

Audience Engagement Through Park-produced Media

Interpretive Development Program ▪ Harpers Ferry Center

Examples of Goals and Themes

Example 1 -- Prairie Loop Trail Guide – Homestead National Monument

Project Goals -- This trail guide will...

- Enhance/enrich visitor experience (wonder, enjoyment, perplexity, learning) with the tallgrass prairie through guided observation, and with other visitors through conversation (*audience needs/interests*)
- Provide visitors with increased awareness of the park's prescribed fire plan and objectives for prairie restoration (*site needs/interests*)
- Challenge visitors to consider the cost and benefits to themselves and to society of restoring endangered landscapes (*societal needs/interests*)

Topic – Landscape Restoration/Prairie Restoration

Site Connection -- The success of the prairie restoration at Homestead National Monument has been costly, and will continue to require investment of time and money to maintain for future generations.

Essential Theme Question -- *What is our role as humans in rescuing and protecting endangered landscapes on public lands?*

Example 2 -- Temporary Exhibit Panels – Pioneer Wisdom

Project Goals -- This exhibit will...

- Add fun and enjoyment to the visitors' experience through provocation, discovery and participation; invite them to share personal stories related to the pioneer adage (*audience needs/interests*)
- Address the park's management goal to expand awareness about the park's recycling and sustainability efforts (*site needs/interests*)
- Help visitors identify and celebrate the ways in which the sustainable actions they are already taking at home are making a difference and consider the consequences when communities don't embrace sustainability (*societal needs/interests*)

Topic – Sustainability

Site Connection – Following the example of the pioneer adage to “*Use it up, wear it out, make do or do without,*” the park strives to make efficient use of precious resources through a park-wide sustainability program to “reduce, reuse and recycle.”

Essential Theme Question -- In our modern society, what should we expect from our national parks and from each other with regard to sustainability?