



Communication Skills for Conservation Professionals

Susan Kay Jacobson

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Whether you are managing wetlands, protecting endangered species, or restoring ecosystems, you need to be able to communicate effectively in order to solve conservation and resource management problems. *Communication Skills for Conservation Professionals* can help you do just that—it is a practical and inspiring book that provides user-friendly guidance on achieving conservation goals through effective communication.

Following introductory chapters that draw on research from communication, psychology, sociology, and education to highlight elements critical for effective communication, the book describes how to gather background information and target audiences, explains how public relations can influence attitudes and behaviors, and outlines how to design and conduct a communications campaign. In addition, it provides step-by-step guidance for using print, broadcast, and electronic mass media; demonstrates methods for developing public talks, interpretive brochures, exhibits, and trails; and explores long-term conservation education strategies for students and adults.

This second edition of a widely praised book, originally published in 1999, includes new material on working with stakeholders, volunteers, and other groups to multiply conservation success. It also expands on the use of electronic media with examples of conservation Web pages, blogs, e-newsletters, and other new media. The book's citations have been updated to include a host of Web sites and other electronic sources useful for planning and implementing communication programs.

Communication Skills for Conservation Professionals is a valuable addition to the conservationist's toolbox that will help scientists, managers, concerned citizens, and students communicate more effectively.

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