



# National Park Week NEWS IN REVIEW

U.S. Department of the Interior • National Park Service • July 1994

## President and First Lady Launch National Park Week; President Named Honorary Park Ranger

President Clinton and First Lady Hillary Rodham Clinton hailed National Park Week with a White House Ceremony May 23.

During the event President Clinton praised the NPS for maintaining "National Park Service reservation number one [the White House]." He added, "I'm here with Hillary and Chelsea on part of the original design of Washington laid out by George Washington and Pierre L'Enfant. Like other families who have lived here, we've had the honor of planting several trees on these grounds--a willow, a leaf linden, an American elm. We love this place that is maintained by our National Park Service." Clinton honored the NPS staff who works at the White House and who also attended the event, and extended a special acknowledgement to them.

He also praised the NPS for maintaining a myriad of cultural and natural areas across the country that make and preserve our American culture. "Hillary and I were up here whispering to each other--and I said, 'Now, didn't we go to



*President Bill Clinton receives ranger Stetson hat from Interior Secretary Bruce Babbitt during National Park Week awards ceremony.*

the Dinosaur National Monument in Utah, and the Buffalo National River?" She said, "Bill, forget it. You will never be able to list *all* the parks we have visited."

Clinton hailed the dedication of our federal workers. "I'll bet you that more American citizens have met employees of the National

Park Service than any other department in the federal government. They may have thought more about employees in the IRS..." He thanked NPS employees for their outstanding representation of the federal workforce, and for their hard work and dedication. He then presented several awards on behalf of the National Park Foundation, including a lifetime achievement award to Rick Gale [*see related article, page 2*].

To top off the evening, Secretary Babbitt made President Clinton an honorary park ranger, for which Clinton received a ranger Stetson mounted on a plaque.

"National Park Week was inaugurated by President and Mrs. Clinton and Secretary Babbitt in the highest style imaginable through the first White House event held to honor the National Park Service in perhaps two decades," said National Park Foundation President **Alan A. Rubin**. "Hearing President Clinton pay tribute to the National Park Service, its dedicated employees, especially the staff who take care of what he called 'NPS reservation number one,' and the Foundation's award winners, while recalling his own family visits to the parks, demonstrated how deeply National Park Service areas touch all Americans."

## A Word of Appreciation

National Park Week was a first for everyone.

It launched our 1994 visitor season and focused public attention on the treasures of the National Park System and on the agency's key-related concerns. It enabled us to show our gratitude to those who already support our efforts and to enlist other Americans to join us in this worthy endeavor. And it has reminded us of our reasons for getting up in the morning and going to this place called "work."

NPS employees never give up. I knew from the beginning that you were special people, dedicated to your profession more than any other group of federal employees. But the number of hours you put in, the number of people you helped, the amount of attention your efforts drew, and the way you kept your spirits high, despite countless commitments you had on your plates, has reminded me that the NPS workforce is invincible. You have inspired many newcomers and old friends, and you have inspired me.

For everything you accomplished and endured during National Park Week 1994, thank you.

Roger Kennedy  
Director, National Park Service

## President Clinton Presents Richard Gale with NPF Lifetime Achievement Award; Other Awards Presented

President Clinton announced several National Park Foundation (NPF) and NPS awards May 23.

**Richard T. Gale** was presented with the first Harry Yount Lifetime Achievement Award. "It is my great pleasure on this first National Park Week to present the first Harry Yount Lifetime Achievement Award, which is given to a park ranger who exceeds normal expectations in his or her work, and who has displayed the attributes of initiative, imagination, perseverance, competence, creativity, resourcefulness, dedication, and integrity throughout his or her career." Clinton said. "This year's award goes to a ranger who has displayed his feistiness and his passion for ranger work, and whose blood is about as green as it gets—Richard T. Gale."

Richard (Rick) T. Gale was born into the NPS at Colonial National Historical Park, where his father was a ranger. He spent his youth in national parks throughout the west. By 1958, Rick was on his own and began his own NPS career at Lava Beds National Monument as a fire control aide. Rick went on to work various ranger jobs at Sequoia-Kings Canyon, Yosemite, Coulee Dam, Lake Mead, Grand Canyon, and Santa Monica Mountains, then to his current position as chief of wildfire operations at the National Fire Center in Boise, Idaho.

Rick has been on the cutting edge of



*Richard T. "Rick" Gale accepts the Harry Yount Lifetime Achievement Award from President Clinton as Secretary Babbitt looks on.*

innovation in almost every major ranger program area during the last two decades, a period when ranger work became truly professionalized in the NPS. He was one of the NPS's first law enforcement specialists, and he participated in task forces to develop law enforcement guidelines, regulations, and procedures; he also led the protection team on the task force sent to Alaska in 1979 to look after the new national parks created by the Alaska National Interest Land Conservation Act.

Rick is now in his 37th season of wildland firefighting, and he has covered a lot of ground during that time. He rose through the firefighting command hierarchy to become one of the few national Type I commanders, and led his team on 12 assignments throughout the country. But Rick went a step further; his qualifications as an area commander led to his assignment to the Greater Yellowstone Area fires in 1988, where he spent seven weeks supervising 13 national teams with almost 10,000 personnel. Rick subsequently led the

rewrite of the NPS's fire policies, served as the steering committee chair for the top fire command training courses, and co-developed and taught countless command, operations, and logistics fire suppression courses.

