Contents

Acknowledgments 7

Preface 9

Introduction 13

- I. Safeguarding Parks by Weaving Emotional and Intellectual Messages into Effective Stewardship Presentations 17
- II. Developing a Customized Approach to Communicating Resource Issues and Achieving Positive Outcomes 27
- III. Engaging the Four-Step Resource Issue Communications Process 33
- IV. Integrating Other Important Ingredients to Achieve Positive Outcomes 41
- V. Selecting Appropriate Interpretive Approaches for Communicating Resource Solutions 53
- VI. Conclusion 69
- VII. Applying Communications Solutions to Current Resource Issues and Situations 71

Additional Acknowledgements 75

References 77