “Fash Bash 2019,” an NJEHA event celebrating Hitler’s 130th Birthday (right)

**Omegle Redpilling:** During several podcasts in early January 2021, Minadeo discussed how “insanely popular” the tactic of Omegle “redpilling” had become, and posited that GDL could use the practice to attract people to GoyimTV. By the end of January, Minadeo and at least three other GDL provocateurs had joined the league of extremists who are using Omegle to troll and harass minorities.