Rick also has been incident commander of several extensive, multi-day searches and co-developed the first search management courses. He had the lead on the development of the NPS's first aviation management guideline and established and instructed the first aviation management course. And, while serving as a training specialist, Rick put together the first NPS resource management training course for superintendents.

But Rick is probably best known, at least in recent years, for his role as an innovator and leader in all-risk incident management, wherein management teams are trained to respond to any type of emergency or event, and as commander of the first national Type I all-risk incident management team. Rick's team was deployed on Hurricane Andrew in 1991. Within 36 hours of the hurricane's passage, Gale's team was on the scene, where he stayed for the next two months, with 300+ people working for him. Gale's team helped employees, repaired buildings, and conducted assessments of impacts to park resources. The team's top priority, though, was the NPS employees. Rick and his team brought in workers to help relieve their stress; found places for them to stay; arranged to provide them with tools, materials, and monetary assistance; and organized meetings with real estate, insurance, and financial counselors. As one ranger said, reflecting the feelings of hundreds of her co-workers, "First we were hit with a hurricane, then, thank God, we were hit with a Gale."

This would be an impressive set of achievements for anyone, but it represents only part of what Rick has done for the NPS and its employees. In his spare time, he was a school principal, and, for the last seven years, he has been president of the NPS's 2,000-member ranger association, an organization dedicated to promoting the ranger profession and its spirit, and to the perpetuation of the National Park Service and National Park System.

### National Park Week: How It All Came About

The concept of National Park Week began with **Susie Trees**, Special Assistant to the Director for Communications, back in September 1993.

With Director Kennedy's wholehearted approval, Susie quickly moved forward to rally the enthusiastic support from NPS employees and officials at the Department level. From there, she gathered support from constituency groups, partners, private citizens, and the media. She also enlisted the support of Robert Redford, who appeared on more than 60 television stations in the United States, sharing his love for National Parks and his support for National Park Week. Vice President Gore's support is being heard throughout the country this summer in a radio public service announcement in which he asks the American people to visit and take care of their parks.

In April 1994, President Clinton officially established National Park Week, May 22 to 29, by proclamation, and extended an invitation to the American people to join in the celebration.

Secretary Babbitt lauded the President's decision, "No one can hike through Yellowstone, explore the hallways of Ellis Island, or climb the steps of the Lincoln Memorial and come away untouched. Our national parks have a compelling story to tell. National Park Week is an invitation to take time to learn more about the story, to be reminded of the value of parks, and to commit to preserve them for future generations to enjoy."

Rick's passion for the ranger profession and compassion for both rangers and fellow employees is almost as well known as his intolerance for inefficiency or ineffective performance. He has the heart of a true ranger.

The Gale line does not end with Rick, however. His daughter Beth works at Golden Gate National Recreation Area; his daughter Cindy is an administrator at Nez Perce National Historical Park; and his daughter Sarah is a seasonal backcountry ranger at Grand Canyon. Moreover, Beth and Cindy are married to rangers!

The NPS established the Harry Yount Lifetime Achievement Award as a peer award to be given annually to that individual whose overall impact, record of accomplishments, and excellence in traditional ranger duties has created an appreciation of the park ranger profession on the part of the public and other members of the profession.

The award is named after Harry Yount, who is generally regarded as the first park ranger. Yount was a wrangler and packer for the Hayden Survey in the 1870s. He was hired by Superintendent Norris of Yellowstone National Park in 1880 as the park's first gamekeeper.

#### **These National Park Foundation Awards were also presented by President Clinton:**

**Laurance W. "Bill" Lane, Jr.**, former Ambassador to Australia and Nauru and Ambassador-at-Large, received the 1994 Theodore and Conrad Wirth Environmental Award for outstanding leadership in the preservation of environmental resources. Ambassador Lane has generously given of his time and personal resources to protect and preserve the environment throughout his many years of public service and his success as a leader in business.

**Elizabeth Barlow Rogers**, Central Park Administrator, received the 1994 Citizen Leadership Medal for outstanding leadership in scenic and historic preservation. Rogers was appointed Central Park Administrator in 1979 and has since presided over the renaissance of one of the most famous urban parks in the world.

**Friends of Meridian Hill and Dade County Public Schools** jointly received the 1994 Partnership Leadership Award. Friends of Meridian Hill was recognized for its four-year effort with the NPS and the U.S. Park Police to rescue historic Meridian Hill Park in Washington, D.C., from crime and vandalism. Dade County Public Schools received the award for its support of Everglades National Park's environmental education program throughout its 20-year history. Four honorable mentions were also awarded from a record 27 nominations received from NPS offices. The four: Kahua Na'au A'o ma Pu'uhonua o Honaunau National Historical Park, Inc., the premier native

Hawaiian environmental awareness organization partnered with Pu'uhonua o Honaunau National Historical Park to preserve and promote Hawaii's rich heritage; Los Compadres, for reaching out to all segments of the San Antonio, Texas, community to promote the preservation of San Antonio Missions National Historical Park; Loyal Order of Moose, for contributions benefitting Yellowstone National Park and its visitors beginning with the aftermath of the 1988 fires; and the Springfield Convention and Visitors Bureau, for establishing and managing the Central Reservation System to organize youth and adult

group visits to the Lincoln Home National Historic Site in Springfield, Ill.

