

Winter
1989

Interpretation



Wolf Recovery

Lorraine Mintzmyer
John Weaver
Lee Wilder
James L Jackson
Kathy Dimont
Norman A Bishop
Chuck Lennox
Joe Zarki
Niel De Jong
Peter Gorner

As you may know, Director Mott asked me several months ago to head a Task Force to find ways to educate the American public about the gray wolf.

One part of the campaign is a marketing brochure, produced by the National Parks and Conservation Association, which is designed to be a first step in that educational process. The idea is that those who read the brochure will write in for more information about the wolf.

We have also developed two short video programs that can be shown at appropriate locations to pique interest in the wolf. When the videos are complete, we will send each park a copy. My hope is that your parks and regional offices will use your own equipment to show these videos and that you will distribute the brochures.

One way that we can work together to ensure that these limited communication tools are fully used is to appoint a person, perhaps from your Division of Interpretation, to confer with Doug Caldwell of the Rocky Mountain Regional Division of Interpretation (FTS 327-2630, or commercial 303-969-2630).

Doug can brainstorm ideas with the parks about what would fit their interpretive resources, send extra videos to any parks that can make best use of them, reroute videos that some parks might not be able to use, point out additional source material, and generally see to it that the message is being distributed in an effective manner.

Avenues for distribution of the brochure may vary. We would like to get a message on the wolf to those persons who have shown an interest in the environment, such as those who write for information on the parks, or students seeking information for a class project. It would be easy to insert a brochure in the return letters; others could be handed out to park visitors.

Lorraine Mintzmyer
Regional Director
Rocky Mountain Region

On behalf of the Director, I certainly appreciate your cooperation in helping carry out this important program.

Regional Information Survey

Alaska



The Alaska Natural History Association is a Statewide Cooperating Association providing service for three Federal agencies (NPS, USFS, and USFWS), one state agency (Alaska State Parks) and a consortium of 8 Federal and state agencies through the Alaska Public Land Information Centers in Anchorage, Fairbanks and Tok. Currently there are 22 branches producing nearly \$1,000,000 in gross revenues.

The central office's major task in Anchorage is sustaining growth, maintaining productive relationships with member agencies and providing interpretive services to visitors through its excellent products. In cooperation with agency coordinators and branch managers, ANHA is exploring publication projects, research assistance and copyrighted media in preparing for the future.

Pacific Northwest



Three non-profit educational institutes in the PNR offer in-depth seminar programs region-wide. **Pacific Northwest Field Seminars**, based at Mount Rainier National Park, offers programs throughout Washington and Oregon and provides hands-on experience in outdoor settings. **North Cascades Institute** presents learning experiences focusing on the North Cascades ecosystem. Natural, historical, and cultural topics are covered through field-based seminars and photo/art workshops. The Institute is a cooperative Western Washington University and NPS/USFS effort. **Olympic Park Institute**, located at Olympic National Park's historic Rosemary Inn, provides outdoor science and environmental education programs customized to the specific requirements of adult and student groups. The Institute also operates **Olympic Field Seminars**, which offers programs on human and natural history subjects specific to the Olympic peninsula.

Midwest



Biodiversity is the challenge. Diversity is the plan. T-shirts hit the streets last October. Their sky-blue color framed a map of the world, overlaid with dozens of different life forms geographically distributed. The caption says it all: Biological Diversity Makes a World of Difference. Similar posters were mailed to every park.

In April we conducted a 3-day workshop to train Interpreters in the latest techniques of helping people realize the values of biodiversity. Through a cooperative agreement with the Minnesota Environmental Education Board, a curriculum is being finalized; it takes ten different perspectives on the topic and outlines specific activities for teachers and park rangers to use with young school groups. The full curriculum will be published in August 1989 and made available to all parks and schools.

Western



Interpreters from all over the country attended the National Association of Interpreters Workshop in San Diego, California, October 24-28. Kudos go to Cabrillo NM Superintendent Gary Cummins and his staff for their support. Following the NAI conference, the Western Region held its own interpretation workshop October 29, 30 and 31.

