



# Boosting Your Interpretive Messages

With Electronic Media

# **KEEPING UP WITH THE MILLENNIALS**

ARE YOU GETTING  
A LOT DONE ON THE  
GRANDPA BOX?

THE  
WHAT?



Dilbert.com DilbertCartoonist@gmail.com

THE PEOPLE IN MY  
GENERATION DO OUR  
WORK ON OUR PHONES  
AND TABLETS.



8-3-11 © 2011 Scott Adams, Inc. /Dist. by Universal Uclick

I ALSO  
HAVE A  
LAPTOP.

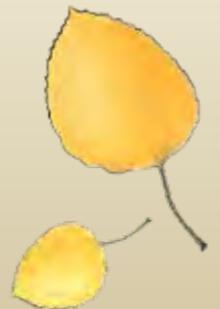


I'LL  
TEXT THE  
NINETIES  
AND LET  
THEM KNOW.



# I'm a Millennial

[Deciphering the Enigma Generation](#)



# Who Are the Millennials?



- Born between 1977-2000
- More than 80 million  
More of them than the Baby Boomers and 20% more than Generation X
- 25% of U.S. population



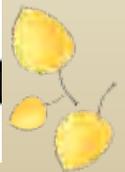
# Who Are the Millennials?

- Currently 21% of consumer discretionary purchases
  - Estimated over a trillion dollars in direct buying power
- Not a homogenous cohort
- May seek peer affirmation before making decisions



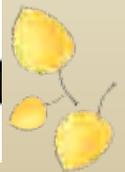
# Millennials Trends

- Include some of the earliest digital natives
- Interested in participating in your marketing
- Known as content creators and users
- Crave adventure - Often “safer” adventures
- Strive for a healthy lifestyle



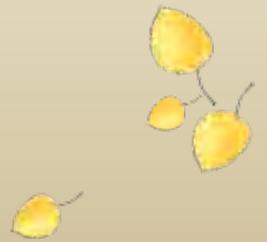
# Trends

- Include some of the earliest digital natives
- Seek peer affirmation
- Hooked on Social Media
  - not unlike another generation and their work emails
- Not a homogenous cohort
- Embrace authentic causes
  - align to brands with a purpose
- Have many similarities with other, older, generations



# Trends

Find additional information on [Millennial Marketing](#)  
with Millennial Marketing Insights

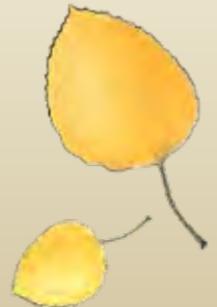


# Lifestyle

- Being connected is critical
- Millennials are always “on”
  - Mobile devices are part of a 24/7 Lifestyle

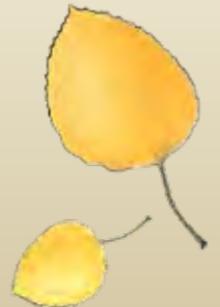


Associated Press / iPhoto/Magaly



# Lifestyle

- We take our smartphones everywhere – we would be lost without them!
- Mobile communication has become a personalized extension of ourselves
  - Even more than the brands we wear
- Cancelling our voice, text and data plans would be a last resort action.

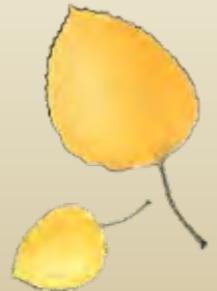


# Mobile Devices Lifestyle

Smartphones, tablets, and the next generation of mobile devices are here to stay. They are:



- Functional and efficient
- Time savers and time wasters
- Represent who we are
- Allow us to be who we are



# The Apps Culture



Pew reports the rise of an “Apps Culture”, particularly among Millennials.

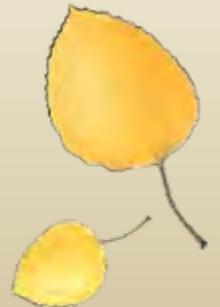
79% of 18-29 year olds use apps on their phones– with average number of 22 apps.



# Marketing to Millennials

- Align your product with messaging
- Show that you're listening – create a dialog
- Make your message human – conversational
- Tell a story [Entrepreneur magazine](#)

[A Root House](#) Example-- kickstarter



# Be An Organization Millennials Want to Associate With



“Although they're sometimes portrayed in the media as inwardly focused and selfish, Millennials are typically socially conscious and philanthropic in their outlook, and they seek to associate with people and brands that share their values. They care about the environment and social issues and look for opportunities to change the world, both by taking action on their own and by supporting others who do.”

[More on Millennials](#) with MarketingProfs.



# What Does This Mean for Agencies?



It's good news actually!

- Land management agencies have stories to tell
- Our “product” aligns with a purpose.
- Opportunities for adventures
  - with ample bragging rights
- Opportunities to work with millennials to better the world

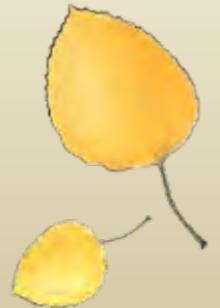


# Anonymous Post on National Park Traveler

*“Being a millennial, I obviously have an Instagram account – who doesn’t these days? While some of my peers would rather post a drunken selfie, I post my outdoor adventures, most of them #nofilter.*

*Did you hear that? I take my iPhone into the wilderness and share my photos with my Facebook friends, Twitter followers and Instagram acquaintances.*

*Some of my millennial friends just like the post. Others comment on how beautiful the landscape is. Others text me in jealousy. Yes, my selfie-obsessed, East Coast suburban-living group of friends is jealous of my cliff dangling Utah trip, day hikes in Glacier National Park, and snowy walks along the Continental Divide.”*



# Baby Boomers and Generation X

## Embrace the communication shift

Instead of:



Embrace:



We need to be ok with portable solar cells, hot spots and mobile devices, because Millennials aren't going to disconnect. They will find a way to stay connected and share their experiences in real time.





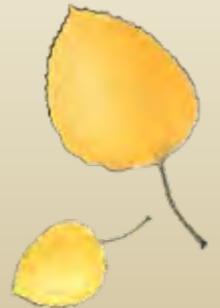
**APPS AND MORE APPS...**

# Reaching Our Audience

- Not only Millennials Communicate Electronically



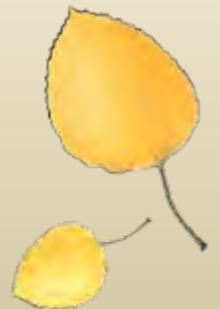
- How is the Forest Service embracing these electronic communication methods?



