RESPECT AND PROTECT

URARA
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

RESPECT  PROTECT

LOOK DON'T LOOT

800 722 3998
LOOTING and VANDALISM
REPORT

This Public Service Announcement powered by:

tread lightly®
enjoy the earth
Keep Our Heritage Intact For Future Generations

RESPECT AND PROTECT

NO HIGH FIVES FOR VANDALS

800 722 3998 LOOTING AND VANDALISM REPORT

This Public Service Announcement powered by tread lightly® outdoor adventures
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.