



desert conservation
PROGRAM
respect, protect and enjoy our desert!

Public Information and Outreach

Heather Green

August 21, 2014





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Public Information and Outreach
Purpose

One of the requirements of the Multiple Species Habitat Conservation Plan:

- Provide public information and education
- Complete outreach projects that support messages of the Desert Conservation Program



How do we that?

- Mojave Max Education Program
- Mojave Max website and other social media forums
- Advertising
- Participate in community outreach events



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Public Information and Outreach
Mojave Max Education Program

Mojave Max Education Program

- Originated from one of the conservation actions in the MSHCP which was to provide public information and education
- Intent is to raise awareness of the desert tortoise as a threatened species in the Mojave Desert





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Public Information and Outreach
Mojave Max Education Program

Mojave Max Education Program activities

- Annual Emergence Contest
 - School Assemblies
 - Prizes for winner & winner's teacher
 - Winner's class field trip and pizza party
- Individual Classroom Programs
- Teacher Workshops
- Senior High School Pilot Program starting in September 2014



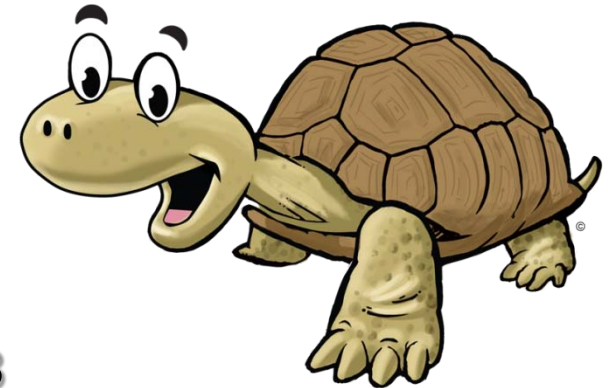


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Public Information and Outreach
Mojave Max Education Program

2014 Mojave Max Education Program Accomplishments

- More than 4,500 Emergence Contest entries were received
- Over 8,000 students were reached through assemblies and individual classroom programs
- Conducted 12 Mojave Max Assemblies
- Classroom programs were conducted at 68 different schools and 286 individual classroom presentations were completed





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Public Information and Outreach
Advertising & Promotions

Mojave Max Emergence Contest

Guess When I
Wake Up!



What is the Mojave Max Emergence Contest?

Mojave Max is a real live tortoise that lives in Red Rock Canyon in Las Vegas, NV. Every fall when the hot Las Vegas weather cools off, Max goes into his burrow to begin brumation, (this is how Max hibernates), and he emerges in the spring. The person who guesses as closely as possible to the correct day, hour, and minute when Max emerges from his burrow wins!

Who Can Enter the Contest?

Anyone in the whole world can enter, but only one lucky winner from Clark County, Nevada in grades K-12 who are enrolled in public, private and registered home schools are eligible to win all kinds of great prizes! Go to MojaveMax.com and click on the "contest" button to see a complete list of the Mojave Max Emergence Contest Rules.

What are the Prizes?

The grand prize winner receives prizes for themselves and their classmates. Prizes include a pizza party and field trip to Red Rock Canyon, t-shirts and a personal computer for the winning student's classroom!

How do I enter the contest?

Go to
www.mojavemax.com
to enter the contest.



Brought to you by: Clark County Desert Conservation Program, Clark County School District, Desert Managers Group, Red Rock Canyon Interpretive Association, and United States Department of Interior, Bureau of Land Management.

Mojave Max Emergence Contest advertising and promotions

- 13 print and numerous online advertisements in Las Vegas Review Journal
- 13 Advertisements in Zip Code magazine



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Advertising & Promotions

“Responsible Desert User” Spring 2014 advertising:

- Ran three half-page ads in Sunday’s Las Vegas Review Journal



Thank You for Being a Responsible Desert User



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www.clarkcountynv.gov

The Desert Conservation Program and its partners promote responsible use of our desert resources.