The awards mentioned above were also presented at a National Park Foundation ceremony May 24, at the Decatur House Museum, Washington, D.C. During that event Director Kennedy honored **Guy Nichols** for 50 years of federal service, starting with the Career Conservation Corps and the U.S. Navy, from where he retired for the first time. He has spent the last 30 years at Fort Smith, where he is an interpretive ranger and the park's "historian." He will retire July 2.

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## **Babbitt Visits Independence, Cuyahoga, Chattahoochee**

Secretary Babbitt participated in National Park Week by putting himself into the thick of things as he visited three NPS sites across the country.

Secretary Babbitt kicked off National Park Week at Independence National Historical Park, Philadelphia, by letting the country know that our "Welcome" sign is out. Emphasizing our twofold mission--conservation and recreation--Babbitt said "the purpose of our national parks is to facilitate the encounter of the American people with their natural and cultural heritage. A visit to a national park should be a voyage of discovery, bringing the visitor to a more intense appreciation of the natural world.

"We must create an environment that invites visitors to get out of their cars, to enlarge their knowledge of themselves and their natural surroundings. Everything we do--every change we make--must encourage this encounter.

"The national parks are not about entertainment; Disney, Warner Brothers, and so many others are masters of the task. America's park rangers should not be competing with them."

At the same time, Babbitt said, "We are in the midst of an unprecedented budget crisis. The Department will absorb a net cut in the next fiscal year. This crisis will continue through the foreseeable future." He added, "there are small, but essential steps to help the National Park Service establish a more secure footing." These include re-engineering concession management contracts and entrance fees. He went on to say that, despite the budget context, "we have made this commitment clear: we will not, in any way, reduce the number of rangers now working in our parks. Any sacrifices demanded of the National Park Service will be absorbed in the national and regional offices."

Babbitt said, "We've exploited [rangers] because it's been generally understood that there are many Americans who love the outdoors, have natural science backgrounds,

have talents in dealing with people--and who desperately want to work for the NPS." He emphasized his commitment to "reversing this shabby record" through the Rangers Futures program and by revamping employee housing.

Babbitt closed by adding that he does not share the notion that we are "loving our parks to death" and that the answer to budget shortfalls and summer crowding is to keep people out. "To the contrary, I want to keep the 'Welcome' sign out and encourage all Americans to use the parks that belong to them. When crowding becomes a problem, the challenge is to use more ingenuity with better transit systems, more staging areas outside park boundaries, good reservation systems, campgrounds on public lands adjacent to parks, inducements to visit during the 'shoulder' season--the list is as long as our imagination and desire to serve the American people."

Babbitt's next stop was Cuyahoga Valley National Recreation Area, an urban park located between Cleveland and Akron, Ohio. One unique feature of this site is its Cuyahoga Valley Environmental Education Center, which is run jointly by the NPS and the nonprofit Cuyahoga Valley Association. Local and private funding helped to construct the center. The *Akron Beacon Journal* wrote, "According to Babbitt, urban parks like the Cuyahoga Valley are growing in importance and are a key part of America's National Park System." The Journal also wrote, "He admitted that what he found in the Cuyahoga Valley park was not what he had expected. It was 'surprisingly and pleasantly more rural and more intact' than he had anticipated."

Babbitt's final stop was Chattahoochee River National Recreation Area, Georgia, where he took a leisurely float down the river, after meeting earlier in the morning with conservation groups and state officials. During the float he cited the need for protection of water resources.

## Frampton Visits Indiana Dunes, Rocky Mountain, Glacier

Assistant Secretary for Fish and Wildlife and Parks George Frampton journeyed to Indiana Dunes National Lakeshore as his first of three stops during National Park Week. He spoke with environmentalists during his visit and called for increased environmental education at national parks and for preservation of biodiversity rather than turning national parks into theme parks. The *Chesterton Tribune* wrote, "He called the National Lakeshore a good example of how an urban national park unit can preserve an important ecosystem while also providing recreational opportunities for the public."

Rocky Mountain National Park was next on Frampton's agenda. While on site he visited with park employees, area residents, and visitors. He discussed a variety of topics, including the large number of elk and a study to determine whether they are getting too numerous and endangering plants. He also

discussed his support for better employee housing and better pay, the positive effects revamping entrance fees could have for the park's future, and the benefits of mass transit in the parks.

