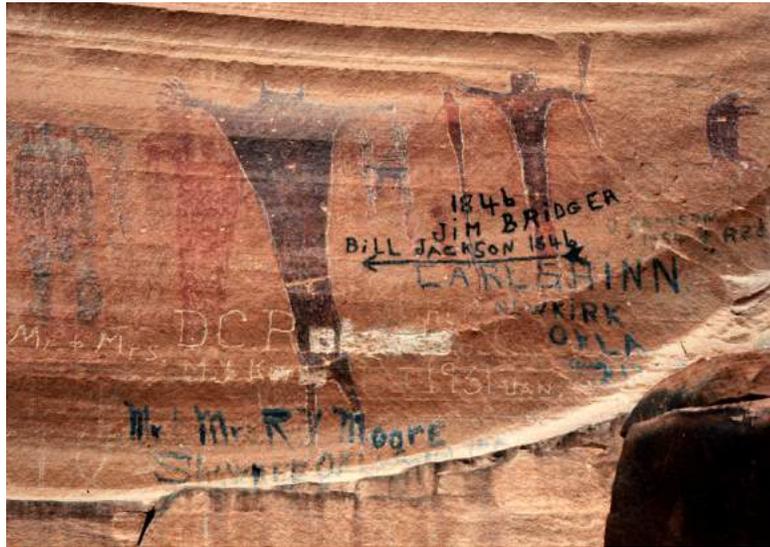


# RESPECT PROTECT AND

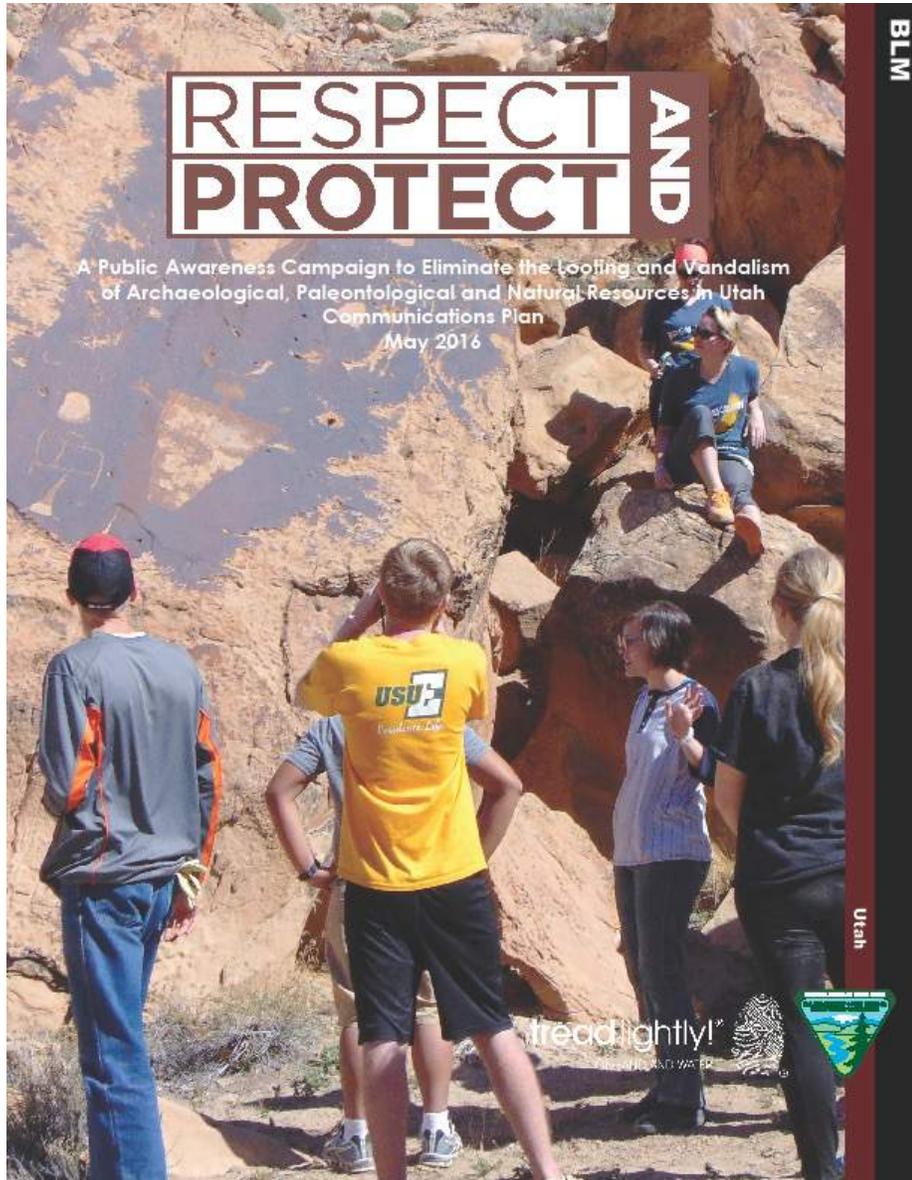


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ON LAND AND WATER

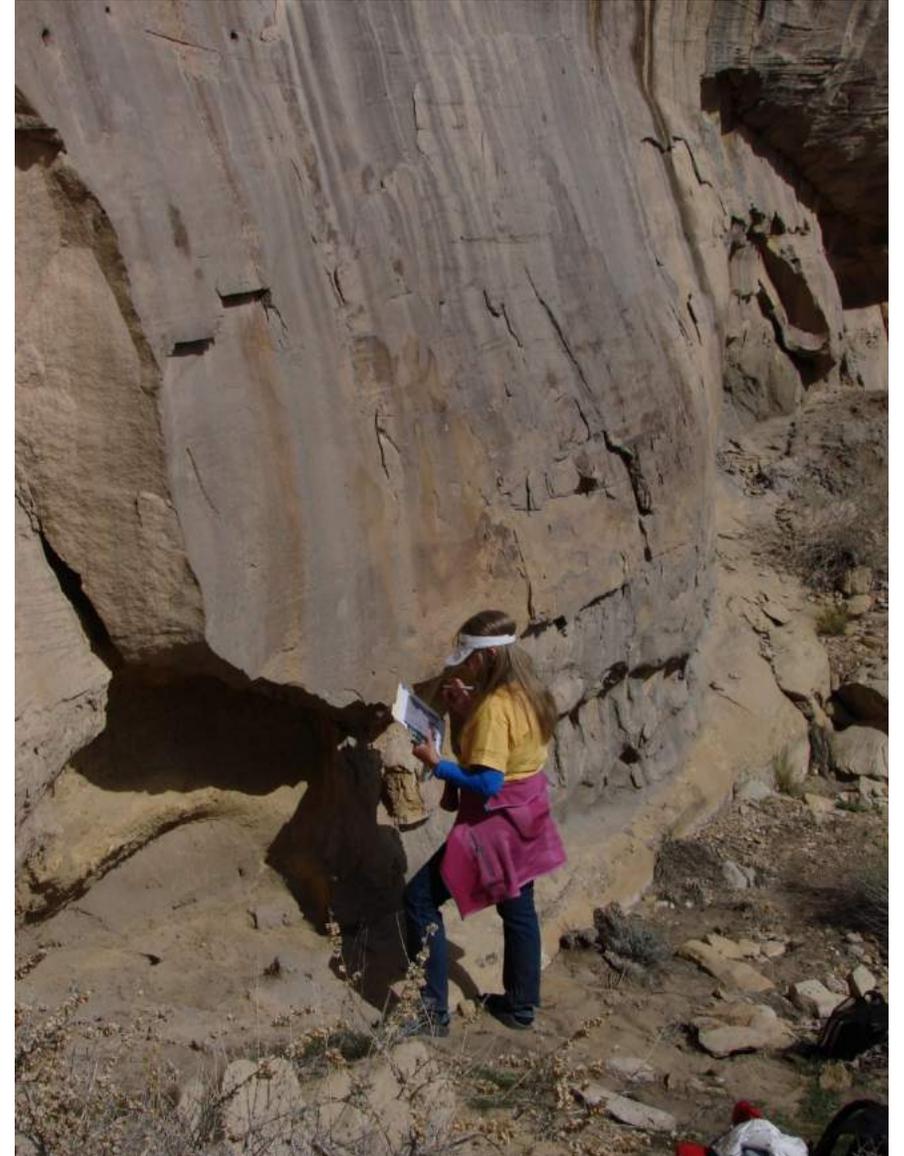




A Public Awareness Campaign to Eliminate the Looting and Vandalism of Archaeological, Paleontological, and Natural Resources in Utah

# GOALS

- Ultimately eliminate looting and vandalism
- Expand partnerships with tribes, government agencies, museums, non-profit organizations, private sector
- Pursue Public Awareness and Education
- Engage the public in Stewardship



# KEY ISSUES

- Looting
- Intentional Vandalism
- Unintentional Vandalism
- Expand & Enhance Stewardship & Education
- Law Enforcement Efforts



# KEY MESSAGES

- The Number of Resources Damaged is Unacceptable
- Archaeological & Paleontological sites should be enjoyed Respectfully
- These Resources are still Culturally & Religiously Significant to many Native American communities today
- The Looting and Vandalism represents irreplaceable loss of important Scientific Data
- Looting and Vandalism is Against the Law!

