

PAI = Potentially Affected Interest CP = Citizen Participation PS/DM = Problem-Solving and Decision-Making		Worksheet for Assessing Your CP-Needs Relative to: <h2 style="text-align: center;">CP Objective # 11</h2> <h3 style="text-align: center;">Nurture and Protect Your Credibility</h3>			<h1 style="font-size: 2em;">A 11</h1>
Our Questions	Your Answers	Your Specific CP-Needs; . . . What needs fixing to accomplish CP Objective # 11	CP Techniques / Tools (Your CP Actions)		
1.. Do all the PAIs believe everything your agency puts out?	Yes <input checked="" type="radio"/> No				
2.. Do all the PAIs believe everything your project team puts out?	Yes <input checked="" type="radio"/> No				
3.. Do all the PAIs believe everything you . . . personally . . . say?	Yes <input checked="" type="radio"/> No				
4.. Are you sure that the way you deal with the media enhances your credibility with them?	Yes <input checked="" type="radio"/> No				
5.. Are you absolutely sure that, the way you answer media questions, . . . and the way you communicate with the media, doesn't -- actually -- damage your credibility?	Yes <input checked="" type="radio"/> No				
6.. Are you aggressively using the media to build your credibility with your PAIs?	Yes <input checked="" type="radio"/> No				
7.. Are you absolutely sure that your media-policy does not damage your public credibility?	Yes <input checked="" type="radio"/> No				
8.. When you consider each of your agency's most recent two public controversies , . . . and how you dealt with them:					
a.. Did the controversy enhance your agency's credibility?	Yes <input checked="" type="radio"/> No				
b.. Did the controversy damage your agency's credibility?	No <input checked="" type="radio"/> Yes				
9.. Do you have a clear policy for talking to the press, and to the PAIs, about sensitive issues?	Yes <input checked="" type="radio"/> No				
10.. If "Yes":					
a.. Is the policy designed to protect and enhance your credibility?	Yes <input checked="" type="radio"/> No				
b.. If "Yes" again, is the policy understood by everyone on the team and in the agency?	Yes <input checked="" type="radio"/> No				
c.. If "Yes" a third time, is the policy followed ?	Yes <input checked="" type="radio"/> No				
11.. Are you forthcoming and 100% candid :					
a.. about all important issues?	Yes <input checked="" type="radio"/> No				
b.. about issues that are potentially unflattering or embarrassing ?	Yes <input checked="" type="radio"/> No				
12.. Do all the PAIs find that you consistently are the first and the best source of project and impact information? . . . ie. For information that's unfavorable to your project, . . . as well as for information that's favorable . . . ?	Yes <input checked="" type="radio"/> No				
13.. Are you 100% sure that the way you deal with the press and with PAIs, does not result in -- or appear to result in -- covering up information the public feels it should have?	Yes <input checked="" type="radio"/> No				
14.. Are there any PAIs who believe -- or suspect -- that you have a hidden agenda?	No <input checked="" type="radio"/> Yes				
15.. Or, . . . do you?	No <input checked="" type="radio"/> Yes				
16.. If "Yes" to #14 . . . (and "No" to #15):					
a.. Is your approach to dealing with these PAIs designed to change their views ?	Yes <input checked="" type="radio"/> No				
b.. Is your way of dealing with the "Suspected - Hidden - Agenda" issue . . . designed to alleviate that suspicion ?	Yes <input checked="" type="radio"/> No				
c.. Are your media-relations policies designed to alleviate these PAIs cynicism?	Yes <input checked="" type="radio"/> No				
d.. Are your crisis-management media-relations policies designed to create public trust and respect?	Yes <input checked="" type="radio"/> No				
17.. Do all the PAIs -- including your fiercest opponents -- respect you and trust you and your agency?	Yes <input checked="" type="radio"/> No				
18.. When a sensitive issue comes up on your project, . . . and your team debates whether you should "go public" with it, . . . and; if you "go public", how you should go public, . . . how you should talk and write about it, . . . and with whom you can, and with whom you cannot talk about that sensitive issue, . . . does the "Cover Your Ass" argument ever prevail?	No <input checked="" type="radio"/> Yes				