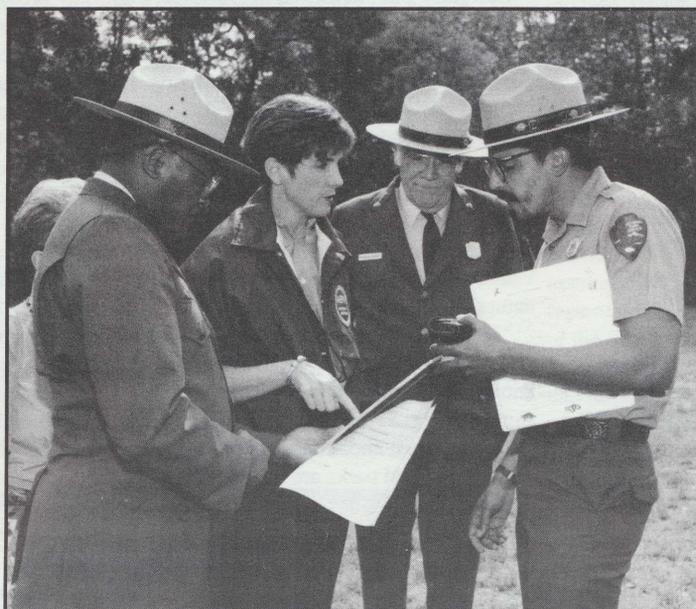
His last stop was Glacier National Park. Frampton invited newly appointed Superintendent **Dave Mihalic** to join him on his two-day visit, May 25-26. While at the park they addressed park employees. Blackfoot tribal members Curly Bear Wagner and Jack Gladstone presented Blackfoot interpretive programs and were recognized by Acting Superintendent Pete Peterson and Chief Naturalist Cindy Nielsen for their 10-year partnership with Glacier's "Native American Speaks" series. Next, they participated in a reception (hosted by Glacier Natural History Association) to recognize various park partners and cooperators. Frampton discussed Secretary Babbitt's initiatives. After several media

interviews they toured Glacier's West Side, discussing issues and park needs... and were the first to drive through the 40-foot "Big Drift" east of Logan Pass. (Glacier's Road crew anticipated an early opening of the entire 52-mile Going-to-the-Sun Road, but Old Man Winter returned to the Divide, dropping two-and-a-half feet of new snow May 17-20.) Frampton took time out to participate in a nationwide demonstration of the AT&T Picasso Still-Image Phone by linking with Padre Island National Seashore. During the conversation the two sites shared images of their parks on screen.

## Kennedy Joins Other Federal Officials at National Capital Regional Sites; Other Top Officials Travel Cross-Country

During National Park Week, Director Kennedy participated in events at three National Capital Region sites: Fort Washington (with Federal Highways Administrator **Rodney E. Slater**), Kenilworth Marsh (with EPA Administrator **Carol M. Browner**), and Prince William Forest Park (with U.S. Forest Service Chief **Jack Ward Thomas**). At each of these sites, Kennedy emphasized the basic themes of National Park Week along with a note on the week's primary goal: "Our primary goal during this celebration is to educate the public about the state of the parks and what we, as a nation, must do to ensure our Park System's future."

While at Fort Washington, Kennedy and Slater announced a \$1.4 million project for road rehabilitation and other repair work to begin next spring on the grounds of historic Fort Washington. During the ceremony, honoring the successful 75-year partnership between the Federal Highway Administration (FHWA) and the NPS, Slater spoke on the significance of the proposed National Highway System in travel and tourism. "Transportation is more than roads and bridges, it's really a quality of life issue," Slater said. "FHWA has enjoyed a very special relationship with our partners at the National Park Service as we



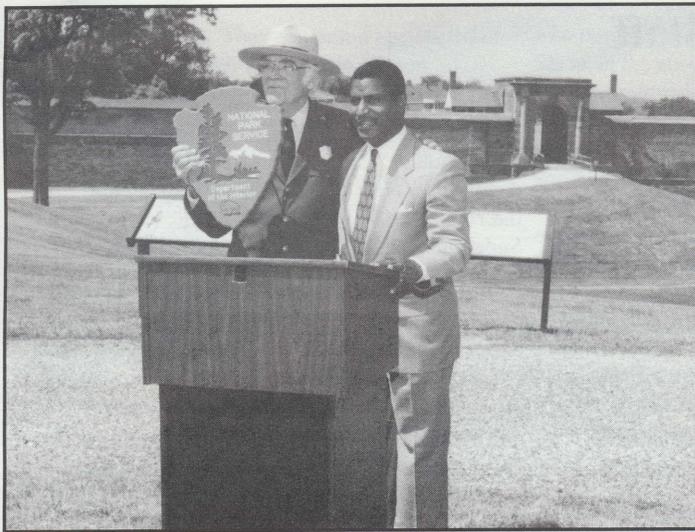
*National Capital Parks-East Superintendent Gentry Davis, EPA Administrator Carol Browner, Director Roger Kennedy, and Ranger Walter McDowney discuss water resources at Kenilworth Marsh, Washington, D.C.*

have worked together to provide investments in the infrastructure of our national parks to enhance the travel, tourism, and recreational opportunities for our citizens and preserve our nation's cultural history."

During her visit with Kennedy, EPA Administrator Browner said, "Here at Kenilworth Marsh we see an inspiring example of how the National Park Service, in partnership with the City of Washington, D.C., EPA, and other agencies, is helping to protect and restore our nation's water resources. This marsh was once a contaminated dump. Now it nurtures a healthy variety of plants and animals... Now it acts as a natural filtration system to keep pollution out of the Anacostia River system--enhancing fishing and boating, and local communities."

While at Prince William Forest Park, a pine and hardwood forest near urban Washington, D.C., Kennedy and Thomas met with nearly 100 junior high school environmental education students to talk about the differing roles and missions of the NPS and the United States Forest Service. The students enjoyed learning survival techniques and many expressed interest in wanting to become park rangers or foresters.

