

PAI = Potentially Affected Interest CP = Citizen Participation PS/DM = Problem-Solving and Decision-Making		Worksheet for Assessing Your CP-Needs Relative to: CP Objective # 12 Have Your Communications Received and Understood			A 12
Our Questions		Your Answers	Your Specific CP-Needs; . . . What needs fixing to accomplish CP Objective # 12	CP Techniques / Tools (Your CP Actions)	
1..	Can you think of PAIs who don't know why you're working on this project , . . . but who . . . in your judgment -- need to know ?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes			<input type="checkbox"/>
2..	If "Yes": a.. Have you identified those PAIs? b.. Have you taken steps, so they shortly will know why you're working on this project? . . . even if they don't want to know?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			<input type="checkbox"/>
3..	Can you think of PAIs who don't know what consequences the Null-Alternative will have , . . . but who need to know ?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes			<input type="checkbox"/>
4..	If "Yes": a.. Have you identified those PAIs? b.. Have you taken steps so they shortly will know what the consequences of the Null-Alternative will be? . . . even if they don't want to know?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			<input type="checkbox"/>
5..	Can you think of PAIs who don't understand one or more of the key issues ?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes			<input type="checkbox"/>
6..	If "Yes": a.. Have you identified those PAIs . . . and those key issues ? b.. Have you taken steps so they shortly will understand those key issues? . . . whether they want to or not?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			<input type="checkbox"/>
7..	Is the public debate complicated by the fact that there are PAIs who are playing fast and loose with the truth , . . . or distorting the truth . . . or withholding information, . . . or claiming to have motives, priorities, and values that -- in fact -- they don't have . . . ?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes			<input type="checkbox"/>
8..	If "Yes": a.. Even though you are pretty sure that some people are playing fast and loose with the truth, . . . can you identify other PAIs who are in the dark about this not-so-nice behavior? b.. Are you taking steps to bring these PAIs out of the dark ?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			<input type="checkbox"/>
9..	Do you have a real good handle on: a.. What needs to be communicated? . . . ie. What's your point ? b.. To whom this information needs to be communicated? . . . ie. name these PAIs . . . c.. Which communications channels , . . . communications tools, . . . communications methods, . . . communications techniques . . . are best suited to get your specific point across to your target-PAIs?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			<input type="checkbox"/>
10..	When you have an important point that you have to get across to your major PAIs, . . . do you carefully select several communications channels? . . . channels that have complementary strengths and weaknesses?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			<input type="checkbox"/>
11..	Tell us, in all honesty(!), . . . how you and your team think of "Communication" on your project: a.. "Communicating" with the public means, . . . for the most part, . . . "Educating" the public about this project? b.. "Communicating" with the public means "Creating, . . . somehow, . . . a meaningful Two-Way Conversation about those issues that are key issues on this project"?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			<input type="checkbox"/>
12..	About the really important key issues, . . . the key points , . . . that you somehow have to get across to your major PAIs : a.. Do you articulate these issues in such a way, that they will get the people's -- including the media's -- attention ? . . . eg. Are you blunt? b.. Does your team explain these key issues in such a way, that your target PAIs actually will get the point ? c.. Do you respond with the kind of quick , . . . responsive timing . . . that is necessary for your team to be an effective party in a meaningful two-way conversation with your PAIs? . . . ie. with your publics?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			<input type="checkbox"/>
13..	Are you making good use of that time-saving, . . . effort-saving, . . . bovine-excrement-detecting, . . . money-saving, . . . communications clean-up technique called "Napoleon's Idiot"?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			<input type="checkbox"/>
14..	Have you recently examined the channels you use for out-communication, to make sure: a.. You're not wasting money? . . . or time ? b.. You're really reaching the PAIs you need to reach?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			<input type="checkbox"/>