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Take Pride In America in Southern Nevada: Quarterly Progress Report, Period Ending June 30, 2005

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QUARTERLY PROGRESS REPORT

University of Nevada, Las Vegas
Period Ending June 30, 2005

Cooperative Agreement Number FAA010017
Take Pride In America in Southern Nevada

Executive Summary

- Search for project manager commenced in January 2005, with initial review of applications occurring in February 2005
- Comprehensive review of qualified candidates conducted March 2005
- Interviews with four candidates were conducted in early April 2005
- Douglas Joslin, Jr., approved by federal managers in May 2005 and hired as program manager, effective July 11, 2005
- Regional Take Pride in America public service announcements taped May 24, 2005
- Meeting held June 29, 2005, to discuss national and regional roll-out of new Take Pride PSAs

Collaboration with Interagency Team

The team lead of the Interagency Anti-Litter Team, Scott Stevens of the Bureau of Land Management, participated as a member of the university search committee for the project manager position. Although members of the interagency team were invited to participate in the candidate interviews in April 2005, no other members of the team except Scott Stevens were able to attend. However, Conservation Initiatives Program Manager Bobbie Antonich sat in on the interviews and offered feedback on the candidates' strengths and weaknesses.

Effective July 11, 2005, Douglas Joslin, Jr., will assume the position of project manager for the Southern Nevada Take Pride in America program (see attached resume). His hiring was approved by the federal managers in May 2005.

On June 8, 2005, the university held a meeting with the Interagency Anti-Litter Team. Incoming Project Manager Doug Joslin attended and was introduced to the team members. Nancy Flagg, UNLV Public Lands Institute Director, and Bobbie Antonich provided an overview of the Round 4 Take Pride task agreement and reviewed a draft copy of the Round 5 Take Pride task agreement. The team discussed the overarching

goals of the program as well as the specific Round 4 and Round 5 deliverables. As there has been some recent turnover among the interagency team, this meeting provided a good venue for reacquainting the team and the new project manager with the overall intent of the program.

Program Development Activities

In September 2004, well before the Round 4 Take Pride in America task agreement was executed, the university was approached by Derrick Crandall of the American Recreation Coalition about the possibility of providing a portion of UNLV's anticipate SNPLMA Round 4 Take Pride funding for a series of public service announcements starring national Take Pride spokesman Clint Eastwood. At that time, Mr. Crandall was seeking the entire production costs from the SNPLMA project – estimated at \$50,000. In subsequent discussions with Bobbie Antonich, Conservation Initiatives Program Manager, and with Jennifer Haley, Interagency Partnership Liaison, an agreement was reached to provide \$12,500 from the SNPLMA Round 4 project with an equivalent match from the Outside Las Vegas Foundation to total half of the requested funds.

On February 8, 2005, Bobbie Antonich forwarded the terms of the agreement by email to Alan O'Neill of the Outside Las Vegas Foundation, with the stipulation that funding from the SNPLMA Round 4 project could not be forthcoming until the task agreement was signed (which did not occur until April 2005) and that any dollars contributed from SNPLMA had to result in advertising directed toward Southern Nevada – not just the national campaign.

On April 25, 2005, UNLV received word that a firm date for the filming of the PSAs with Clint Eastwood had been set for May 24 in Carmel, California. A conference call was set for May 6, 2004, to discuss the particulars (see attached meeting notes). At that meeting, UNLV was asked to provide 5 broad messaging ideas for the Southern Nevada spots; this information was subsequently emailed to the video producer on May 10, 2005.

A second conference call was held on May 16, 2005, to finalize the details of the video shoot (see attached meeting notes). Both national and regional PSAs will be filmed, and a 3-5 minute video presentation will also be produced. Sponsors will not be noted within the PSAs but will be listed at the end of the video presentation.

On June 23, 2005, Derrick Crandall provided an email update on the project. A total of 19 television PSAs were produced, with sound from these spots to be used for radio PSAs. Print PSAs are also in production. Final editing should be completed by the end of June 2005.

On June 29, 2005, Derrick Crandall and Alan O'Neill met with university representatives and Jennifer Haley to preview the PSAs and to discuss the use and distribution of the regional spots. While the national Take Pride office plans to unveil the PSAs in mid-July, the university and its federal partners plan to target a kick-off of the Southern Nevada campaign for National Public Lands Day in September. This will allow our

public affairs and marketing staff time to make necessary arrangements with local television stations and to produce local taglines for the regional PSAs. For a variety of reasons, the Southern Nevada campaign needs to have a slightly different focus than the national campaign, and, ultimately, it must be able to connect with local residents on a more emotional level than is possible in the national spots.

UNLV is in the process of searching for a Marketing Communications Specialist to assist with the Southern Nevada Take Pride campaign. The PSAs represent only one tool in the overall messaging campaign funded in the Round 4 task agreement. While the university was happy to capitalize on Mr. Eastwood's availability to shoot the PSAs, we hope to have time to integrate them into a broader strategy that will be effective in Southern Nevada.

As the project manager and the marketing specialist come on board, the university anticipates much more progress on this task agreement in the months to come.

Submitted by:

Margaret N. Rees, Principal Investigator

June 30, 2005
Date