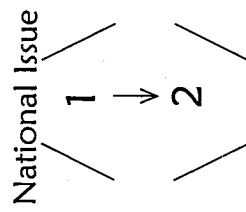
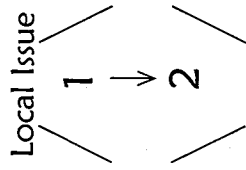


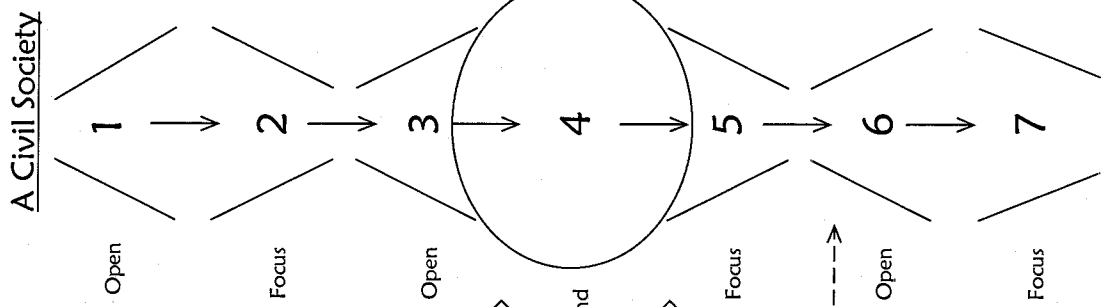
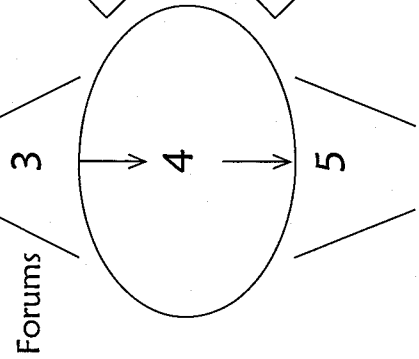
Effective Forums Map: A View of Public Judgment

Prepared by Craig S. Paterson
 For UC Davis National Issues Forum Workshop
 Revised February 2004

- Framing a Public Issue:**
- ✓ Listens as People Talk
 - ✓ Captures the Urgency
 - ✓ Mirrors Public Awareness



- Conducting Effective Issues Forums:**
- ✓ People 'work through' the dilemmas at issue
 - ✓ Public deliberation on values and hopes
 - ✓ Finding a 'common ground' foundation
 - ✓ Each forum is a catalyst toward public knowledge



- Yankelovich's 7-Stages
1. Awareness
Public Need
 2. Urgency
Public Priority
 3. Choices
Perspectives
 4. Resistance to Choosing
Wishful Thinking
 5. Choicework
Public Knowledge
 6. Unstable Resolution
Choosing a Path
 7. Public Judgment
Responsible Policy

- Resolving Issues through Public Policy Decisions:**
- ✓ Public deliberation listens for the public voice of 'common ground' values that inspire the discovery of new policy and action options
 - ✓ Public policy and action decisions are made at many levels
 - ✓ Public judgment incorporates 'common ground' values in each decision to resolve public anxiety