



HFC *on* MEDIA

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Issue 11



Participants of a long range interpretive planning workshop survey a wayside exhibit at Ebey's Landing National Historical Reserve on Whidbey Island, Washington. Left to right: Chad Beale (HFC), Rob Harbour (Ebey's Landing), Lynne Nakata (Pacific West Region), Katherine Brock (HFC), Chris Stein (Yosemite National Park), Gretchen Luxenberg (Ebey's Landing), and Gail Ross (Provincial Parks of British Columbia). See story on page 6.

From the Director

Most of you are well aware of the traditional media products Harpers Ferry Center offers: audiovisual programs, museum exhibits, publications, and wayside exhibits. Did you know that HFC also provides services such as artifact conservation, graphics research, and media contracting? This issue of **HFC onMEDIA** focuses on the less glamorous – but very essential – work we do developing long range interpretive plans, historic furnishings reports, and media training for parks and programs throughout the system. The historic furnishings report we just completed for the *USS Cassin Young* is the first we've done for a ship. The "Producing NPS Publications" class we offered with Tom Haraden of Zion National Park uses new desktop publishing software to teach the latest techniques in modern print production. In the words of Bill Everhart, who helped found Harpers Ferry Center in 1970, we are constantly exploring creative new ways to tell our parks' stories using media that "brings to park visitors, through interpretive media, a fuller understanding and appreciation of their natural and cultural heritage." What can we do for you?


— Gary Candelaria

In This Issue

- page **2** **Spotlight on USS Cassin Young**
- page **4** **HFC Receives Interpretive Media Awards**
- page **5** **Producing NPS Publications**
- page **6** **Long Range Interpretive Plans**
- HFC Staff Visits Gulf Islands**
- page **8** **National Parks Index 2005-2007**
- Retirees**

Spotlight on USS Cassin Young

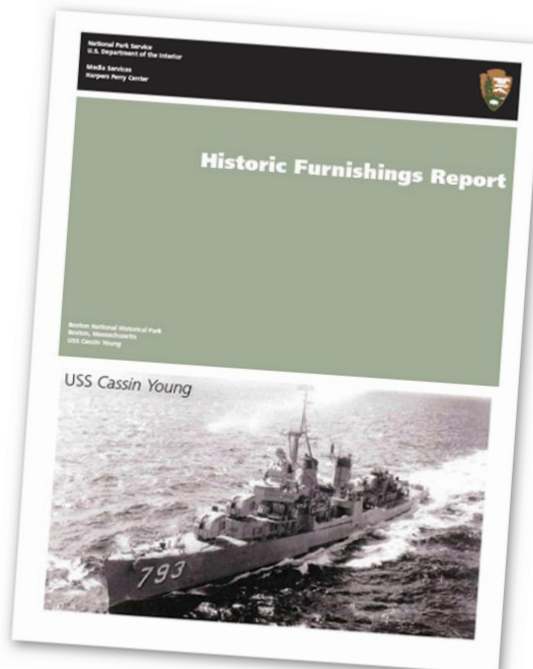
HFC completes Historic Furnishings Report for WWII destroyer

Over the past several years, Harpers Ferry Center has produced historic furnishings reports for such notable buildings as the McLean House at Appomattox Court House National Historical Park, the Pattern Shop at Edison National Historic Site, and Lawnfield, the home of James A. Garfield.

In November 2005, a new first was achieved with the completion of the Historic Furnishings Report for the *USS Cassin Young* – a World War II destroyer docked at Boston National Historical Park.

Cassin Young saw action in almost every major battle in the Pacific between 1944-1945, and suffered two kamikaze strikes. The ship was reactivated during the Cold War, decommissioned in 1960, and in 1978 was towed to the Charlestown Navy Yard where it is on loan to the National Park Service and docked one pier north of the *USS Constitution*.

HFC staff curator Sarah Heald describes the Historic Furnishings Report for *Cassin Young* as one of the most challenging and complicated projects she has ever worked on. Never before had Harpers Ferry Center produced such a report for a 20th century naval warship. Working closely with staff from Boston National Historical Park, Heald and her HFC colleagues had to carefully identify which rooms among the dozens on the warship to recommend for furnishing that were both easily accessible and broadly representative of all the compartments on the ship. Equally important, an appropriate period of interpretation had to be identified – a crucial element in the formulation of any Historic Furnishings Report.



