



desert conservation  
PROGRAM  
respect, protect and enjoy our desert!

# Public Information and Outreach

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August 22, 2013





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Public Information and Outreach  
Purpose

## Public information and outreach projects support messages of the Desert Conservation Program

- Mojave Max Education Program
- Advertising and promotions
- Website and social media
- Community outreach
  - Outreach products



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Mojave Max Education Program

## Mojave Max Education Program

- Originated from the conservation action in the MSHCP to provide public information and education
- Goal to raise awareness of the desert tortoise as a threatened species in the Mojave Desert





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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 party
- Teacher Education Manuals and Workshops
- Volunteer Training
- Community Outreach





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Mojave Max Education Program

## Several partners contribute to the Mojave Max Education Program

- Red Rock Canyon Interpretive Association
- Clark County School District
- Bureau of Land Management
- Other federal, state and community partners and supporters
- Private and non-profit organizations and businesses





# 2013 Mojave Max Education Program Accomplishments

	Schools Reached	Classes/Teachers Reached	Students Reached
Classroom Program	86	485	11,034
Assembly Program	12	121	2,643
Teacher Training	14	19	308
<b>Total</b>	<b>112</b>	<b>625</b>	<b>13,985</b>

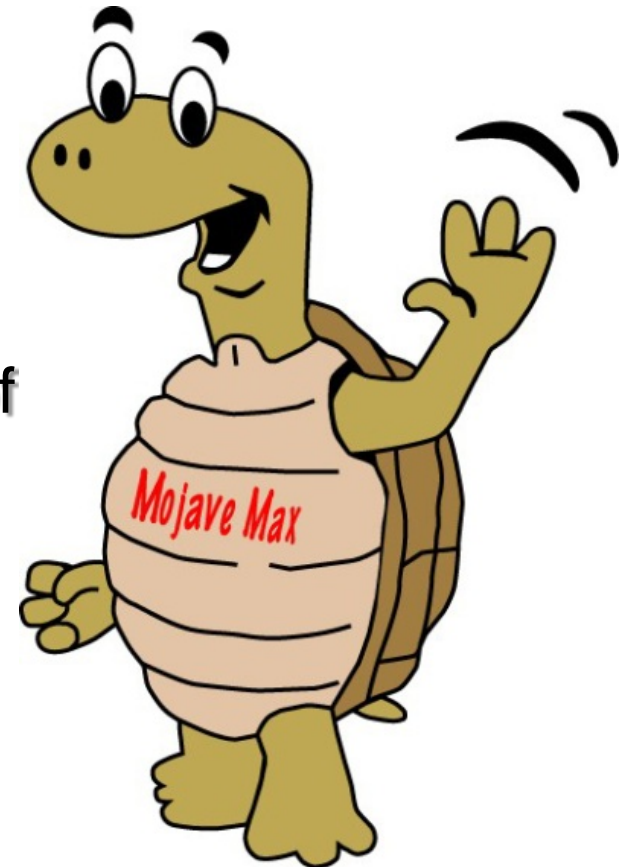


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## 2013 Mojave Max Education Program Accomplishments, continued

- 5,295 Emergence Contest entries
- Two volunteers donated 40 hours of time
- New 30-second Public Service Announcement developed (CC Channel 4)





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# 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

- Nine print and numerous online advertisements in Las Vegas Review Journal over four months





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## Public Information and Outreach Advertising & Promotions

# Mojave Max Emergence Contest advertising and promotions, continued

- Redesign/reprint of Mojave Max Emergence Contest Pamphlets with activity sheet

**MOJAVE MAX EMERGENCE CONTEST RULES**

- Anyone may enter the contest. Eligibility for prizes is restricted to students in grades K-12, enrolled in public, private, and registered home schools of the Clark County School District (CCSD).
- Students must have the permission of their teacher(s) and parent(s) or guardian(s) to enter.
- Students must enter the contest online at [MojaveMax.com](http://MojaveMax.com). Students are not required to own a computer. Students may enter the contest using a public computer located at a school or public library.
- The entry form must be completely filled out. Incomplete entries will be disqualified.
- Students may enter the Mojave Max Emergence Contest only once per year. Duplicate entries will be disqualified. Only the first entry per student, per year, will be accepted.
- Mojave Max contest representatives must be able to contact the student's school and the appropriate media release/publicity permit form must be signed in order for a student to be eligible to be recognized as having the winning entry for the Mojave Max Emergence Contest. The recognized winner will be notified through their school, principal, and/or teacher.
- In the event of a tie, the entry with the earliest time stamp will win. If two or more entries have identical time stamps, a drawing will be held and one entrant will be chosen as the recognized winner for that year's contest.

