



desert conservation
PROGRAM
respect, protect and enjoy our desert!

Public Information and Outreach

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



INFORMATION

ADVERTISING

MESSAGES

PRODUCTS

OUTREACH

Program goals per the MSHCP:

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
3. 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



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Public Information and Outreach
Projects & Accomplishments

Mojave Max Education Program and Community Outreach

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





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Public Information and Outreach
Projects & Accomplishments

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

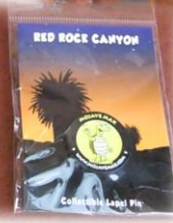
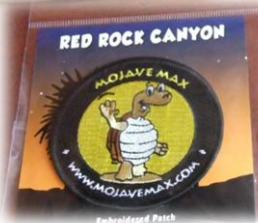




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Projects & Accomplishments

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



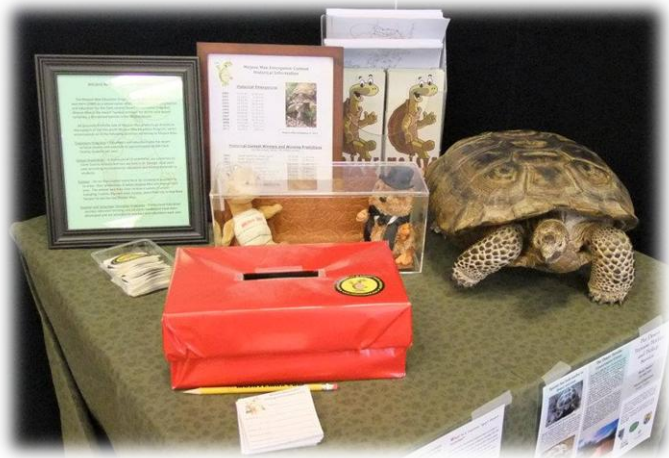


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Projects & Accomplishments

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



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Public Information and Outreach Projects & Accomplishments

Outreach products





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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





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Video and photo collection and development

Joshua Tree Productions





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Outreach via Mojave Max Appearances

Steve-N-Kids and RRCIA volunteers





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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_communications/video_library/dudeordoofus.mp4
- http://stream.co.clark.nv.us/dude_or_doofus.wmv