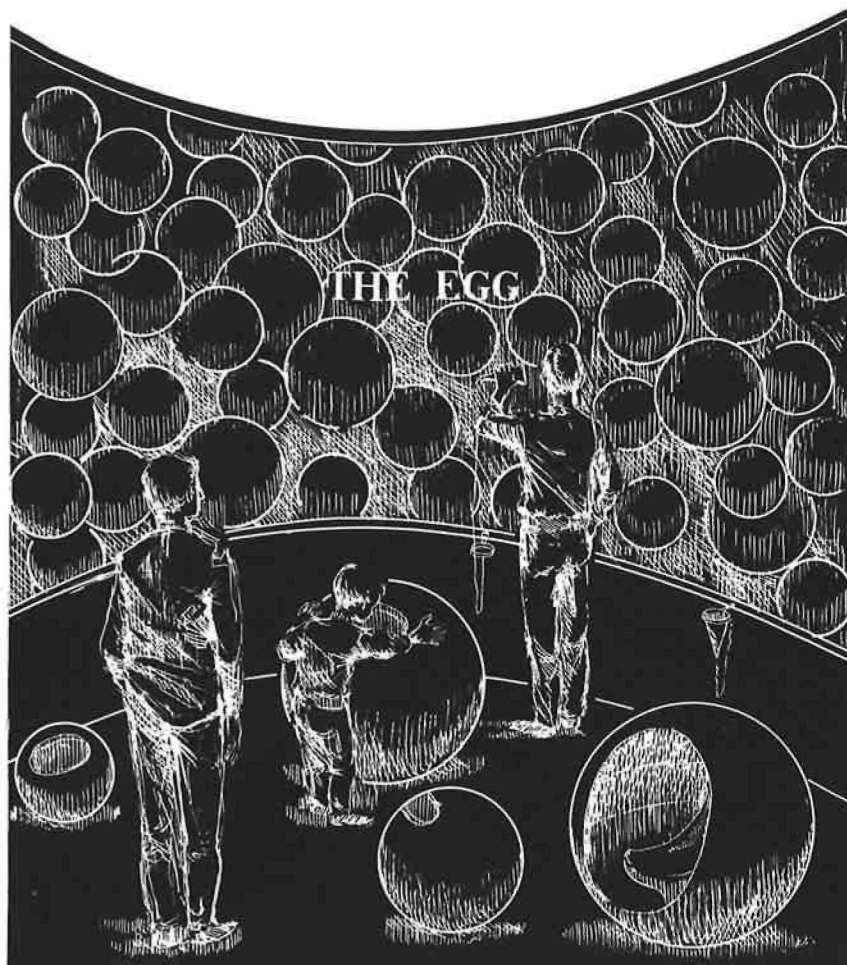


PLANNING A PARK EXPERIENCE

By Ron Greenberg

Marc Sagan



Drawing by Joe Rockwell

A group of especially talented people work in the division of Environmental Planning and Design at the Eastern and Western Service Centers.

These individuals have the extraordinary ability to balance and mix the expertise of our personnel in the field with that of architects, social scientists, and communications media specialists, in a plan to tell a park's story. They are people of today and tomorrow, not yesterday. They look beyond the "traditional" tools of interpretation in constant search of new ways

to effect a park visitor's experience. They are interpretive planners.

The people are Alan Kent, Nan Rickey, Art Allen, and George Robinson in the East; and Bill Ingersoll, Ron Treabess, and Charlie Clapper in the West. Their tools are imagination and creativity, and they work in a setting of changing objectives and methods of interpretation.

Trends

Chief Interpretive Planner Marc Sagan comments on the current trends in interpretive

(Continued on page 4)

Under our hat

OUR NEW NUMBER: The telephones at National Capital Parks were changed to the Centrex System in November. Since our offices are located at NCP, the new number for the Division of Park Practice (including NEWSLETTER, COURIER, TRENDS, GRIST, DESIGN and GUIDELINES) is 42-66720. (Interior code is 118.)

DOUG HUBBARD TO RETIRE: With 30 NPS years behind him, Doug Hubbard, Deputy Director of the Harpers Ferry Center, has announced plans to retire. He has accepted the position of Director of the Chester Nimitz Naval Museum in Fredericksburg, Texas, effective in January. Doug's new project includes restoration of the old Nimitz Hotel built by Admiral Nimitz' grandfather, and development of a sound and light program and exhibits relating to the Admiral's naval career.