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“Stay on the Trail”

Spring 2014 advertising:

- 13 print advertisements in Zip Code Magazine over a three month period



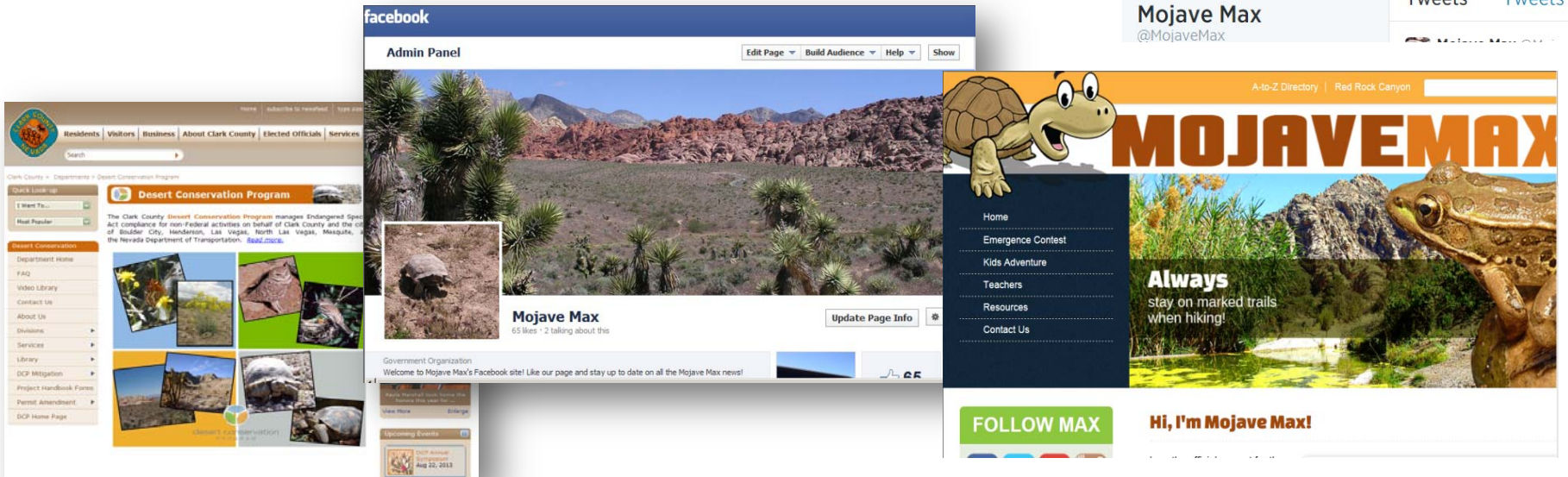


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Public Information and Outreach Websites & Social Media

Websites and Social Media

- Clark County DCP website
- [Mojave Max Website](#) – New in July 2014
- Mojave Max Facebook
- Mojave Max Twitter
- Mojave Max Instagram





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Community Outreach

Community events and Mojave Max appearances

- Presence at over 34 events, reaching over 40,000 people
- Giveaways
 - Desert tortoise stress balls
 - Stylus pens
 - Air fresheners



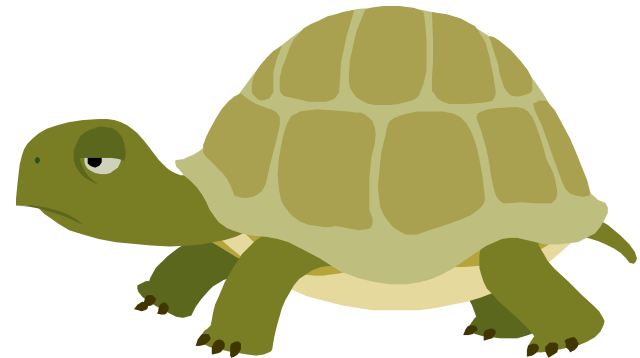
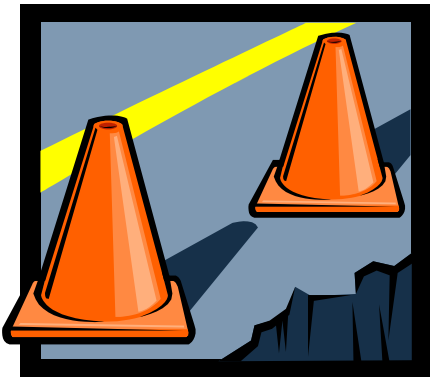


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Community Outreach

Construction Worker Video

Produced a video with regard to what to do if you find a desert tortoise on your construction site.





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THE BOTTOM LINE

- The demand for Mojave Max assemblies and classroom programs grows every year
- We expect the construction worker video to help us carry the message about wild desert tortoises to more of the construction community
- We're excited to see the impact of the Mojave Max Education Senior High School Pilot Program



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Questions?