**CONTEST PRIZES**

The winning student will receive:

- A brand new laptop computer
- A brand new digital camera
- A Mojave Max T-Shirt
- A Mojave Max Olympic-style medal
- A free one-year pass to the Federal
- Recreation areas

The winning class will receive:

- Pizza party with an all-expense paid field trip to Mojave Max's habitat at Red Rock Canyon
- Mojave Max T-shirts
- Mojave Max Olympic-style medals

The winning teacher will receive:

- A brand new laptop computer
- The winning school will receive:
- A large traveling trophy which can be displayed in the winning school's trophy case for the year

**HISTORY OF MOJAVE MAX EMERGENCE CONTEST**

In the spring of 2000, the first Mojave Max Emergence Contest was held. Students in Clark County were encouraged to guess the correct day, hour and minute when Max would emerge from his burrow after hibernation. The successful event had thousands of students in the Las Vegas Valley researching the Desert Tortoise and weather in the Mojave Desert, which has a huge impact on when Max emerges.

The contest is significant because it draws attention to the seasons in the Mojave Desert and the responses of desert wildlife. Many plants and animals have a dormant period that is brought on by declining temperatures. Plants and animals of the Mojave Desert must adapt to changing temperatures and erratic rainfall in order to survive.

It's important for students and residents of Clark County to understand our native desert species and how to respect, protect, and enjoy our beautiful Mojave Desert.

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**CLARK COUNTY DESERT CONSERVATION PROGRAM**

The Clark County Desert Conservation Program (DCP) began in 1989 in a concerted effort to protect plants and animals in Clark County. In order to help protect plants and animals, we must learn how to protect their homes and the environments where they live. The DCP studies plants and animals and learns what is most important for their survival, and takes actions to benefit those species.

When you study the desert, learn about the species that live in the desert, and enter the Mojave Max Emergence contest, you are learning how to respect, protect, and enjoy our desert.

702-455-3536 [www.mojavemax.com](http://www.mojavemax.com)  
[www.clarkcountynv.gov](http://www.clarkcountynv.gov)

**MOJAVE MAX EMERGENCE CONTEST**

**MOJAVEMAX.COM**

**SAFE AT LAST!**

**LITTER MUST GO BACK TWO WAYS!**

**DOGS ON LEASH**

**START**

**HELP THE DESERT TORTOISE REACH HIS BURROW SAFELY!**  
You'll need one dice and you'll need to play

**FIND THESE WORDS!**

MOJAVEMAX	CLARK-COUNTY	RELICT	ENJOY
DESERT	HABITAT	LEARN	FILMERS
CONSERVATION	CHESAPEAKE	EMERGENCE	CHEMISTS
BRIMSTONE	CACTUS	SPECIES	
CABINETS	PLASTIC	EGG	
BURROW	REPTILE	RESPECT	

U N X M P T I C A G O K P O  
V W R M L I T P E R S A  
T O R M O J A V E M A X A I  
N D L A R B I X O U R U  
E A W O R M T M A C T  
R O H W J J A Z A W I O  
D H P C H L O T O H W  
R A L O I R T S I O P W  
B L G H O M O I X R F M U  
K U E T T R W L A P P I T  
N H A E T M P O R D J Z C  
J I W R A S P F O U Z H A  
O B W U H T I O H B C  
V X O N S T A T I B A W D

**ACROSS**

- When a tortoise hibernates
- A tortoise shelter
- Upper shell of a desert tortoise
- A tortoise's leg

**DOWN**

- Tortoise food (plural, starts with C)
- Tortoise food (starts with C)
- Lower shell of a desert tortoise
- The desert where tortoises can be found
- What a tortoise hatches from

