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O'Dwyer's Newsletter



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FACEBOOK DUMPS DEFINERS PA

Facebook has cut ties with Definers Public Affairs following a *New York Times* article about an effort to discredit anti-Facebook protesters by linking them with billionaire investor George Soros.

The campaign tied Soros, whom the NYT on Nov. 14 called “a longtime boogeyman to mainstream conservatives and the target of intense anti-Semitic smears on the far right,” as the driving force behind the anti-Facebook movement.



The NYT reported that Definers tapped its business relationships, lobbying a Jewish civil rights group to cast some criticism of the company as anti-Semitic.

In a blog post, Facebook said it ended its contract with Definers on Nov. 14.

The social media giant took aim at the NYT, calling its report that it hired Definers to spread misinformation or write articles on its behalf incorrect.

Matt Rhoades, who was Mitt Romney’s 2012 presidential campaign manager, launched Definers in 2015. Earlier he was VP at DCI Group in Washington.

Definers made news in December 2017 after it quit a \$120K media monitoring contract with the Environmental Protection Agency after *Mother Jones* reported the information was used to track coverage of employees critical of now former EPA chief Scott Pruitt.

ARGENTINA TAPS EDELMAN FOR G20 WORK

Argentina has hired Edelman to handle global media for the G20 Summit slated for Buenos Aires on Nov. 30 and Dec. 1.

It will be the first-ever G20 Summit held in South America and mark the 10th anniversary of the inaugural meeting held in Washington to map out a global response to the financial meltdown.

Vladimir Putin, Emmanuel Macron, Theresa May, Donald Trump, Justin Trudeau and Xi Jinping are among the global leaders set to be at the Summit, which will be hosted by Argentina’s president Mauricio Macri.

Trump and Putin are expected to meet one-on-one on the sidelines of the Summit. The US and China will discuss their trade war.

Macri’s goal will be to build a consensus for fair and sustainable development.



RED BANK RIVERCENTER WANTS PR

The Red Bank RiverCenter, the nonprofit that promotes the Jersey town’s downtown as a mid-Atlantic destination for dining, shopping and culture, is looking for a PR firm.

The RBRC wants a firm to increase regional brand awareness of Red Bank; hike the number of visitors to businesses, bolster participation in programs/events and to retain existing businesses and recruit new ones, according to its RFP.



The marketing push (PR, advertising, video production, social/digital outreach) will target Red Bank, nearby river communities (Fair Haven, Little Silver, Middletown, Oceanport, Rumson), rest of Jersey and New York City.

The organization wants a firm with at least three years of experience.

Responses are due Nov. 21. Laura Kirkpatrick, marketing manager at RBRC, is handling the RFP.

EDELMAN'S ELLNER TO LEAD BCW CORP. PR

BCW has named Edelman’s Brian Ellner executive VP-global corporate solutions practice.

At the independent firm, Ellner did a four-year stint as GM for public affairs and issues advocacy, handling clients in the finance, food, education, sports and transportation categories. Prior to Edelman, he was vice chairman at MacAndrews & Forbes.

Ellner also has nonprofit and political experience. He was lead strategist for the Human Rights Campaign’s effort to win marriage equality in New York and was a senior aide in New York City’s Dept. of Education under Mayor Mike Bloomberg.

“Corporations are navigating an increasingly complex world where their reputations are tied not only to their own performance but also to their behavior on topics like climate, gender pay equity, visa status, diversity and inclusion and the environment,” said Chris Foster, President, North America, in a statement.

He added that Ellner had deep experience helping clients manage reputations, business transformations and creating authentic social purpose engagements.

Ellner takes over the duties of Aranthan “AJ” Jones II, who will now lead BCW’s public affairs and crisis group in the US.



Brian Ellner

AMAZON TOPS IN REPUTATION SURVEY

A company's sense of purpose plays a major role in its overall reputation, according to a new survey from Porter Novelli and Cone.

The 2018 Porter Novelli/Cone Purpose Premium Index finds that purpose is one of the three key dimensions of corporate reputation, accounting for 13 percent of the total. While that's less than the weight given to quality (65 percent) and vision (18 percent), the study's authors note that "when it comes to diligently building a reputation, every single point matters."

The study uncovers a strong link between a company's purpose score and its overall reputational rank. Amazon takes the No. 1 spot on both the study's purpose premium index and its reputation index, with UPS coming in second on each list.

