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HFC wayside production manager Bruce Kaiser and wayside planner and writer Elizabeth Kerwin-Nisbet install a tactile model on a new wayside exhibit. Learn more about new tactile waysides at Harpers Ferry National Historical Park beginning on page 10. (NPS Photo by David T. Gilbert)

From HFC's Director

I spent almost ten years as an interpretive planner for the National Park Service. I loved working with parks, learning their stories, and facilitating a planning process that helped the parks "get it done."

Planning is one of the most valuable tools NPS professionals have to help them successfully reach their long-term program goals. Plans give direction, provide a way to monitor and measure our efforts, and offer an opportunity to share our vision and get commitment for that vision from our stakeholders and staff. The core planning document for interpretation and education is the Long-Range Interpretive Plan (LRIP).

This issue of *HFC OnMedia* explores the value of stakeholder involvement in the LRIP process (see page 6). It is much easier to get multiple perspectives into your interpretive and educational products and services when the planning process includes your stakeholders and partners. Other articles help you determine when you need a new plan and how to prepare for the planning process.

Planning is definitely more than an administrative requirement; it is an enriching, educational, and enjoyable experience.

—Don Kodak

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Byways and National Parks

Collaborating for a Richer Visitor Experience

by Michelle Ethun, National Scenic Byways Program

Shared Values

In April of this year, the Acting Director of the National Park Service recognized the unique relationship between America's National Parks and the America's Byways® System in a news release entitled *Parks and Byways: Connecting People and Places*. The America's Byways collection includes 125 leisurely driving routes that offer opportunities to experience history, culture, nature, archaeology, recreation, and scenery—often on a visitor's drive to or through a National Park. The opportunity to drive along America's Byways to experience our National Parks was also the subject of a feature article entitled *Discovering America's National Parks on America's Byways* (www.byways.org/stories/79380). Clearly, the National Park Service and the America's Byways collection have common values and objectives.

The question is: How can the NPS and local byways work more closely to deliver

common interpretive themes and messages, thereby strengthening the visitors' experience?

America's Byways

The National Scenic Byways Program was established in 1991 and is managed through the U.S. Department of Transportation. The byways themselves are grassroots-driven initiatives to promote, protect, and preserve unique road corridors. Byways are designated at the national level (America's Byways) by the U.S. Secretary of Transportation. Designations are based upon the significance of each byway's character-defining intrinsic qualities, including archaeological, cultural, historical, natural, recreational, and scenic qualities.

Management of America's Byways and state or tribal byway corridors is generally done through local community groups. A corridor management plan is prepared by

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The National Park Service cares for special places saved by the American people so that all may experience our heritage.

EXPERIENCE YOUR AMERICA™



This giant granite gateway monument for the Schoodic Byway in Acadia National Park was dedicated in December 2005. Left to right: John Kelly (Acadia National Park), Barbara Shanahan (Schoodic National Scenic Byway Chair), Ed Pontbriand (Acadia National Park), Fred Dedmon (Schoodic National Scenic Byway Committee), and Peter Drinkwater (Schoodic Byway Committee). (Photo by Jim Fisher)

the byway organization and addresses the inventory of intrinsic qualities, local desired conditions, and visitor experience needs, including interpretation and interpretive media. The plan should also tie in management plans for any adjacent publicly managed lands, such as National Parks.

One Visitor Experience

Some NPS units, like the Natchez Trace Parkway and the George Washington Memorial Parkway, are also All-American Roads or National Scenic Byways. Many byways run adjacent to or through units of the National Park System. Visitors often approach National Parks via byways, and their experience of visiting a National Park includes this approach drive. This offers an important connection between the byway and the park destination. This connection presents an excellent opportunity for parks and byway organizations to work together in providing a seamless visitor experience in telling the byway story before and after entering the park. The resources along the byway corridor may fit with the park's interpretive plan, and the opportunity to augment these interpretive messages in the gateway corridors can strengthen the visitors' impressions of the area.

Coordinated media planning along the byway (both outside and within the park) would help to provide visitors with a broader story through the use of coordinated wayside exhibits, portable electronic media, interpretive signs, Web content, marketing, and publications.

Examples of Shared Success

Many NPS sites and byways have worked together to strengthen and unify their visitor experience.

- **Acadia National Park** – Visitors approach Mount Desert Island and the Schoodic Peninsula via two byway road corridors. The byways showcase various view sheds allowing visitors to view the park's resources and build their antici-

pation prior to reaching the park. The byway also interprets the bedrock that makes up the park's geologic character. The byway organization and NPS staff worked together to provide wayside pullouts and interpretive media to help introduce and tell the Acadia story long before visitors enter the park.

