

Helpfulness Above All[™]

**“All the News
That’s Fit to Print”**

The News

That may seem like a huge “ask.” But I propose that a vast majority of media and leaders - who, in my view, overall, DO strive to be nonselfish - prioritizing that supremely unifying statement that way, is what it will take for the world to begin to truly overcome the relatively tiny but super-toxic, high-leverage selfishness that is increasingly poisoning, terrorizing, and crippling our world. Just as one drop of benzene makes 2,000 gallons of clean water undrinkable. And costs massive effort to remedy.