Female survey respondents were 24 percent more likely to regard purpose as a "very important" element of a company's reputation than men were. Democrats were more likely to stress purpose than were Republicans, and Hispanics and African Americans put more importance on purpose than did the population at large.

Differences in income and age, however, did not seem to have a big effect, with only those over 65 saying they did not think purpose was an important element of reputation.

In addition to boosting a company's reputation, its sense of purpose can also have a dramatic effect on the bottom line. One third of respondents said they would be more likely to try a product or service from a purpose-driven company. Companies with higher purpose premium index scores also tend to have consumer bases that are much more likely to follow content from those companies, regardless of channel.

PRECISION STRATEGIES ROUNDS UP RENO

Tom Reno, most recently COO at BCW, has joined Precision Strategies, the DC shop co-founded five years ago by three top aides to president Barack Obama.

The 25-year PR veteran worked at 42West

(COO/CFO), Solebury Communications (CEO), Ogilvy PR (executive VP/corporate practice leader), Hill & Knowlton (executive VP/GM-NYC), GCI Group (president/NYC) and Makovsky & Co. (managing director).

He takes on the COO title at Precision, which serves clients such as Bank of America, Pfizer, Facebook, General Electric, National Football League, ACLU, Lyft, Museum of African American History and Culture, Planned Parenthood and League of Conservation Voters.

Precision co-founders Stephanie Cutter, Jen O'Malley Dillon and Teddy Goff helped engineer the 2008 election and 2012 re-election of Obama.

Cutter and Dillon were deputy campaign managers for Obama '12; while Goff worked as digital director for the re-election drive.



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MEDIA MANEUVERS

Gerry Baker, former *Wall Street Journal* editor-in-chief and currently editor-at-large at the paper, is launching a Fox Business show Nov. 30. "WSJ At Large With Gerry Baker," will air Fridays at 9:30 p.m., immediately following Maria Bartiromo's "Wall Street." Fox says that the show will feature "in-depth conversations with business titans and other financial influencers." When Baker stepped down in June, it was announced he would get a Journal-branded program on Fox Business, which, like the Journal, is part of the Murdoch family's media holdings.



Gerry Baker

Meredith Corporation has promoted Jacqueline Gifford to editor-in-chief of *Travel + Leisure*. Gifford, who succeeds Nathan Lump, has been with Travel + Leisure since 2013, most recently serving as travel director. She was previously travel editor at *Brides* as well as features and travel editor at OK! Meredith picked up *Travel + Leisure* when it acquired Time Inc. and has decided to keep the title.

New York Media, the company that owns *New York* magazine, says that it plans to institute a paywall for its websites. The charge for access to the sites will be \$5 per month, or \$50 for annual subscriptions. For another \$20, subscribers will receive the print magazine, which publishes every other week. The charge will not apply to The City, an upcoming vertical that is to provide local coverage of New York City. The new policy is to go into effect the last week of November, according to the company.

Tribune Media rode a boom in political advertising to an unexpectedly strong third-quarter profit. Political ad revenues for the company were up 90 percent from the last midterms in 2014, and up 36 percent from the presidential cycle in 2016. Tribune Media CEO Peter Kern says that the end of the midterm election cycle does not mean an end to money from political ads. He predicts that net political ad revenue in the fourth quarter will hit \$99 million, up 80 percent over 2014 and 29 percent over 2016.

Seventeen is the latest publication to be impacted by Hearst's new "digital-first" strategy. The magazine had already been cut from a monthly to six print issues per year. It will now publish an unspecified number of issues per year, "pegged to news events and key moments in readers' lives."

The only confirmed issue for 2019 is one centered around prom season. *Seventeen* has seen its readership fall significantly across most channels. Print and web readership are down 15 percent and 23 percent year-to-date according to figures from the MPA.

Art Media Holdings, the owner of *ARTnews*, *Art in America*, *ANTIQUES* and *MODERN Magazine*, has been acquired by Penske Media Corporation. Penske's stable of print and digital properties already includes *Rolling Stone*, *Variety*, *WWD*, *Deadline* and *IndieWire*. The financial terms of the deal were not disclosed.



Tom Reno

EVERY COMPANY IS A TECH COMPANY

One of the key strategic themes in my latest book, “Authentic Marketing: How to Capture Hearts and Minds through the Power of Purpose” (to be released in January 2019) is the notion that today every company, in every



Larry Weber

industry must view itself as a technology company. Today’s technologies are as ubiquitous as the air we breathe, powering a class of customer experience that includes more convenient services, enhanced utility, personalized interactions and richer, more immersive engagements with brands.