Heald worked closely with staff from Boston NHP: Museum Specialist Phil Hunt, Chief of Interpretation Bill Foley, Chief of Cultural Resources Marty Blatt, Preservation Specialist Steve Carlson, and Vince Kordack and Bill Casey from the park's interpretive staff. Also assisting were Carol Petravage, John Brucksch, and Patressa Smelser of Harpers Ferry Center, and staff from the Northeast Region's Museum Services Center in Boston.

Coordinating with the park's Long Range Interpretive Plan (LRIP), the Furnishings Report approached *Cassin Young* as a tool to interpret the Charlestown Navy Yard.

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Send questions and comments to Gary Candelaria either by email at gary_candelaria@nps.gov or call 304 535 6058. To contact the editorial staff email Dave Gilbert at david_t_gilbert@nps.gov or call 304 535 6102.

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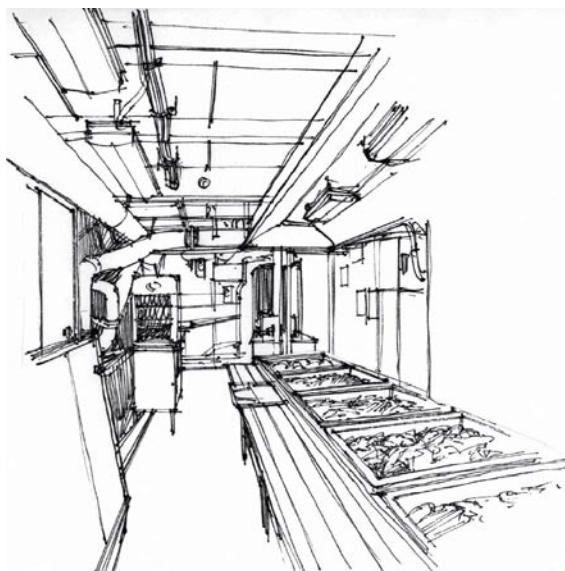
The National Park Service cares for special places saved by the American people so that all may experience our heritage.

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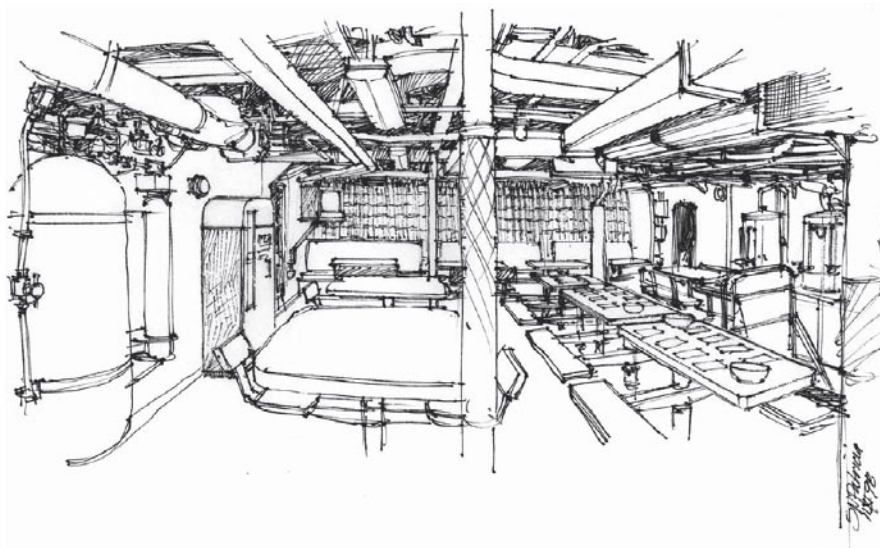
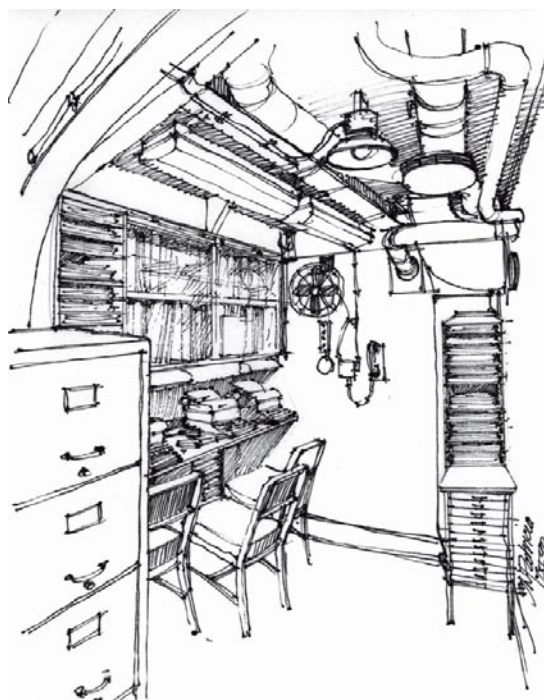
Although the warship had seen active duty in the Pacific during World War II, there was no direct connection between the ship and the Navy Yard during this period. On the other hand, because *Cassin Young* had completed its last overhaul at the Charlestown Navy Yard in 1958, historically furnishing the warship to its appearance on that date would help focus interpretation on the larger significance of the site which, according to the LRIP, had “helped to develop and implement new technology to meet the changing needs of a changing navy.” Visitors to the ship will tour a Cold War-era vessel but will learn about its World War II history as well.

