

## WHITE PAPER



# Communication in the Policy Process

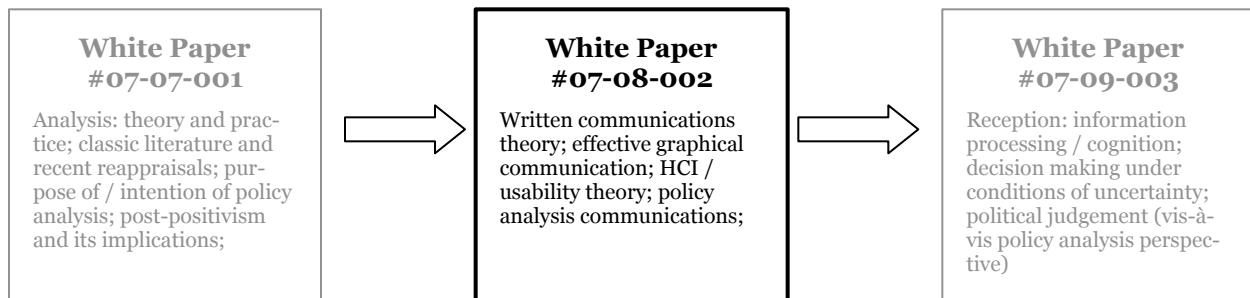
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# From Briefings to eBriefings in the Pursuit of Effective Support of Public Policy Decisions

The study of public policy is broadly concerned with the processes of identifying and analyzing public issues, the means by which a course of action (or inaction) is taken in response to perceived public problems, how effect is given to that course of action, and what affect the entire process has on the issue or problem being addressed. This set of three white papers is narrowly focussed on the “early” aspects of the public policy cycle centering on the questions of whether and how to address (or not address) the issue at hand, specifically those aspects dealing with policy analysis (white paper #07-07-001), its communication from analyst to decision maker (white paper #07-08-002), and the ways that analysis interacts with political decision making (white paper #07-09-003). While these aspects are dynamic and interactive, figure 1 simplistically illustrates the heuristic sequence of the three papers.



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