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WE ARE  
PRIMERUS™  
*Civility*

The fifth of the Six Pillars of Primerus™, Civility is centered around the principle of respect for others and the desire to promote behavior that enhances and improves public communication for the common good.

Civility is an expression of courtesy, politeness, dignity, and grace, and can serve as a means to influence the character of public discourse through our actions and conduct. When used properly, it has the power to promote understanding and to resolve conflict for the betterment of society.