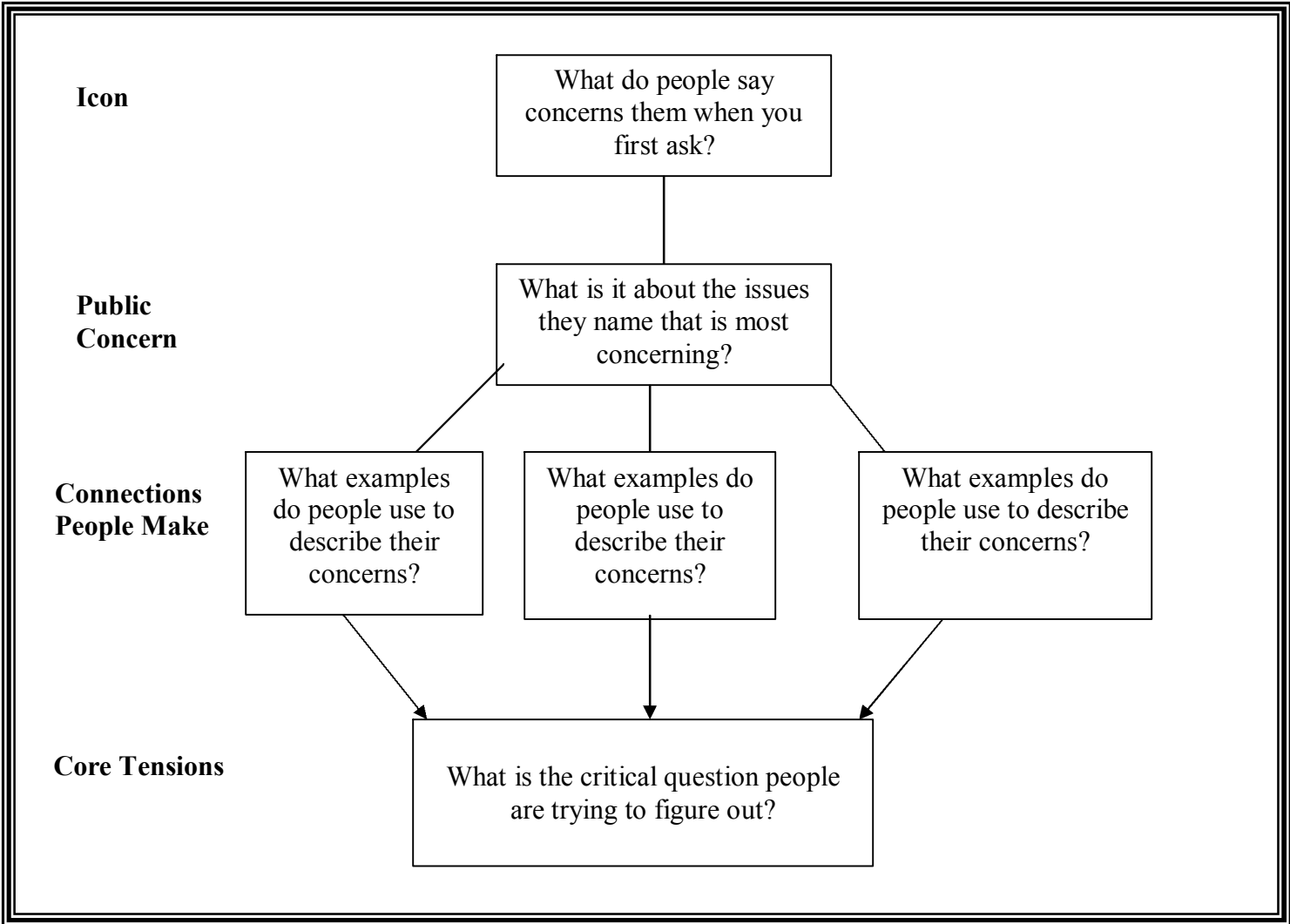


Public Concern Map: Example



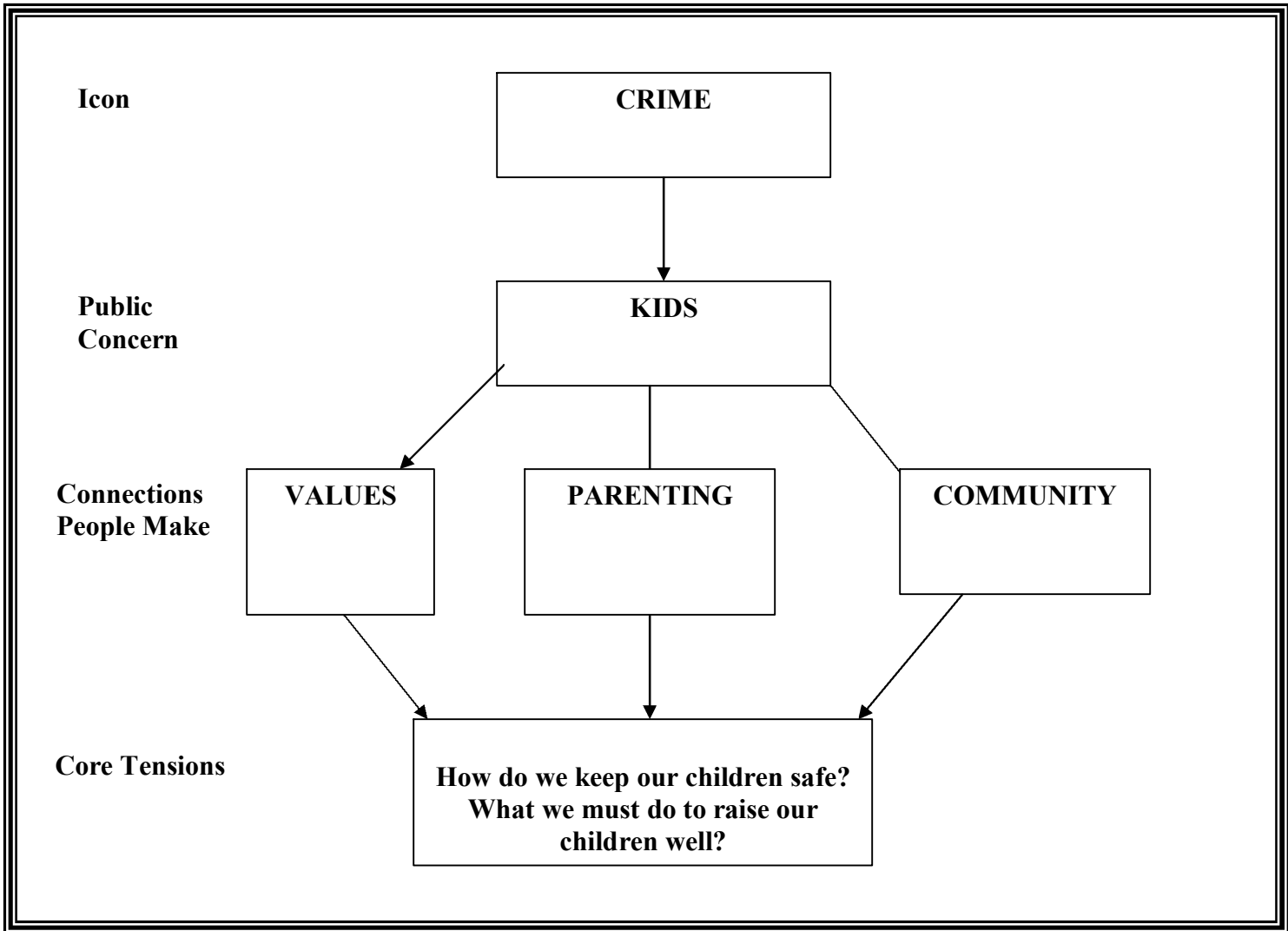
Common Story Frames

The Icon Issue shapes most stories.

Alternative Story Frames

The Core Tensions help shape stories.