• **VANDALISM HOTLINE: 800-722-3998**

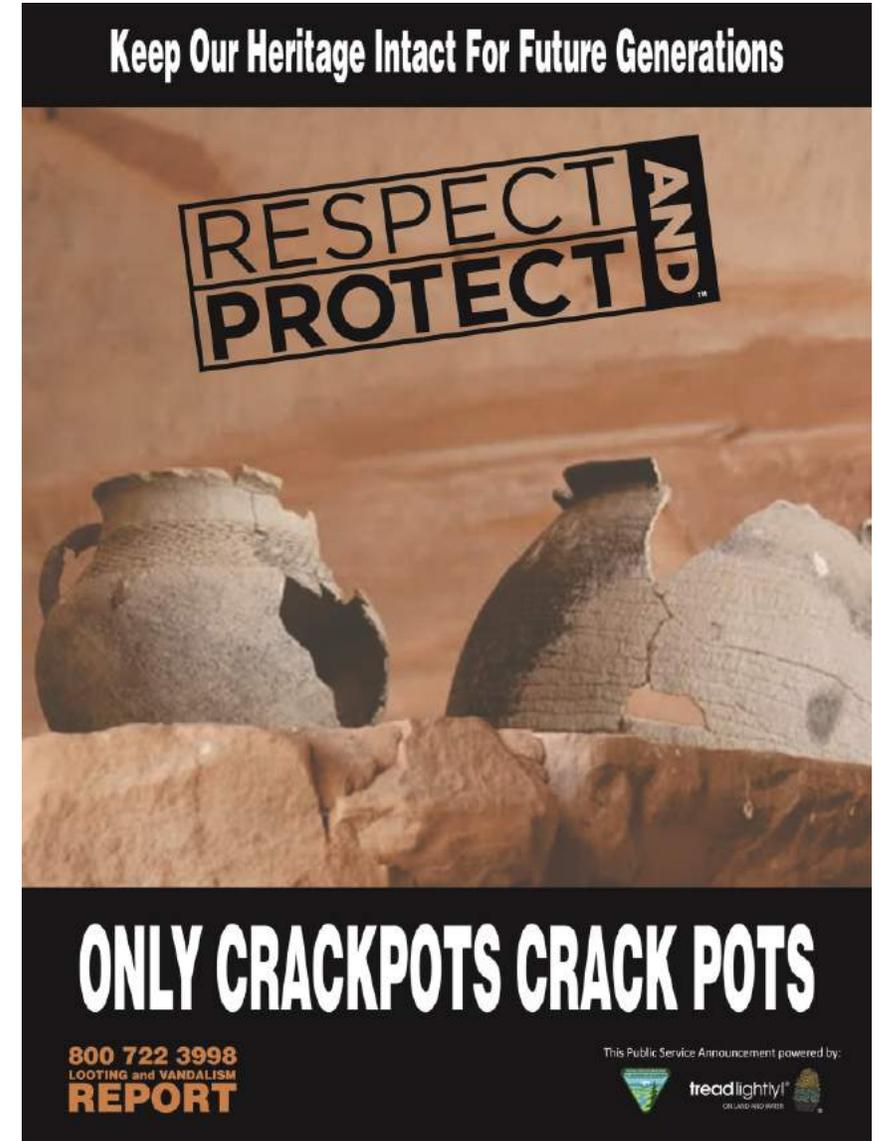
# Strategies & Tactics

- Website: Provide materials, Resources, Messages
- Social media: Use Facebook, YouTube, Tumblr & Instagram
- Online & Print Media Marketing: Service Announcements, & messages
  - Partner websites – printed materials, visitor maps & information
  - Partner facilities – trailhead kiosks, interpretive sites, etc. in key locations
  - Targeted online ads & Google Ad Words – “Utah archaeology, Utah Tourism, Rock Art, Pot Hunting, Etc.”