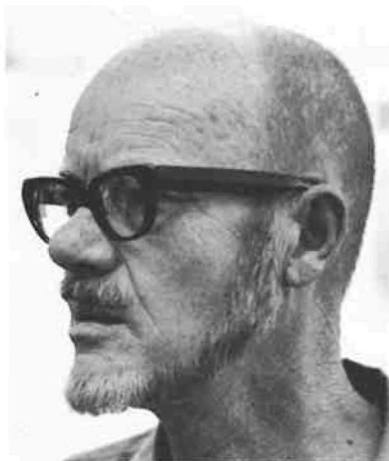
ON TV: Laurie Story, NPS News Service, WASO, has told us about a new environmental film, "Arthur Godfrey's America—the Everglades," to be shown on ABC-TV, January 16 at 7:30 p.m. EST.

AWARD FOR BRIDGING THE GAP: The American Institute of Steel Construction selected the five Olmstead Island Footbridges at Great Falls Park, Va., for its Award of Merit in 1970. Associate Director Joe Jensen accepted the awards for NPS.

The bridges were opened to pedestrian traffic last year. They were designed by Dean Robinson and Tom Birmingham, engineers at the Eastern Service Center, working under the supervision of Richard Montgomery, NPS's chief engineer.

CORRECTION: Our Oct. 29 issue stated that D. M. Spalding, General Superintendent of Klamath Falls, received a commendable service award. He was actually presented a meritorious award by Director Hartzog at a special ceremony in Seattle last April.

Ray Nelson



RAY NELSON TRANSFERS: Ray Nelson, supervisor of the Stephen T. Mather Training Center for the past three years, has been reassigned to the division of Plans and Objectives, WASO. Prior to going to Harpers Ferry, Ray held posts as superintendent of Pea Ridge and Grand Portage as well as assignments at Lassen, Mammoth Cave and Saratoga.

FROM GPO: Former Secretary of the Interior Hickel's report to the American Revolution Bicentennial Commission has been released. Observances and exhibits related to the bicentennial celebration are recommended for NPS and non-NPS sites. Price is 55 cents.

Also available is "Your Federal Income Tax, 1971," priced at 75 cents. Order either publication from U.S. Government Printing Office, Washington, D.C. 20402.

SCHOLARSHIPS OFFERED: The Historic Houses of England—Attingham Summer School Trust has announced its 20th annual summer school session, July 4-24, 1971. Two spaces for NPS employees have been reserved. Applications are available from Miss Carole Scanlon, Independence National Historical Park, 313 Walnut Street, Philadelphia, Pa. 19106. Deadline for submission of application—to Carole—is February 15. Look for more information on the program in the next NEWSLETTER.

CSC TO ISSUE REVISED FORM: In light of two court decisions, the Civil Service Commission has revised and will reissue SF 61, the appointment affidavit for Federal employees.

In *Stewart vs. Washington*, the court found the statutory basis for Affidavit B (the "loyalty oath") to be unconstitutional. In *Blount vs. National Association of Letter Carriers*, the court held that a portion of Affidavit C, relating to an employee's assertion of the right to strike or to belong to a union which asserts the right to strike, was unconstitutional. The section of Affidavit C relating to participation in a strike will remain in effect, however.

FILM AWARDS: Two NPS films have received CINE Golden Eagle awards. The films, produced by the division of Audiovisual Arts, are "Summer in the Parks," a visual summation of the program in Washington, and "Here We Are," an environmental film using a finger-painting art technique. Sponsored in part by the U.S. Information Agency, the CINE awards make the films eligible for entry in numerous foreign film festivals.

How We Cleaned Up With

Johnny Horizon

by Loretta DeLozier

How do we measure success—particularly with such a highly touted program as the recent Johnny Horizon Cleanup Campaign?

If viewed in dollar terms, it sounds fairly successful: nationwide some 2,700 people donated about \$19,000 worth of their own time to help clean up publicly owned lands.

Viewed in human terms, however, the campaign may have had more success than the figures indicate.

"The important thing is that citizens of all ages contributed their share in cleaning the environment," says Bob Kloske, maintenance specialist in the Office of Programs, WASO. "This program has probably done more than any other campaign so far. And for the first time we also addressed ourselves to the problem of solid waste, like automobiles, and not just coke and beer bottles."

From the Field

The reports from the field were equally encouraging, particularly in their long-term ramifications.