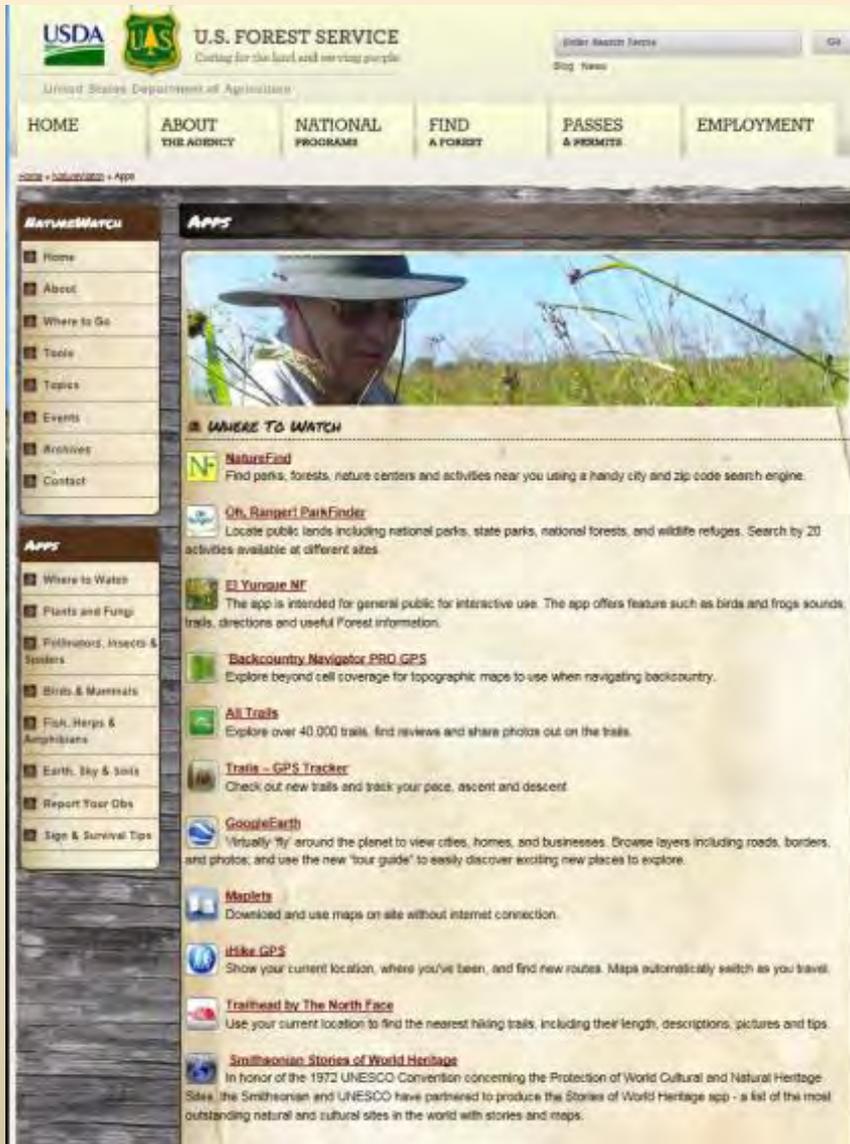
# Navigating Apps

- Apps are constantly changing
- Some common threads with Apps currently available

Mapping and Locator  
Identification Guides  
Tours and Activities  
Reporting Observations  
Social Networking



# Apps That Enhance Visitor Experience



The screenshot shows the U.S. Forest Service website with a navigation menu and a list of mobile applications. The website header includes the USDA and U.S. Forest Service logos, a search bar, and a navigation menu with options like HOME, ABOUT THE AGENCY, NATIONAL PROGRAMS, FIND A FOREST, PASSES & PERMITS, and EMPLOYMENT. The main content area is titled 'APPS' and features a large image of a person in a hat looking through a field. Below this, there is a section 'WHERE TO WATCH' and a list of apps with their descriptions.

**APPS**

- NatureFind**  
Find parks, forests, nature centers and activities near you using a handy city and zip code search engine.
- Off-Roader ParkFinder**  
Locate public lands including national parks, state parks, national forests, and wildlife refuges. Search by 20 activities available at different sites.
- El Yunque NF**  
The app is intended for general public for interactive use. The app offers feature such as birds and frogs sounds, trails, directions and useful Forest information.
- Backcountry Navigator PRO GPS**  
Explore beyond cell coverage for topographic maps to use when navigating backcountry.
- All Trails**  
Explore over 40,000 trails, find reviews and share photos out on the trails.
- Trails - GPS Tracker**  
Check out new trails and track your pace, ascent and descent.
- Google Earth**  
Virtually "fly" around the planet to view cities, homes, and businesses. Browse layers including roads, borders, and photos, and use the new "tour guide" to easily discover exciting new places to explore.
- Maplets**  
Download and use maps on site without internet connection.
- iHike GPS**  
Show your current location, where you've been, and find new routes. Maps automatically switch as you travel.
- Trailhead by The North Face**  
Use your current location to find the nearest hiking trails, including their length, descriptions, pictures and tips.
- Smithsonian Stories of World Heritage**  
In honor of the 1972 UNESCO Convention concerning the Protection of World Cultural and Natural Heritage Sites, the Smithsonian and UNESCO have partnered to produce the Stories of World Heritage app - a list of the most outstanding natural and cultural sites in the world with stories and maps.

