

A New Communications Pattern Chart

From communications as message..... to communications as engagement

Communicate to	Deliberate with
Public hearing	Community conversation
Talk to, tell	Talk with, share
Seeking to establish, protect turf	Seeking and finding common ground
Authority	Responsibility
Influencing the like-minded	Understanding those not like-minded
Top down	Bottom up
Establishing a hierarchy for decision making	Building a network of stakeholders
Goals/strategic plan	Values/mission
Products	Process
Public relations	Public engagement

AISR/Reasons for Hope, Voices for Change, page 8