The HFC team was soon at work poring over drawings, photographs, and documents in the park’s collection or at the National Archives, reading transcriptions of extensive oral interviews, and painstakingly piecing together the use and appearance of the various compartments on *Cassin Young* in 1958. While photographs provide invaluable physical documentation of interior spaces, first-person accounts and oral histories often bring these static spaces to life. Recalls one former crew member, “Meals were served on partitioned metal trays, except for soups and cereals, which were served in heavy white glass bowls. Coffee was served in white glass mugs; milk and juice were served in glasses. Food was generally plentiful, but could get repetitious.” A ship’s menu from the 1950s lists hash brown potatoes and creamed minced beef for breakfast, frankfurters and sauerkraut for supper.

The stories, drawings, documents, and photographs helped the HFC curators put together furnishing plans for such spaces as the Captains Sea Cabin, Sonar Control Room, Radio Central, Crew’s Mess, and even the ship’s Barber Shop. In all, more than 50 distinct spaces within *Cassin Young* are described, with a



Top to bottom: Food Service, Ship's Office, and Crew's Mess as they will appear after refurbishing to 1958. Illustrations by Steven N. Patricia.

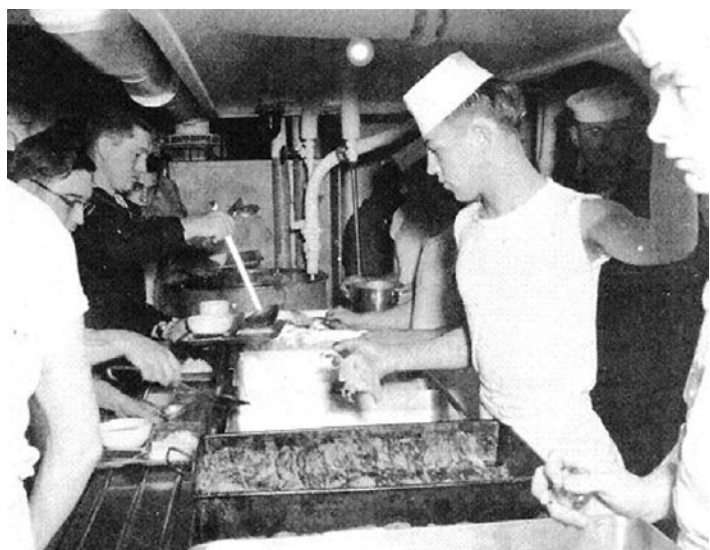


summary of each compartment's history, physical changes, major furnishings, and furnishings changes. Lists of recommended furnishings are provided, with suggestion for how they might be acquired, such as from antiques dealers, contractors specializing in reproduction furnishings, or from Inactive Reserve Fleet ships such as the heavy cruiser *USS Des Moines*.