"We have observed a subtle lessening in the total amount of trash which we had to pick up this past summer," reports Leslie P. Arnberger, superintendent at Cape Cod. "This may have been the result from an improved national attitude towards litter or from our efforts in bringing the problems of litter pollution into focus for our visitors."

"We hope that public awareness of the problem will become sharper as each year goes by and trust this concern will be assisted by such efforts as the Johnny Horizon Anti-litter Program."

Where We Succeeded

Although not all parks were able to participate this year, many report encouraging successes which may serve as guides to future programs. Among them are the following:



Scouts cleanup at Petersburg

- Seasonal employees living in the Vanderbilt Mansion at Hyde Park, N.Y., cleared the debris from Crum Elbow Creek, a stream that flows through the estate. The haul, which was carried away in trucks by the maintenance crew, included a sled, parts of a boat, many old tires and dozens of concrete balusters from the creek's bridge. At the final meeting everyone went swimming there to symbolize the fact that the creek was then safe and clean.
- Eight local scout troops and five cub packs took part in a cleanup campaign at Petersburg NM, Virginia. Raymond H. Bladen, park ranger, helped

organize the campaign, taped a radio broadcast which ran for three days prior to it, and arranged with the local television station for news coverage and a photographer.

- Part of the summer program at Redwood NP in California involved the training and supervising of Neighborhood Youth Corps boys for conservation type work involving litter cleanup on Federal lands. "Since the park is relatively new, cleanup by all employees is a continuing process involving cleanup of old mill sites, logged over areas, old structure removal and disposal of abandoned cars," says Superintendent John H. Davis.
- According to Superintendent W. Franklin Wallace, local Boy and Girl Scout groups took part in a roadside cleanup at Capitol Reef NM in Utah. A noon sack lunch and prizes were furnished by the Capitol Reef Natural History Association.

Where We Didn't

Among the lack of successes, the best "excuse" of all came from Dan Davis, superintendent of Cape Lookout NS in North Carolina who said: "As far as NPS land goes, this must be a negative report as we have no land."

Dan has scored a personal success, however, as a member of the Carteret County Environmental Commission, an official body appointed by the County Commissioners. "We have been aggressively trying to get the county cleaned up and land fills established with laws passed to require dumping in authorized places only."

Many of the superintendents who have negative reports say it is merely due to the lack of time for preparation. As James L. Isenogle, acting superintendent at Delaware Water Gap NRA in New Jersey, says, "We wholeheartedly endorse the program, but believe if it were scheduled earlier in the year, preferably August, we would have greater participation."

PLANNING A PARK EXPERIENCE (Continued from page 1)

planning: "At one time interpretation was considered the sort of thing that happens in a visitor center or in a film, guidebook, or evening program. The rest of the visitor's experience was not our concern.

"Today we take a much broader view. We see that how a visitor approaches a park, how he gets around in it, and what he sees and does and feels are at least as important as what we used to think of as an interpretive experience. We no longer look for a standard solution. New equipment and techniques become available. And people return to parks year after year, so we don't want to cast our messages in cement.

"We might propose simple shelters or other structures—either manned or unmanned—to provide information or only a bit of interpretation at several locations in a park. Or, we might decide that an area would be better with no interpretation.

"And we are just as concerned with the cultural environment as we are with the natural environment. Instead of simply describing the workings of the natural world we now try to relate our interpretation to the environmental crisis, both within and outside the parks. In our historic areas we relate the events of the past to what is happening in the world today."

They Go To The Field

Sometimes the most important interpretive planning decisions take place even before an area is established—at the time the initial Master Plan is prepared. It is the park's Master Plan that states

what kind of experience the park should offer people and where the experiences should take place. It is the key to determining how the area should be managed and developed.

The typical Master Plan team includes a person skilled in managing the park's resources, a park planner, and an interpretive planner. It might also include an ecologist, sociologist, architect, or other specialists, depending upon the character of the area.

The interpretive planner usually becomes the team captain for the subsequent Interpretive Prospectus team which meets on site. This team consists of representatives of the communications media, often an architect or landscape architect, and members of the park staff.

At times interpretive planners must work mainly with individuals responsible for interpretation and visitor services, but they prefer to work with everyone who has something to contribute. "Sometimes the best ideas come from people in maintenance, protection, or management," says Marc.

"It's hard to communicate with everybody in a park when you're doing a Prospectus," says Alan Kent, "senior" interpretive planner for the Eastern Service Center. "At Independence, however, I did meet with a lot of the young people who do the guide work. I was very impressed with their attitude and interest. All these people can't be on the planning team, but you can make an effort to listen to them—and see what problems they're facing—even if you have to do it in the evening."

