PUBLIC OUTREACH—THEORETICAL FRAMEWORK: Who gets what, when and how

Issue	TECHNICAL/ REGULATORY (few pay, few benefit)	DISTRIBUTIVE (many pay, few benefit)	REDISTRIBUTIVE (resources transferred from one sector to another)	SYMBOLIC (matter of principle, not money)
Different Policies?	E.g., regulation setting discount rate or grazing fees	E.g., highway or dam project	E.g., welfare, social security	E.g., Abortion
Same policy w/ different degrees of interest	E.g., listing f snail darts under ESA	Building Tellico Dam	TVA and economic development in rural south	$100M dam v. 3" perch; or real estate boondoggle v. "bookburning" of unique form of creation
Decision-making Forum	Iron triangle Cong Subcomm Adm. agency Ind. lobbyists	Cong comm	Full Congress	Pres. & Cong Opinion Leaders in and out of govt
Media	Federal Register, Peak Assn. Newsletters	Specialized journals	General publications E.g., *Economist*, NYT	Nightly News, *Time*
Publics	Small—those who gain/lose	Related interests	Educated/interested public	General Public

"Public Outreach" = reframing issues to garner more attention and resources