



desert conservation
PROGRAM
respect, protect and enjoy our desert!

Public Information and Outreach

Heather Green

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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

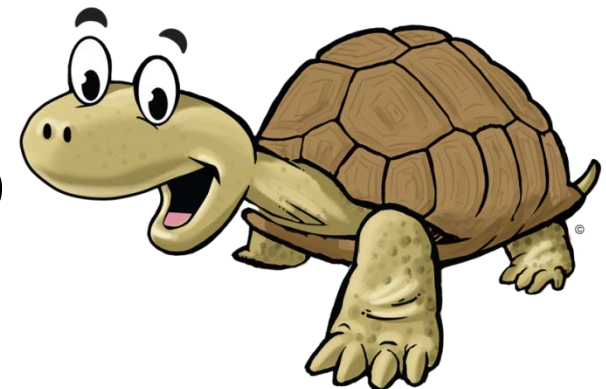
- Annual Emergence Contest
 - School Assemblies
 - Prizes for winner & winner's teacher
 - Winner's class field trip and pizza party
- Individual Classroom Programs
- Teacher Workshops





2015 Mojave Max Education Program Accomplishments

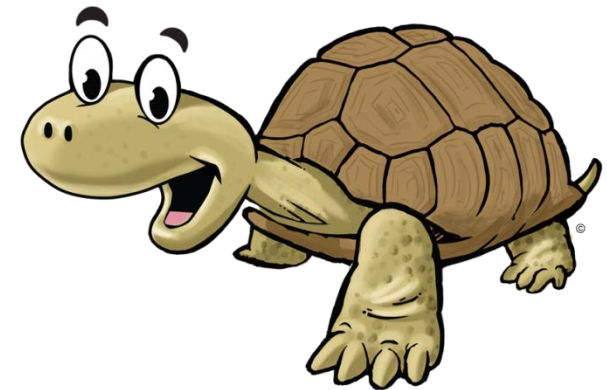
- More than 5,500 Emergence Contest entries were received
- Over 8,000 students were reached through assemblies and individual classroom programs
- Conducted 15 Mojave Max Assemblies
- Classroom programs were conducted at 39 different schools and 198 individual classroom presentations were completed





Let's Compare

- Emergence contest entries:
2014 – 4,500; 2015 – 5,553
- Students reached through assemblies and individual classroom programs
2014 – 8,000; 2015 – 8,214
- Mojave Max Assemblies
2014 – 12; 2015 – 15
- Individual classroom programs
2014 – 286 classes; 2015 – 198 classes





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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.

Mojave Max Emergence Contest advertising

- Six ½ page ads in Sunday's paper in Nov., Dec., Jan., and Feb.



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.



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“Stay on the Trail”

Fall 2014 advertising:

- Print advertisements in Zip Code Magazine

❖ SNPLMA-funded project



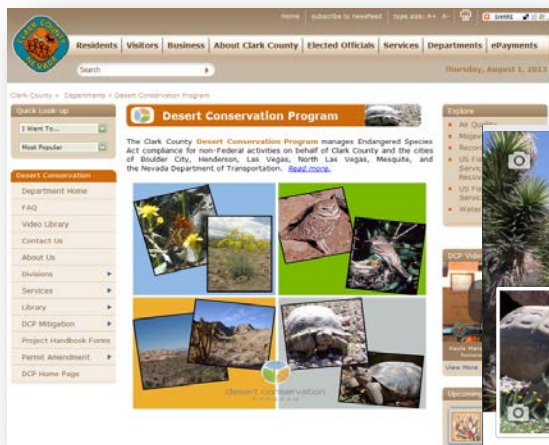
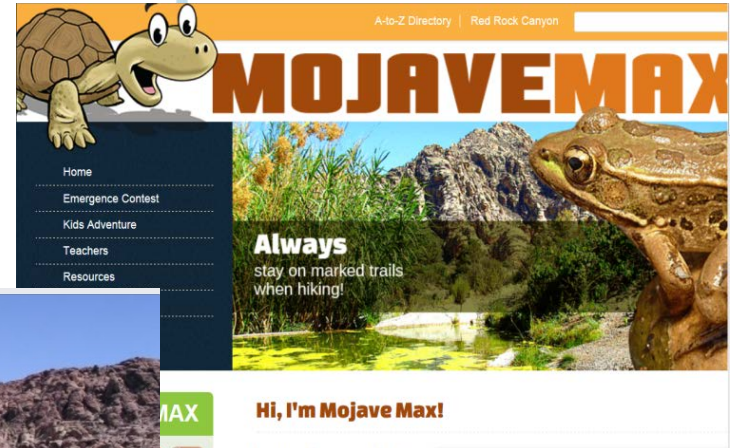
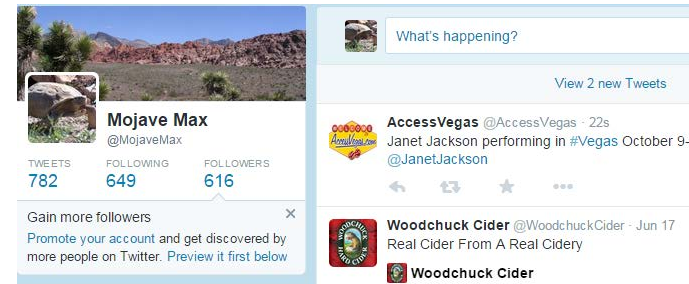