Artificial intelligence is one of the key technologies enabling this transformation, through applications like chatbots, speech recognition, recommendation engines, virtual assistants and decision management. Others like virtual reality, the Internet of Things and big data analytics also play a crucial role.

Ironically, of the brands operating against this concept, the technology they employ has actually helped to “humanize” their customer experience. Amazon has set the standard for using technology to create the optimal online shopping experience. An AI powerhouse, Amazon has led the way in its use of machine learning to deliver personalized recommendations to its customers. Netflix also uses these technologies to suggest what shows we should watch based on our viewing habits. And these recommendations have now shifted from “nice to have” to a requirement in the online browsing experience.

You might be saying, sure, Amazon and Netflix are companies whose services depend on technology, so it’s an easy play for them. But customers now demand that level of guidance, service and utility within all categories. Here’s a sampling of companies using technology in unexpected ways to elevate their customer experience:

Sephora. The beauty and makeup giant tapped facial recognition technology for their Virtual Artist makeup app, enabling customers to try on products from anywhere for a virtual makeover.

Audi. The car manufacturer is using virtual reality for customer consultations at select dealerships worldwide, enabling customers to immerse themselves in and get a realistic experience of their customized vehicle.

LEGO. The toy company was one of the first in its category to integrate an AI-powered chatbot into its customers’ holiday shopping experience.

StubHub. The online ticket exchange company launched an augmented reality feature on its mobile app that enabled ticket buyers to see a virtual 3D model of the stadium for Super Bowl LII, as well as nearby parking garages and concession stands.

These technology-driven approaches have raised the bar for consumer expectations today. To meet those needs, companies must weave technology into the fabric of how they operate across every aspect of their business.

If you are ready to develop your technology strategy, these questions will help kickstart the conversation:

What’s your vision for your technology imperative? Is there something in the DNA of your organiza-

tion that could connect to it?

Think about what your brand stands for, its values and its vision. Is there something within those that can serve as the inspiration for your technology imperative?

What areas of your business could be enhanced by technology to better engage and serve your customers?

Think about how customers communicate with your business, interact with your products/services, and experience and use functions of your products/services, etc. How could technology elevate those experiences?

What types of innovations would fit your customer base best?

Consider the demographics of your customer base. Are they savvy with technology? Are they likely to embrace innovative new ways of doing things?

Are there companies (both competitors and organizations in other industries) that are using technology in ways you admire or want to emulate?

Think about experiences you’ve had where a brand has provided enhanced support and service, and you became fully immersed in that brand as a result.

How will your technology imperative drive your industry forward?

Can you identify a path to be a “first mover,” offering an innovative use of technology that establishes a leadership position and changes the game in your market?

Once you determine your technology strategy, make this effort central to your communications efforts.

Consider these elements when building out communications plans against your technology imperative:

Align on a vision. Determine how your technology vision will bring your customers’ experience to a new level and drive your industry forward.

Define leadership positioning. Craft leadership positioning around your technology strategy, highlighting how it connects back to your DNA.

Map stakeholders. Connect this positioning to your stakeholders’ needs and expectations, ensuring communications are customized and relevant to each audience.

Build a campaign strategy. Craft an integrated communications plan to connect with targets where they live and are in the mindset of being influenced.

Develop cross-channel content. Communicate your story in a variety of ways, testing it to ensure it resonates across multiple channels.

Engage Influencers. Build your profile with influencers to gain validation and endorsement. Leverage influencers to build stakeholder confidence in your brand’s innovative core.

Establishing your technology imperative can elevate your customer experience and transform your brand. It can infuse new life into existing products, deliver new levels of service, and enable your audiences to immerse themselves in your brand in new ways. Keep pace with innovations, stay on top of how other organizations use them, and find applications that best fit your brand’s values and your audiences’ needs. Organizations taking this approach will propel their businesses forward by proving that their audiences’ needs and experiences come first.

Larry Weber is chairman and CEO of Racepoint Global.

JPR CREATES BUZZ FOR BEEHIVE STATE

The Utah Office of Tourism has selected J Public Relations as its PR firm following a competitive pitch.

JPR will develop a strategic public relations campaign focusing on the wide range of vacation experiences available in the state—including Salt Lake City’s Urban Corridor, “The Greatest Snow on Earth” at Utah’s ski resorts and its five national parks.