Bill Ingersoll observes that

"many people don't know what an Interpretive Prospectus is for, or how it works. Some field interpreters expect the interpretive planner to provide advice on how to conduct a personal services program."

Art Allen relies a lot on the expertise of the park staff to help the team identify the story the visitor should receive. "In one week I can't possibly become as familiar with the park's resources as the guys who live there," says Art. "However, the in-



Alan Kent

terpretive planner can contribute suggestions on new ways and means to get the story across."

The Early Days

Before there were interpretive planners in the Service Centers, the park interpreters were required to write the Interpretive Prospectus. The problem with this was that while the field man might be an expert in interpretation, he usually had no experience in planning interpretive facilities.



Art Allen

"There might be only one time in his entire career that he functions as interpretive planner," explains Marc, "and it was a long, hard job for him. Once this guy expressed himself and, with great labor, wrote it all out he was no longer receptive to changes. The media people always had to work with someone who was irritated because they suggested changes after he had committed himself.

"What we do now is put skilled interpretive planners



George Robinson

together with the field interpreters. While everyone is loose we take their ideas, and those of everyone else on the team, bounce them around in a wide open exchange and let them evolve.

"This process adds the special magic of group interaction, and the field interpreter is usually delighted with the results of it."

Finding the Right Man For The Job

"Interpretive planners have to possess an unusual combination of qualities," states Marc, who does less planning and more recruiting and training these days. "The kind of person we need—highly imaginative and creative—is very often not a good group worker. Yet he has to be able to handle groups of similarly creative people—including film producers, designers, and the like. And sometimes he has to work with park staffs who expect outsiders to interfere more than they help.

"During the last year we've experimented with using people other than interpreters in the role of interpretive planner. Ron Treabess and Charlie Clapper are landscape architects. We've also used an engineer, an architect and an archeologist. Occasionally we'll detail a promising field interpreter to a planning job. This gives us a chance to look him over for possible permanent assignment as an interpretive planner."

Getting Visitors Involved

"I'm becoming more concerned with what's going on in the park—special events, programs, activities," says

Nan Rickey (see Profile, this issue). "While I definitely feel that all interpretive media have a place and use, I find I'm now much drawn to interpretive developments that involve the visitor on an active participation basis, as opposed to those that cast him in the role of passive spectator."

"Motion interests people," adds historian Alan Kent, who—along with Nan and others—has pushed the living interpretation program. "If people see something happening they immediately become interested in what's going on. You can then use these demonstrations to lead into something more profound."

George Robinson feels that a person's reaction to anything is highly subjective. "I don't think we have much control over how a visitor responds, so if we can take people out and introduce them to the parks, in ways that will contribute to an expanded sensory awareness of the kinds of things the parks represent, we're doing far more in the way of interpretation.

"In a couple of areas, for example, we've recommended sensory involvement trails. We did not recommend signs and markers that point out specific features along the way. Rather, we were concerned with getting the visitor involved in seeing, hearing, feeling, and smelling the myriad things about him. We're less concerned with identifying the largest Clearallus nonpigmenta than with nurturing a kind of simple environmental sensitivity out of which may grow some thoughtful reflections about meanings, values, and relationships."

PROFILE

Nan Rickey



She collects contemporary paintings and bentwood furniture; she loves the fine arts, cooking, and scrubbing floors (but hates ironing).

If we were to stop here we would have already described what must be a many-faceted personality. But there's more to be said about Nan Rickey.

Nan joined the National Park Serv-

ice in 1962 as furnishings curator (Fort Laramie) in the Midwest Regional Office. She was later appointed Regional curator.

In 1968 Nan became an interpretive planner (see feature story) and to that job has brought flair, dash, and joy which are reflected in the Interpretive Prospectuses she writes. Her present duty station is the Harpers Ferry Center.

"The highlight of my professional life to date," says Nan, "was in 1964 when I refurnished the bachelor officers' quarters of Old Bedlam at Fort Laramie. I personally did the research, wrote the furnishing plan, and bought the furnishings for 3 rooms that housed bachelor officers in 1854. It was a rare opportunity—seeing a project through from concept to completion."

To that can be added several other exciting projects. In the spring of 1969, for example, she worked with Mrs. Joseph P. Kennedy in preparing a highly dramatic recorded tour of the John F. Kennedy birthplace home.

