

Desert Tortoise Outreach Comments January, 2007

MOJAVE MAX

- The 2007 Mojave Max Emergence Contest has started.
- Letters have been sent to last years winning classes notifying teacher about this years contest.
- An e-letter is being circulated to teacher educators, and librarians.
- We are getting questions about how libraries can get involved (contest rules)
- It's a issues we will take up in workgroup.
- Products such as stickers- buttons- posters- key chain fobs- have been sent to schools libraries and environmental ed centers such as Barstow Discovery Center.
- If anyone has an event coming up please let me know. An example would be the rodeo in Needles March 10th. BLM plans to have a table and we will be there to distribute MM products
- If anyone has a tortoise group they know about or work with please let me know. We can use these groups to dispense Mojave Max information or help with events.
- The Mojave Max new story is being re-released by Steve Razo- BLM. The Mojave Max PSA is also being re-distributed.

Information and Outreach

- The California Desert Nature Festival that was to be held April 13-15, 2007 at the California State University Palm Desert Campus, has been cancelled. Instead we will premier the tortoise trunks at the environmental expo April 21 at California State University at San Bernardino the festival is annually attended by 10,000-12,000 people.
- At the last DMG meeting I mentioned we partnered again this year with Joshua Tree N.P. Association and applied for three environmental education grants. We applied to the Casner, Brotman and Alton Foundations. The Brotman foundation rejected our application citing the foundation was out of money. We have contacted the Alton foundation for a grant status (no reply).
- With JTNP we recently applied for four WalMart community grants \$1,000 each.
- The WalMarts were sent photos of contest winners close to each store targeted.
- Wal-Mart Supercenter
5601 E Ramon Rd,
Palm Springs, 92264 –
(760) 322-3906

- Wal-Mart –
1800 University Drive,
Vista, 92083 –
(760) 945-3197
- Wal-Mart
621 Montara Road,
Barstow, 92311 - (760) 252-5021
- Wal-Mart
2300 North Tustin Street,
Orange, 92865 –
(714) 998-4473

Education - TORTOISE TRUNKS

- After the last DMG meeting I went to Las Vegas to pick up euthanized tortoises. The carcasses are being cleaned with insect activity. Cold weather has slowed this process down.
- Once we receive the shells-- construction can begin on trunk interiors.
- The fabricator needs to have the shells to make the correct measurements for the compartments.
- Paul Tonning at Victorville Jr. College is working on a desert tortoise power point.
- This can be used in a variety of outreach events
- Steve Wessel from USGS sent us a Beta file from a Mojave Preserve production.
- We had the desert tortoise footage from the file converted to DVD for media kits This can also be uses in the trunks

Funding - GRANT FUNDING

- We have been tentatively approved for \$46,000 in green sticker OHV funds.
- The National Fish and Wildlife Foundation had some questions regarding this years grant funding. We are working to answers any concern.
- This years funds would pay for big ticket items ---TV PSA's Media field days and DT symposium.

Tortoise Survey

- The second wave of the survey has been mailed.
- Returns are coming in slowly. Unless things pick up on that front, we are going to have to do a fairly major non-response check. Jerry had anticipated this given our past experiences in conducting surveys in California. One of my colleagues, for example, recently conducted a wildlife values in the west in 19 different states. His lowest response rate

- was from California and those that did respond expressed less interest in wildlife than those from any other state.
- Dr. Vaske's group has started entering the data into SPSS (Statistical Package for the Social Sciences).

The Tortoise Times

- The second edition of the Tortoise Times is complete and ready to be distributed.
- Copies for everyone.....
- I have an addresses of approximately 130 .
- The list is composed of government field offices, turtle and tortoise clubs, public institutions and stakeholders.
- If you know of anyone that you think should receive a copy, please email me their address.
- Its posted to DMG web page
- I'm also in the process of send PDF files to various groups

Web Page

- We have the domain name DesertTortoise.gov University of Redland is working on web page.
- The page is open but in the process of evolving.

Brochure

- You're in Desert Tortoise Country
- Expecting delivery of 20K any day now.
- If you need a supply send me an email

Merchandising

- Nancy Downer with Joshua Tree National Park Association has worked with Clea Benson a local graphic designer. Together they have developed several ideas. We will be discussing the art in our workgroup next week.

2007 News stories

- Bob Garrison a wildlife writer has been hired to write a series of three stories for newsprint. Bob has completed two
 - Desert Tortoises Awaken to an Uncertain Future (plight of the tortoise)
 - Desert Ambassadors (natural history)
- After they have been reviewed I am anticipating releasing the stories later this spring Feb, March. All of the news stories from last year are on the DMG web page.

PSA's

- We had a series of 5 new PSAs recorded.

- I added last years Mojave Max recording and sent them to a number of local stations.
- I asked Steve Razo to send to his media contacts also.
- The highway stations in Barstow (a group of eight stations) Sent us a reply that they would play each PSA 70 times. The math is:
 - 6 PSA's
 - x 8 Radio stations
 - x 70 plays
 - = 3360 messages
- They also included an in kind form for \$12,250.00

Anne Staley
Desert Tortoise
Outreach Coordinator
74485 National Park Drive
Twentynine Palms, CA 92277
(760) 367-5528