



## Course Agenda

### *Managing Interpretive Media Projects*

NPS Southeast Region

Mammoth Cave National Park

March 16-18, 2004

#### Course Objectives

- Learn how to manage a media project in collaboration with HFC, partners, or contractors.
- Learn the key principles for successful media projects.
- Understand basic media development processes.
- Define a media project strategy, and be able to use it to develop a media project in your park.
- Become familiar with NPS media standards and guidelines.
- Understand cost estimating, funding, and programming procedures for media projects.
- Learn HFC's role in NPS media development.

#### Course Guidelines

- Dialog between course staff and participants will be encouraged.
- The media information HFC will be providing will apply to all park media work, not just projects to be planned or produced by HFC.
- The course will look at media development in an integrated manner, not isolated according to product types such as exhibits, waysides, and AV productions.
- Content will be tailored to the needs of park managers and park project managers.
- Instructors will use case studies to illustrate media processes.
- Course content will incorporate principles of the Interpretive Development Program.

#### March 16

Day 1

8:30	Arrive, sign in, pick up notebook
9:00 – 10:00	<b>Introductions and Course Goals</b> Peter Givens
10:00 – 10:15	<b>Media Wheel Introduction</b> David Guiney
10:15 – 10:30	BREAK

10:30 – 11:00	<b>Interpretive Media Overview &amp; Introduction of Case Study</b> Peter Givens
11:00 – 12:00	<b>Park Planning – The Foundation for Media Projects</b> Phase 1 of Media Wheel Justin Radford and staff
12:00 – 1:00	LUNCH
1:00 – 1:45	<b>Developing a Media Strategy</b> Phase 2 of the Media Wheel David Guiney and Betsy Ehrlich
1:45 – 3:00	<b>Estimating, Budgeting, and Submitting</b> Phase 3 of the Media Wheel Stacey Hester, Justin Radford and staff
3:00 – 3:15	BREAK
3:15 – 4:30	<b>Contracts and Project Agreements</b> Phase 4 of the Media Wheel Cynthia Coffelt, Justin Radford, and staff

## March 17

Day 2

8:00 – 9:15	<b>Planning and Design I</b> Phases 5 and 6 of the Media Wheel Exhibits, David Guiney AV, Justin Radford
9:15 – 9:30	BREAK
9:30 – 10:45	<b>Planning and Design II</b> Phases 5 and 6 of the Media Wheel Historic Furnishings, Sarah Heald Wayside Exhibits, Betsy Ehrlich
10:45 – 11:00	BREAK
11:00 – 12:00	<b>Producing and Installing Media</b> Phase 7 of the Media Wheel Cynthia Coffelt, Justin Radford, Sarah Heald, Betsy Ehrlich, and staff
12:00 – 1:15	LUNCH
1:15 – 2:00	<b>Completing and Sustaining Projects</b> Phase 8 of the Media Wheel Cynthia Coffelt, Peter Givens, and staff

- 2:00 – 2:15                   BREAK
- 2:15 – 2:30                   **Requirements and Disciplines Worksheet**  
Handout and Introduction to Field Exercise  
Peter Givens
- 2:30 – 4:30                   **Mammoth Cave National Park Media Study and Cave Tour**  
Mike Adams, staff and participants

**March 18**

Day 3

- 8:00 – 9:15                   **MACA Media Needs Identification Results and Discussion**  
Peter Givens
- 9:15 – 9:30                   BREAK
- 9:30 – 11:45                 **Open Forum with Media Specialists**  
Staff and participants
- 10:45 – 11:00               BREAK
- 11:00 – 12:00               **Working with Harpers Ferry Center**  
Justin Radford and staff
- 12:00 – 1:00                 LUNCH
- 1:00 – 2:00                   **Interpretive Development Program**  
Requirements for Modules 310 & 311  
Peter Givens
- 2:00 – 2:30                   **Seminar Summary and Course Evaluation**  
Peter Givens and staff
- 2:45 – 4:30                   Head Home or spend time with course staff on park projects  
Elective Sessions based on course Parking Lot suggestions