

the Bleiker Life Preserver

The Life-Preserver has served many public officials as the *quick-and-dirty substitute* for those situations where using 15 Worksheets (downloadable from our website) would be over-kill. But, that's all it is: a quick-and-dirty substitute . . .

Whatever you say, . . . whatever you write, . . . whatever you do, make sure that your publics *understand* these four points:

- 1. There *is* a serious Problem . . . or Opportunity . . . *one that just has to be addressed.*
 - 2. You are *the right entity* to be addressing this problem . . . in fact, given your Mission, it would be *irresponsible* for you not to address this problem.
 - 3. The way you are going about it, . . . the approach you're using, . . . is *reasonable, . . . sensible, . . . responsible.*
 - 4. You *are* listening, you *do* care; . . . If, what you're proposing is going to *hurt* someone, *it's not because you don't care; . . . it's not because you're not listening.*
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