Says Heald, "I can't say enough for the help we got from the park on this project. They oriented me to the complex spaces and workings of a destroyer, they inventoried all the fixed and moveable objects on *Cassin Young* and, decades ago, they recorded and painstakingly transcribed hundreds of pages of oral histories. The

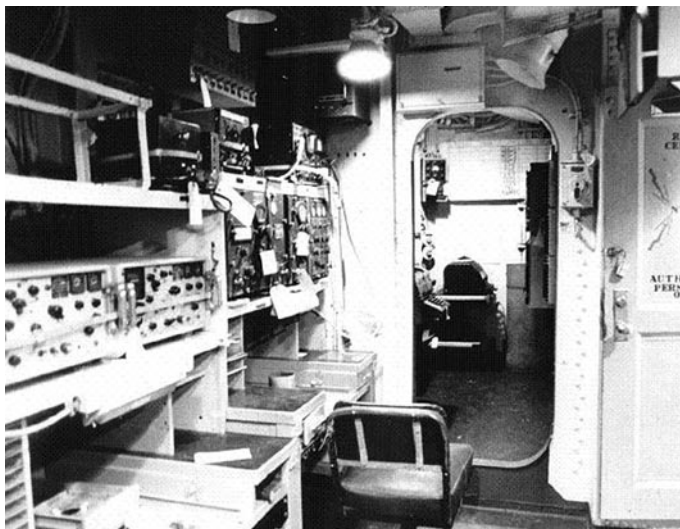
depth of information they were able to provide really contributed to an accurate and comprehensive Historic Furnishings Report."

Copies of the Historic Furnishings Report for *USS Cassin Young* are available in electronic PDF format only. Please contact Sarah Heald (email: Sarah_Heald@nps.gov; phone: 304-535-6134) or Carol Petravage (email: Carol_Petravage@nps.gov; phone: 304-535-6120), or retrieve a copy from the National Park Service History website at www.cr.nps.gov/history/online_books/bost/cassin_hfr.pdf.



Food service, mess line, 1953. Boston National Historical Park Archives, "The 1953 Mediterranean Cruise," Box 182, folder 3.

Radio central, 1978. Boston National Historical Park Archives 1978 Survey, Roll 13, No. 32.



HFC Receives Interpretive Media Awards

Harpers Ferry Center and the National Park Service were proud recipients of three Interpretive Media Awards at the 2005 National Interpreters Workshop (NIW) in Mobile, Alabama.

1st Place - Film/Video - "Mosaic of Diversity," Olympic National Park. Team members (in alphabetical order): (Harpers Ferry Center) Steve Cannon, Warren Duke, Charles Dunkerly, Eric Epstein, Selma Fleming, Jeanette Fravel, Delia Garza, Cindy Hall, Michele Hartley, Mary Ann Kave, Tom Patterson, Amber Perkins, Tim Radford, Beverly Rinaldi-Alt, Steve Ruth, and Teresa Vazquez; (Olympic National Park) Paul Gleeson, Cat Hawkins Hoffman, Gay Hunter, Bill Laitner, Michael Smithson, Kathy Steichen, and Jacilee Wray; (Oneida Tribe) Graham Greene; (Contractors) Deschamps Recording Studios, Henninger Media Services, Jonas Jensen Studios, and Runaway Technology, Inc.

3rd Place - Interior Exhibit - Brown v. Board of Education National Historic Site. Team members: (Harpers Ferry Center) Eric Epstein, Brian Jones, P.J. Lewis, Michael Paskowsky, Tim Smearman, and Mitch Zetlin; (Brown v. Board of Education NHS) Steve Adams and Latonya Miller; (Midwest Region) Tom Richter and Mark Chavez; (Brown Foundation) Cheryl Brown Henderson and Deborah Dandridge; (Contractors) Hillmann & Carr Inc., Haley Sharpe Associates, Blair Dubiller & Associates, and Art Guild.

1st Place - Site Publication - Nez Perce Park Brochure, Nez Perce National Historical Park. Team members: (Harpers Ferry Center) Ray Baker, Angela Faulkner, Nancy Haack, Donna Huffer, Jamie Marker, Linda Meyers, and Tracey Rissler; (Nez Perce NHP) Mark Blackburn; (Contractor) Teri Magnante.

Producing NPS Publications

Park Staffs Learn the Basics of Desktop Publishing

The Harpers Ferry Center Interpretive Media Institute (IMI) and Tom Haraden of Zion National Park sponsored a week-long “Producing NPS Publications” class on Oct. 31 - Nov. 4, 2005 at the Mather Training Center in Harpers Ferry, West Virginia.

