

What makes an issue suitable for public framing and public deliberation?

Characteristics of Frameable Issues

- an issue of broad concern within the community
- an issue on which choices must be made, but there are no clear or “right” answers
- an issue on which a range of people and groups must act in order for the community to effectively move forward
- an issue on which citizens have not had the opportunity to consider different courses of action and their long-term consequences
- an issue on which new approaches might help the community move forward
- an issue on which the decision-making of officeholders and other leaders needs to be informed by public judgment as well as by experts’ views

Characteristics to Avoid

- a problem that is highly technical and requires a technical solution
- a problem that needs only a “yes” or “no” answer
- a problem for which a specific solution has already been decided and the public’s role would only be a “rubber stamp”
- a problem that requires an immediate response
- a problem that is relevant only to a very narrow group
- a controversial problem on which your group has a particular approach to advocate

from *Framing Issues for Public Deliberation*, Kettering, 2001