Reviving Civility

Incivility in America has reached epidemic proportions. In far too many instances rudeness, disrespect and hostility sideline collaboration and compromise. Sound bites replace sound journalism; extremes on either end of the political spectrum upend political dialogue, with the public enraged at our leader’s inability to tackle our most pressing problems.

The 2016 campaign has brought political incivility into our living rooms. Not only have candidates exacerbated this through disrespectful remarks and name calling, but the tone of the campaigns has led to physical violence. In the 2016 Weber Shandwick Civility Poll, almost all likely voters stated clearly that a presidential candidate’s civility and behavior will affect their votes.

In addition, the majority of Americans agree that the 2016 elections have been less civil than previous elections. (see Morning Consult poll, right, conducted in partnership with the National Institute for Civil Discourse).

The Revive Civility Campaign

As a counter-narrative to the incivility permeating our public spaces, NICD is spearheading a national grassroots Revive Civility campaign to give Americans and leaders solution-oriented actions to restore and call for civility in our public elections.

NICD is also responding to political incivility on the campaign trail by mobilizing press coverage and organizing condemnation of acts of political incivility, and by interjecting messages of civility as stark alternatives to the current tone and tenor of the political campaign environment. Our Civility Snapshot provides a week in review, analyzing the campaign trail based on civility criteria.
Standards of Conduct

Coinciding with the launch of the Revive Civility campaign, NICD released Standards of Conduct for Campaigns. These Standards provide a framework through which citizens, the media and candidates can model and revive the spirit of civility.

Citizens, candidates and the media can agree to uphold the standards and become Revive Civility Ambassadors. These Standards are not a pledge but rather a model for how to behave in public campaigns.

The Standards were developed and vetted under the guidance of NICD’s Advisory Board, National Network of State Legislators, National Civility Network and Research Network.

Text, Talk, Revive Civility

NICD’s innovative text messaging platform, Text, Talk, Revive Civility, enables citizens to have a conversation on the importance of civility and how to revive it in our politics and everyday lives.

Participants gather in small groups of 3-5 and text CIVILITY to 89800. Their small group will then receive a series of text messages that will lead them through the discussion.

Citizen Toolkit

NICD is helping empower citizens to get off the sidelines. The Citizen Toolkit provides educational information about civility and includes actionable steps that citizens can take to help revive civility in our politics and everyday lives.

To download, click on “Citizen Toolkit” under the Resources section of this webpage: www.nicd.arizona.edu/revivecivility

Become a Leader

As a state legislator, we are looking for people like you to help champion this campaign. To learn more, contact Ted Celeste, Director of State Programs, at tceleste@email.arizona.edu.