- **Nez Perce National Historical Park** – Staff at the park and the Northwest Passage Scenic Byway in northern Idaho worked together to produce interpretive media and brochures that tell one unified story. Visitors to the various park sites use the byway as a travel corridor.
- **Mount Rainer National Park** – Park staff and byway leaders from the Chinook Scenic Byway in Washington worked with outside vendors to augment existing marketing materials. These materials highlight the stories told at the park, in the gateway communities, and at wayside pullouts along Hwy. 410 in the approach to the north side of the park.
- **Ohio & Erie Canalway** – NPS staff at Cuyahoga National Park and byway leaders have worked together to create a consistent marketing effort and campaign with identifiable brand and logo for the byway and park sites. Both teams have collaborated to create consistent signage and wayfinding that are seamless across the park and byway corridor.

Collaboration on Media

NPS sites often have more resources available for media planning than small byway organizations. In these situations, parks can provide technical assistance to byway organizations in areas such as media planning and design. Parks could offer information on contractors, media processes, image acquisition, editing, interpretive theory, graphic layout design, wayside site development, and accessibility enhancements.

On the other hand, the byway organizations can assist the parks by providing locations for telling byway stories at wayside sites and contact stations, including byway

New Employees at HFC

Jessica Ely

Jessica Ely began her acquisition career as Active Duty Military with the U.S. Air Force. She then continued on with the Air Force as a civilian Contracting Officer Team Lead for the Specialized flight division located at Macdill AFB in Tampa, Florida.

Jessica subsequently worked in private industry as the Federal Contracts Manager for a small 8(a) company in Tampa. In 2007 she was hired by the Army Reserve Contracting Center-East and served as the Senior Contract Specialist and Contracting Officer for the pre-award division at Fort Dix, New Jersey. Jessica has a B.S from Waynesburg College in Waynesburg, Pennsylvania.

Kerry Gastley

Kerry Gastley is a new Procurement Technician with Acquisition Management. She comes to HFC with a several years of Federal Service at the National Center for Complementary and Alternative Medicine in the Office of Scientific Review at the National Institutes of Health (NIH).

Kerry has lived in Maryland since 1996, but doesn't consider herself a native Marylander. She has also lived in West Virginia, Massachusetts, Georgia, Alabama, Texas, Bermuda, Saudi Arabia, and Canada. Can you tell she was an Army brat?

Valeria Orlandini

Valeria Orlandini has joined the Cold Storage Project at Willow Springs as technical lead. She's a conservator of works of art, unbound archival materials, and photographs with an M.S./Certificate in Conservation from the Winterthur Museum/University of Delaware Art Conservation Program. She comes to HFC from a position as a paper conservator at the Library of Congress (2006-2009), and the McKay Lodge Fine Arts Conservation Laboratory, Inc. in Ohio (2002-2006).

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This mapboard along the Northwest Passage Scenic Byway in Nez Perce National Historical Park provides interpretation and wayfinding information. (Photo courtesy of the National Scenic Byways Program)

information on websites and byway publications, and helping the parks strengthen ties with park neighbors and byway communities. Providing for a rich and meaningful visitor experience is an outcome from byway and Park Service units working together to unify the message and the story.

Grants and Media Development

When it comes to developing media, money can often be the limiting factor. The National Scenic Byways Program is one source of grant funds for projects associated with a State or Indian tribe byway program, one of America's Byways, or a State or Indian tribe designated byway. There are eligibility categories for both marketing and interpretation. See www.bywaysonline.org/grants for the full list of eligibility categories, as well as information on who can apply. Federal land management agencies can apply, but must submit applications through their respective State DOTs. See "More Information on Byways" on page 5 for information on who to contact for assistance.

Many byway organizations have successfully partnered with NPS sites to use byway

or other grant funding sources to develop interpretive media. The April 2009 issue of *HFC on Media* featured such a project in the article titled "New Exhibits Unveiled at Great Falls Park."

Other examples include funding for the 75th Anniversary of the Blue Ridge Parkway. Byway program funds were requested to produce an educational campaign to focus public attention on the Blue Ridge Parkway's 75th Anniversary in 2010. The project is meant to enhance public appreciation for this designated All-American Road and highlight the importance of bringing families to the Parkway and preserving the heritage, culture, natural, and architectural assets found along it.

Partners in Providing Service

Harpers Ferry Center and the America's Byways Resource Center perform parallel functions. The America's Byways Resource Center, located in Duluth, Minnesota, under a cooperative agreement with the Federal Highway Administration, works with byway organizations across the country to provide technical assistance, re-

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Valeria has also worked at the Philadelphia Museum of Art, Winterthur Museum, and Isabella Stewart Gardner Museum. She's worked abroad at the Victoria and Albert Museum in London; the National Gallery of Canada and National Archives of Canada in Ottawa; and at the University of Sao Paulo in Brazil.

