

# RESPECT PROTECT AND

A Public Awareness Campaign to Eliminate the Looting and Vandalism  
of Archaeological, Paleontological and Natural Resources in Utah  
Communications Plan  
May 2016

Utah

treadlightly!<sup>®</sup>  
ON LAND AND WATER





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

## **Introduction**

Since the early 20<sup>th</sup> century, Utah has had a long and well-documented history of archaeological, paleontological, and other natural resources being looted and vandalized on federal, state, and tribal lands. Unfortunately, these issues have continued to the present day, and numerous incidents on BLM-administered public lands have recently received national and international media attention. In order educate the public about the consequences of these behaviors and promote more responsible outdoor ethics, the Bureau of Land Management (BLM) Utah State Office and Tread Lightly! have initiated a partnership to develop and implement a statewide public awareness campaign called “Respect and Protect” to engage the public in the stewardship of our nation’s priceless cultural and natural heritage. To date, 2 Native American tribes, 7 federal agencies, 10 state government agencies, 2 county governments, 11 universities and colleges, 9 museums, 22 non-profit organizations, 21 private sector businesses, and 38 individuals have participated in an online survey and/or regional stakeholder meetings to identify the key issues and messages the public awareness campaign should emphasize. The *Respect and Protect Communications Plan* is meant to serve as a living document and will be updated as additional partners begin supporting the initiative, communication strategies and tactics are refined, additional target audiences are identified, and the various phases of the public awareness campaign are implemented.

## **Communication Goals**

The ultimate goal of the *Respect and Protect* public awareness campaign is to eliminate the looting and vandalism of archaeological, paleontological, and natural resources in Utah. Another primary goal of the public outreach campaign is to expand the partnership with any Native American tribes, local, state, and federal agencies, museums, non-profit organizations, and private sector business that are interested in supporting the campaign’s goals. Expanding the partnership as much as possible will amplify the public awareness campaign’s key messages and ensure these messages are consistently communicated across the state, regardless of jurisdiction.

## **Key Issues**

In late 2014, BLM-Utah and Tread Lightly! initiated the development of the public awareness campaign by inviting hundreds of stakeholders to participate in an online survey to identify the key issues the campaign should address. 212 individuals completed the online survey, which identified the following key issues:

- The looting of archaeological and paleontological resources that occurs for financial gain or personal use demonstrates a clear lack of respect for Native American cultures and/or America’s collective cultural and natural history. Other looting, such as taking home an arrowhead, pot shard, or small fossil, demonstrates a lack of knowledge about laws prohibiting these behaviors and/or a lack of understanding about the relevance of archaeological resources to contemporary Native American communities.
- The intentional vandalism of archaeological, paleontological, and other natural resources demonstrates a clear lack of respect for Native American cultures and/or America’s collective cultural and natural history.
- The unintentional vandalism of archaeological, paleontological, and natural resources due to uninformed behaviors and/or poor outdoor ethics demonstrates the need for consistent messaging promoting responsible outdoor recreation etiquette.

- There is a need to expand and enhance stewardship and education opportunities for the public to more actively protect these resources and educate Utah residents and visitors about the consequences of these behaviors.
- There is a need for law enforcement efforts to deter and prevent these illegal behaviors and hold individuals responsible.

### **Key Messages**

In the spring of 2015, BLM-Utah and Tread Lightly! hosted four regional stakeholder meetings in Moab, Price, St. George, and Salt Lake City to present the online survey results and discuss the key messages the public awareness campaign should promote. A wide variety of public service announcements will eventually be developed in support of the campaign, however, all campaign materials will address at least one of the below key messages:

- The number of archaeological, paleontological, and other natural resources that have been looted or vandalized in Utah is unacceptable. It is up to us as stewards of our nation's cultural and natural heritage to work together to eliminate this illegal behavior. There are a wide variety of volunteer opportunities available to protect archaeological, paleontological, and natural resources, as well as numerous organizations and initiatives that can provide educational services about these resources in your local community.
- Archaeological and paleontological sites should be enjoyed respectfully. The public can minimize their impacts by leaving artifacts and fossils in place, not entering or sitting on structures, using existing trails, and not touching rock art. Members of the public who find archaeological or paleontological resources that are exposed or in danger of being damaged should leave the objects in place and contact the appropriate authorities. An archaeologist or paleontologist will visit the location, professionally document at-risk resources, and ensure they are appropriately protected.
- Archaeological resources found on Utah's public lands are still culturally and religiously significant to many Native American communities today. The looting and vandalism of these resources have real and personal consequences to these Americans, and these behaviors represent blatant disrespect of native cultures.
- The looting and vandalism of archaeological and paleontological resources represent an irreplaceable loss of important scientific data that could have expanded our understanding of America's cultural and natural history.
- The looting and vandalism of archaeological and paleontological resources from federal, state, and tribal lands is against the law. Members of the public who witness these behaviors taking place and/or suspect that such incidents have occurred should contact the appropriate authorities. These authorities will investigate these incidents and prosecute individuals participating in these behaviors to the maximum extent allowable by law.