## Mapping and locator apps

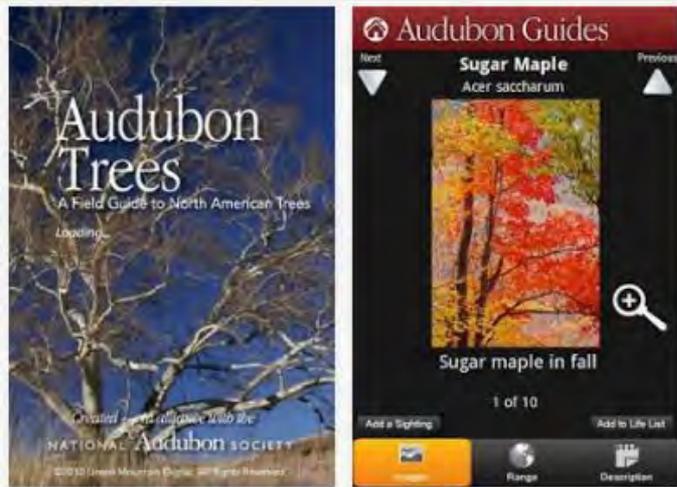
- Google maps
- Trail trackers
- iHike GPS
- Soil mapping
- Backcountry Navigator



# Apps That Enhance Visitor Experience

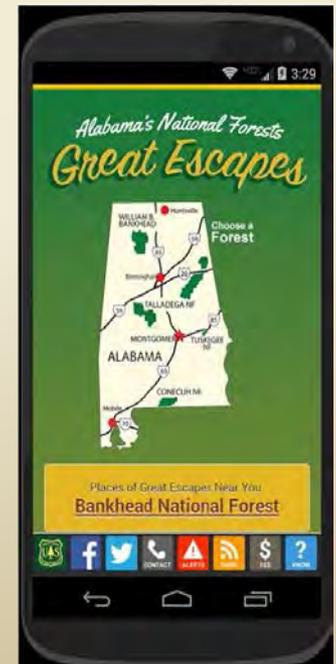
## Identification Guides

- Audubon/Peterson Guides
- Photo recognition and identification
- Star Walk
- Tracks



## Tours and activities

- Oh Ranger
- Alabama's National Forests – Great Escapes
- NatureFind
- AllTrails



# Apps That Enhance Visitor Experience

## Reporting Observations

- iNaturalist
- CreekWatch
- ProjectNoah



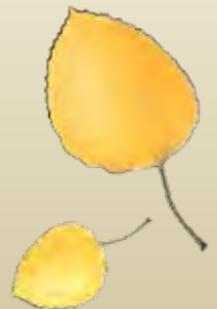
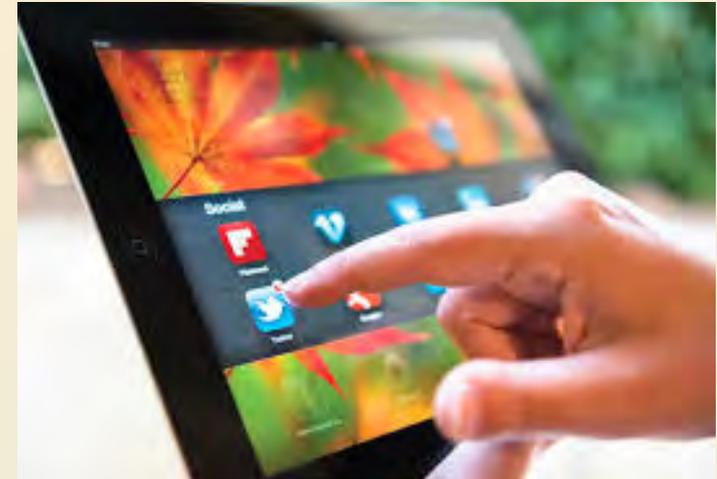
## Social Networking / Reviews

- Yonder
- Yelp
- Instagram
- Pinterest
- FaceBook



# Where to Start - Users

- Test out some Apps, from a user perspective
- Review and test out Apps that are listed on the Forest Service [Nature Watch](#) website
- Determine how you want to present your message and which App may work best for delivery
- Next step– reviewing developer end of Apps



# Questions for Developer

- Cost– for design and set up, cost for maintenance?
- Who manages site and data?
- Who retains the content data once contract expires?



- Is there User Support to help solve glitches
- Access– is it available both for Android and Apple?

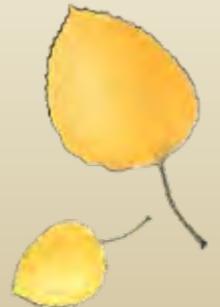


# **SECTION 508**

And Interpretive Media

# Objectives

- Develop an understanding of what Section 508 entails
- Share examples of how it applies to electronic interpretive media
- Convince you that there are easy things we can do to improve accessibility
- Encourage you to embrace the future with a smile!



USDA is committed to providing access to our web pages and content for individuals with disabilities, both members of the public and Federal employees. To meet this commitment, we will comply with the requirements of Section 508 of the Rehabilitation Act Amendments of 1998 (29 U.S.C. 794) and the accessibility standards issued by the Architectural and Transportation Barriers Compliance Board and support this endeavor via information and resources provided within this community. Section 508 requires that individuals with disabilities, who are members of the public seeking information or services from us, have access to and use of information and data that is comparable to that provided to the public who are not individuals with disabilities, unless an undue burden would be imposed on us. Section 508 also requires us to ensure that Federal employees with disabilities have access to and use of information and data that is comparable to the access to and use of information and data by Federal employees who are not individuals with disabilities, unless an undue burden would be imposed on us.

# In plain English:

*We must ensure that people with any disability type are able to use the Forest Service's electronic and information technology*

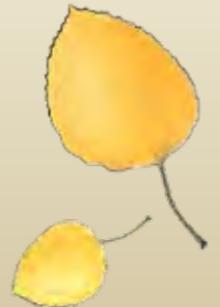
**OR**

Have access to comparable information or services



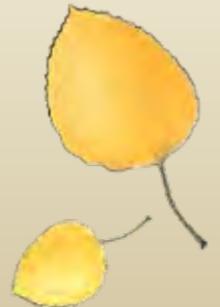
# People with disabilities may not be able to:

- Operate a mouse
- See or use a touchscreen
- Interact with audible information and cues
- Understand or complete complex instructions



# The Basics

- Section 508 was passed in 1998
- The Electronic and Information Technology Standards were developed by the US Access Board in 2000; a “Refresh” is due out Spring 2015
- We are required to comply with the Refresh, and eventually with WCAG 2.0



# What Is Our Rubric?

P

- Perceivable – information and user interface components can be recognized

O

- Operable- designed for multiple interaction modes

U

- Understandable– not complex or filled with jargon

R

- Robust– no special technological requirements for operation



# These Issues Can Be Addressed On:

The developer end (that's us)



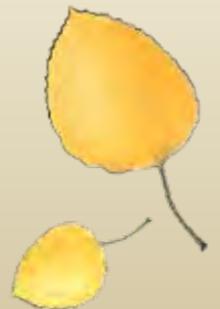
The user end (AT)



