

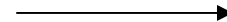


## How a Public Concern Map Works:

## Map Example: Crime

The surface issue shapes most stories

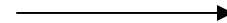
**What do people say concerns them when you first ask?**



**Crime**

Public concern

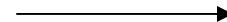
**What is it about the issues they name that is most concerning?**



**Kids**

Connections people make

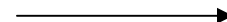
**What examples do people use to describe their concerns?**



**Values  
Parenting  
Community**

Underlying core issues are the real story.

**What is the critical question people are trying to figure out?**



**How do we keep our children safe? What must we do to raise our children well?**

### Common story frames:

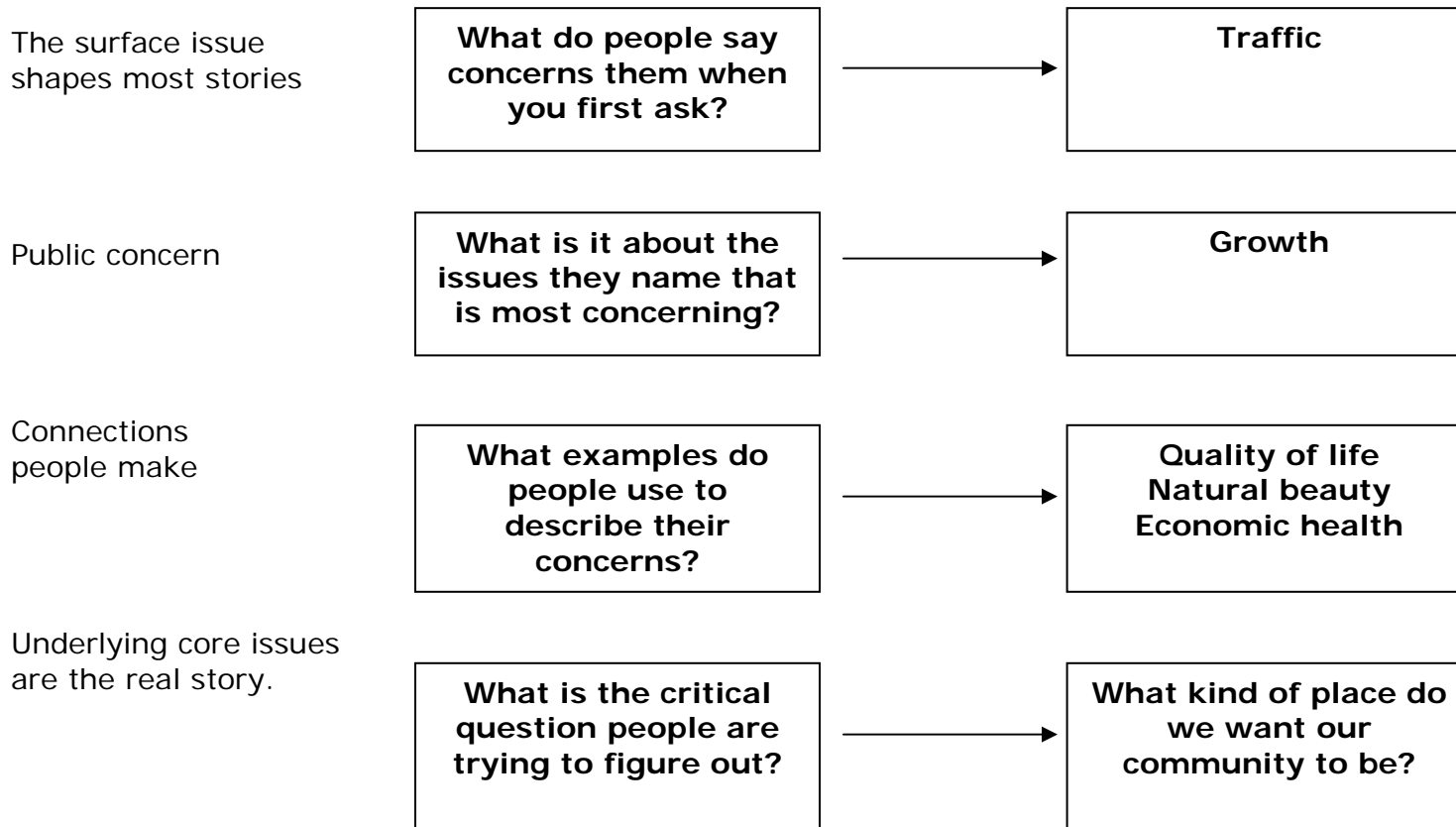
Crime statistics for an area  
Tension between police and youth  
Cruising late at night; neighbors complain

### Alternative story frames:

How can parents prepare children to be safe?  
How can youth participate in the community?  
What are the residents' expectations for youth?

### How a Public Concern Map Works:

### Map Example: Traffic



### Common story frames:

How do we typically cover these surface issues?

### Alternative story frames:

What are the alternative ways to cover these stories?