

Three Elements of an Interpretive Program

FACT MANAGEMENT

- Fact Management is composed of:
 - Knowledge of topic
 - Facts & concepts
 - Understanding how to use props & equipment (projector, taxidermy mounts, binoculars, living map, etc.)
- Factual information is crucial to providing a high quality program

GOAL MANAGEMENT

- Goal Management is composed of:
 - Planning the hike or indoor presentation
 - Program focus (theme & objectives) (connections & relationships)
- Your first step should be to identify the central theme(s) and focus of the program
 - Clearly communicate with the audience so you're all on the same page
 - Focus = an adjustment that produces a clearer image
- Assign sequential labels (1-2-3 or A-B-C) to help keep things straight
- "Avalanche interpretation" is not an effective teaching method
 - You cannot share everything you know about any topic at one interpretive program
 - This method bombards participants and makes it difficult to distinguish between important themes and interesting tidbits
- Planning your hike and presentations cannot be underestimated – you'll be happy that you took the time!

GROUP MANAGEMENT

- Group Management is composed of:
 - Communication & interpersonal skills
 - Strategies & techniques to keep a group's attention
 - Learning theories
- Be organized
 - Have a logical flow
 - Check-in with the group for understanding before moving on
 - Use foreshadowing — participants will think, anticipate and pay attention
- It is the naturalist(s) responsibility to read the group
 - Make the presentation meaningful to each particular audience
 - Be flexible – take advantage of "teachable moments"
 - Be patient – allow for participant involvement
 - Be observant – watch for signs of understanding, interest, restlessness, etc.