Speakers at the Western Region Interpreters Workshop included the Regional Director, managers and staff from WASO, HFC and Mather Employee Development Center, superintendents, scientists, staff from other regions, staff in this region, and representatives from the World Wildlife Fund. Topics included how to do biological diversity interpretation, integration of resources management and interpretation, tips on how interpretation can better compete in the budget process, improving seasonal training, involving other park organizations in interpretation, VIP program training, NPS fire management policy and interpretation of the Yellowstone fire.

Rocky Mountain



The George Wright Society held its Fifth Triennial Conference on Research in the National Parks and Equivalent Reserves, November 14-18, 1988, in Tucson, Arizona. It was well attended and the plenary and concurrent sessions covered a wide range of topics in both cultural and natural resources management.

It was a healthy mix of specialists and those people who are responsible for assimilating and disseminating the findings of research to the park visitor. Doug Oaldwell found the week an enriching and useful one. It provided him with an overview of the Park Service's science research programs, and how they are viewed and evaluated by specialists both within and outside the National Park Service. He recommends that more interpreters be encouraged by management to attend such gatherings, particularly if those issues or phenomena to be discussed are related to the resources of the park in which the employees work.

Southwest



Winter came to Southwest Region, blowing snow over the high desert archeological parks, blowing visitors down to Padre Island. Some chiefs retired or moved - Greg Carrera at Arkansas Post, Bill Schart - and somewhere an interpreter is about to get "the phone call." Two chiefs, Ann Raser at Pecos and Terry Nichols at Gila Cliff, had babies; any other region match that? Parks and region chop at the planning backlog, here including a half dozen new area studies. The chiefs' conference slipped past, and some ideas born there are underway, others not. The budget is a blank wall we batter every day, knowing there are seasonals on the other side we need to bring in. Somehow, it mostly works. Folks who never heard of the above issues come through the gate every day, and about 95% of them have a good visit. Our region is about like yours.

Service Center Report

North Atlantic



NARO interpreters computerize! Each Division employee has a computer and sends electronic mail and word processing documents to North Atlantic Region parks.

Parks send their Statements for Interpretation and other documents to the Division's INTERPRETATION electronic mailbox. The National Park Service Bulletin Board Service and CompuServe are accessed regularly.

One computer has been upgraded to an IBM 280 compatible computer. A Hewlett Packard LaserJet Series II laser printer and ScanJet scanner were purchased to help parks and the Division produce camera ready artwork, brochures, newsletters, handbooks, exhibit designs, illustrations, reports and manuals.

The future trend is to support networking Regionwide and with WASO, continue training in computer fundamentals and desktop publishing, and computerize all major files for the Division.

Mid-Atlantic

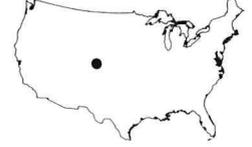


Park rangers at Allegheny Portage/Johnstown Flood "ride the rails" aboard Amtrak's PENNSYLVANIAN. Over a public address system, a ranger interprets the area's history. A second ranger goes through the coaches providing personal interpretation, answering questions, and distributing brochures about the parks and surrounding areas.

Christmas came in July at Edgar Allan Poe NHS! Mellon Bank, one of many companies receiving a copy of the park's "Wish List," funded a popular program of Poe's works. A Philadelphia actor memorized a script composed of Poe's own words, and gave dramatic readings to attentive visitors on alternate weekends during the summer.

"Colonial Clothing," a presentation detailing the importance of clothes and status in early Virginia, was very popular with visitors at George Washington Birthplace NM.

Denver



The subject this issue is interpretive planning, specifically the need for trained people to accomplish it. The DSC has three planners with a background in interpretive planning. They provide interpretive expertise and input for GMP's and DCP's. In addition the HFC assigns interpretive planners as team members on a number of DSC planning teams, as well as carrying their own load of IP's. The problem is one of numbers. There are many more planning projects, at both centers, than available trained interpretive planners. The solution, or at least a start towards one is a cooperative venture by the managers of the two centers. By pooling their scarce resources of FTE's and dollars a small cadre of HFC trained interpretive planners will be hired and duty stationed at the Denver Service Center. Ideally all GMP's and DCP's will have trained interpretive planners as part of the planning team.

Southeast



The Great Smoky Mountains Natural History Association won an NPS award for excellence in children's publications at the 1987/1988 Cooperating Association Conference in Tucson, AZ. The winning publication, entitled "A Naturalist's Coloring Book," features 30 sketches of plants and animals found in the park. A brief description and suggested color scheme accompanies each sketch.

