

Public Information and Outreach Christina Gibson

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Public Information and Outreach Purpose and Goals

Public Information and Outreach projects provide public information, education and outreach in support of the messages of the Desert Conservation Program



INFORMATION



Program goals per the MSHCP:

- Inform the public of the terms of the Section 10(a) permits
- Encourage respect, protection and enjoyment of natural ecosystems in Clark County
- Through education, increase the public understanding and awareness of the value of Clark County's natural ecosystems



Several projects and contracts were administered over the past year

- Mojave Max Education Program
- Outreach products
 - Development sites and construction workers
 - Pet desert tortoise outreach
 - Wild desert tortoise outreach
- Video and photo collection
- Website developments and updates
- Community outreach

Mojave Max Education Program and

Community Outreach

 RRCIA implemented the education program, school assemblies and provided representation at outreach events



Several partners contributed to the Mojave Max Education Program

- Clark County School District
- Federal, state and community partners and supporters
- Private and non-profit organizations and businesses



Mojave Max product sales at the Red Rock NCA gift store provide additional support and have increased in the past year











Other Mojave Max program accomplishments include:

- Desert Tortoise Outreach summit held in February, 2012
- Mojave Max Saturday at Red Rock Visitor's Center added
- Mojave Max watch at Red Rock Visitor's Center added

Mojave Max program achievements:

- Participated in 45 community outreach events reaching 45,000 people
- Directly reached 679 teachers and 19,160 students through Mojave Max education lessons
- Received more than 5,000 Clark County student entries for the 2012 Mojave Max Emergence Contest
- Received Emmy Award and Emmy Nomination on two videos
 - Award Desert Dude...or Doofus?
 - Nomination Desert Tortoise



Outreach products





Pet Desert Tortoise outreach

- Over 270 posters and educational information mailed to local veterinarians and pet stores
- Over 350 magnets and educational information mailed to pet desert tortoise custodians



Video and photo collection and development

Joshua Tree Productions















Website development and Follow Max on these sites: The Youther flicker

Species Account Manual



Download PDF versions of the Species Account Manual: Birds • Common Names • Fish • Glossary • Invertebrates • Mammals Non-Vascular Plants • References • Reptiles & Amphibians •

Links This Species Account Manual serves as a companion document to the Clark County Multiple Species Habitat Conservation Plan and Environmental Impact Statement within the MSHCP. It provides an individual species account describing the species might be found, and the range of that species. Additional comments on the Contract

Follow Max on these sites:













DMG the Desert Managers Group. This link leaves Molavemac.com

Links

Store

Oleck out our cool Molave Max gea and support the Molave Max Soucado Program:

Look here for other great webs about the desert, including regis



I've been hosting the annual Mojave Max Emergence Contest since 2000, and have become a weather prognosticator (predictor) for the west coast. Although Clark County named me and gave me my "shell," other communities have adopted me; now you can participate

in the contest in many areas of

California, Nevada, and Utah!

Please look around my website using the links on the left, and learn all about how you can respect, protect, and enjoy our wonderful desert!



lajavattas filmajistittiva

Several Come visit Max the Saturda

and stick around for Story Time with Auriti

Congratulations to Quinton Larry!

unition learning that he was the winner? Y

abo read more about this year's winner

Les Wasse Sun and the Les Wasse Revi





Glossary

(MSHCP), which covers a wide variety of species and their habitats in Clark County Nevada. The Species Account Manual informs about the species of concern covered appearance of each species, identifying features, the kind of habitat in which a given

Outreach via Mojave Max Appearances

Steve-N-Kids and RRCIA volunteers







Public Information and Outreach Upcoming Work

Upcoming Work

- 2013 Mojave Max Emergence contest
- Desert Users Media Campaign
 - SNPLMA R12
- Continued work
 - Mojave Max Education Program
 - Wild desert tortoise outreach





Desert Dude or Doofus

- Emmy award winning video
- http://clarkcountynv.gov/blob/public_comm unications/video_library/dudeordoofus.mp4

http://stream.co.clark.nv.us/dude_or_doofus
 .wmv