



**AgEcon** SEARCH  
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

*The World's Largest Open Access Agricultural & Applied Economics Digital Library*

**This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.**

**Help ensure our sustainability.**

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

[aesearch@umn.edu](mailto:aesearch@umn.edu)

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

## Chapter 1

- <sup>1</sup> Hahn, Alan J. *Resolving Public Issues and Concerns through Policy Education*. Cornell Cooperative Extension, 1988, p. 1.
- <sup>2</sup> Renfro, William. *Issues Management in Strategic Planning*. Westport, CT: Quorum Books, 1993, p. 27.
- <sup>3</sup> Quoted in Renfro, *ibid.*, p. 28.
- <sup>4</sup> Dewey, John. *Democracy and Education*, 1916. Reprint: New York, Free Press, 1966.

## Chapter 2

- <sup>5</sup> Alternatives and Consequences model: For more information see House, V. W. and Young, A. A. *Education for Public Decisions*. Module 6 of *Working With Our Publics*. North Carolina State University, 1988. Learners' Packet, pp. 50-51.
- <sup>6</sup> Issue Evolution/Educational Intervention model: See *ibid.*, pp. 48-50. Also, Hahn, Alan J. *Resolving Public Issues and Concerns through Policy Education*. Cornell Cooperative Extension, 1988.
- <sup>7</sup> Ladder Model: See Reedy, James R. and L. Tim Wallace. *The Ladder: An Analytical Decision-Making Process*. Univ. of California Cooperative Extension, 1992. Since revised by Reedy, J.R.; Bennett, R.; Connolly, C.; Rilla, E.; and Wagenknecht, J. For information, contact Reedy at Cooperative Extension, 1682 Novato Blvd., Suite 150-B, Novato CA 94947.
- <sup>8</sup> Discovery & Analysis Model: See Dale, Duane. *Public Issues Education: A Handbook*. University of Wisconsin-Extension, 1993, p. 13.
- <sup>9</sup> SHAPES Model: See House and Young, *op. cit.*, Learners' Packet pp. 54-57.
- <sup>10</sup> Interest-Based Problem Solving: Gray, Kelsey, "Interest-Based Problem Solving Process and Techniques." Washington State University Cooperative Extension, Pullman WA, 1992. See also Sachs, Andy; Danielson Leon; Garber, Si; Levi, Mike; and Mustian, David. *Extension's Role in Environmental Policy Conflict: A Handbook for the February 17, 1993, satellite conference*. North Carolina Cooperative Extension Service, North Carolina State University, February 1993.

- <sup>11</sup> National Issues Forums: *Leadership Handbook* and other publications from National Issues Forums (100 Commons Road, Dayton OH 45459-2777, 800-433-7834). NIF also incorporates study circle techniques which are described in materials from the Study Circles Resource Center of Pomfret, Connecticut.
- <sup>12</sup> Citizen Politics: Project Public Life, *The Book: The Political Educator's Guide to Citizen Politics*. Hubert Humphrey Institute, University of Minnesota, 1992. Also Boyte, Harry C. *Commonwealth: A Return to Citizen Politics*. The Free Press, 1989.

## Chapter 3

- <sup>13</sup> Dale, Duane. *Public Issues Education: A Handbook*. Madison, WI: University of Wisconsin-Extension, 1993.
- <sup>14</sup> Renfro, William. *Issues Management in Strategic Planning*. Westport, CT: Quorum Books, 1993.
- <sup>15</sup> From Dale, D. *op. cit.*, p. 7.
- <sup>16</sup> Hahn, Alan J.; Jennifer Greene. and Carla Waterman, C. "Educating About Public Issues: Lessons from Eleven Innovative Public Policy Education Projects." Ithaca, NY: Cornell Cooperative Extension, 1994.
- <sup>17</sup> Gamson, William A. *Talking Politics*. New York: Cambridge University Press, 1992.
- <sup>18</sup> Adapted from Dale, *op. cit.*, pg. 19. The Texas case is presented in the Public Issues Education satellite videoconference of October 26, 1993, and summarized at the beginning of the January 25, 1994 videoconference. Copies can be obtained from University of Wisconsin Extension - Publications, 608-262-3346.
- <sup>19</sup> From Dale, *op. cit.*
- <sup>20</sup> Adapted from Habana-Hafner, Sally, and Reed, Horace B. *Partnerships for Community Development: Resources for Practitioners and Trainers*. Amherst, MA: University of Massachusetts, Center for Organization and Community Development. 1989, p. 34.