These messages can easily be customized for participating partners as needed. For example, the contact number for reporting suspected looting incidents to law enforcement authorities may be different if it occurs on BLM or State lands.

### **Communication Strategies and Tactics**

**Internal Communication Strategies:** Two Native American tribes, seven federal agencies, ten state government agencies, two county governments, 11 universities and colleges, nine museums, 22 non-profit organizations, 21 private sector businesses, and 38 individuals participated in an online survey and/or the regional stakeholder meetings (see Appendices A and B). Many of these entities have expressed an interest in formally participating

in the partnership. Throughout 2016, BLM-Utah and Tread Lightly! plan to meet with as many interested entities as possible to discuss their potential contributions, whether they be funding and/or in-kind resources, to develop and implement the public awareness campaign. As additional partners begin formally participating in the initiative, Tread Lightly! will coordinate and support the partnership by establishing a Respect and Protect Working Group that regularly communicates to develop:

- Campaign collateral materials (e.g., Public Service Announcements, talking points, etc.) for integration into the partners' respective suite of communication materials.
- A communications calendar for a three to six month time span that will include scheduled media efforts in support of campaign education, outreach and stewardship efforts, as well as coordinated social media messages and press releases. efforts and messages.

Tread Lightly! will also provide the partners' Working Group representatives and Public Information Officers with quarterly updates via conference calls, meetings, and/or emails to coordinate communication and media outreach efforts.

**External Communication Strategies and Tactics:** Tread Lightly! will communicate the public awareness campaign's key messages through a wide variety of media platforms to effectively reach target audiences, including:

- Website: Establish a Respect and Protect website that will serve the following purposes:
  - Provide campaign messaging, materials, and resources in one clearing house.
  - Allow the public to register to receive campaign communications via email.
  - Provide partners with an avenue to link their existing websites, social media profiles, etc.
- Social Media: Campaign partners will use their existing social media profiles, including but not limited to Facebook, YouTube, Tumblr, Twitter, and Instagram, to promote the campaign by sharing and tagging posts with community/stakeholder groups and incorporating the #respectandprotect hashtag to drive social media shares and the visibility of the campaign.
- Online and Print Media Marketing: Campaign partners will maximize the exposure of the campaign's logo, public service announcements, and key messages in online and print media to reach target audiences, including:
  - Partner websites and printed materials, such as visitor maps and information.
  - Partner facilities, such as trailhead kiosks, interpretive sites, etc. in key locations.
  - Targeted online advertisements utilizing Google Ad Words to ensure that campaign messaging appears in common online searches, such as "Utah archaeology," "purchase pot," "Utah tourism," "rock art," "pot hunting," etc.
- Media Engagement: Actively and regularly engage traditional and online media, including:
  - Press Releases/Community Communications: Issue quarterly press releases with an ethics tip to keep campaign on the public's radar.
  - Editorial and Blog Coverage: Highlight campaign efforts through interviews with local and regional media sources, outdoor shows, industry supporters, and bloggers.
  - Public Service Announcement Placement: Distribute announcements to local publications, writers, and appropriate stakeholders.
- Outdoor Billboards: Effectively target key audiences by renting billboards for public service announcement exposure in key locations throughout the state.
- Additional Brand Awareness Efforts: Further boost the campaign's visibility by producing promotional and educational products such as decals, T-shirts, hats, pins, patches, bumper stickers, etc.

## **Target Audiences**

The *Respect and Protect* public awareness campaign will focus on reaching a variety of key audiences, including local Utah communities and the local, national, and international visitors who enjoy Utah's public lands.

### **Measures of Success**

Respect and Protect partners will track their various efforts to promote the campaign, which will be annually aggregated and considered to determine whether internal and/or external communication strategies should be shifted. Metrics that campaign partners will initially track include:

- The number of public service announcements, brochures, videos, and other marketing materials that were cooperatively developed to promote the campaign's key messages.
- The number of social media posts the campaign partners promote on their various platforms, and the resulting number of shares, likes, etc.
- The number of stewardship volunteer projects, educational efforts, and other public outreach events held that integrate the campaign's key messages and the number of individuals, including youth, who participated in each event.
- The number of free and paid advertisements of campaign materials placed in local, regional, national, and international online and print media outlets.
- The total number of visitors to the Respect and Protect website.
- The number of trailheads, visitor centers, interpretive exhibits, and other recreational facilities where campaign materials were promoted.
- The estimated number of individuals who saw campaign materials through all efforts.
- The number of individuals reporting incidents of looting and vandalism to the 1-800 tip hotline promoted through campaign materials.

