

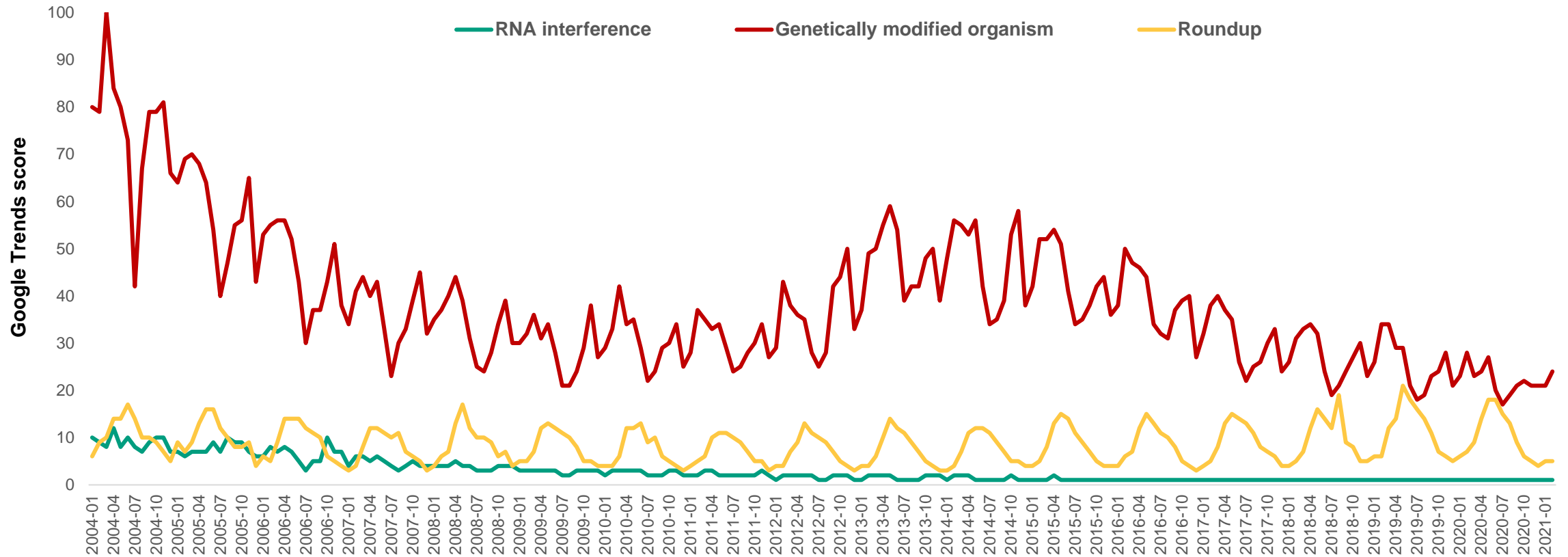
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# Will RNAi become an object of public controversy?

Joachim Scholderer



# Is RNAi a controversial issue?



# Back to the 1990s





# What does it take to create a major public controversy?

- There must be a (latent) threat potential that can vividly be communicated
- The threat must be directed at widely shared value orientations
- A major player in the issues management world must decide to develop the issue
- There must be potential for cashing in (negotiation, fundraising, recognition etc.)
- A trigger event must occur (or be engineered) that creates viral coverage
- The ensuing debate must create sufficient polarisation to keep the issue alive

# Let's discuss



**Does RNAi have what it takes to become a major public controversy..?**