Steve Schubart

Steve Schubart has joined HFC as the new Human Resources specialist assigned to employee relations. Steve previously worked with Immigration and Customs Enforcement (ICE) at the Department of Homeland Security, where he was an employee and labor relations specialist assigned to ICE headquarters in Washington, D.C.

Originally from Cincinnati, Ohio, Steve earned his J.D. and M.A. (Human Resources Management) from the University of South Carolina, which he also attended for undergraduate studies.

Randy Sullivan

Randy Sullivan is the new daily operations manager for the Digital Imaging Project (DIP) at Willow Springs. He's a professional photographer originally from Oregon. He received his formal training at Brooks Institute of Photography in Santa Barbara, California. After completing his BS in Commercial Photography and Scientific Photography, he went on to receive his Masters of Science in Photography as well as a Master's of Fine Art. Randy stayed on at Brooks as instructor and lab manager.

Randy has done all types of photography from sports, weddings, and portraits, and is now exploring the abstract. He has also worked for the L.A. County public defender's office as an expert witness related to photography. Randy has won several awards for his "Organic Abstracts".

Beth Trescott

Beth Trescott has joined the Cold Storage Project, a WASO funded

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sources, and training. Harpers Ferry Center and the America's Byways Resource Center have collaborated on several media learning opportunities over the past three years by sharing expertise and assisting each other with funding and training materials. These include the "Developing Media for Interpretative Centers Course" in Alaska (2006), an interpretive media design workshop at the National Scenic Byways Conference in Baltimore (2007), Tele-Workshops on RFP development and wayside design (2008), and a session on wayside exhibits at the August 2009 National Scenic Byways Conference in Denver.

The National Park Service and the National Scenic Byways Program not only share values, but have the opportunity to share resources and build a mutually beneficial relationship among byway organizations and NPS interpretive staff. This will help provide a seamless visitor experience inside and outside our National Parks.

More Information on Byways

- Jennifer Getz, NPS Byways Coordinator (e-mail: jennifer_getz@nps.gov; phone: 202-513-7030)
- NPS Specific Byways information including grants, nominations, and Service-wide Comprehensive Call guidance on *InsideNPS* (accessible to NPS network computers only)
- Cindi Ptak, National Scenic Byways Program Manager (e-mail: cindi.ptak@dot.gov)
- National Scenic Byways (public Web site: www.byways.org; technical Web site for the byways community: www.bywaysonline.org)
- Chel Ethun, Training Manager, America's Byways Resource Center (Web site: www.bywaysresourcecenter.org; e-mail: cethun@byways.org)

HFC media specialists Betsy Ehrlich and David Guiney will introduce the new "NPS Wayside Exhibit Guide" at the 2009 National Scenic Byways Conference in Denver, Colorado, August 23-26. The guide will be available soon on the Harpers Ferry Center Web site.

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project administered by the Media Assets unit of HFC. Beth earned a BA in Art History and a BS in General Professional Interior Design from the University of Tennessee, at Knoxville. Beth's career in the museum field has included duties as a Museum Registrar, a Decorative Arts Specialist, and a Curator. She has been employed by the Park Service since 2000 at Gettysburg National Military Park, and has been involved in the collection management and move components of their new museum.

Summer Intern at HFC

Kenneth Davis

Kenneth M. Davis is a new Visual Information Specialist student intern at Harper Ferry Center. Davis, a native of the Beacon Hill area of Seattle, Washington, studied history at Tuskegee University in Tuskegee, Alabama, where he received his B.A. degree. While a student at Tuskegee, Kenneth worked as an Interpretive Park Ranger at both the George Washington Carver Museum and Tuskegee Airmen National Historic Site.

After his time in Tuskegee, Davis continued his museum career as the Curator of Exhibition at the Birmingham Civil Rights Institute in Birmingham, Alabama. Here, Davis developed a strong interest in the planning and design of museum exhibits.

In the spring of 2008 Davis relocated to Philadelphia, where he was accepted into the Museum Exhibition Planning & Design MFA program at the University of the Arts. Soon after arriving in Philadelphia, Davis reconnected with the Park Service, spending the summer of 2008 as a Student Conservation Association intern at Valley Forge NHP.

Davis has completed his first of two years at UArts and has become knowledgeable about the planning and design process, from mind mapping/brainstorming activities to design and fabrication.



Site-Specific Interpretation

An effective wayside exhibit fosters a direct and meaningful connection between visitors and the landscape. The wayside audience is outside experiencing a place first-hand. They may be focused on any number of things. A wayside must attract and focus attention on the site, not on the wayside. If the first wayside they encounter is disappointing visitors may not stop at others.

Two types of waysides