

# Public Information, Education and Outreach

## Purpose/Objective

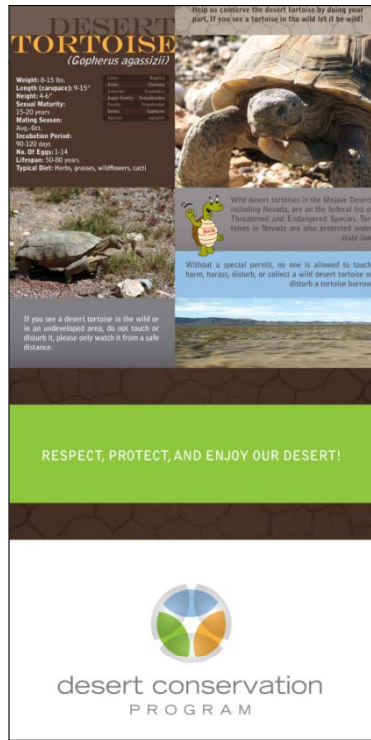
The Clark County Multiple Species Habitat Conservation Plan (MSHCP) lists a Public Information and Education Program as one of the Measures to Minimize, Mitigate, and Monitor Impacts of Take (Sec. 2.8.3.4). Specifically, it states that the program will: 1) Inform the public of the terms of the Section 10(a) permits; 2) Encourage respect, protection, and enjoyment of natural ecosystems in Clark County; and 3) Through education, increase the public understanding and awareness of the value of Clark County's natural ecosystems.

## Advertisements

The Desert Conservation Program (DCP) created and ran several advertisements promoting responsible desert use and wild and pet desert tortoise messages.

- Ran five billboards for three months, positioned on roads towards desert areas with 640,000 potential views per day.
- Ran 140 print advertisements in local community publications. (The View, Boulder City News, El Tiempo, Nellis AFB publication, BLVDS).
- Aired 148 10-second announcements on KNPR.

**Figure 1** Print and billboard advertisements promoting responsible desert use and informing the public about pet and wild desert tortoises.



**Figure 2** Posters produced for outreach events.

## Outreach and Products

The DCP provides posters, program brochures, products and information at various outreach events. Events include trails day events, earth day celebrations, parades and public meetings.



**Figure 3** Stickers, can coolers, postcards, rulers, zipper pulls and magnets were distributed to target audiences.



**Figure 4** 2010 Mojave Max Emergence Contest winner Abigail Lemus with her teacher and Principal.



**Figure 5** Mojave Max performing with other local mascots at UNLV basketball game and appearing on Channel 8 morning news.

## Mojave Max Education Program

The DCP continued to manage and promote the Mojave Max Education Program.

- Aired 170 30-second television advertisements during children's programming.
- Aired 590 10-second announcements on KNPR.
- Ran eight print advertisements in KNPR's Desert Companion.
- Modified, updated and purchased two new Mojave Max mascot costumes.
- Purchased and distributed zipper pulls, pencils and pens targeted at school aged children.



**Figure 6** Mojave Max print advertisement.



**Figure 7** New Mojave Max costume.



## For further information

Please contact Christina Gibson at [cmg@ClarkCountyNV.gov](mailto:cmg@ClarkCountyNV.gov) or (702) 455-2860 for more information or go to <http://www.clarkcountynv.gov/depts/dcp/Pages/default.aspx>