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Public Information and Outreach Websites & Social Media

Websites and Social Media

- Clark County DCP website
- Mojave Max Website
- Mojave Max Facebook
- Mojave Max Twitter
- Mojave Max Instagram



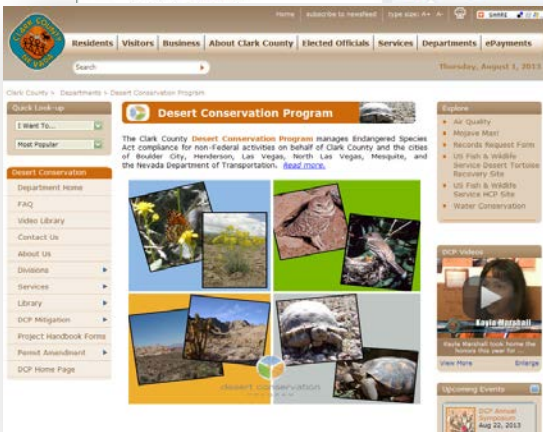
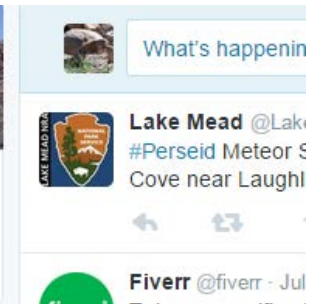


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Public Information and Outreach Websites & Social Media

Let's Compare

Facebook "likes": 2014 – 446; 2015 – 1,276
 Twitter followers: 2014 – 355; 2015 – 648
 Instagram followers: 2014 – 71; 2015 - 294





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Public Information and Outreach
Community Outreach

Community events and Mojave Max appearances

- Presence at over 21 events, reaching over 34,729 people
- Giveaways
 - Desert tortoise stress balls
 - Highlighters
 - Business card holders
 - Water bottles



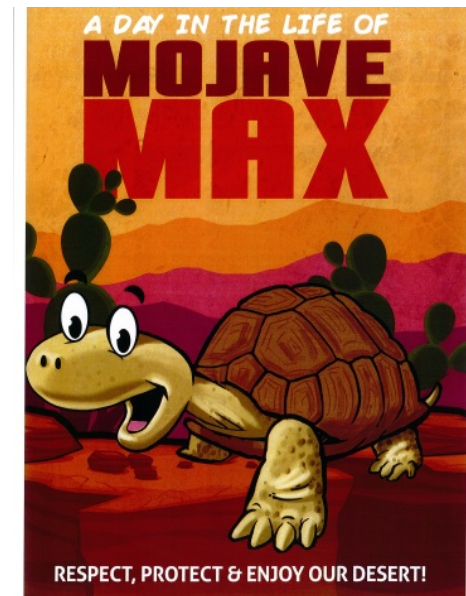
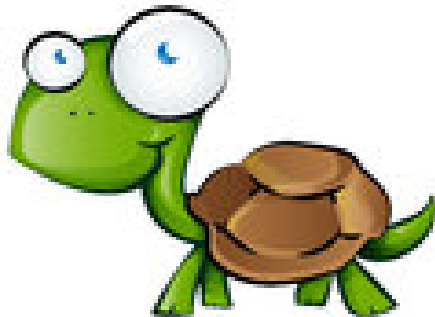


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Community Outreach

NEW DEVELOPMENTS

- Produced an approximately 4-minute animated Mojave Max video with tortoise facts.
- Produced a 30-second Public Service Announcement with a “Stay on the Trail” message
- Produced Mojave Max coloring books





NEXT STEPS

- Install a live camera at the tortoise habitat at Red Rock Canyon Visitor Center
- Increase the number of classroom programs that we conduct
- Increase the number of followers on all of Mojave Max's social media forums





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Questions?