# Strategies & Tactics Cont....

- Media Engagement:  
Online Media Including -
  - Press Releases/Community Communications:  
Quarterly Press Releases with ethics tips
  - Editorial and Blog Coverage Highlighting  
events, supporters, & bloggers
  - Public Service Announcements Placement:  
Distribution to local publications, writers,  
and appropriate stakeholders



**Keep Our Heritage Intact For Future Generations**



**LOOK DON'T LOOT**

**800 722 3998**  
LOOTING and VANDALISM  
**REPORT**

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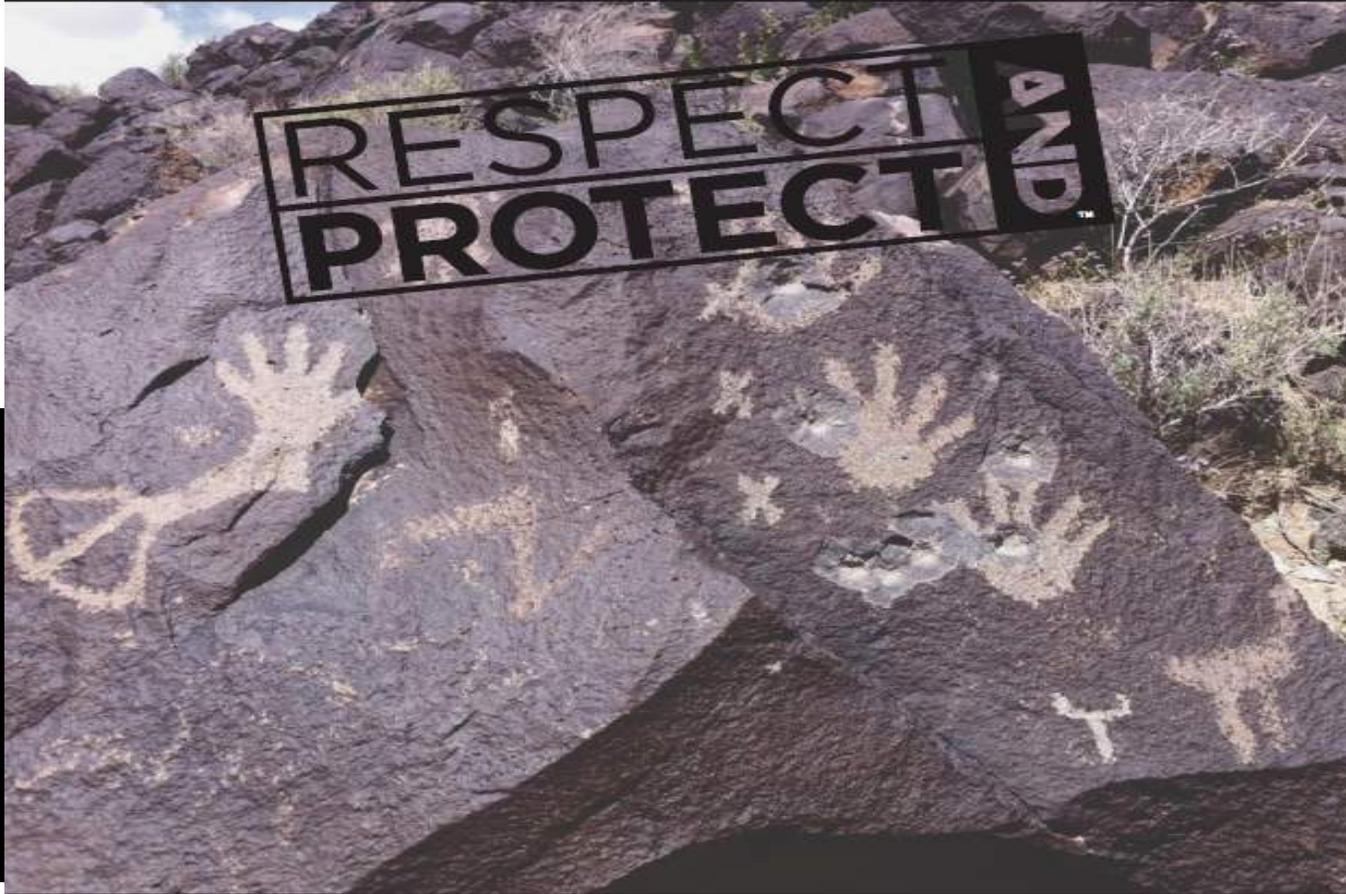


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ON LAND AND WATER



**Keep Our Heritage Intact For Future Generations**

**RESPECT AND PROTECT™**



**NO HIGH FIVES FOR VANDALS**

**800 722 3998**  
LOOTING and VANDALISM  
**REPORT**

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# Strategies & Tactics Continued.....

- Outdoor Billboards: Target key audiences around the state
- Additional Brand Awareness Efforts: Producing promotional and educational products:
  - T-Shirts
  - Decals
  - Hats,
  - Pins
  - Patches
  - Bumper Stickers
  - Etc.





**RESPECT  
PROTECT** **AND**