The Four Stages of Risk Communication
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1. **Stonewall Stage**
   No communication – Ignore the public.

2. **Missionary Stage**
   One-way communication – Show the public why you're right and they're wrong.

3. **Dialogue Stage**
   Two-way communication – Learn from the public the ways in which they're right and you're wrong.

4. **Organizational Stage**
   Internal communication – Become the sort of organization that finds dialogue possible, even natural.

For more about my take on this issue, see: