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 **TODAY'S "QUICK HIT":**  
**BILL O'REILLY EXITS:**  
**FREE MARKET**  
**FORCES WORKING**  
**TOGETHER FOR GOOD!**



By Stephen L. Bakke  April 21, 2017

*Here's what provoked me:*

*Several recent letters dealt with the firing of Bill O'Reilly but the approach they took was, I feel, shallow and unfair to the real reason for the exit. Free market forces, mostly lost advertising, came together to correct what had been a foolish "blind eye" to O'Reilly's long standing chauvinism, rudeness, and bullying. I think it's a good thing and I sought to explain my reasoning in the following presentation. My apologies to those many of you who disagree with me on this.*

*Here's my response:*

**Bill O'Reilly Exits: Free Market Forces Working Together for Good!**

A writer on 4/21 applauded Bill O'Reilly's firing by Fox News but bemoans that the reason was losing advertisers. Understandably, she wanted him gone long ago because of his mistreatment of women. Other writers that day referred to Fox News as mere entertainment, and considered Bill's exit as a big blow to Fox News.

I'm a conservative who has wished for O'Reilly's exit for a long time. Let me present a slightly different perspective from those earlier letters. Consider:

- I considered O'Reilly's success the result of an entertainment approach to news events – not in-depth opinion and analysis.
- His rudeness and chauvinistic approach served to add interest.
- O'Reilly's style eventually made him a caricature, and his show became thinly veiled entertainment.
- With O'Reilly gone, the entertainment aspect disappears, and most of the balance of Fox News programming is solid reporting, analysis, and opinion.
- Fox is generally fair but is unabashedly conservative in most of its opinion programming.
- I predict much greater credibility after the "housecleaning moves" that have occurred.

For those disappointed that advertising dollars spoke louder than the questionable judgement of a few executives, let me suggest they have just come face to face with the power and advantage of the "free market." They bemoan that the almighty "dollar" held such sway, but they should applaud it as the agent of positive change in this case. It was free market forces to the rescue!

Time after time, the relative intelligence of free market forces makes much needed corrections to flawed human decisions. Let's not deny their value.