Secretary of Transportation **Fredrico Pena** met with park officials at the Grand Canyon during National Park Week to discuss traffic congestion and the aircraft overflight issues at the park. "We are committed to working closely with the NPS to develop transportation policies that protect our environment and provide greater access to our nation's parks,"



At left, Director Roger Kennedy and Federal Highways Administrator Rodney E. Slater together announced a \$1.4 million project for road rehabilitation and other repair work at historic Fort Washington Park, Washington, D.C. Above, Director Roger Kennedy and U.S. Forest Service Chief Jack Ward Thomas meet with a group of junior high school students to discuss the differences between the National Park Service and the U.S. Forest Service.

Pena told the *Williams-Grand Canyon News*. The same newspaper quoted Maureen Oltrogge, the park's public affairs chief as saying, "We are trying to find a balance. We do not intend to ban overflights, but find something compatible that will protect the resource. In 1987, we were mandated by Congress to protect the natural quiet resource, irregardless of the number of people who visit and take overflights."

Pena added, "I feel I have a much better understanding and can now make some realistic decisions. I'm very happy to have had the opportunity to visit Grand Canyon."

Secretary of Education **Richard W. Riley** visited Jefferson National Expansion Memorial during National Park Week where he met with Superintendent Gary Easton to discuss the

park's education program, which highlights the National Park Foundation's Parks as Classrooms program. He also explored the Museum of Westward Expansion. Later he participated in a nationwide demonstration of AT&T's Picasso Phone, during which he communicated with junior high school students in Plainfield, N.J. The phone allowed the students to view a 20-minute program hosted by a park ranger, where they learned about the Old Courthouse in St. Louis and the Jefferson National Expansion Memorial. After the demonstration Riley headed for the Old Courthouse where he sat in on a Dred Scott Mock Trial in which a group of fourth graders participated. Riley left adding, "Some 125,000 young people in the last year had some educational experience at these areas and that is

a very important education resource for our country."

- **Other visitors to NPS sites included:**
- Mike Dombeck**, BLM Director—Harpers Ferry NHP
- Gordon Eaton**, USGS Director—Rock Creek Park
- Ada Deer**, Assistant Secretary, Indian Affairs—Chickasaw NRA
- Tom Fry**, MMS Director—Padre Island NS
- Molly Ross**, Assistant Secretary Frampton's Office—Assateague Island NS
- John M. Deutch**, Deputy Secretary DOD—USS Constitution
- Lois Schiffer**, Assistant Attorney General—Mammoth Cave NP

## Kennedy Holds Constituency Forum

Director Kennedy kicked off National Park Week with a forum especially for constituency groups May 23. Members of the media attended, as well.

In his introduction, Kennedy discussed the NPS's four-point program to meet the goals of resource protection and keep the parks accessible to all Americans:

- Establish the highest standard of cultural and natural resource protection--there will be no more newly initiated road building in our parks, and we will work to manage our parks as parts of ecosystems;

- Invest in the NPS employees. Our FY95 budget includes money to make qualified seasonal employees full-time employees and establish a "Careers Futures" program in the NPS. We have also launched an unprecedented public-private program to improve housing for NPS employees.

- Strengthen the financial foundation of our parks. We have legislation pending in Congress that would increase fee revenues for the parks, boost the return for parks from concession operators, and provide more authority for on-the-ground decision-making in the parks.

- Create partnerships with public and private groups that protect park resources. These partnerships range from employee housing, to working with local organizations on historic preservation initiatives, education programs in the parks, and conservation programs in conjunction with state and local government.

Following his introduction, Director Kennedy turned the floor over to a number of NPS specialists: **Boyd Evison**, Superintendent, Grand Canyon National Park, discussed protecting resources; **Kathy Tevyaw**, Education Coordinator, North Atlantic Region, discussed educating and serving the visitor and the public beyond park boundaries; **Denis Galvin**, Associate Director, Planning and Development, talked about partnerships; **Mike Finley**, Acting Associate Director, Operations, spoke about the importance of investing in

people; and **Bruce Sheaffer**, NPS Comptroller, talked about strengthening the financial foundation of NPS.

**Gary Machlis**, Sociology Project Leader, Cooperative Park Studies Unit, University of Idaho, spoke about his work in determining how happy visitors are with general services, facilities, interpretive services, and concession services. Overall, 74 percent of visitors rated the "indicators" above as very good or good. Sixteen percent of those polled said their impression was average; five percent said poor; five percent said very poor.

Assistant Secretary Frampton concluded the session by emphasizing Kennedy's strategies. He said that parks are the windows through which Americans re-discover and renew their connection with the natural world. Parks are where the educational process begins, where the natural stage settings and actors are the best in the world. The pathway to a new American environmental ethic begins with people--people in the process of discovering their heritage and shaping their future. He said this encounter begins most naturally in our national parks.

# NPS Announces Major Shift in Senior Staff

During National Park Week NPS Director Roger Kennedy announced the appointments of nine NPS career professionals to top-level positions throughout the National Park System.

"These appointments continue the NPS's tradition of promoting talented and qualified professionals from within," Kennedy said. "These employees have proven their dedication to preserving our national heritage and have demonstrated remarkable managerial skills. This shift in top-level positions will help us meet the challenges outlined by Interior Secretary Bruce Babbitt in his National Park Week message, delivered at Independence National Historical Park in Pennsylvania."