- <sup>21</sup> Ogden, D. M. "How national policy is made." In *Increasing Understanding of Public Problems and Policies*. Oak Brook, Ill.: Farm Foundation, 1971. See also Infanger, Craig and Wolfe, Mary Ellen. In *Working With Our Publics VI: Education for Public Decisions*. North Carolina Agricultural Extension Service, North Carolina State University, 1988. *Sourcebook*, pp. 21-23.
- <sup>22</sup> Flinchbaugh, Barry L. "How to Handle Public Issues in an Educational Framework." Address delivered to the Annual Meeting of the Association of Administrators of Home Economics, Dallas Texas, 1974. See also Infanger and Wolfe, *op. cit.*, pp. 18-20.
- <sup>23</sup> Hahn, Alan J. "Cornell's Planning Matrix-Planning a Comprehensive Educational Program on a Community Issue." 1988.
- <sup>24</sup> House, Verne W. and Ardis Armstrong Young, *Working with Our Publics, Module 6: Education for Public Decisions* (Raleigh, NC: North Carolina Agricultural Extension Service and Dept. of Adult and Community College Education, North Carolina State University), 1988. Learner's Packet, pp. 64-67.
- <sup>25</sup> Mustian R. David; Liles, Richard T.; and Pettitt, John M. *Working with Our Publics, Module 2: The Extension Education Process* (Raleigh, NC: North Carolina Agricultural Extension Service and Dept. of Adult and Community College Education, North Carolina State University), 1988. Learners' Packet, pp. 27-28.
- <sup>26</sup> Mustian *et al.*, *op.cit.*, Sourcebook p. 33.
- <sup>27</sup> The national Cooperative Extension System endorsed a policy statement on public issues education in October 1992. At the state level, Cornell Cooperative Extension and the North Carolina State University Cooperative Extension System have prepared policy statements on public issues education or public policy education which may serve as useful models for other states.

