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Take Pride in America

Public Lands Institute

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PUBLIC LANDS



Litter fines mean less beer money.

Litter and it will hurt. **REPORT VIOLATORS 866-LITTER-1**

[Your logo here.](#)



Southern Nevada Agency Partnership



Messaging Campaign Goals

- To promote a fundamental, unifying awareness of the importance and relevance of litter and dumping prevention to all Nevadans through use of an original, enduring slogan
- To encourage Nevadans to volunteer through Take Pride in America events to beautify Nevada's public lands

Messaging Campaign Proposal

Seek managers' approval to:

- Create a universal anti-litter/dumping messaging campaign for Southern Nevada public lands that is primarily focused on awareness and prevention
- Two-pronged effort would first seek to raise awareness and encourage behavior change and then emphasize volunteerism in support of Take Pride in America
- Nevada message/slogan/graphic developed and used consistently on billboards, ads, signage, litter bags, receptacles, dumpsters, and other marketing materials
- Nevada campaign aligned with national Take Pride in America campaign through promotion of local volunteer clean-up events

Anti-Litter Team

Don Miller – Bureau of Land Management, Team Lead

Lisa Wilson – Bureau of Land Management

Nancy Bernard – National Park Service

Talmadge Magno – National Park Service

Linda Miller – U.S. Fish & Wildlife Service

Steve Berger – U.S. Fish & Wildlife Service

Robbie McAboy – U. S. Forest Service

Doug Joslin – Public Lands Institute Project Manager

Anti-litter Team Mission Statement

Our mission is to be protectors and champions of natural and cultural resources tirelessly pursuing the elimination of litter and desert dumping for current and future generations resulting in greater respect for the environment.

Core Value Statements

1. As a group and individually, we are committed to acting at all times with the highest level of personal and professional integrity.
2. We will foster an atmosphere that encourages and supports participation and the free exchange of ideas that will encourage group consensus and the acceptance of ideas.
3. We will treat each other as we want to be treated through a supportive team environment.
4. We believe in a team environment where we can work together, value each other's time and reach our goals.

Vision Statement

People coming together to eliminate littering and dumping and spread the message of environmental responsibility. We have successfully changed the hearts and minds of the people and created a social climate in which it is socially unacceptable to litter or dump and where cultural and natural resources are valued and respected. Visitors and residents can now enjoy the natural beauty of their vast public lands.

Key Program Deliverables

- Designing and implementing an anti-litter and desert dumping strategic plan and messaging campaign.
- Organizing annual clean-up events on the public lands in southern Nevada and establishing ongoing clean-up efforts that utilize alternative workforce options.
- Strengthening law enforcement and judicial system support for anti-litter regulations and laws.
- Increasing dumpsters, trash receptacles and collection on southern Nevada public lands.
- Providing information related to litter and desert dumping on southern Nevada public lands.

Team Collaboration

- Team members finalized August 3, 2005
- Monthly team meetings scheduled with project manager
- Three meetings held to date:
 - August 22 - Get acquainted and review task agreement and deliverables
 - September 14 - Mission, Vision, and Values meeting
 - October 12 – Discussed judicial review, steering committee, team lead replaced
- GroveSite has helped facilitate team collaboration and communication

Strategic Plan

- Four sections identified:
 - Education
 - Outreach
 - Enforcement
 - Laws & Regulations
- Community steering committee will help identify goals in each area
- Must be developed carefully to ensure plan is applicable to all four agencies and does not lose focus

Community Steering Committee

- Committee participants identified
- Letters of invitation being finalized
- Team needs to determine committee's role and responsibilities
- First meeting targeted for late 2005/early 2006

Springs Mountains Pilot Project

- Initial review of progress undertaken with Robbie McAboy and Brian Cicotti – September 23
- Reviewed draft of Spring Mountains Litter Strategic Plan
- Additional meetings and Mount Charleston tours will be scheduled to monitor progress on periodic basis

Public Service Announcements

- \$12,500 donated to national messaging campaign featuring Clint Eastwood
- Eastwood produced 5 Nevada PSAs – 3 of which were customized for local market
- UNLV-TV produced 5 local Take Pride PSAs
- As of September, all local TV stations (except Channel 13) airing TPIA spots

National Recognition



American Recreation Coalition

Dedicated to the protection and enhancement of everyone's right to health and happiness through recreation.

August 22, 2005

Ms. Nancy Flagg
Director
UNLV Public Lands Institute
4505 South Maryland Parkway
Box 452040
Las Vegas, NV 89154-2040

Dear Nancy:

With the Take Pride in America PSA campaign now officially under way, I wanted to thank you once again for helping to make this exciting campaign a reality. Your immediate response to our request for financial support and the Public Lands Institute's very generous contribution of \$12,500 allowed us to move forward quickly with the production of the TV and radio PSA's following our "shoot" with Clint Eastwood in Carmel.

The Take Pride message encouraging Americans to volunteer on the public lands that belong to us all is an important way to safeguard the future of these magnificent resources. Thank you for helping us deliver that message in a timely and effective way.

Warmest regards.

Sincerely,

Derrick A. Crandall
President
Coordinator, Take Pride in America
Partners Program

DAC/caa

1225 New York Avenue, NW • Suite 450 • Washington, D.C. 20005 • (202) 682-9530 • Fax (202) 682-9529



United States Department of the Interior

OFFICE OF THE SECRETARY
Washington, DC 20240



October 13, 2005

Nancy Flagg
Director
The Public Lands Institute at the University of Nevada, Las Vegas
4505 Maryland Parkway
Box 452040
Las Vegas, NV 0

Dear Nancy,

Take Pride in America has had another outstanding year. We have recently launched our Take Pride Schools program and schools are already signing on. Just last month we honored 25 groups and individuals at our National Awards ceremony. And another great accomplishment was the launch of our new Public Service Announcement campaign featuring Clint Eastwood.

The PSA campaign will continue to raise awareness among the American public that our public lands and waters are for them - to be used by them and taken care of by them. Your generous contribution made this broad sweeping public outreach campaign a reality. The contributions of time, talent and funds are greatly appreciated. We could not have done it with out you! Please accept this PSA Appreciation Certificate as a "thank you" for the dedication you have shown to the Take Pride mission.

The success Take Pride has experienced this year is in large part a direct result of our wonderful Partners and their contributions. Thank you for your commitment to such a wonderful program. Your partnership ensures that the missions and goals of Take Pride are known to every American. We look forward to working with you in future as we continue this great work.

Sincerely,

Marti Allbright
Executive Director
Take Pride in America



National Recognition

The United States Department of the Interior
2005
TAKE PRIDE IN AMERICA®

This Certificate is Awarded to
**The Public Lands Institute at the
University of Nevada, Las Vegas**

*In Appreciation of Your Contribution to the
Take Pride Public Service Announcement Campaign*



Martha Aubry
Executive Director



Judicial System Analysis

- UNLV law student, Allison Wirth, hired to conduct judicial system analysis
- Job description created to divide task into manageable work assignments
- First part of draft report has been prepared – litter/dumping laws compilation
- Meetings held with Margaret Stanish and John Tesar – October 19-20
- Working to set up meetings with Court Liaisons
- Collecting information from law enforcement
- Will be attending court dates to conduct research

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Take Pride in America
in Southern Nevada

