

# Contents

<i>List of figures</i>	x
<i>List of tables</i>	xiii
<i>Editors and contributors</i>	xiv
<i>Acknowledgments</i>	xxiii

<b>1 Exploring the terrain: connecting communication, public policy, and the brink of extinction</b>	<b>1</b>
ERIC FREEDMAN, DAVID B. SACHSMAN AND SARA SHIPLEY HILES	

<b>PART I</b>	
<b>News coverage of endangered species around the world</b>	<b>21</b>
<b>2 Endangered species, news, and public policy: a history</b>	
BILL KOVARIK	
<b>3 The extinction crisis: why words matter</b>	<b>44</b>
MICHAEL A. PATTEN AND BRENDA D. SMITH	
<b>4 The wolves of fate: media coverage of the Isle Royale “genetic rescue”</b>	<b>50</b>
ALEXANDER KILLION, MARK NEUZIL AND ERIC FREEDMAN	
<b>5 How African is the African elephant? Reflections on elephant poaching and conservation in African and UK newspapers</b>	<b>67</b>
HARRIET CROOME AND CLARE WILKINSON	



**PART II**

**Images of endangered species: communication and public opinion** 85

**6 Sea turtle tourism and conservation: conflict and concord on a Hawaiian beach** 87

GAVIN LAMB

**7 The 25 most endangered primates list: impacts on conservation fundraising and policy** 101

KIM E. REUTER, RUSSELL A. MITTERMEIER, CHRISTOPH

SCHWITZER, GRÁINNE MCCABE, ANTHONY B. RYLANDS,

LEANDRO JERUSALINSKY, WILLIAM KONSTANT, DAPHNE KERHOAS,

JONAH RATSIMBAZAFY, KAREN B. STRIER, AMANDA D. WEBBER,

ELIZABETH A. WILLIAMSON AND JESSICA WISE

**8 You better believe it: rhino horns are a bloody risky business** 116

MICHAEL SCOTT SMITH

**PART III**

**Media emphasize the charismatic: ignoring the rest** 135

**9 Front pages are for the charismatic: the case of the cute giant panda** 137

RYAN WALLACE

**10 Polar bears as cultural symbols: threatening monsters and threatened species** 151

DOROTHEA BORN

**11 Societal attitudes towards hellbender salamander conservation: the roles of traditional and social media** 166

CALEB R. HICKMAN AND SHEM D. UNGER

**PART IV**

**Environmental public policy** 185

**12 (Not) saving the Great Barrier Reef from disaster: media then and now** 187

KERRIE FOXWELL-NORTON AND LIBBY LESTER



<b>13 Communicating shark extinction: celebrity-endorsed conservation campaigns and public policy in China</b>	203
ELAINE JEFFREYS	
<b>14 Manatees and fossil-fuel power plants: the paradox of endangered species laws</b>	218
JOHN CARR AND TEMA MILSTEIN	
<b>15 Conservation on private land: the Endangered Species Act</b>	233
JOE KERKVLIT, CHRISTIAN LANGPAP AND JASON SHOGREN	
<b>16 Preserving endangered species: communicating, reporting, and framing the extinction crisis</b>	245
ERIC FREEDMAN, DAVID B. SACHSMAN AND SARA SHIPLEY HILES	
<i>Index</i>	264