Chickamauga/Chattanooga National Military Park is gearing up for August, 1990--the park's centennial year as the first national military park. Plans call for renovation of the park's visitor center and improved wayside exhibits. The visitor center renovation will include a multi-media museum production designed and installed by the New York firm, Meta-Form. This company dazzled millions of people with its 1986 multi-media production at the Status of Liberty.

National Capital



For years curators complained that there wasn't enough money to properly catalog all of their objects, but with the help of Congress the National Park Service was given \$2.7 million in FY 88 to begin cataloging a massive backlog of over 20 million objects. Under Ann Hitchcock, Chief Curator, regional submission for the funds was reviewed and money sent to the regions for implementation. National Capital Region hired 20 temporary museum techs and computer clerks to undertake this effort. NCR alone cataloged a total of 245,739 objects to the worksheet level in just six months. We look forward to FY 89 funding so that we can continue cataloging these objects and, for the first time, be accountable for those objects that we have and know what they are so that we can not only preserve them but utilize them for interpretation.

Harpers Ferry



Rumor has it that HFC has recruited and secretly placed a new consultant. Working his NPS assignment in between guest appearances on the popular PBS program, *Sesame Street*, Count Von Count is conducting an inventory of interpretive media. He and his associates are contacting each park in the system to verify the number and condition of exhibits, waysides, historic furnishings, AV programs and AV facilities.

You may wonder why, other than the sheer fun of it, would we do such a thankless task. The simple reason is that armed with hard data, we can quantify the condition of media and identify the magnitude of facilities in need of repair. Such information can be the basis for developing a comprehensive strategy for overcoming the deficiency.

The Count is eagerly awaiting his next task--counting blades of grass for the Maintenance Division. Stay tuned.



Letters

Russ Smith
Chief of Interpretation
Mid Atlantic Region

Mike [Watson], the first issue of *Interpretation* is outstanding: very pleased to see that it contains thoughtful articles about the profession, rather than the "puff pieces" that I have seen in past publications. You have aimed high and have hit the target. I am sure that *Interpretation* will go a long way toward improving morale and providing a strong sense of mission among interpreters. It may also serve to polish the image that interpreters project to the rest of the organization.

By the way, Ron Thoman drifted seriously astray in failing to note the quite distinct origins of historic site interpretation in the NPS. We are descended from Verne Chatelain. Mills, Bryant, etc., are but kindly uncles. Barry Mackintosh covers the subject extremely well in the enclosed article from the "Public Historian" [not reprinted here].

Again, nicely done! Good luck with future issues.

Suzanne Lewis
Management Assistant
Gulf Islands National
Seashore

To Whom It May Concern:

I applaud the efforts put forth in the Summer 1988 edition of *Interpretation* concerning interpreting critical resource issues. I would like to offer the following comments concerning three of the articles contained within the Program Integration section dealing with interpretive efforts underway in the parks.

The articles entitled: *Biodiversity in Island Ecosystems*, *A Guided Walk Through the Kelp Forest: Underwater Video at Channel Islands National Park* and *The Bald Eagle Restoration Project* offer a variety of perspectives on Resource Management Interpretation. Upon review of the written narration provided in each article, distinctive levels of Resource Management Interpretation are revealed. For instance, in *Biodiversity in Island Ecosystems*, Martha Lane describes (in a most enjoyable and interpretive manner) a complex critical resource issue concerning "alien management" (endemic verses exotic), using a pig to illustrate, demonstrate and emancipate the role of Interpretation in Resource Management. Cindy Nielsen's *Guided Walk Through the Kelp Forest* exemplifies the overall integration of Resource Management and Interpretation at a level that all park managers should strive to achieve, not in terms of the high tech approach necessarily,

but in terms of excellence in planning, programming and evaluation of Resource Management Interpretation. *The Southern Bald Eagle Restoration Project* article provides basic, first level approaches to synthesizing Interpretation and Resource Management.

As detailed in Lane's and Nielsen's articles, but somewhat less so in the Southern Bald Eagle article, Resource Management Interpretation occurs when issues are interpreted, not just things, objects or events, which are the illustrations of an issue. Just as an artist uses color to illustrate the subject of a painting, exercising caution not to lose the overall image, subject or issue of the painting by the use of that color, so should the Interpreter utilize their tools, talents, skill and color to focus the visitors attention to and perception of the resources in terms of the critical issues it faces.

