

AMERICAN ACADEMY
OF ARTS & SCIENCES

COMMISSION ON ACCELERATING CLIMATE ACTION



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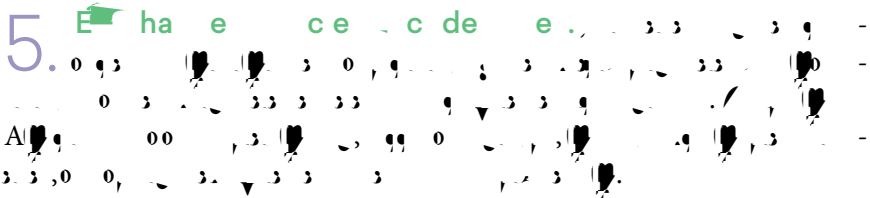


12 Climate Change Communication Principles

1. **Pre-emptive** – anticipate and address concerns before they arise. (9)

The need:

5. E ha e ce c de e .



Al

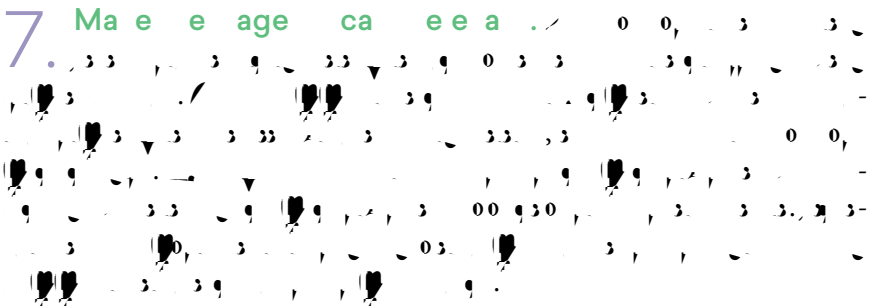
The need:

6. Fa ec a echa gea a -g e .



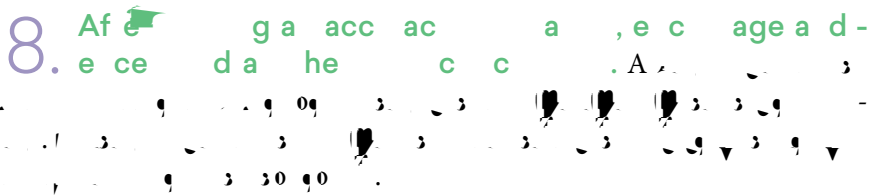
The need:

7. Ma e e age ca ee a .



The need:

8. Af e ga acc ac a , e c age a d-
e ce da he c c . A



The need:

9. **Content effectiveness**

The need:

10. **Header effectiveness**

The need:

11. **Dead ad copy**

The need:

12. **Engage the effective feedback**

The need:

References

B. A. 2018. C.
 C. E. C. *Environmental Communication*
 12 (2): 149-163. doi://. . . /10.1080/17524032.2017.1397039.