Public Concern Map: Crime



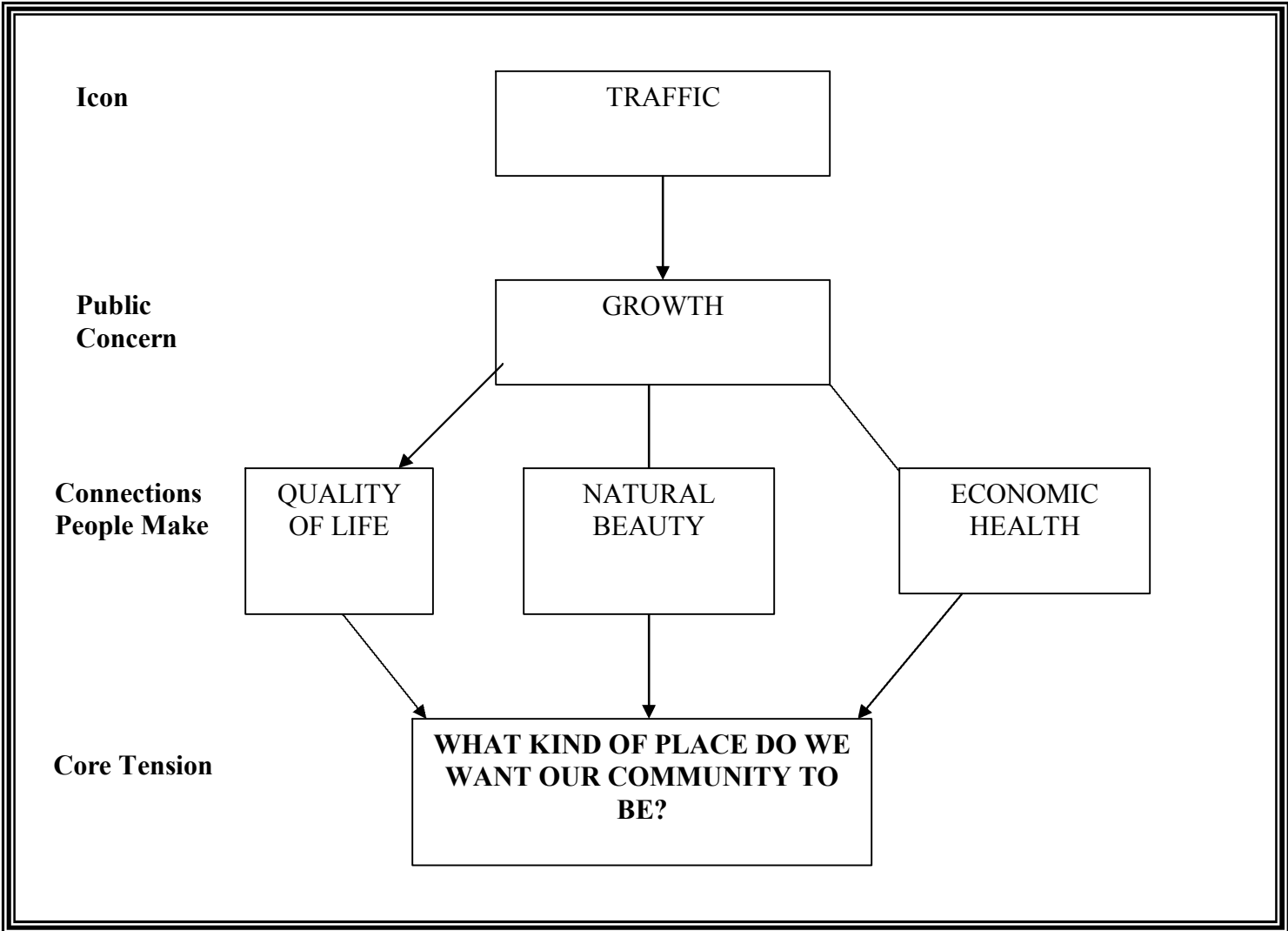
Common Story Frames

- Crime statistics for an area.
- Tension between police and youth.
- Cruising late at night; neighbors complain.

Alternative Story Frames

- How can parents prepare children to be safe?
- Ways for youth to participate in the community.
- Expectations residents hold for youth.

Public Concern Map: Traffic



Common Story Frames

How do we typically cover these “icon” issues?

Alternative Story Frames

What are alternative ways to cover these stories?