Interpreters should look closely at the things, objects or events the park was established to protect in light of the issues the resources face, in order to enhance and achieve preservation. Once those issues have been clearly delineated, through close working relationships with the scientists studying the resource, specialists monitoring the resource and park managers implementing mitigation programs, the focus of interpreting Resource Management begins through interpretive planning, programming and evaluation.

In 1989 numerous Park Service areas will begin the task of writing and updating Resource Management Plans based on guidelines developed and distributed in 1987. Interpretation plays an integral part in the development of these plans. The new plans will require the documentation of existing Interpretive Resource Management programs and funding and, more importantly, the needed and often unfunded Resource Management Interpretation required to meet the identified critical Resource Management issues in each area. The three articles mentioned earlier can provide an outline for achieving various levels of Resource Management Interpretative approaches, techniques and the means to evaluate the success of such programs.

The opportunity has arisen once again for the traditional Campfire program in the National Park Service and the hundreds of walks, talks and illustrated programs that are given daily throughout the Service to serve management needs in a most critical way, as the issues facing the preservation of the vast resources within the National Park Service are paramount.

Interpretation

**Natural History
Interpretive Specialist**
Washington Office
202-523-5270

A number of programs and publications have been developed to assist you in interpreting the Park Service's Clearing the Air policy. Among these are:

- **Program and Fact Sheets Relating To Acidic Deposition and Air Quality**, sent to all Superintendents June 1988. This is a virtual interpreter's manual containing fact sheets and case examples of interpretive media and programs developed and tested in parks.
- **The Directory of Acid Rain Materials for Interpreters and Educators**, sent to all Superintendents June 1988. It contains sources for curriculum supplements, audiovisual aids, information materials, and NPS air quality reference materials.
- The **information packets** sent in October 1987, to all Regional Chiefs of Interpretation and all parks that had requested information on the acid rain/air quality interpretation questionnaire. Supplemental information was also sent to the Regional Clearing The Air Teaching Teams.
- The **Natural Resources Report Series #88-1, "Air Quality in the National Parks"**. This summary reference material covers the air quality data collected throughout the National Park System and is available from your Regional Chief Scientist.

The following are also available:

- Clearing the Air Systemwide Slide Program with a script on acidic deposition and air quality, for park audiences available on a loan basis from your Regional Chief of Interpretation.
- Regional Clearing the Air Teaching Teams who can conduct training on acidic deposition and air quality. Contact your Regional Chief of Interpretation to locate the team members in your region.
- A Captioned Slide Library on acidic deposition (90+ slides) available from your Regional Chief of Interpretation.
- A Captioned Slide Library on air quality (100+ slides) available from the Air Quality Division in Denver. Contact: Mr. Dee Morse (303) 969-2817 (FTS 327-2817).
- A Captioned Slide Library on effects of acidic deposition on cultural resources (88+ slides) available from your Regional Clearing The Air Teaching Team or from the WASO Preservation Assistance Division. Contact: Ms. Susan Sherwood (202) 343-1055 (FTS 343-1055).
- A Videotape on Air Quality available from your Regional Training Office or from the Air Quality Division in Denver. Contact: Mr. Dee Morse (303) 969-2817 (FTS 327-2817).
- A Videotape on acidic deposition watershed research in parks now in the final review stage. The target date for distribution to Regional Chiefs of Interpretation is Spring, 1989.
- A Clearing The Air folder which should be available late Spring of 1989 for limited public distribution.
- Technical air quality assistance to help in development of interpretive media available from the Air Quality Division in Denver. Contact: Mr. Dee Morse (303) 969-2817 (FTS 327-2817).
- An Acidic Deposition/air Pollution Computerized Encyclopedia pilot project being developed by the WASO Wildlife and Vegetation Division in FY-89. When completed in FY-91, the encyclopedia will serve as a resource for interpreters and resource management specialists by describing pollutants, control options/conservation measures; relevant processes of interaction between the pollutant and the resource at risk; documentation effects, and mitigation strategies. Interim products will be distributed as they become available.