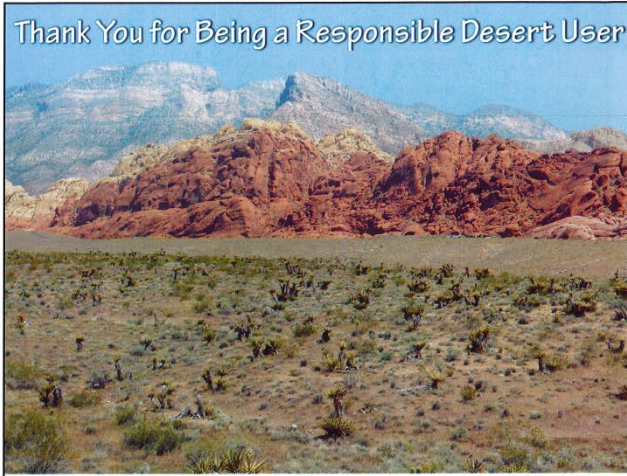


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Advertising & Promotions

## Responsible Desert User Spring 2013 advertising:

- 20 advertisements in Zip Code Magazine
- One half-page Sunday ad in the Las Vegas Review Journal

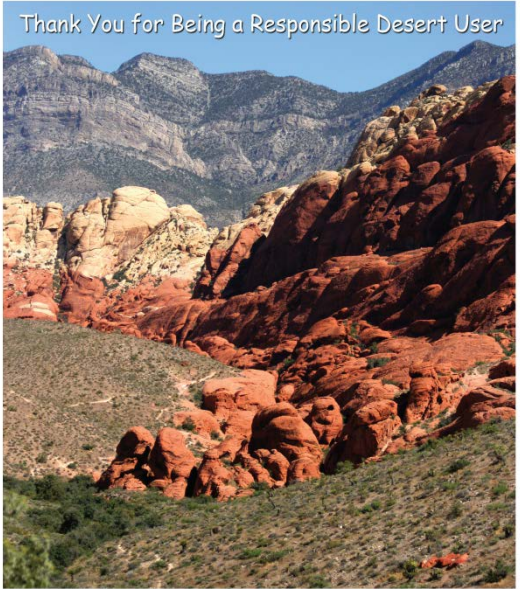


Thank You for Being a Responsible Desert User




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[www.clarkcountynv.gov](http://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” billboard Spring 2013 advertising:

- Three billboard locations ran for two months





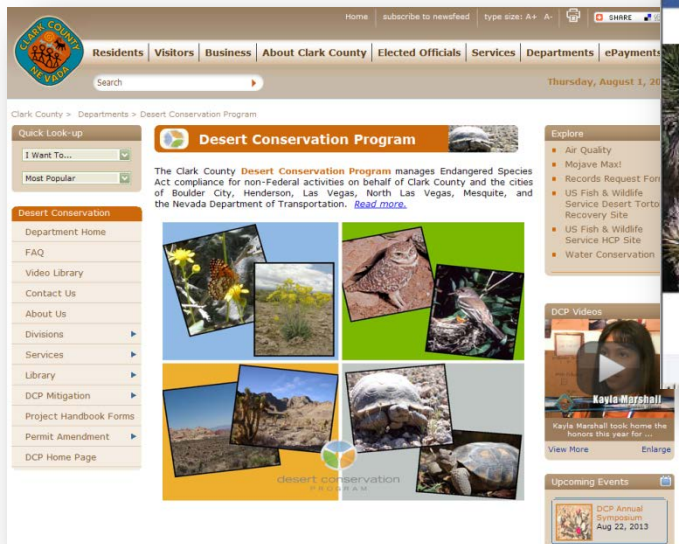
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## Public Information and Outreach Websites & Social Media

### Websites and Social Media

- Clark County DCP website
- Mojave Max website
- Mojave Max YouTube
- Mojave Max Facebook
- Mojave Max Twitter



Follow Max on these sites:    



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## Community events and Mojave Max appearances

- Presence at over 35 events, reaching ~29,000 people
- Giveaways
  - Desert tortoise stress balls
  - Stylus pens





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**Public Information and Outreach**

**Questions?**