# On the Developer End

- Websites, online docs, and PowerPoints – easy fixes that we can do
- Good media design = accessible media design
- Programming (scripting & coding) – ensure our contractors are compliant

*Perceivable*   *Operable*   *Understandable*   *Robust*



# Documents, Websites, & Powerpoints

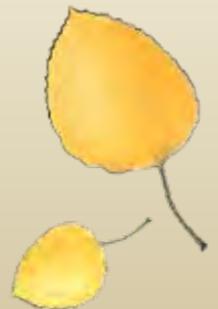
1. Logical heading structure/hierarchy (especially in websites)
2. Descriptive text for links – not URLs

DO: [How To Make Your Documents Accessible](#)

NOT: <http://fsweb.wo.fs.fed.us/accessibility/document-library/20130823-usda-fs-checklist-for-document-accessibility.pdf>

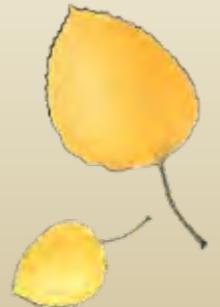
3. Alt text – must have it
4. Color and contrast – basic good design
5. Build in redundancy – in how information is conveyed
6. KISS – fancy is usually not accessible

*Perceivable*   *Operable*   *Understandable*   *Robust*



# How do we know if our EIT is accessible?

- No single definitive tool to test for accessibility
- Activate you mobile device's AT
- Try navigating without a mouse
- NVDA- free screen reader; JAWS, MAGIC
- Color Contrast (Juicy Studio, Vischeck)
- VPAT, Total Validator, FANG (checks scripting)

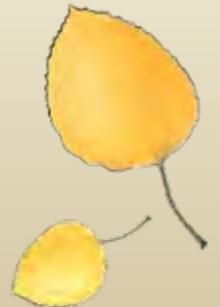




# Programming

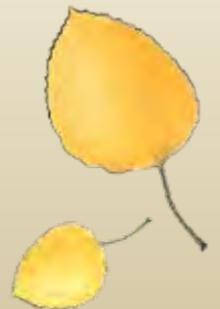
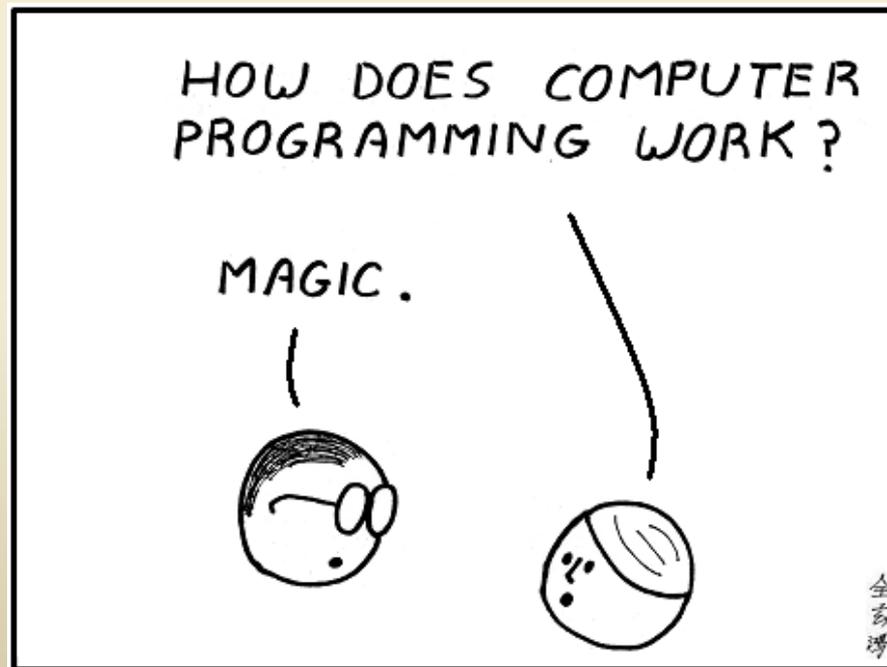
- Must be developed for both Android and Apple
- “Responsive design” -HTML5 has it built in
- Forms -correct labeling and tagging for AT
- Website navigation – make it mouse free

*Perceivable*   *Operable*   *Understandable*   *Robust*



# Good News!

We don't have to become computer programmers!



# Good News!

## FS YouTube is automatically closed captioned.

**usdaForestService** Subscribe 4,055

Home Videos Playlists Channels Discussion About

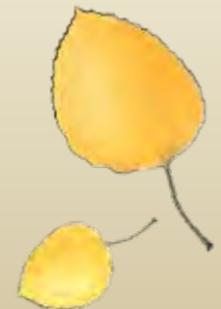
**Eagle Creek Web Cam, Oregon, U.S. Forest Service**  
by usdaForestService • 2 weeks ago • 268 views  
Eagle Creek Web Cam, Oregon, U.S. Forest Service  
[LIVE NOW](#)

**Uploads**

- Eagle Creek Web Cam, Oregon, U.S. Forest Service**  
2 weeks ago • 268 views  
Eagle Creek Web Cam, Oregon, U.S. Forest Service  
[LIVE NOW](#)
- Eagle Creek Salmon Cam, U.S. Forest Service**  
2 weeks ago • 214 views  
Eagle Creek Salmon Cam, U.S. Forest Service.
- Don't Ruin The Ride - Ride Safely & Responsibly**  
4 weeks ago • 459 views  
"Don't Ruin the Ride" is the theme for this video that is aimed at off-highway vehicle riders who use public...  
CC
- Don't Ruin The Ride**  
4 weeks ago • 1,708 views  
"Don't Ruin the Ride" is the theme for this video that is aimed at off-highway vehicle riders who use public...  
CC

**Popular channels on YouTube**

- ARROWS-SCREEN Subscribe
- CanalCanalha Subscribe
- CGP Grey Subscribe
- Barbixas Subscribe
- Disney Parks Subscribe
- HDBroadcaster D... Subscribe



# Assistive Technology on the User End



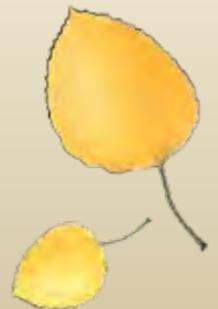
- Text-to-speech that converts written text to the spoken word. (for people with visual impairments or reading disabilities)

- Haptics – tactile feedback such as vibrations that respond to a users' touch (for people with visual or auditory disabilities)