The media outreach plan will focus on leveraging Utah’s tourism opportunities to increase earned and positive media coverage as well as visitation to the state to sustain long-term tourism growth.

The Utah account will be serviced from the agency’s Los Angeles and San Diego offices.

According to the UOT website, tourists spent \$9.15 billion in the state in 2017, supporting 147,800 jobs.

Turner PR previously served as agency of record on the account.

EX-LA MAYOR VILLARAIGOSA TO MERCURY

Antonio Villaraigosa, former mayor of Los Angeles who ran an unsuccessful bid for California governor, has landed at Mercury as co-chairman.

At the Omnicom unit, he will focus on strategic and crisis communications work. He’ll be based in LA.

Villaraigosa wrapped up his second term in office in 2013. He chaired the 2012 Democratic National Convention, served as president of the US Conference of Mayors in 2011-2012 and did a stint on President Obama’s Transition Economic Advisory Board in 2008.

Before becoming LA Mayor, Villaraigosa sat on the city council and was a member of the California State Assembly, where he rose to the Speaker position.

Villaraigosa doesn’t plan to do any lobbying work for Mercury, which has a foreign client roster that includes Qatar, Turkey, Consulate of Japan, China’s Hikvision, Haiti and Cameroon.

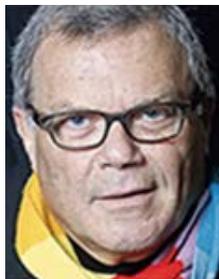
SORRELL’S S4 CAPITAL BOLTS FROM GATE

Martin Sorrell’s S4 Capital posted a 44.6 percent rise in Q3 revenues to \$33.1M and a 31.7 percent jump in gross profit to \$23.1M.

The performance marked the first trading update since Sorrell restructured the Derriston corporate shell and recast it as S4 with Holland’s MediaMonks as its core property.

“We already see both a widening and deepening of the company’s client base, resulting in a strong performance for all three pillars at MediaMonks,” said Sorrell in a statement, referring to MM’s creative content & innovation, assets at scale, and platforms and e-commerce units.

The WPP founder reported “strong growth” in the US (New York and Los Angeles) and the addition of a San Francisco outpost to service technology clients.



Martin Sorrell

HEALTH IS KEY TO SPORTS MARKETING

Marketing content containing the word “healthy” is more likely to resonate with consumers when it comes to sports- and fitness-related products and services, according to a new survey released by Phoenix-based ad, PR and digital marketing agency Lavidge.

The survey, which identified the trends driving customer preferences in today’s \$70 billion sports marketing industry, found that consumers widely prefer ads aimed at their health and products and services geared toward supporting a healthy lifestyle.

The survey discovered that more than half of respondents (51 percent) said “healthy” was the word they preferred most to describe sports and/or fitness products and services. This was followed by “quality” (47 percent), safe (46 percent), inexpensive (45 percent) and comfortable (42 percent).

Words like “risky,” “daring” and “revolutionary” scored last on the list. “Holistic,” a buzzword that’s taken the health and wellness marketing industry by storm, was cited by just eight percent as a word they liked to see when sports and/or fitness products and services are described.

When it comes to the sports and fitness messages to which consumers are most receptive, 70 percent said they preferred content geared toward helping them maintain a healthy lifestyle, and nearly the same (69 percent) said they preferred phrases aimed at helping them get the most out of their individual ability. More than half (58 percent) said they like phrases that support their fitness goals, and nearly the same amount (57 percent) said they like messages that understand their own personal goals and needs.

An overwhelming majority of respondents (79 percent) said TV ads are the preferred medium for learning about sports- and fitness-related products, services, memberships and events. Surprisingly, nearly two-thirds (62 percent) cited direct mail as their number-one method for receiving sports and fitness marketing messages, while 54 percent listed web ads and 38 percent named social media.

Digital media was far more popular among younger respondents looking to learn about sports and fitness. Millennials surveyed said they preferred to receive sports marketing content via social media (84 percent), the Internet (74 percent) or on mobile devices (54 percent).

The survey also found that most consumers take a casual approach when it comes to sports and fitness in their personal lives. Only 18 percent said they’re actively involved in any specific sport or activity, and only five percent said they’re actively involved in multiple sports or activities.

