

Accomplishments

Public Attitude Survey

The public knowledge and attitudes survey by Dr. Jerry Vaske of Colorado State University has been completed. Survey results will be used to plan and carry out outreach and education projects.

Traveling Trunks

Two Desert Tortoise education kits (Tortoise Trunks) have been developed by the Joshua Tree National Park education staff and DMG Desert Tortoise Outreach Coordinator. The kits have been reviewed by classroom educators involved with environmental education. Both trunks will be ready for testing by September 2007. The trunks have been developed to support California's grade school social and science curriculum.

Color Brochures

The original color brochure You're in Desert Tortoise Country was designed and printed by DMG Partner, Defenders of Wildlife. A re-printing of 20,000 was ordered and delivered June 2006. A third re-printing was done in spring, 2007 and is currently in distribution.

Radio Public Service Announcement's

Six PSA's about desert tortoises have been distributed and aired to an estimated listener audience of 1,750,000:

150,000+ in Coachella Valley (Morris Media)

110,000+ in Morongo Basin (KCDZ) and Copper Mt. Broadcasting

1.5 million listeners for the Highway Stations based in Barstow

Media kits and CD's of the Mojave Max Emergence Contest message were sent to a variety of radio stations in the targeted eight region of southern California counties.

Desert Tortoise News Stories

Journalist Mark Wheeler has written a series of three news stories, and nature writer Bob Garrison has completed two. Caryn Davidson park environmental educator has written a story about the importance of environmental education. Each story has been posted to DMG web page www.dmg.gov and www.deserttortoise.gov and released to the media.

Desert Tortoise Newsletter

Two editions of a newsletter, *The Tortoise Times*, were written, produced and distributed. *The Tortoise Times* was distributed to DMG partners in an electronic format (pdf file) and posted to DMG web site. Also we have compiled a mailing list of government offices stakeholder and interested parties for newsletter distribution.

Mojave Max Emergence Contest

The Tortoise Outreach Project worked with the DMG's partner Clark County, Nevada to introduce the Mojave Max Emergence Contest to eight Southern California counties. In October, 2005, we attended the California Science Teachers convention with NPS education staff and distributed information on Mojave Max Emergence Contest. Education staff presented a workshop to educators on desert tortoise issues and ways to bring information about threatened species into science classrooms. The Tortoise Outreach Coordinator hosted a DMG and NPS exhibit booth and made contact with approximately 1000 California science teachers.

In January of 2006 letters of introduction and Mojave Max Emergence Contest rack cards were sent to Outdoor Education Specialists in eight of the target counties of in Southern California. Letters and rack cards were also sent to public libraries, turtle and tortoise groups, youth clubs, scouting and other organizations. A Mojave Max public service announcement was recorded and sent with press kits to a variety of Southern California radio stations. Environmental educators and agency interpretive staff were asked to include information about the Emergence Contest in their programs. A print story about Mojave Max was written and distributed to the print media, and posted to the DMG web page.

In partnership with the Joshua Tree National Park Association, a grant was submitted to the California Community Foundation. A grant of \$4,000 was awarded for desert tortoise outreach activities from the Community Foundation through its Desert Legacy Fund. This funding was used to purchase awards for teachers and students that participated in the Mojave Max Emergence Contest and also to sponsor classroom events. The Tortoise Project also applied and received a \$750 grant from Wal-Mart in support of the Mojave Max Emergence Contest.