More recently Nan developed and supervised the first Interpretive Demonstrations course, held at Mather Training Center. This was

one of her numerous efforts to push the Living Interpretation program of the Service. Another was a manuscript for "Keep It Alive," a training booklet for personnel involved with living history and demonstrations.

Nan's avocation these days is a 30-acre farm in Loudoun County, Virginia. The farm has a 1741 house that she and husband Don (Deputy Director, U.S. Military History Research Collection in Carlisle, Pa.) are rebuilding. "We hope to live there someday," says Nan, "but for now we're there mostly on weekends."

Nan discovered that the house was owned and occupied during the Revolutionary War by John Marks. Marks was in Armand's Legion, one of the French units at the siege of Yorktown. This information was especially useful to Nan when she wrote the Interpretive Prospectus and film concept for Yorktown.

Born in Columbus, Nebraska, Nan received her bachelor's degree in ancient history from Mills College in Oakland and her master's degree in American history from the University of Nebraska in Omaha. She has two sons, ages 16 and 12.

Health Benefits Increase

As announced in our Oct. 29 issue, the Government's biweekly share of the cost of premium plans under the Federal Employees Health Benefits program will increase in January—from \$1.68 to \$3.46 for self enrollment and from \$4.10 to \$8.64 for

family enrollment.

Most enrolled employees and annuitants will have their share of the biweekly costs slightly reduced, although 36 of the 38 plans will increase premiums for the 1971 contract year.

The new law which increased the Government contribution also calls for annual adjustment to keep its share of the cost at the 40 percent level. In the past, increases in premium rates were generally borne by the enrollees alone.

No general open season has been scheduled. However, one will be held no later than Nov. 1972.

New brochures will not be issued to all employees at this time. Those who are interested in finding out changes in benefits or rates for local plans should check with their personnel offices for details.

A chart showing the rates for the two largest plans, Blue Cross and Aetna, is printed at left.

FEDERAL EMPLOYEES HEALTH BENEFITS PROGRAM						
Plans on which Government's 40% contribution is based						
Plan	Type Option, Enrollment	Government Contribution		Biweekly Cost to Enrollees		
		Present	Jan. 1971	Present	Jan. 1971	Change
Government-Wide Service Benefit (Blue Cross)	High-Family	\$4.10	\$8.64	\$13.59	\$13.47	\$-.12
	High-Self	1.68	3.46	5.57	5.60	.03
	Low-Family	4.10	5.88	5.30	5.88	.58
	Low-Self	1.68	2.40*	2.16	2.40	.24
Government-Wide Indemnity Benefit (Aetna)	High-Family	4.10	8.64	16.64	15.62	-1.02
	High-Self	1.68	3.46	6.68	6.33	-.35
	Low-Family	4.10	6.40	6.84	6.40	-.44
	Low-Self	1.68	2.68*	2.89	2.68	-.21

* Government contribution cannot exceed 50% of total premium rate.



VOICE IN THE WILDERNESS

Dear Editor:

I have just received the latest issue of the NPS NEWSLETTER, (Vol. 5, No. 22, October 29, 1970).

My elation is boundless about the return to the old assemblage for this publication. It can now be punched for three-hole binder retention without having to slit it up the seams.

This letter of gratitude is being written immediately (I haven't even read it yet!) so that you might know how pleased this reader is about it. I complained to your office when the other style came out and vented my displeasure. I am indeed glad that someone heard the "voice in the wilderness" and thank all concerned.

It just goes to prove the old saying: "Talk to the right people."

Thank you again!

Sincerely yours,

Peggy Rolandson
Western Service Center

We're pleased that Miss Rolandson is pleased with our new format. However, we are trying to keep the NEWSLETTER flexible and responsive to change, so please bear with us if we occasionally revert to six (or four) pages.

WOMEN'S UNIFORM

Dear Editor:

Emergency!! Quick! Please send me order blanks for the new women's NPS uniforms—I'll be returning to Everglades in one month and have no old uniforms—I got rid of them, I was so glad for the new ones. Please hurry!

Mary J. Inman



We have received several requests concerning the women's uniform, similar to Miss Inman's. Unfortunately, like most publications we just report the news, not make it. In this case, for instance, please write to Betty Gentry, Woman's Representative, Servicewide Uniform Committee, NCP-Central 1100 Ohio Drive, S.W., Washington, D.C. 20242, for order blanks and the answers to general questions about the women's uniform.