Kennedy said these appointments are also the beginning of the NPS's efforts to diversify the ranks of senior staff by removing all discriminatory barriers to promotion for qualified women and minorities.

The following NPS employees are being appointed to new positions as part of this nationwide effort:

**Karen Wade** will become Superintendent of Great Smoky Mountains National Park, Tenn. and N.C. She is now Acting Deputy Regional Director for the Mid-Atlantic Region in Philadelphia, Pa., and Superintendent of Wrangell-St. Elias National Park and Preserve, Alaska.

**Jose Cisneros** will become Superintendent of Big Bend National Park, Texas. He is now Superintendent of Gettysburg National Military Park, Pa.

**David Mihalic** will become Superintendent of Glacier National Park, Mont. He is now Superintendent of Mammoth Cave National Park, Ky.

**Judy Hart** will become Project Director for the Conservation Study Institute associated with the new Marsh-Billings National Historical Park, Vt. She is now a Legislative Specialist in the Washington, D.C.-based Office of Legislative and Congressional Affairs.

**Mary Gibson Scott** will become Superintendent of Gateway National Recreation Area's Staten Island Unit, N.Y. She works for the North Atlantic Region, Boston, Mass., as team captain for planning the transition of Fort Wadsworth from the Navy into Gateway National Recreation Area, N.Y.

**Rayford Harper** will become the first Superintendent of Brown v. Board of Education National Historic Site, Kansas. He is now Chief of Interpretation and Visitor Services for Morristown National Historical Park, N.J.

**Robert Barbee** will become Director for the Alaska Regional Office in Anchorage, Alaska. He is now Superintendent of

Yellowstone National Park (Wyo., Idaho, and Mont.).

**Sandra Walter** will become Deputy Regional Director of the North Atlantic Region, Boston, Mass. She is now Deputy Regional Director of the National Capital Region, Washington, D.C.

**Michael Finley** will become Superintendent of Yellowstone National Park (Wyo., Idaho, and Mont.). He is currently Acting Associate Director of Operations for the NPS in Washington, D.C., and Superintendent of Yosemite National Park, Calif.

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## On Site

**Grant's Tomb** received a lot of attention during National Park Week, especially by a 13-year-old who was found spray painting graffiti by Lorena Harris, Law Enforcement Specialist, Manhattan Sites. Harris approached the youth, stopped him, then called his mother. Harris could have arrested him, but instead enlisted him as a Junior Ranger, so he can help protect the site. His mother wholeheartedly approves of this behavior; she's even gotten some of his friends to become Junior Rangers, too!

**Cumberland Gap National Historical Park** celebrated National Park Week with folks of all ages. More than 800 children watched as smoke billowed from a volcano display. But the volume level during their visit exceeded the sound of Mount St. Helens. One visitor jokingly suggested the park dispense ear plugs with park brochures. A local 101-year-old lady touring the Cumberland Gap Tunnel reported to Chief Ranger Jack Collier, "I've waited one hundred years to see this tunnel built!" Add 137 Girl Scouts to the crowds it is understandable why scout leaders and teachers were a little weary that day. But the girls' excitement over the Jack-in-the-Pulpit flowers, grasshoppers, and edible plants; the Cumberland Gap Tunnel; and the volcano display kept everyone's spirits high.

**Santa Monica Mountains National Recreation Area** and **Yosemite National Park** joined together to oversee a scene at the Chaffee Zoo in Fresno that ended up on the front page of the *Fresno Bee*. Garcia Machine, a California company, created a bear-proof, food storage container they feel so good about, they tested it out with the help of two siblings at the zoo--a 500-pound male grizzly and his 400-pound sister. Although the containers given to the bears were filled with sardines, their pawing, tossing, and hugging wasn't enough to break open the stash. All four local television stations covered the event more than once! Santa Monica and Yosemite are thrilled, as they constantly strive to make people aware of the dangers of bear access to human food. Needless to say, folks are anxious to get their paws on these containers.

**Eisenhower National Historic Site** stayed busy all week preparing for the 50th anniversary

of D-Day Commemoration at Ike and Mamie's farm, June 3-5. The weekend began with a real USO dance. Kathryn Dietzel, 78, of York Springs, Pa., pitched in to help promote the dance. Sporting a 1940s dance outfit, Dietzel met with reporters and talked about her work for the USO in 1943 and 1944 in Hattiesburg, Miss.

**At George Washington Birthplace National Monument** members of the media donned period costume and went to work. Interpreters guided them in how to steer oxen-driven plows, shear sheep, plant tobacco, work as blacksmiths, spin and weave, and cook over an open fire. Groups of children visiting the park found this day to be amusing and educational.

**Arches National Park** held a news conference in which they revealed the 200th arch that has been discovered in the park. The story received Associated Press coverage and nationwide attention.

**Bighorn Canyon National Recreation Area** put on two talent shows starring the staff! Superintendent **William Binnewies** and his wife sang and strummed the guitar. Other entertainment included traditional hymns from the late 1800s in the Crow language by Yvonne Iron, herd songs, costumed interpretation, and Native American songs by Interpreter Otis Halfmoon.