# More Assistive Technology

- Voice control and gesture navigation  
(for people with physical limitations)
- Trackball and directional navigation  
(for people with physical limitations)
- Screen Reading technology (Apple's "Voice Over")  
that responds to touch  
(for people with visual impairments or  
reading disabilities)



# Help is available!

- [Center for Design and Interpretation](#)

Interpretive Planning Tools:

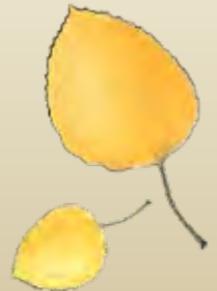
[Accessibility Guidelines](#)

[Interpretive Media Design Guidelines](#)

- [Forest Service Accessibility Website](#)
- [Forest Service Section 508 Taskforce](#)

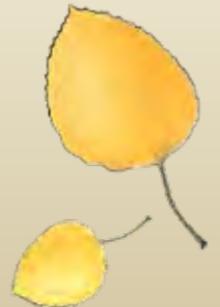
How to make your [documents accessible](#)

- [Digital Visions Enterprise Unit](#)
- [US Access Board](#)
- [Section508.gov](#)
- DigitalGov
- [WebAIM.org](#)

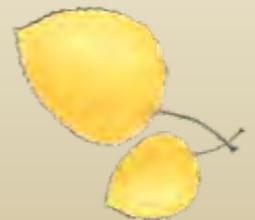


# Review Objectives

- Develop an understanding of what Section 508 entails
- Share examples of how it applies to electronic interpretive media
- Convince you that there are easy things we can do to improve accessibility
- Encourage you to embrace the future with a smile!



**INNOVATE  
OR DIE**



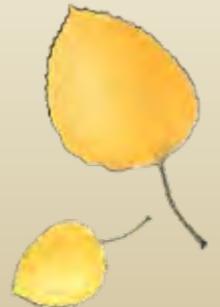
**ONCELL / TOURISPHERE**  
Mobile Interpretive Tour

# Forest Service Pilot Project 2013

Shawnee National Forest

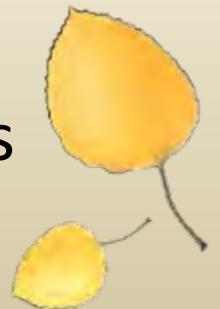
Wayne National Forest

Arapaho Roosevelt NF and Pawnee Grasslands



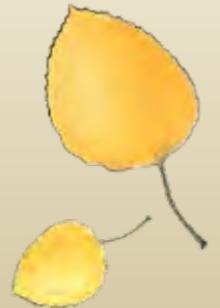
# CDIs Involvement and Challenges

- Develop graphic identity that meets expectations and agency standards
- Look at potential future business model for using on forests across the country for digital savvy public
- Address declining budgets for interpretive services, facilities, and higher expectations from public
- Economics of digital development costs vs. standard hard signs, audio tours, and other types of interpretive media



# Challenges for Forests

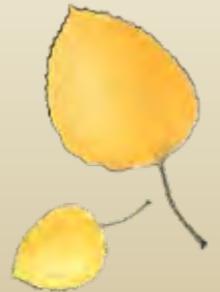
- Lack of personnel plus ever increasing demands for data
- Sought a platform that would allow for broad use  
Designed for both cell phone and smartphones users
- Need ways to share information in a budget friendly, digital savvy, *AND* meaningful way
- Models of visitor services an interaction is outdated
- Desire to create and foster a sense of place before and after visitors arrival



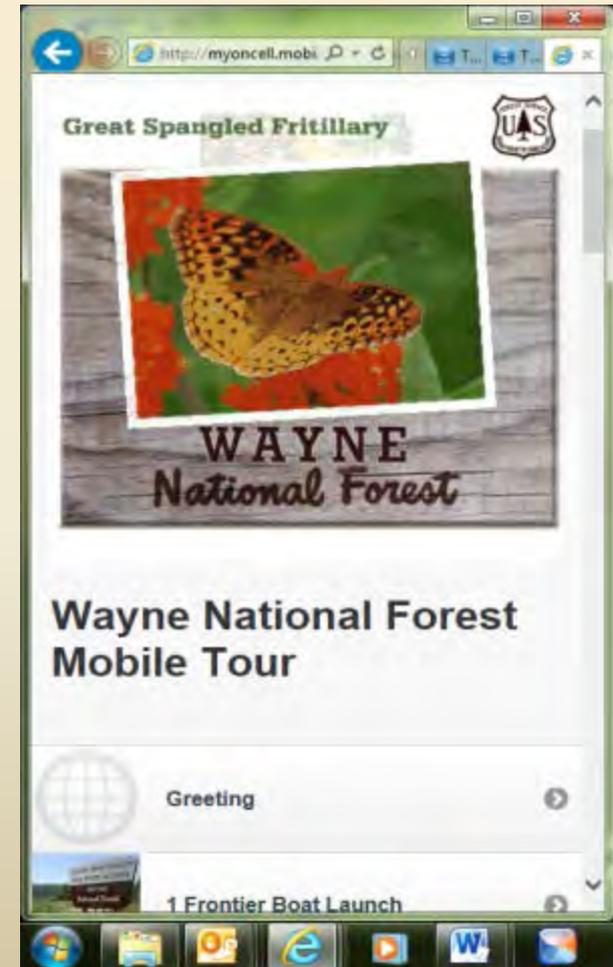
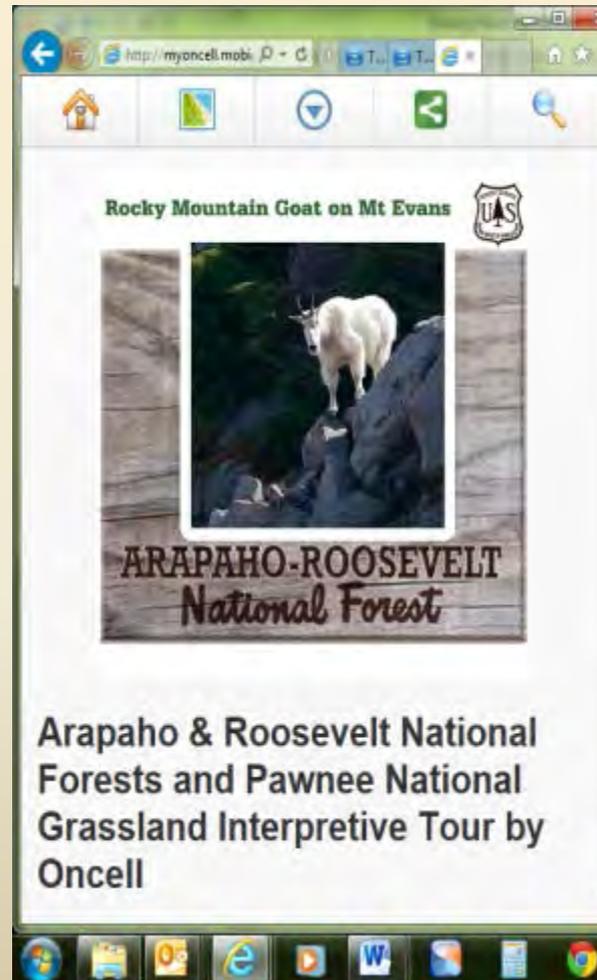
# Discoveries

