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Running on Respect: Putting Civility Back Into Politics
The Protocol School of Washington's "National Business Etiquette Week" Examines Political Etiquette

(Washington, DC) — In what has already been an incredibly volatile election season, political candidates have subjected one another—and the world at large—to an unprecedented display of public and personal attacks on their rivals—covering everything from religion, cultural differences, gender and even physical stature. In a concerted effort to restore decorum and dignity to both political parties and their candidates, The Protocol School of Washington is proud to designate its annual “National Business Etiquette Week” with a theme of “Running on Respect: Putting Civility Back Into Politics.”

“Political rhetoric has run amok in 2016,” said Pamela Eyring, president and owner of The Protocol School of Washington. “Our most prominent political candidates have been demeaning one another in public forums and have subsequently presented themselves—and our nation—in an unflattering light. We need to restore a mutual sense of respect in the political debate and put civility back at the podium.”

As an international thought leader on protocol, etiquette and multicultural respect, The Protocol School of Washington has educated scores of international business leaders, government officials—and yes, politicians on how to be more effective and mindful communicators. Eyring says what’s missing from the current political debate is more than a lack of social grace.

“A recent George Washington University Battleground Poll confirms the 2016 election cycle introduced a new tone and tenor of rhetoric used on the campaign trail that has never been seen,” said Eyring. “Half of likely voters surveyed in the poll say they have found the current campaign climate to be ‘repulsive’ and that such manner of discourse has no place in a presidential campaign.”

During National Business Etiquette Week (June 5-11), Eyring and her colleagues at PSOW challenge candidates—and voters—to simply respect each other’s positions and to stick to the issues at hand.

“A good politician does not have to bully or resort to childish taunting,” she said.

To continue the discussion on political etiquette, PSOW is seeking answers to softening the current political climate by asking, “How can political candidates run on respect and put civility back into politics?” Submissions can be made through videos, whiteboards, PowerPoint presentations or essays and the selected winner will be given a complimentary tuition to one of the PSOW’s ongoing courses on effective leadership, protocol and multicultural respect.

To enter, please review the full set of rules at www.psow.edu

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