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Driving the Conversation:

Arena Ref: David Mark

Are pols too involved in the Chick-fil-A controversy?

David Boaz Executive VP, Cato Institute :

There's a reason that most retail companies stay out of controversial issues - you don't want to tick off half your customers.

Dan Cathy broke that rule and made Chick-fil-A a center of controversy. Many of its customers could still ignore what the previously unknown executive said to the Baptist Press. But now Mike Huckabee, Sarah Palin, and other culture warriors have made eating at Chick-fil-A a political statement. As Timothy Kincaid writes at Box Turtle Bulletin, "The company has a new label: 'the brand of choice for anti-gay people.'"

That was good for the company on Wednesday. But I can't believe it will be a good brand in the long run. Watch for an increase in sales of McDonald's chicken sandwiches this week.

And you can bet that Huckabee, Palin, and Santorum didn't pick up any new fans yesterday - they just rallied the folks who already watch them on Fox and buy their books.