During the process of planning and implementing the national pilot endeavor, we discovered there were other national forests also developing a myriad of similar digital style tools.

***The gradient between costs, types of applications, level of difficulty to develop and upkeep are vast.***

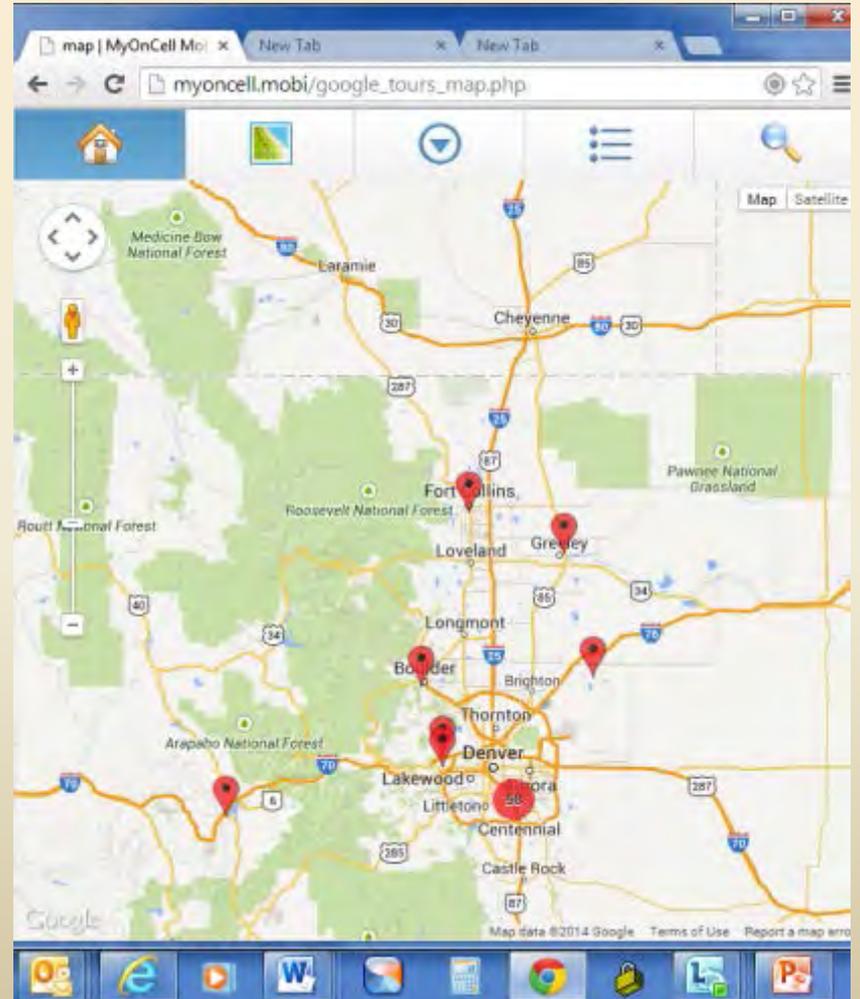


# Actions and Implementations



# Mobile Interpretive Tour

[Graphic of OnCell Website](#)