The survey discovered that most consumers spend more money on gym memberships (an average of \$125 a year) than they do on live sporting events, equipment or sports and fitness apparel.

Lavidge’s 2018 Sports Marketing Report polled more than 400 adults living in the Southwest United States. The survey was conducted by WestGroup Research during 2018’s second quarter.



SAGE ACQUIRES VIRTUAL MARKETING

Sage Communications has acquired government marketing specialist Virtual Marketing, LLC.

Financial terms of the deal weren't publicly disclosed. VM-associated learning platform Government Marketing University remains independent in light of the acquisition.



Lou Anne Brossman and David Gorodetski

VM is a D.C.-area boutique agency that specializes in marketing for technology and professional services clientele doing business with the government at the federal, state and local level. It was founded in 2007 by Lou Anne Brossman, who also

serves as president.

Sage had previously partnered with VM on several accounts.

Sage co-founder and COO David Gorodetski told O'Dwyer's that Virtual Marketing brings the agency a unique perspective on strategic marketing programs geared toward the government contracting world.

VM will now operate as Virtual Marketing, Division of Sage Communications, and will relocate its physical office into Sage's existing McLean, VA headquarters.

The operation will continue to operate under Brossman's leadership. VM vice president of operations Stephanie Geiger and marketing coordinator Lindsay Robb also join the Sage team. No other staff changes were reported.

Sage, which focuses on technology, government and healthcare markets, counts Amazon Web Services, ATT Global Public Sector, Dell EMC, HyTrust, Nuxeo, ScienceLogic and Splunk as clients.

FINN PARTNERS SIGNS KOREA PACT

Finn Partners Inc. has inked an agreement to produce materials for Korea's Ministry of Trade, Industry and Energy, the government agency responsible for economic growth, policy and foreign investment in Korea, particularly regarding the country's commerce, investment, industry and energy sectors.



Ministry of Trade, Industry and Energy

Finn Partners will design and develop a series of tri-fold trade brochures for MOTIE to be distributed to a dozen U.S. states, each detailing US-Korea trade data and information, according to Foreign Agents Registration Act documents filed in November.

States receiving the brochures include: Alabama, Arizona, California, Florida, Georgia, Illinois, Indiana, Iowa, Louisiana, Maryland, Michigan and Montana.

MOTIE will be responsible for distributing the materials.

The pact, which became effective Oct. 30, brings Finn Partners a project fee of \$25,000. The work continues until the end of December.

PEOPLE ON THE MOVE

Prosek Partners has appointed Karen Le Cannu as managing director. Le Cannu comes to the firm from HSBC, where she was head of external communications for global banking. Before that, she was a director at London-based strategic communications consultancy Powerscourt, leading its banks team. She started her career as an analyst for the Bank of England. Le Cannu will be based in London initially and will relocate to New York in early 2019.



Karen Le Cannu

Hill+Knowlton Strategies has named Chris Davies executive creative director. Davies was previously with the agency from 2014 to 2016 as national creative director at H+K in Canada. He returns to H+K from Trafik, where he was executive creative director, overseeing the agency's creative output. He has also held creative leadership roles at Bimm, Taxi and Sharpe Blackmore Euro RSCG (now Havas). In his new post, Davies will be in charge of H+K's Canadian creative team.

WGU North Carolina, part of the national non-profit online Western Governors University, has hired Glenn Gillen as public relations manager. Gillen comes to WGU from S&A Communications, where he was senior account manager. He was previously public relations director at MarketSmart Advertising. While he will be based in the Research Triangle area, Gillen will direct public relations strategies and tactics for WGU across North Carolina.

ACCOUNTS IN TRANSIT

LaVoieHealthScience has added **Emmaus Life Sciences** for strategic communications programming to help raise awareness around sickle cell disease and the company's dedication to patients suffering from it. Emmaus is the producer of Endari (L-glutamine oral powder), a medication approved in July 2017 to reduce acute complications associated with sickle cell disease for patients ages five years and older.



DEG has been named digital agency of record for **Provista**, a healthcare and hospital supply chain management firm. DEG has already collaborated with Provista for four years, working to acquire members for the company and engage existing members across digital channels, in addition to providing analytics and creative services. The agency and brand will work together to develop a new website and member portal.