However, there is more news to report. While finding out the above information, we were also informed by Keith Miller, chief of Park Operations and head of the Uniform Committee, that uniform standards—for both men and women—will be issued soon. These standards will tell who wears what, when and where, and will describe the different components of the uniform.

QUESTION FROM THE FIELD

What is the difference between an appeal and a grievance and why are they handled differently?

Answer from the Personnel Office:

An appeal is a request to re-examine an action such as removal, reduction in force, furlough, or suspension. An employee who suffers such a major loss is entitled by law to certain rights including a review by the Civil Service Commission.

A grievance, ordinarily involving no material loss, refers to a desire to change unsatisfactory working conditions. Grievances concern matters that are not subject to review outside the agency and there are no processing requirements set forth by law.

People **On The** **Move**

New Faces

Christopher, Francis C., to Gen.
Supply Asst., Isle Royale NP
Curley, Bob F., to Pk. Techn.,
Navajo NM
Fertig, Christine R., to Clk.
Steno., Independence NHP
Heenan, Ann M., to Clk. Steno.,
NERO
Lopes, Stella S., to Clk. Steno.,
Haleakala NP

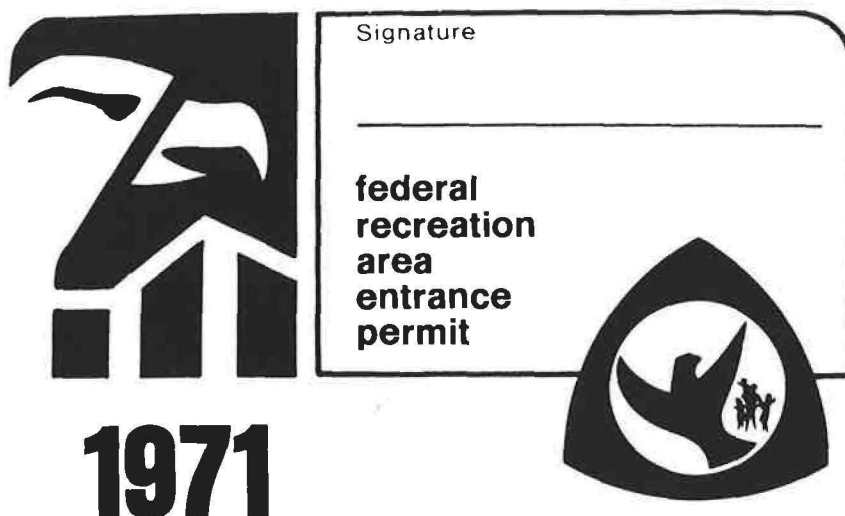
New Places

Boatner, Charles K., from Dep-
uty Asst. Dir., WASO, to Pk.
Mgr., SWRO
Cunningham, Robert C., from Pk.
Ranger, Theodore Roosevelt
NP, to Supv. Pk. Ranger, North
Cascades NP
DeWitt, John A., from Foreman
II (R&T), Carlsbad Caverns
NP, to R&T Maintenance Fore-
man, Death Valley NM
Kitts, Donald M., from Admin.
Off., Bighorn Canyon NRA, to
same, Navajo Lands Group
Lucko, George F., from Civil
Engr., MWRO, to same, Fire
Island NS & NYC Group
McGinnis, Dennis E., from Main-
tenance Supv., Cape Hatteras
NS, to Pk. Ranger, NERO

Out of the Traces

Blakely, Maria Mercedes, from
Sec. Typing, WSC
Bouche, Elinor M., from Pers.
Clk. Typing, SWRO
Click, Charley A., from Carpen-
ter, Crater Lake NP
Coker, James B., Jr., from Sign-
maker, Olympic NP
Hill, Carlton H., from Foreman
I Laborer, Acadia NP
Jenkins, Barbara J., from Sec.
Steno., Home of Franklin D.
Roosevelt & Vanderbilt Man-
sion NHS
Misuraca, Nancy A., from Clk.
Typist, WSC
Redd, Helen M., from Clk. Steno.,
Canyonlands NP

GOLDEN EAGLE PASSPORT



The 1971 Golden Eagle Passport will go on sale December 15. Price is \$10 and the Passport will be valid from Jan. 1 through Dec. 31, 1971. Golden Eagle Passports can be purchased from the Bureau of Outdoor Recreation, PO Box 7763, Washington, D.C. 20044. They will also be available at field offices of participating agencies and at Federal park and recreation areas charging fees.



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