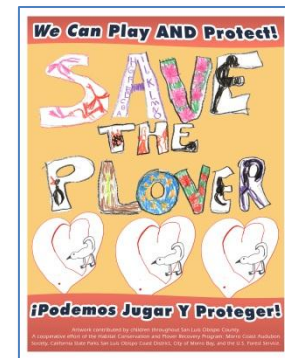




# How to Make Share the Shore Art Signs

1. Download signs from [www.westernsnowplover.org](http://www.westernsnowplover.org).
2. Get approval from the agency landowner for placement of the signs.
3. Create a map that shows the location and placement of each sign to be installed.



4. Finalize the number of signs you will need. It's recommended you print extras in the event of damage from weather or vandalism. (Although, because of the very nature of children's artwork, vandalism is extremely rare.)
5. At the bottom of the signs you've downloaded, insert the name/logo of the agency landowner, your organization, or anyone else you want identified with your project. If it's a joint effort, the verbiage might read, "A cooperative effort of [organization], [organization] and [YOUR ORGANIZATION]." If only one party is involved, verbiage might read, "A Special Project of [YOUR ORGANIZATION]."

6. Laminate the signs at your local printers. \*

7. Set a date for the installation.



\* To reproduce art as 9" x 12" signs (.110 heavy-gauge polyethylene plastic, including overlaminated artwork on top), many Audubon chapters have used **Voss Signs**: call (800) 473-0698 or (315) 682-6418 or email [sales@vossigns.com](mailto:sales@vossigns.com). Their signs cost \$14.95 for 50-100; \$12.95 for 200\* and have a lifespan of 5-6 years. (based on June 2012 quote)

8. Make it an event! This is a wonderful "photo opportunity" for **YOUR ORGANIZATION** to promote the protection of the plovers and engage local K-12 students in an important environmental effort. Involve children or youth groups to help with the installation, invite your local elected officials, environmental leaders, and the agency landowner(s) involved. Write and disseminate a **public service announcement** for your local **radio** and **TV** stations. Prepare and distribute a **news release** for your local **print media**.

For bonus publicity and long-lasting outreach, **arrange for your event to be filmed** (a sample may be viewed at ([www.WesternSnowyPlover.org](http://www.WesternSnowyPlover.org).) It can be relatively inexpensive, and it becomes an outreach tool for talks or placement in local libraries. And it's likely that it can be replayed on your local community access channels. **Did you know your local cable television company has public, education and government channels that will replay your event at no charge?** Check with your local cable outlet for details.

The result: News coverage on **radio, television**, and in your area **newspapers** that communicates the "Share the Shore" message through your community's children, your civic and environmental leaders, and land owners. It's positive, it's powerful and it builds collaboration on multiple levels.

## Create Your Own Share the Shore CONTEST

1. Establish your rules and guidelines, deadline for submission, prize categories, cash awards or other prizes or forms of recognition, and your judging panel.
2. Advertise the contest in local newspapers, through area schools, and related outlets.
3. Set up a booth at local events to promote the contest – where children can create artwork on the spot. Provide an informal and fun orientation about sharing the shore and plover protection through displays, DVDs, and an engaging speaker. Have art supplies and paper on hand, and capture their name, phone number, school, grade, and age on the back of the artwork. Have their parents sign the same release form that's used for the contest that allows you to use the work for public outreach and education purposes. Because it's interactive, fun, educational and promotes a positive environmental message, these booths are popular with parents and kids.
4. Make the awards presentation an event that promotes YOUR ORGANIZATION and your protection efforts. Present the awards at a school assembly – in front of hundreds of students and proud parents – if appropriate. For publicity, see Step 8, above.



*The "Share the Shore" sign project was created in San Luis Obispo County (CA) and presented at the Western Snowy Plover Rangewide meeting in 2007 and 2008 as a model of a successful environmental protection outreach program. The project was a collaboration of the Morro Coast Audubon Society and local agency landowners including the U.S. Forest Service, California State Parks, and the City of Morro Bay.*

For addition information, visit Audubon California's web page:

<http://ca.audubon.org/western-snowy-plover>