

Contents

<i>Preface</i>	<i>page</i> ix
<i>Susanne C. Moser and Lisa Dilling</i>	
<i>Foreword</i>	xiii
<i>Robert W. Kates</i>	
<i>List of contributors</i>	xvii
<i>List of tables</i>	xxi
<i>List of figures</i>	xxiii
<i>List of text boxes</i>	xxv
 Introduction	 1
<b>Part I Communicating climate change</b>	
1 Weather or climate change?	31
<i>Ann Bostrom and Daniel Lashof</i>	
2 Communicating the risks of global warming: American risk perceptions, affective images, and interpretive communities	44
<i>Anthony Leiserowitz</i>	
3 More bad news: the risk of neglecting emotional responses to climate change information	64
<i>Susanne C. Moser</i>	
4 Public scares: changing the issue culture	81
<i>Sheldon Ungar</i>	
5 The challenge of trying to make a difference using media messages	89
<i>Sharon Dunwoody</i>	

vi	<i>Contents</i>	
6	Listening to the audience: San Diego hones its communication strategy by soliciting residents' views <i>Linda Giannelli Pratt and Sarah Rabkin</i>	105
7	The climate-justice link: communicating risk with low-income and minority audiences <i>Julian Agyeman, Bob Doppelt, Kathy Lynn, and Halida Hatic</i>	119
8	Postcards from the (not so) frozen North: talking about climate change in Alaska <i>Shannon McNeeley and Orville Huntington</i>	139
9	Climate change: a moral issue <i>The Rev. Sally Bingham</i>	153
10	Einstein, Roosevelt, and the atom bomb: lessons learned for scientists communicating climate change <i>Lucy Warner</i>	167
11	Across the great divide: supporting scientists as effective messengers in the public sphere <i>Nancy Cole with Susan Watrous</i>	180
12	Dealing with climate change contrarians <i>Aaron M. McCright</i>	200
13	A role for dialogue in communication about climate change <i>Kathleen Regan</i>	213
14	Information is not enough <i>Caron Chess and Branden B. Johnson</i>	223
<b>Part II Facilitating social change</b>		
15	Stuck in the slow lane of behavior change? A not-so-superhuman perspective on getting out of our cars <i>John Tribbia</i>	237
16	Consumption behavior and narratives about the good life <i>Laurie Michaelis</i>	251
17	Educating for "intelligent environmental action" in an age of global warming <i>Tina Grotzer and Rebecca Lincoln</i>	266

	<i>Contents</i>	vii
18	Education for global responsibility <i>Mary Catherine Bateson</i>	281
19	Changing the world one household at a time: Portland’s 30-day program to lose 5,000 pounds <i>Sarah Rabkin with David Gershon</i>	292
20	Changing organizational ethics and practices toward climate and environment <i>Keith James, April Smith, and Bob Doppelt</i>	303
21	Change in the marketplace: business leadership and communication <i>Vicki Arroyo and Benjamin Preston</i>	319
22	The market as messenger: sending the right signals <i>John Atcheson</i>	339
23	Making it easy: establishing energy efficiency and renewable energy as routine best practice <i>Lisa Dilling and Barbara Farhar</i>	359
24	Forming networks, enabling leaders, financing action: the Cities for Climate Protection™ campaign <i>Abby Young</i>	383
25	Ending the piecemeal approach: Santa Monica’s comprehensive plan for sustainability <i>Susan Watrous and Natasha Fraley</i>	399
26	States leading the way on climate change action: the view from the Northeast <i>Abbey Tennis</i>	416
27	West Coast Governors’ Global Warming Initiative: using regional partnerships to coordinate climate action <i>Pierre duVair, Sam Sadler, Anthony Usibelli, and Susan Anderson</i>	431
28	Building social movements <i>David S. Meyer</i>	451
29	Climate litigation: shaping public policy and stimulating debate <i>Marilyn Averill</i>	462
30	The moral and political challenges of climate change <i>Dale Jamieson</i>	475

viii	<i>Contents</i>	
<b>Part III   Creating a climate for change</b>		
31	An ongoing dialogue on climate change: The Boulder Manifesto <i>Robert Harriss</i>	485
32	Toward the social tipping point: creating a climate for change <i>Susanne C. Moser and Lisa Dilling</i>	491
	<i>About the authors</i>	517
	<i>Index</i>	535