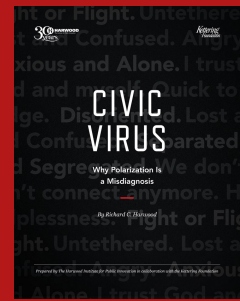


THE HARWOOD INSTITUTE

CIVIC VIRUS REPORT MEDIA TOOLKIT

www.theharwoodinstitute.org/civic-virus-report



QUICK FACTS

The following are quick highlights from the [Civic Virus: Why Polarization Is a Misdiagnosis](#) report that your audiences may be interested in. Feel free to incorporate these into your own communications, blog posts, or social media posts.

- The Harwood Institute for Public Innovation, in partnership with the Kettering Foundation, just released a groundbreaking report disputing the widespread notion that Americans are more polarized than ever. In reality, Americans feel a deep sense of isolation and disorientation leading to a fight or flight response.
- Based on 16 in-depth focus groups capturing the sentiment of all types of Americans across the country, the report identifies the true state of the union today:
 - People are separating and segregating themselves from one another due to unrelenting fear and anxiety about what's happening around them and to them.
 - Many leaders, news media and social media are intentionally stoking polarization for their own self-interest—producing a ceaseless surround sound that is engulfing people, subjecting people to an alternate reality that confuses, disorients and destabilizes them.
 - Seeing no way out, people have an instinctive fight-or-flight response with many breaking up into smaller camps to protect themselves and gain validation, while others retreat from engaging at all.
- How can we move forward together? Our task isn't to engage in a fruitless search for consensus in society, but rather to find areas of enough agreement. We need to start small, grow our efforts over time and actively spread a new contagion of hope. The most promising place to get started is in our local communities.

SAMPLE SOCIAL MEDIA POSTS

- Conventional wisdom tells us that Americans are polarized. A new report from The Harwood Institute shows this is a misguided assumption. Instead we are isolated, disoriented and responding with a fight or flight response.
www.theharwoodinstitute.org/civic-virus-report #CivicVirus
- The Harwood Institute Report: People are separating and segregating themselves from one another due to unrelenting fear and anxiety about what's happening around them and to them. Here's how we move forward together:
www.theharwoodinstitute.org/civic-virus-report #CivicVirus
- People trust God, their faith, themselves, and those they personally know. No one else. A new report out from The Harwood Institute shows how we can combat this #CivicVirus and move forward together: www.theharwoodinstitute.org/civic-virus-report
- While being an American is an important part of who most people are, being a part of America is complicated and strained for many. Learn more about the sentiment of Americans of all walks of life in a new report out from The Harwood Institute:
www.theharwoodinstitute.org/civic-virus-report #CivicVirus
- A new report from The Harwood Institute reveals a desperate search for acceptance and belonging across the country. Empathy, productive talk, and compromise are prerequisites for moving society forward. Do you feel safe enough to step forward?
www.theharwoodinstitute.org/civic-virus-report #CivicVirus
- Many politicians and media personalities are unmitigated super-spreaders of a #CivicVirus dividing our nation. We need leaders who build community, not stoke fear and resentment as a way to boost their own position and power.
www.theharwoodinstitute.org/civic-virus-report

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SUGGESTED HASHTAGS

#CivicVirus
#TurningOutward
#Community
#CommunityBuilding
#CommunityDevelopment
#CommunityManager
#CommunityWork
#Polarization

#BridgeDivides
#PublicInnovation
#Innovation
#Foundation
#CivicEngagement
#CivicResponsibility
#MeaningfulConnections
#MeaningfulWork

COLLATERAL

[Download social graphics](#) you can use to highlight the report in your conversations about what's really going on in America and how we can create a hopeful path forward.

TALK WITH RICH HARWOOD

Do you host a podcast or a news show? Does your organization have upcoming speaking events? The Harwood Institute's President and Founder [Rich Harwood](#) is available for interviews and speaking engagements. Rich has more than 30 years of experience in transforming our public and political lives by supporting individuals, organizations and communities in their quest to create change and has been a trusted source on the sentiment of the American people since the Gulf War.

RESOURCES

The following resources will provide you with additional information and context around both the Civic Virus report and The Harwood Institute.

- [Civic Virus Report Landing Page](#)
- [The Harwood Institute Website](#)
- [Harwood Half Hour Podcast](#)
- [The Harwood Institute Resources](#)
- [How We Work at The Harwood Institute](#)
- [Sign Up for our Newsletter](#)
- Email: info@theharwoodinstitute.org

ABOUT RICH HARWOOD AND THE HARWOOD INSTITUTE

Richard C. Harwood is an innovator, writer, and speaker. For over three decades, he has devoted his career to revitalizing the nation's hardest hit communities, transforming the world's largest organizations, and reconnecting institutions to society. An inspiring and sought-after speaker, Rich regularly keynotes major conferences and events. He has written five books, scores of articles and groundbreaking reports, and frequently appears in national media. He is the founder and president of The Harwood Institute for Public Innovation, located in Bethesda, Maryland.

The Harwood Institute is a nonprofit, nonpartisan organization that equips people, organizations, communities, and networks with the tools to bridge divides, tackle shared challenges, create a culture of shared responsibility, and build capacity. The Harwood Institute's work is rooted in a philosophy of Civic Faith and the practice of Turning Outward. Founded in 1988, the Institute's approach has spread to all 50 states across the US and 40 countries around the world.