# Arapaho & Roosevelt National Forests and Pawnee National Grassland Interpretive Tour by Oncell



Greeting



1 Welcome message from Forest Supervisor of Arapaho R



10B Mount Evans Fee for Use Sites

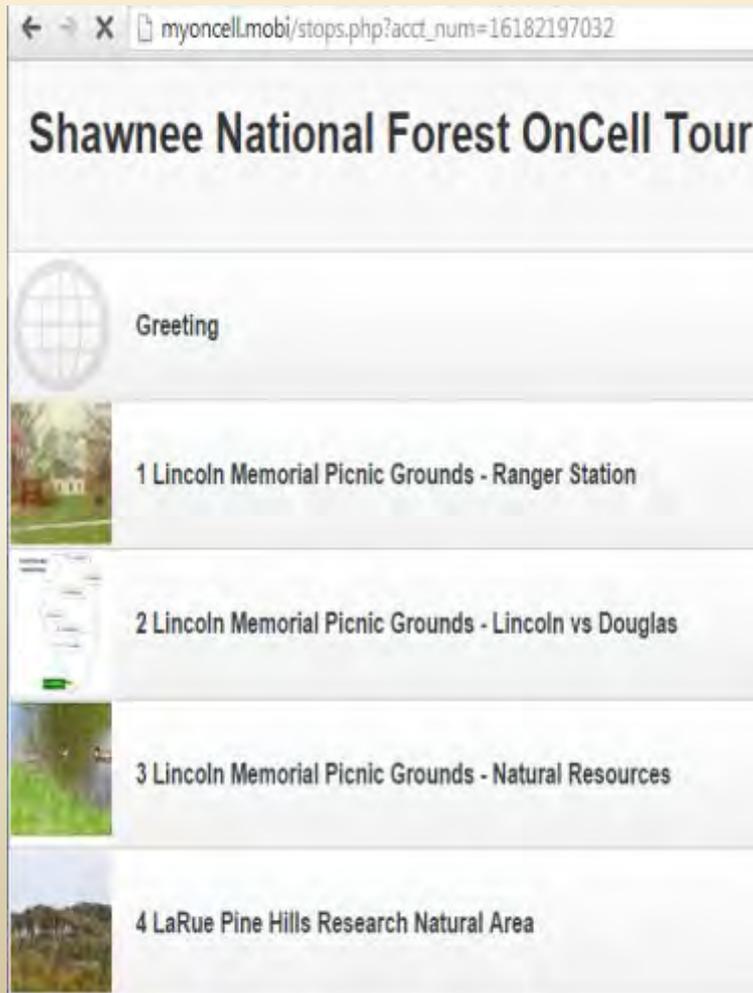


10 Mount Evans Scenic Byway Tour

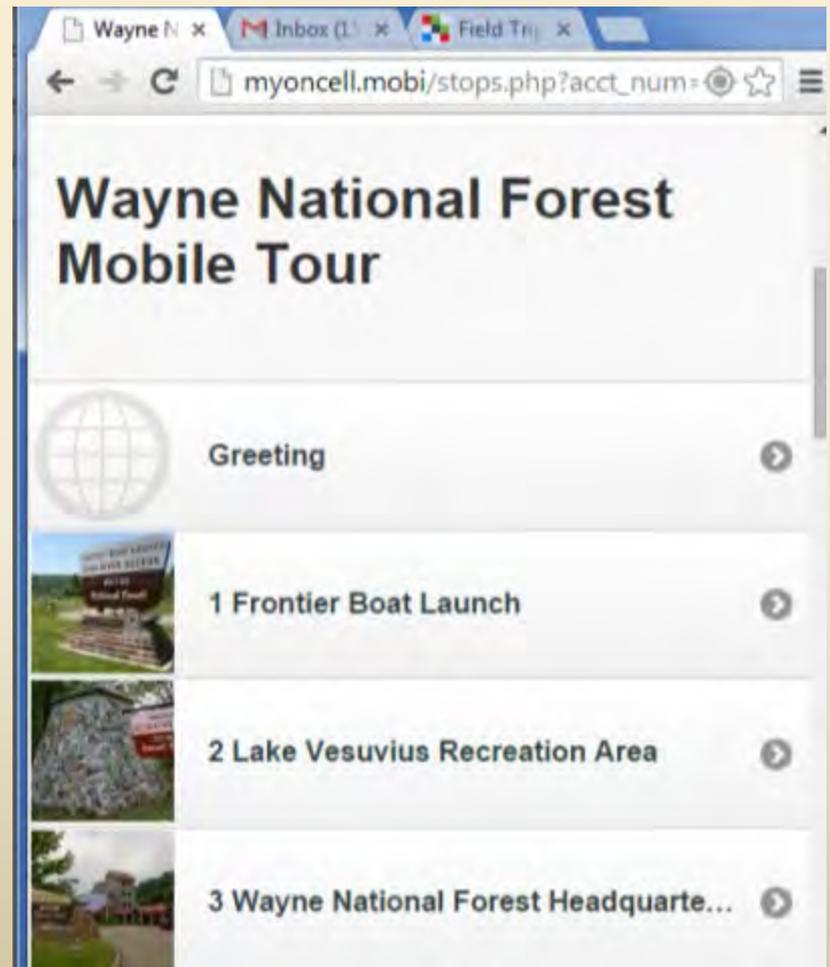
- Back
- Forward
- Reload
- Save as...
- Print...
- Translate to English
- View page source
- View page info
- Inspect element

# Forest Tour Pages

## Graphic of [Shawnee NF](#) OnCell Tour



## Graphic of [Wayne NF](#) OnCell Tour



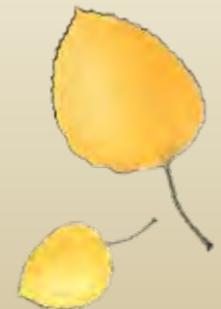
# Behind the stage door

*Files and possibilities to promote in this platform*

The screenshot shows a web browser window with the URL <https://www.myoncell.com/index.php>. The page features the OnCell logo and a "contact us" link with the phone number (585) 419-9844. The user is logged in as "apattrick" and has a "logout" link. A notification box states: "Hello there! We want to highlight two name changes we've made since your last login to MyOnCell. Tours/Tour Configuration is now Tour Builder and File Manager is now Library. Everything is in the same spot - but should you have any difficulty navigating these new changes, please contact Customer Service!". A "My OnCell Menu" is displayed with the following items:

- Tour Builder
- Library
- Mobile Web
- Q Component
- Text Messaging
- iPhone App
- MP3 Download
- Mobile Giving
- Statistics
- Quest
- Account Info
- Support

The footer of the page reads "© 2006 - 2014 oncell systems".



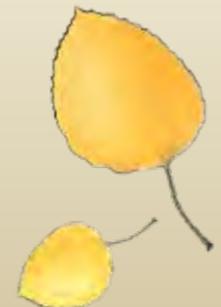
# Behind the stage door

*Building tour stops and hierarchy of messages*

The screenshot shows a web browser window displaying the 'Tour Builder' interface for a tour titled 'Shawnee National Forest OnCall Tour | (618) 219-7032'. The interface is organized into several sections:

- Message Tour:** This section contains fields for 'Greeting Message', 'Sponsor Message', 'Instructions', 'Logo', 'Sign Generator', 'Mobile Giving', 'GeoAlerts On/Off', and 'Title'. Each field has a 'Content' area and a selection icon.
- Stops:** This section lists individual tour stops. Two stops are visible:
  - Stop 1:** 'Lincoln Memorial Picnic Grounds - Ranger Station'. It includes fields for 'LMPG Ranger Station', 'Old\_Ranger\_Station\_001', 'Text Caption', and 'GPS Coordinates'.
  - Stop 2:** 'Lincoln Memorial Picnic Grounds - Lincoln vs Douglas'.

The right-hand side of the interface features a 'Menu' with options: Home, Statistics, Library, Tour Builder (selected), Mobile Web, Q Component, Text Messaging, iPhone App, Android App, Mp3 Download, Mp4 Download, Mobile Giving, Account Info, and Support. The Windows taskbar at the bottom shows various application icons and the system clock.