#### Chapter 4

- <sup>28</sup> Hahn, Alan J.; Greene, Jennifer; and Waterman, Carla. "Educating About Public Issues: Lessons from Eleven Innovative Public Policy Education Projects." Ithaca NY: Cornell Cooperative Extension, 1994.
- <sup>29</sup> Ho, Robert P. "Partners in Rural Health: The State Rural Development Council" Paper presented at the Northeast Regional Rural Health Conference, "Building Rural Health Partnerships," Burlington VT,
- <sup>30</sup> May 9, 1994. This list of benefits of partnership is based on the evaluation of 11 educational projects reported by Hahn, *et al.*, *op. cit.* The projects were funded by the W.K. Kellogg Foundation; each was planned and implemented by a coalition of two or more organizations.
- <sup>31</sup> Gray, Barbara. *Collaborating: Finding Common Ground for Multiparty Problems*. San Francisco: Jossey-Bass, 1989.
- <sup>32</sup> Gray, Barbara, *op. cit.* Also, Habana-Hafner, Sally and Reed, Horace. *Partnerships for Community Development: Resources for Practitioners and Trainers*. Amherst MA: University of Massachusetts Center for Organizational and Community Development, 1989.
- <sup>33</sup> Hahn, Alan J. "Building Partnerships for Education on Public Policy Issues." Paper presented at Water Quality and Public Policy Workshops, Denver CO, May 21-22, 1992, and Washington DC, June 4-5, 1992.
- <sup>34</sup> Habana-Hafner and Reed, *op. cit.*
- <sup>35</sup> Hahn, Alan J. "Educational Coalitions, Political Coalitions, and Roles for Extension." Steve A. Halbrook and Teddee E. Grace, eds., *Increasing Understanding of Public Problems and Policies—1993*. Oak Brook IL: Farm Foundation, 1994, pp. 125-127.
- <sup>36</sup> These generalizations are supported by Hahn, Greene, and Waterman, *op. cit.*
- <sup>37</sup> Dale, Duane. *Public Issues Education: A Handbook*. Madison WI: University of Wisconsin-Extension, 1993.
- <sup>38</sup> Von Schomberg, Rene. *Science, Politics, and Morality*. Dordrecht, The Netherlands: Kluwer Academic Publishers, 1993.
- <sup>39</sup> Scherer, Clifford W. "Communicating Water Quality Risk." *Journal of Soil and Water Conservation*, 45, March-April, 1990, pp. 198-200.
- <sup>40</sup> Von Schomberg, *op. cit.*
- <sup>41</sup> *Ibid.*
- <sup>42</sup> Wolfe, Wendy S.; Bremmer, Barbara; and Ferris-Morris, Margaret. *Monitoring the Nutrition of Your Community: A "How-To" Manual*. Ithaca NY: Division of Nutritional Sciences, Cornell University, 1992.
- <sup>43</sup> *Ibid.*
- <sup>44</sup> Dale, Duane. *Public Issues Education: Tools, Techniques, and Tips for Extension Educators: Videoconference Site Coordinator's Guide*. Madison WI: University of Wisconsin-Extension, 1993.
- <sup>45</sup> *Ibid.*
- <sup>46</sup> *Ibid.*
- <sup>47</sup> Sachs, Andy; Danielson, Leon; Garber, Si; Levi, Michael; and Mustian, David. *Extension's Role in Environmental Policy Conflict: A Handbook for the February 17, 1993, Satellite Conference*. Raleigh NC: North Carolina Cooperative Extension Service, North Carolina State University, February 1993.
- <sup>48</sup> Jones, Robert M. "Collaborative Dispute Resolution Processes." In Steve A. Halbrook and Teddee E. Grace, eds., *Increasing Understanding of Public Problems and Policies—1993*. Oak Brook, IL: Farm Foundation), 1994, pp. 93-99.
- <sup>49</sup> Faas, Ronald C. "Alternative Dispute Resolution Approaches to Conflict Management." In Halbrook and Grace, eds., *op. cit.*, pp. 91-92.
- <sup>50</sup> Fisher, Roger and Ury, William. *Getting to Yes: Negotiating Agreement Without Giving In*. Houghton Mifflin, 1981.
- <sup>51</sup> Bezold, Carol L. "Interest and Issue." In "Introduction to Mediation" packet prepared for Program Support Workshop, Washington State University Cooperative Extension, October 12, 1993.
- <sup>52</sup> The steps in the process described here and their descriptions were integrated from several approaches, including those outlined by:
- Bauer, Leonard and Watt, Peter K. *Dispute Resolution: A Handbook for Land Use Planners and Resource Managers*. Prepared for the Oregon Department of Land Conservation and Development. University of Oregon Bureau of Governmental Research and Service, November 1990.
- Gray, Kelsey. "Interest-Based Problem Solving Process and Techniques." Washington State University Cooperative Extension, Pullman WA, 1992.
- Sachs, *et al.*, *op. cit.*
- Barron, James C. and Fiske, Emmett P. "Coping with Growth: Public Policy Education, Its Role in Community Change." Western Rural Development Center, Corvallis OR, April 1993. Many of these approaches were adapted from Suskind, Lawrence and Cruikshank, J. *Breaking the Impasse*. Basic Books, 1987.
- <sup>53</sup> Johnson, Leigh T. "Interest-Based Problem Solving in Extension Issues Education." Paper prepared for this project, 1994.
- <sup>54</sup> *Ibid.*
- <sup>55</sup> *Ibid.*
- <sup>56</sup> Danielson, Leon E., and Simon K. Garber. "Use of ADR in Extension Public Policy Education Programs and Roles Extension Can Play in Dispute Resolution." In Steve A. Halbrook and Teddee E. Grace, eds., *Increasing Understanding of Public Problems and Policies - 1993*. Oak Brook, IL: Farm Foundation, 1994, pp. 100-107.
- <sup>57</sup> *Ibid.*
- <sup>58</sup> This paragraph is based on the research and concepts presented by Daniel Yankelovich in *Coming to Public Judgment*, Syracuse NY: Syracuse University Press, 1991.
- <sup>59</sup> *Ibid.*, p. 31.
- <sup>60</sup> *Ibid.*, pp. 84-85.
- <sup>61</sup> For example, Harwood Group. *Meaningful Chaos: How People Form Relationships with Public Concerns*. Kettering Foundation (200 Commons Road, Dayton, OH 45459-2799), 1993.

<sup>62</sup>Scherer, Clifford W. "Developing a Communication Strategy: Using Communication to Build Support for Public Policy." Paper prepared for this project, 1994.

<sup>63</sup> *Ibid.*

<sup>64</sup> *Ibid.*

<sup>65</sup> Dale, Duane. "Public Issues Education: Making a Difference." National Videoconference Series for Cooperative Extension Staff Development, Program Two, January 25, 1994. Videotape. University of Wisconsin-Extension (432 North Lake Street, Room 605, Madison, WI 53706).

<sup>66</sup> *Ibid.*

<sup>67</sup> National Issues Forums. *Organizing Your First Forum/Study Circle: For Conveners and Moderators*. National Issues Forums (200 Commons Road, Dayton OH 45459-2777), no date.

<sup>68</sup> *Ibid.*, p. 27.

<sup>69</sup> *Ibid.*, p. 30.

<sup>70</sup> *Ibid.*, p. 30.