## **Appendix A: 2014-2015 *Respect and Protect* Online Survey Participants**

### **Federal Government Agencies**

Bureau of Land Management  
Bureau of Reclamation  
DOI Office of the Solicitor  
Hill Air Force Base  
National Park Service  
US Army  
US Forest Service

### **Native American Tribes**

Kaibab Band of Paiute Indians  
Pueblo of Santa Ana

### **State Government Agencies**

Colorado Parks and Wildlife  
New Mexico State Historic Preservation Office  
Utah Department of Transportation  
Utah Division of Oil, Gas and Mining  
Utah Division of State History  
Utah Geologic Survey  
Utah School and Institutional Trust Lands  
Administration  
Utah State Parks and Recreation  
Utah National Guard

### **County Governments**

Duchesne County  
Uinta County

### **Educational Institutions**

Appalachian State University  
Brigham Young University  
Chinese Academy of Sciences  
Crow Canyon Archaeological Center  
Indiana University  
Kutztown University of Pennsylvania  
San Juan College  
University of Kansas  
University of Utah  
Utah State University  
Utah Valley University

### **Museums**

Denver Museum of Natural History  
Museum of Moab

Museum of the San Rafael  
Museum of Western Colorado  
Natural History Museum of Utah  
North Carolina Museum of Natural Sciences  
Smithsonian Institution  
St. George Dinosaur Discovery Site  
Utah State University Eastern Prehistoric Museum  
Utah Field House of Natural History

#### **Non-Profit Organizations**

Canyon Country Site Steward Program  
Citizens for Dixie's Future  
Colorado Canyons Association  
Dixie Archeology Society  
Dixie Arizona Strip Interpretive Association  
Friends of Arches and Canyonlands Parks  
Friends of Cedar Mesa  
Grand Staircase Escalante Partners  
Great Old Broads for Wilderness  
National Trust for Historic Preservation  
Nine Mile Canyon Coalition  
Old Spanish Trail Association  
Oregon-California Trail Association – Utah Chapter  
Public Lands Foundation  
Southwest Colorado Canyons Alliance  
Southwest Utah National Conservation  
Lands Friends  
Utah Friends of Paleontology  
Utah Professional Archaeological Council  
Utah Rock Art Research Association  
Utah Statewide Archaeological Society  
Utah Site Steward Program

#### **Private Sector Companies**

Alpine Archaeological Consultants  
Ancient Places Consulting  
ASM Affiliates, Inc.  
Bennett Management Services  
Bruce Hucko Photography  
Cardno  
Environmental Planning Group (EPG)  
Far Out Expeditions  
Far Western Anthropological Research Group  
Intermountain Paleo-Consulting  
Rocky Mountain Paleo Solutions  
SWCA Environmental Consultants  
Sekani, LLC

Senco-Phenix Archeological Consultants  
Sundance Consulting, Inc.  
Tetra Tech  
Uinta Paleontological Associates, Inc.  
URS Corporation  
WCRM  
Western Archaeological Services  
William Self and Associates

**38 Members of the Public**



## **Appendix B: 2015 *Respect and Protect* Listening Session Participants in Moab, Price, Salt Lake City, and St. George, Utah**

### **Federal Government Agencies**

Bureau of Land Management  
Hill Air Force Base  
National Park Service  
US Forest Service

### **Native American Tribes**

Kaibab Band of Paiute Indians

### **State Government Agencies**

Utah Department of Transportation  
Utah Division of Oil, Gas and Mining  
Utah Division of State History  
Utah Geologic Survey  
Utah School and Institutional Trust Lands  
Administration  
Utah State Parks – Edge of the Cedars State  
Park Museum

### **Museums**

Museum of Moab  
St. George Dinosaur Discovery Site  
Utah State University Eastern Prehistoric Museum

### **Non-Profit Organizations**

Canyon Country Site Steward Program  
Dixie Archeology Society  
Friends of Arches and Canyonlands Parks  
Friends of Cedar Mesa  
Grand Staircase Escalante Partners  
Southwest Utah National Conservation  
Lands Friends  
Utah Friends of Paleontology  
Utah Professional Archaeological Council  
Utah Rock Art Research Association  
Utah Statewide Archaeological Society  
Utah Site Steward Program

### **Private Sector Companies**

Cottonwood Archaeology  
Uinta Paleontological Associates, Inc.