Haraden, with assistance from HFC’s Nancy Haack and Betsy Ehrlich, taught the skills required to design, develop, and produce site bulletins, newspapers, rack cards, and other park-produced publications. Subjects included design principles, NPS graphic identity guidelines, page layout, typography, image preparation, maps, preparing files for commercial printing, and working with printing companies. The class provided hands-on experience in the use of the new Adobe Creative Suite including InDesign CS, Illustrator CS, and Photoshop CS. According to the Department of Interior’s “Technical Reference Model,” Adobe is a “preferred” software vendor for desktop publishing programs.

Said one class participant, “The instructor of the class was superb. He knew his audience and his stuff. Nice balance of talking and hands-on doing. I feel like I can go home and really make things happen.” For information on future classes, contact David Guiney at Harpers Ferry Center (email: David_Guiney@nps.gov; phone: 304-535-6057).



Above: Course participants learn Adobe Photoshop basics during the first day of Producing NPS Publications class. Below (left): Course instructors Nancy Haack, Tom Haraden, and Betsy Ehrlich; (right) Harpers Ferry NHP’s Marsha Wassel places a photograph in an Adobe InDesign document. Photos by David T. Gilbert.



Long Range Interpretive Plans

HFC facilitates planning for interpretation and visitor experience

Harpers Ferry Center staff recently conducted long-range interpretive planning workshops at Nicodemus National Historic Site, Kansas, and Ebey's Landing National Historical Reserve, Washington.

The workshops brought together park staff, regional staff, key partners, and stakeholders to help craft a vision for the future of interpretation, education, and visitor experience opportunities at these unique sites.

Nicodemus National Historic Site preserves, protects, and interprets the only remaining western town established by African Americans during the Reconstruction Period following the Civil War. Ebey's Landing National Historical Reserve is a new kind of national park, created to preserve and protect a rural community, its historic sites, and the natural beauty of the area. While each site is comprised of very different stories and

landscapes, both share common problems – small staffs, small budgets, and very modest visitor service facilities.

Long-Range Interpretive Plans (LRIPs) identify and analyze interpretation, education, and visitor experience goals and issues. Looking ahead five to ten years, the plans recommend the most effective, efficient, and practical ways to approach these opportunities. LRIPs address both non-personal services – such as interpretive media and facilities – and personal services – including programs and personal contacts. The plans match interpretive media to messages to make sure they work well individually and collectively, and to ensure that key park resource



Harpers Ferry Center interpretive planner Katherine Brock and Nicodemus National Historic Site superintendent Sherda Williams prioritize options for interpretation during November 2005 interpretive planning workshop. Photo by David T. Gilbert.

HFC Staff Visits Gulf Islands

The HFC Interpretive Media Institute (IMI) sponsored a media consultation with staff from Gulf Islands National Seashore during the recent NAI National Interpreters Workshop in Mobile, Alabama. Chief of Interpretation Gail Bishop hosted the HFC team, assisted by Park Interpreter Steamer Lawhead and other park staff. HFC team members included Betsy Ehrlich, David Guiney, Nancy Haack, Terry Lindsay, and Jack Spinnler. Gail asked the team to provide an assessment of media at the Fort Barrancas site located within Pensacola Naval Air Station. The team looked primarily at wayside exhibits, signs, the park brochure, and interior exhibits in the small visitor center, Building 3822.

The Interpretive Media Institute works to expand the media capacity of the National Park Service by providing parks and partners with media knowledge, standards, and professional learning opportunities. Each year the IMI offers consultation services to NPS sites in lieu of NAI National Interpreters Workshop field trips. For more information, please visit the IMI website at www.nps.gov/hfc/imi/.



Steamer Lawhead (Gulf Islands National Seashore) and Jack Spinnler (Harpers Ferry Center). Photo by David Guiney.



Top: Lynne Nakata, Chad Beale, Chris Stein, and Rob Harbor discuss a wayside exhibit at the Crockett Blockhouse in Ebey's Landing National Historical Reserve. Middle: Katherine Brock documents ideas and priorities during interpretive planning workshop. Bottom: A park ranger at Fort Casey State Park -- part of Ebey's Landing -- talks with the National Park Service interpretive planning team. Photos by David T. Gilbert.

experiences are made accessible to visitors. Negative impacts on resources are minimized, and active stewardship is encouraged.

An HFC interpretive planning team is typically led by an experienced interpretive and educational planner. Park staff are an essential component of the planning team. Other team members may include staff from neighboring parks, interpretive and educational media specialists, subject matter experts, regional office specialists, partners, and stakeholders.