<sup>71</sup> Hahn, Alan J.; Greene, Jennifer; and Waterman, Carla. "Educating About Public Issues: Lessons from Eleven Innovative Public Policy Education Projects." Ithaca NY: Cornell Cooperative Extension, 1994.

<sup>72</sup> Based on an evaluation of a multi-state project currently in process.

<sup>73</sup> Hahn, Alan J. and Greene, Jennifer. "Measuring Outcomes of Public Policy Education Programs." In *Increasing Understanding of Public Problems and Policies*, 1989. Oak Brook Illinois: Farm Foundation, 1990, pp. 101-114.

<sup>74</sup> Hahn, Alan J.; Greene, Jennifer; and Waterman, Carla. *op cit.*

<sup>75</sup> Hahn, Alan J. and Greene, Jennifer. *op. cit.*

<sup>76</sup> Hahn, Alan J.; Greene, Jennifer; and Waterman, Carla. *op. cit.*

<sup>77</sup> Hahn, Alan. J. and Greene, Jennifer. *op. cit.*



## Public issues education, public policy education

- Barrows, Richard. *Public Policy Education*. North Central Regional Extension Publication No. 203 (reprinted 1993). NCR Educational Materials Project.
- Edelman, Mark A. and Flinchbaugh, Barry L. *How to Handle Controversial Issues: Principles of Public Policy Education*. North Central Regional Extension publication No. 390. Ames: Iowa State University Cooperative Extension Publications Office.
- Dale, Duane. *Public Issues Education: A Handbook*. University of Wisconsin-Extension, 1993.
- Dale, Duane and Spears, Randy (co-producers). *Public Issues Education* videoconference series. University of Wisconsin-Extension, October 26, 1993; January 25 and February 22, 1994. To order, call (608)262-3346.
- Hahn, Alan J. *Resolving Public Issues and Concerns through Policy Education*. Cornell Cooperative Extension, 1988.
- Hahn, Alan J. *The Politics of Caring*. Boulder CO: Westview Press, 1994.
- House, Verne and Young, Ardis Armstrong. *Working With Our Publics VI: Education for Public Decisions*. North Carolina Agricultural Extension Service, North Carolina State University, 1988.
- House, Verne W. *Shaping Public Policy: The Educator's Role*. Bozeman, MT: Westridge Publishing, 1981.
- Stevens, Georgia L. *Impacting private sector policy for families*. Lincoln NE: University of Nebraska-Lincoln Cooperative Extension, for North Central Regional Educational Project. NCR 489, 1993.
- Stevens, Georgia L. *How to impact public policy for families*. Lincoln NE: University of Nebraska-Lincoln Cooperative Extension for North Central Regional Educational Project. NCR 443, 1992.

## Problem solving

- Koberg, D. and Bagnall, J. *The Universal Traveler: A Soft-Systems Guide to Creativity, Problem Solving and the Process of Reaching Goals*. William Kauffman, 1981.
- Michalko, Michael. *Thinkertoys: A Handbook of Business Creativity for the '90s*. Ten Speed Press, 1991.

## National Issues Forums

- Mathews, David. *Politics for People: Finding A Responsible Public Voice*. University of Illinois Press, 1994.
- Yankelovich, Daniel. *Coming to Public Judgment: Making Democracy Work in a Complex World*. Syracuse University Press, 1991.

## Citizen politics

- Boyte, Harry C. *Commonwealth: A Return to Citizen Politics*. The Free Press, 1989.
- Several publications describe the approach of citizen politics and Project Public Life. Call 612-625-0142 or send check or money order to PPL Publications, 130 Humphrey Center, 301 19th Avenue S., Minneapolis MN 55455.
- Boyte, Harry C and Kathryn Stoff Hogg. *Doing Politics: An Owner's Manual for Public Life*, \$8.
- Breuer, Rebecca and Fraser Nelson. *Building Ownership: A Coach's Guide to Teaching Politics*, 1992, \$10.
- Hogg, Kathryn Stoff, ed. *Public Life: The Newsletter of Project Public Life* (quarterly), \$15/year
- Staff of Project Public Life. *The Book: The Political Educator's Guide to Citizen Politics*, 1992, \$4.
- Project Public Life offers several training sessions each year. Call 612-625-0142 for information.

