

Desert Tortoise Outreach Program, 2007



Education

Promote and coordinate Mojave Max Program

Goal 1000 students

Complete production of education kits (inc. multimedia development)

General Outreach

Write and Produce Developers Brochure

Media Outreach

Organize and Conduct Media Days

Develop & Produce Media Kit

Produce & Market Television PSAs

Tortoise Conference

Plan, organize, and carry out desert tortoise conference

Produce Mojave Max costume, contract w/actor

Continue Ongoing Projects

Tortoise Times

Reprint *You're in Desert Country* brochure

News stories

Press releases

Radio PSAs

Further development of [www/deserttortoise.gov](http://www.deserttortoise.gov)

Desert Tortoise Outreach Project

Funding History

FY2005

California OHV Rec Commission \$40,000

CA DFG \$35,000

FY2005/2006

National Fish & Wildlife Foundation \$68,500

FY2006/2007

California OHV Rec Commission \$46,750 (still owed \$23,500)

USFWS \$38,250

FY2007/2008 (Approved)

Still Needed for FY2007/2008

National Fish & Wildlife Foundation \$68,500

\$25,000-30,000

California OHV Rec Commission \$64,784