Parks who are contemplating creating a Long Range Interpretive Plan should consider several questions before deciding how to proceed:

- **Why are you planning? What are your desired results?**
- **What will you do differently after the completion of the plan?**
- **Will the plan help address mostly personal or non-personal services?**
- **Who will assist with selective sections and evaluate draft text of the plan?**
- **How much time are you and your staff willing to spend?**
- **Will the plan be base funded? Do you have outside funding? If so, how much?**
- **Has your park experienced major changes, growth, or acquisitions that will change how you serve the visitor? Are visitor groups absent from your site?**
- **Do you have a new GMP or one in progress?**

The LRIP process typically takes anywhere from 18 months to two years to complete. Distinct steps in the process include a foundation workshop, recommendations workshop, and careful inventory of the park's interpretive database (all past and present interpretive programs, publications, media, etc.). LRIP drafts will also be reviewed by park staff, regional staff, partners, and stakeholders. Through

each step, considerable information is collected, reviewed, and distilled into a final draft document. Ultimately, the park superintendent approves the final LRIP, and copies are printed and delivered to the park for distribution.

Harpers Ferry Center presently has five interpretive planners working on more than 40 LRIPs for park sites across the country. For more information about how HFC can help your park create a Long Range Interpretive Plan, contact Sam Vaughn, Associate Manager for Interpretive Planning (phone: 303-987-6984 ; email: Sam_W_Vaughn@nps.gov).



HFC designer Chad Beale surveys wayside exhibits overlooking the Strait of Juan de Fuca at Ebey's Landing National Historical Reserve. Photo by David T. Gilbert.

National Parks Index 2005-2007

Generally referred to as "the red book," the 2005-2007 edition of the National Parks Index provides an alphabetical list of all 388 units of the National Park System, as well as affiliated areas, regional offices, statistical information, maps, and NPS nomenclature. Also included are designated Wilderness Areas, National Heritage Areas, National Trail Systems, and National Wild and Scenic River Systems.

The NPS Index is available online for the first time at www.cr.nps.gov/history/online_books/nps/index2005_07.pdf. The perfect-bound printed version of the National Parks Index is available for \$12.00 per copy. Bulk purchases of 50 copies are available for \$312. Prices include shipping. To order, call the U.S. Government Printing Office at 202-512-1800 or toll-free 1-866-512-1800, or order online at the U.S. Government Online Bookstore at bookstore.gpo.gov (bulk purchases are not available online). Specify Stock Number 024-005-01218-4.

The National Parks Index joins more than 1,000 National Park Service publi-

cations available online at the NPS History Website (www.cr.nps.gov/history/). Many park handbooks and resource studies can be found on this site. The broad scope of publications includes histories of the National Park Service, specific park histories, historical themes such as Presidents, military history, and government, and a variety of research publications.

The National Parks: Index 2005-2007 is part of the National Park Handbook series. National Park Handbooks support management programs and promote understanding and enjoyment of the 388 units in the National Park System.

Retirees

Keith Morgan

Keith Morgan retired in January 2006 after 38-1/2 years with the National Park Service. For 14 years Keith has worked as an interpretive planner with Harpers Ferry Center. Keith worked mostly in Denver at the Harpers Ferry-West office. He served as team captain on long-range interpretive planning teams, working on projects from Buck Island and Christiansted in the Caribbean to park sites in Alaska. He also worked as a visitor experience planner on general management plans.

Keith brought many skills to his planning including interpretation, writing, respect for his coworkers, love of parks, and especially his extensive field experience. He started his NPS career at Mammoth Cave National Park, Kentucky in 1963, working as a seasonal park guide giving cave tours. From there he worked as an interpreter and eventually chief ranger at Abraham Lincoln Birthplace National Historic Site (Kentucky), Mammoth Cave again, Chickamauga and Chattanooga National Military Park (Georgia), Abraham Lincoln Birthplace again, Cumberland Gap National Historical Park (Kentucky), Richmond National Battlefield Park (Virginia), Maggie L. Walker National Historic Site (Virginia), and George Washington Birthplace National Monument (Virginia).

Keith and his wife Vel, also an NPS alumnus, live in Richmond, Virginia, and are also keeping their western connections. They just bought land east of the Sangre de Cristo mountains in Colorado, where Keith intends to find a suitable location for his teepee. While still connected to the 21st Century he can be reached at coloradokbarv@aol.com