## Issue anticipation, identification, framing and selection

- Celente, Gerald. *Trend Tracking*. Warner Books, 1991.
- Coates, Joseph. *Issues Management*. Lomond Publications, 1986.
- Marien, Michael (editor). *Future Survey Annual and Future Survey: A Monthly Abstract of Books, Articles, and Reports Concerning Forecasts, Trends, and Ideas about the Future*. Bethesda, MD: World Future Society, 301-656-8274.
- Merriam, John E. and Makower, Joel. *Trend Watching*. Amacom, 1988.
- Renfro, William L. *Issues Management in Strategic Planning*. Westport, CT: Quorum Books, 1993.
- Tucker, Kerry; Derelian, Doris; Roumer, Donna. *Public Relations Writing: An Issue-Driven Behavioral Approach*. Prentice Hall, 2nd edition, 1994.

## Identifying participants and creating structures

- Gray, Barbara. *Collaborating: Finding Common Ground for Multiparty Problems*. Jossey Bass, 1989.
- Habana-Hafner, Sally and Reed, Horace. *Partnerships for Community Development*. University of Massachusetts at Amherst, Center for Organizational and Community Development, 1989.
- Hahn, Alan. "Educational Coalitions, Political Coalitions, and Roles for Extension." Steve A. Halbrook and Teddee E. Grace, eds., *Increasing Understanding of Public Problems and Policies—1993*. Oak Brook IL: Farm Foundation, 1994.
- Miller, Lorna Clancy; Rossing, Boyd E.; and Steele, Sara M. *Partnerships: Shared Leadership Among Stakeholders*. The University of Wisconsin-Madison, 1992.

Oregon State University Cooperative Extension Service, "Miracle at Bridge Creek: Coalitions to Address Natural Resource Issues" (videoconference, March 11, 1993).

Senge, Peter. *The Fifth Discipline: The Art & Practice of the Learning Organization*, Doubleday Currency, 1990, esp. Ch. 12, "Team Learning."

Stevens, Gerogia L. *Coalitions for Building Community Understanding*. NebGuide G93-1169. Lincoln NE: University of Nebraska Cooperative Extension, 1993.

Watkins, Karen E. and Marsick, Victoria J. *Sculpting the Learning Organization*. Jossey-Bass, 1993.

Weisbord, Marvin. *Discovering Common Ground* Berrett-Koehler, 1993.

**Collaborative conflict resolution with polarized groups**

Carpenter, Susan L; Kennedy, W.J.D. *Managing Public Disputes*. Jossey-Bass, 1992.

Fisher, R. and Ury, W. *Getting to Yes: Negotiating Agreement Without Giving In*. Houghton Mifflin, 1981.

Fiske, Emmett et al. *Resource Notebook to Accompany the 1992 Regional Training Workshop on Environmental Conflict Resolution*. (Portland OR, February 1992). Corvallis, OR: Western Rural Development Center, 1992.

Gray, Barbara. *Collaborating: Finding Common Ground for Multiparty Problems*. Jossey Bass, 1989.

Halbert, Susan. *On Common Ground*. Chevy Chase, MD: National 4-H Council, 1994 (Workbooks, Teachers' Guides and videotapes on conflict resolution and group process.

MIT-Harvard Public Disputes Program. *Consensus: Helping Public Officials Resolve Stubborn Policy Disputes*, quarterly newsletter. c/o Harvard Law School Program on Negotiation, 513 Pound Hall, Cambridge MA 02138. Also available on ConflictNet.

National Council of State Dispute Resolution Offices. The council serves as a forum for information exchange and technical support among the staff of these offices. The statewide dispute resolution offices are resources for promoting and providing dispute resolution services within state government.

National Institute for Dispute Resolution (NIDR), 1901 L Street NW, Washington DC 20036. (202) 466-4764. Contact: Thomas Fee. Grants, technical assistance and teaching materials on conflict resolution.

North Carolina State University Cooperative Extension Service. "Extension's Role in Environmental Policy Conflicts" (videoconference, February 17, 1993).

Program for Community Problem Solving, 1301 Pennsylvania Avenue NW, Suite 600, Washington DC 20004. (202) 626-3183. Contact: Bill Pospchuk. Housed at the National League of Cities, this program provides information and assistance for community collaborations.

**public issues**  
 *education*

---

Published on behalf of the National  
Public Policy Education Committee,  
Public Issues Education Materials Task  
Force by the University of  
Wisconsin-Extension, Cooperative  
Extension.

Developed and published with support  
from the Farm Foundation and Extension,  
United States Department of Agriculture.

Issued in furtherance of Cooperative  
Extension work, Acts of May 8 and June  
30, 1914, in cooperation with the U.S.  
Department of Agriculture, University of  
Wisconsin-Extension, Cooperative  
Extension. University of Wisconsin-  
Extension provides equal opportunities in  
employment and programming, includ-  
ing Title IX and ADA requirements. If you  
need this information in an alternative  
format, contact the UWEX Affirmative  
Action Office.