**At Yellowstone National Park** Superintendent **Bob Barbee** dedicated and opened for the season a children's art exhibit at the Canyon Visitor Center, which includes a retrospective exhibit of children's art focused on Yellowstone subjects such as wolves, geology, ecosystems, the National Park System, etc. Some of the students who submitted art were on hand to assist with the ribbon-cutting ceremony. The Imagine Yellowstone arts program is supported in part by individual and corporate donations.

**Hagerman Fossil Beds National Monument** celebrated May 28 with the grand opening of a visitor center, which includes exhibits explaining the purpose of the monument and the significance of the

Hagerman fossils. The celebration also included the opening of a 190-foot boardwalk and platform which overlooks Snake River and Hagerman Bluffs, where the famous fossils are found. The community, actively working for the past 30 years to see the monument become a reality, selected representatives from their community to be grand marshals for the day -- Mr. and Mrs. Jack Martin. Jack is a teacher and a school administrator who, as a boy, helped his father in 1934 package and ship Hagerman fossils to the Smithsonian Institution. Those fossils are still on display in Washington, D.C.

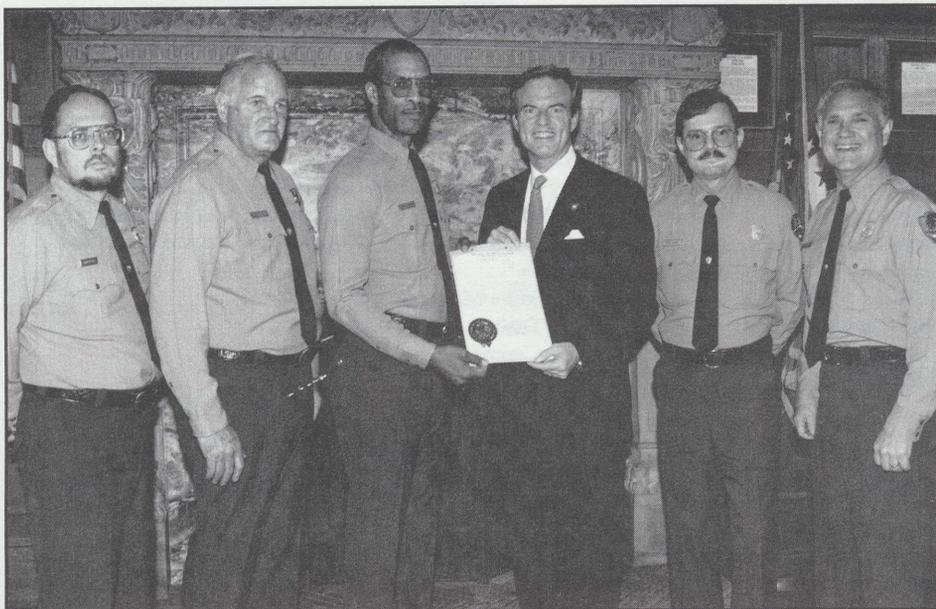
**Wrangell-St. Elias National Park and Preserve** held an open house and dedication at a

new ranger station/visitor contact station at Slana, in the northern district of the park. The event was attended by regional and park staff, and a few dozen local residents, including several who were protesting the park's existence and policies. The protesters eventually came in to the ranger station for coffee and food. The new building replaced a ranger station which burned down about 18 months ago.

**Grand Teton National Park.** A postmaster for the U.S. Postal Service in Moose, Wyo., set up a table in the Moose Visitor Center to hand-cancel outgoing mail for visitors with a pictorial postmark created to commemorate

National Park Week, featuring Grand Teton National Park. The postmaster reports cancelling more than 500 pieces of mail that day. The special postmark was made available at the Moose Post Office throughout National Park Week.

**At Big Bend National Park,** one employee recalls this scene: As a visitor helped a child put money into a donation box at the park, the visitor said, "See, if we put our money here we can help the rangers take care of the park."



*In celebration of National Park Week, Arkansas Governor Jim Guy Tucker proclaimed National Park Week in Arkansas. In a formal ceremony in the State Capital, the governor presented his proclamation to the five Arkansas NPS superintendents (from left to right) Bill Black, Fort Smith NHS; Jack Linahan, Buffalo NR; Clark Dixon, Jr., Arkansas Post NMem; Jim Guy Tucker, Governor of Arkansas; Steve Adams, Pea Ridge NMP; and Roger Giddings, Hot Springs NP. At least one other governor, Joan Finney of Kansas, proclaimed National Park Week in her state.*

## Media News

National Park Week was a success throughout the parks and in the media.

Two significant broadcasts focused on the condition of the parks. Secretary Babbitt appeared on *ABC's World News Tonight* in an interview with Barry Serafin. Director Kennedy appeared live from Rock Creek Park on *NBC's Today Show* May 31.

A New York Times supplement, May 22, included pieces on parks in New York, Pennsylvania, Virginia, Tennessee, Kentucky, South Dakota, Wyoming, Alaska, Colorado, Texas, Washington, New Mexico, Arizona, Nevada, California, the U.S. Virgin Islands, and more. William Pollack, Executive Vice President, Sales, for *The New York Times* said the coverage would continue next year. Advertising companies included Best Western, NEC, and The Charles Schwab Corporation. A portion of the advertising revenue was donated to the National Park Foundation.

