



Participant Guide

TEL Broadcast – June 23, 2006

Interpretive Media Development

(TEL POC's -- please make sure that participants at your site receive this information)

Contents of this guide:

- **Program Overview and Goals**
- **Links to media samples** (*please review these prior to the broadcast as noted below*)
- **Links to course resources**

Overview:

This TEL course provides a brief overview of the IDP Module 311 components and competency standard for Interpretive Media Development. The primary audience is park interpreters who may develop in-house media products, assist in the planning/development of contract media projects, or serve on a media project team. The program will also provide useful information for park, region and HFC media specialists and contractors in working together to provide meaningful visitor experiences through interpretive media.

Goals:

- Provide an overview for interpreters -- what's involved in interpretive media planning and development -- the components, the complexity, the skills sets, and the interpretive potential
- Focus on identifying, planning for, and developing the *interpretive* elements of media
- Explore a “meanings-based” approach to media development – based on the principles in Module 101 of the IDP curriculum (Fulfilling the NPS Mission) and the IDP peer review standard for interpretive media
- Provide ideas, tools, resources and references that will ultimately help interpreters to develop better in-house media, be able to work effectively with HFC and contract media specialists, and be able to serve effectively on a media project team

Please review the following participant materials – print those that are indicated and bring them to the broadcast.

I. Media samples we will discuss during the broadcast – please review these materials before the broadcast – these links are located at:

<http://www.nps.gov/hfc/products/imi/311-telnet.htm#>

- 1) Glacier E-Hike – follow the instructions to set up your computer and take the Trail of the Cedars & Avalanche Lake e-hike – have fun! We will discuss the media elements of the e-hike during the class.
- 2) Wolf Examples 1&2 -- please print these two Power Point slides and bring them to the class
- 3) Horseshoe Crabs Site Bulletin -- please print this PDF file and bring it to the class

II. Documents we will reference during the broadcast – it would be helpful for you to review these materials prior to attending the broadcast – these links are located at:

<http://www.nps.gov/hfc/products/imi/311-telnet.htm#>

- *Media Development Worksheet*
- *Interpretive Media Selection*
- *Interpretive Structure of Media Worksheet*
- *Module 311 Interpretive Media Rubric for Peer Review Certification*

III. Links to other useful references – explore on your own:

[Media Development Process](#)

[Media Development Process for Small Projects](#)

NPS Editorial Style Guide

<http://www.nps.gov/hfc/pdf/nps-style-guide.pdf>

Opportunities for Intellectual and Emotional Connections

<http://www.nps.gov/idp/interp/101/ConnectionOps.doc>

Interpretive Themes

<http://www.nps.gov/idp/interp/101/themes.pdf>

Handles – A Survey of Interpretive Techniques

<http://www.nps.gov/idp/interp/handlesupdate.pdf>

Interpretive Writing Developmental Worksheet

<http://www.nps.gov/idp/interp/230/230wrksheet.pdf>

The Process Model Tutorial

<http://interp.eppley.org/>

The Interpretive Process Model

<http://www.nps.gov/idp/interp/101/ProcessMod.doc>

[Exhibit Requirements and Disciplines](#)