R&J Strategic Communications is now agency of record for **Alfred Sanzari Enterprises**, a family-owned and operated commercial and residential real estate firm based in Hackensack, NJ. R&J will create and implement a comprehensive integrated communications strategy to the company grow its market position, executing traditional public relations initiatives as well as using digital and social tactics. The targeted campaign will further elevate Alfred Sanzari Enterprises' key executives as thought leaders and innovators in the state's competitive commercial real estate industry.

COMMENTARY

Facebook chief Mark Zuckerberg and COO Sheryl Sandberg hit rock bottom last week in an already brutal year.

The *New York Times* Nov. 14 blockbuster depicted the ham-fisted attempts by the digital platform to spread misinformation about political opponents in order to cover up its distribution of hateful content and Russian “fake news” designed to disrupt the US elections.

The NYT portrayed Zuckerberg and Sandberg as failing to come to grips with the threat from Russia by downplaying the manipulation campaign.

And what was the immediate Facebook reaction to the NYT story? It fired a PR firm. Pathetic.

In an effort to turn down the political heat, Facebook cut ties with Washington-based Definers Public Affairs. Zuckerberg claims he doesn’t want DC-type tactics used at Facebook. Sandberg denies knowing what Definers was up to. Definers became a very convenient sacrificial lamb.

The cluelessness of Zuckerberg and Sandberg contrasts with the statement issued by Facebook, saying it had hired Definers to persuade the media to look into the funding of some opposition groups. “The intention was to demonstrate that it was not simply a spontaneous grassroots campaign, as it claimed, but supported by a well-known critic of our company,” Facebook said.

The statement though misses the bigger point. Facebook allowed its platform to be used for political manipulation and personal attacks. It then tried to discredit digital rights activists like George Soros and his Open Society Foundations, who were exercising their First Amendment rights in opposition to Facebook.

The OSF released a statement Nov. 15, calling for Facebook to stop using practices “inspired by the enemies of democracy across the globe.” It wants Facebook to launch an independent investigation of what took place and to publish a full report.

That independent probe could ultimately “fix” Facebook, and is far better than blaming a DC PR firm for a spate of bad PR.

Definers didn’t exactly go quietly into the night. It denied doing “opposition research” for Facebook. It claims its main services were “media monitoring and public relations around public policy issues facing the company.”

Zuckerberg and Sandberg have shown they are far more interested in growing Facebook than in assuming any responsibility for the platform’s role in undermining the US political system.

Their inaction begs for a federal crackdown and regulation of Facebook.

—Kevin McCauley



Much has been made of the current climate of incivility in politics. While it’s true Republican and Democratic politicians contribute to the tone and tenor of the debate, social media compounds the problem by providing anonymity to many of those expressing their views.

I write a weekly progressive column in a deep red county’s local newspaper. As you might expect, my views receive a lot of pushback. Letters to the editor are generally civil, primarily because the writer is identified.

In contrast, my opinions are also posted on the newspaper’s website where anonymity shields writers, so the critiques tend to be far more personal and uncivil and therein lies the rub. The writer can say what he or she wishes because they don’t have to take responsibility for their words.

The same can be said for social media platforms like Facebook, Instagram or Reddit. Post whatever you please, no matter how inflammatory or false, and it’s not necessary to tell the world who you are. The predictable result is incivility and tribalism.

It cuts both ways, no question. We see anonymous posts by progressives and conservatives that cast those with opposing views as not just wrong, but evil people bent on the destruction of the other tribe.

For example, we see memes of political leaders as Nazis or Communists, caricatures that evoke the worst possible extremes. These are often mindlessly shared on social media without any thought given to the underlying facts or if the content will offend others.

Feeding this monster are radio, internet and cable news opinionators, many of whom repeat falsehoods in terms designed to incite anger and fear. Like animals in the jungle, audiences fight or flee when the other side attacks. Nobody wins the debate. People just get angry, alienated and more tribal.

This is what is dividing America along with the incendiary comments from politicians on both sides who seek to encourage members of their respective tribes to go after each other.

I was never a big fan of President Ronald Reagan, but I can’t remember him ever casting his political opponents or media critics in nasty, divisive terms. Dutch could be patronizing or condescending at times, but he was never vicious, never hostile.

One of my favorite shows back then was “The McLaughlin Group” on PBS. There, well-spoken and respected progressives and conservatives civilly debated the issues, disagreeing agreeably. It serves as an example of what political debate should be today but, sadly, isn’t.

It’s a vicious cycle that can only be stopped if we remember we’re all on the same team; that civility begins with each of us.

—Kevin Foley, CEO of KEF Media