Rocky Mountain Regional Public Affairs

Chief Ben Moffett said of his region, "from the standpoint of getting relevant NPS material to the public, literally billions of mission-related 'images' that the bureau covets the most were produced."

For those not acquainted with PR jargon, an "image" is a single printed or broadcast bite of information about an organization--a company logo, a statement of purpose, or a discrete statement about a position, program, or product that a company is marketing.

To figure out the number of images in a media story or broadcast, count them in the content--both the text and graphics-- and multiply that figure by the publication's circulation (or sets tuned in). Companies pay big money for such image production. It creates product recognition.

Probably the single largest NPS image producer during National Park Week was the Universal Press Syndicate Mini-Page, four tabloid-sized pages that go to some 300 U.S. newspapers with a combined circulation of 30 million, making it one of the largest

circulation publications in the country. Conservatively, the Mini-Page produced 16 images. Sixteen images times 30 million circulation is 480 million images!

NPS generates millions of images annually without even trying. While we generally appreciate the great quantity of images that come our way, we are more interested in quality.

That's one reason why events like National Park Week work.

## NATIONAL PARK WEEK FACTOID

The National Park Foundation raised nearly a half million dollars during National Park Week for support of the NPS. Major contributors: The New York Times, Target Stores, Kodak and Eureka Vacuums, Sharpe's non-alcoholic beer, and Lever Brothers Co.

The donations could exceed one million dollars (!) when other pledged funding comes in.

# Our Thoughts on National Park Week 1994...

"The best part of National Park Week was that it helped us get the word out about our site--the only NPS site in Oklahoma. That was important to us. The response to our educational programs was great. We were able to offer off-site programs at two public schools and one at a school for deaf children. The students were thrilled. Everybody at this site loves the National Park Service, and it wasn't that hard to put in a little extra effort to get the word out. We hope to be able to do a bigger event next year."

Beth Hagler-Martin,  
Chief Interpreter,  
Chickasaw National Recreation Area, Okla.

"It was a great event and I hope to see it re-occur every year. It really helped raise the public awareness about the natural and cultural resources NPS oversees. Imagine what we could accomplish if we do it every year!"

Dan Brown,  
Chief, Visitor Services,  
Sagamore Hill National Historic Site, N.Y.

"Our National Park Week display prompted a lot of questions and interest. It seems that people hadn't heard of National Park Week before they visited our park, though. Maybe we need more nationwide publicity next time. With the right publications and good ideas, anything is possible. Maybe it could be as big as Earth Day! I found that people who visited our display didn't realize we have so many parks. They're excited about the fact that we do, though. I think those who visited our site are going to visit more NPS sites across the country."

Fred Palmer,  
Museum Aide/Park Ranger,  
George Washington Carver National Monument, Mo.

"In our case National Park Week served to help us become more visible in our local area. The mayor of the local community proclaimed National Park Week in the community, and our local newspaper helped with the publicity. The week reinforced the importance of Wind Cave. During the week we unveiled our Junior Ranger program. Quite a number of students enjoy the program and have already become junior rangers. We've noticed entire families working together to help their children complete the activity booklets, a requirement for becoming a junior ranger. It feels good to know we're reaching everybody."

Ron Terry,  
Chief of Interpretation,  
Wind Cave National Park, S.D.

"National Park Week has the potential to be a very exciting time in the parks. Visitors who called our office were glad to hear of the special activities. If it is held in August next year we would have more time to advertise and plan, and I think the public response would be better, too. Since the birthdate of the National Park Service is in August, activities would be coordinated."

Sue Williams,  
Secretary to the Superintendent,  
Petrified Forest National Park, Ariz.

"It was a very good idea. Parks are an important part of the local community. Visitors, who are not locals, sometimes know more about us than our neighbors do. It's important for us to remind our neighbors about the role of national parks, what they contribute to the country as a whole, and how they're different than state parks. We contribute to the community, and they contribute to us. Together we make things work. National Park Week provided us with the opportunity to remind our local community about the National Park Service."

David Ek,  
Resource Management Specialist,  
Fort Clatsop National Memorial, Oreg.

"I think it was a good idea. If we had more staff we could have done more, but we all understand that the streamlining effort will help us out in the long run. National Park Week is a good time to let people know about the changes we're going through and why. It's a good time to educate people about the current events in our parks, good and bad. I've been in the National Park Service for nine years, and I can't remember so many things going on in the National Park System as there are now. It's important that we share with everyone why so many things are happening; it's important to share with everyone the mission of the National Park Service."

Mike Maslona,  
District Interpreter,  
Canaveral National Seashore, Fla.

"We had a really neat time. We ordered a great, big cake to serve 100 people, and it went quick. The visitors were impressed. On the cake was 'Natural Bridges Celebrates National Park Week.' During the week we had 300-400 visitors per day. We had a program about our natural heritage and a lot of young people came out because of the local publicity. The young people felt so important to have a ranger go along with them. A lot of parents came out with their children on the weekend. Most of our visitation is made up of tourists from other areas. But the local people participated that week more than ever! Some community leaders came out, too. I think it was a really good idea. I hope everybody had the kind of week we did. It would be nice if we get more celebrities involved next year."

Betty Holland,  
Administrative Assistant,  
Natural Bridges National Monument, Utah

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