# Behind the stage door

*Statistical information of users and visits to various locations*

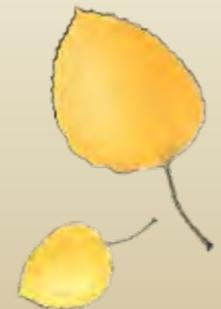
The screenshot shows the OnCell web dashboard. The browser address bar displays <https://www.mycell.com/user/brand/3.php>. The page title is "My OnCell" and the user is logged in as "apetrick". The dashboard includes a navigation menu on the right with options like Home, Statistics, Library, Tour Builder, Mobile Web, Component, Text Messaging, iPhone App, Android App, Mp3 Download, Mp4 Download, Mobile Giving, Account Info, and Support. The main content area shows "Stats Summary" with tabs for "Call Stats" and "Mobile Stats". Under "Export Call Stats", there is a section for "Shawnee National Forest OnCell Tour 3 (618) 219-7002" with the following statistics:

total calls	116
total minutes	172.5
unique callers	89
avg. call length	1.5
avg. unique length	1.9
calls per unique	1.3
sms sent	0
mp3 downloads	0
total Mobile Web Hits	573

Below this, there is a "Grand Totals" section with the following statistics:

total calls	116
total minutes	172.5
unique callers	89
sms sent	0
mp3 downloads	0
total Mobile Web Hits	573
total revenue	\$0

The Windows taskbar at the bottom shows the system clock as 2:02 PM on 10/15/2014.



# Promotion

*Digital is useful, but needs promotion and information dispersal.*

**Shawnee National Forest**

**Discover our Mobile Tours!**  
Use your phone to discover the Shawnee National Forest.

**You Are Here**

Lincoln Memorial Picnic Grounds Ranger Station

DIAL: (618) 219-7032;  
Enter Stop #

**1**

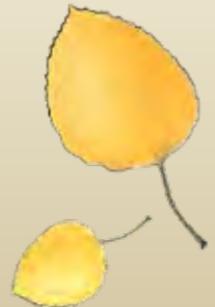
OR

Scan the QR code

Call is free, normal usage charges apply.

[www.myoncell.mobi/shawneef](http://www.myoncell.mobi/shawneef)

The map displays the Shawnee National Forest with various ranger districts and picnic grounds. QR codes are placed at various locations, each with a corresponding stop number. The map includes major roads like I-57, I-55, and I-74, and cities such as Carbondale, Marion, Vienna, and Metropolis. A scale bar at the bottom indicates distances up to 20 miles. An inset map shows the forest's location within the state of Illinois, with major cities like Chicago, Springfield, and St. Louis marked.



# The look of things to come- Toursphere

**TourSphere** Arapaho & Roosevelt National Forests **Pages** Library Project Settings Dashboard Log Out

Preview Publish! + Widget English Learning Center Tech Support

## Landing Page

**Cache la Poudre River in the Fall**

**ARAPAHO-ROOSEVELT National Forest**

Begin Tour

### Pages

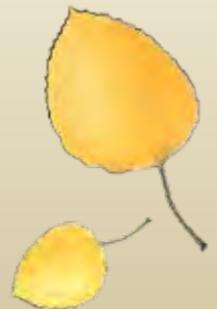
Search in pages

New Copy

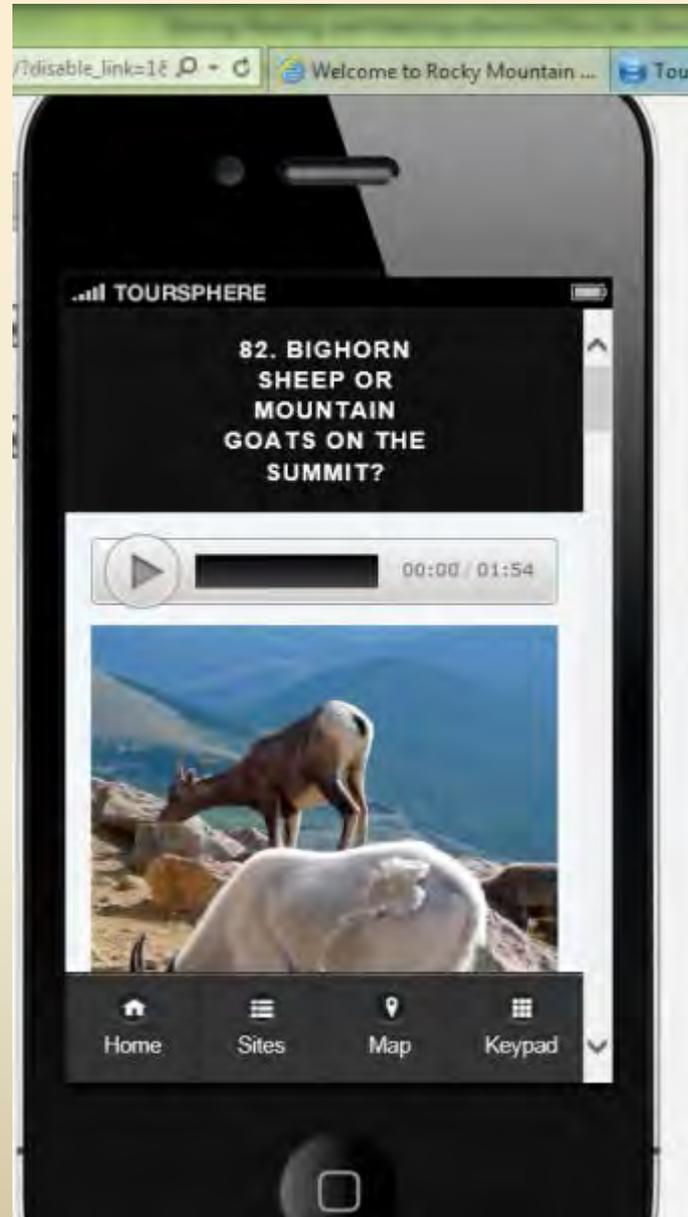
Start page

Landing Page

- Welcome message from Forest Supervisor of Arapaho Roosevelt Pawnee Grasslands and National Forest
- Mount Evans Scenic Byway Tour
- Welcome to the Pawnee National Grasslands
- Be Prepared - Before You Go to the Pawnee Grasslands
- Baker Draw Shooting Area
- Pawnee Buttes Trailhead Information



# Toursphere Look



# How accessible is OnCell?

- Heading structure was not in a logical order or is missing
- No alternative text available on icons, images, or play buttons
- Comment for needed for labels
- Video closed captioning needed

Good News!

Once OnCell was made aware of these access issues, they fixed them!





**GPS-Enabled Maps:** TourSphere™ allows you to integrate Google® maps, ideal for walking, biking and driving city tours.



**No Technical Skills Required:** TourSphere™ Builder is so easy to use it allows you to build a mobile app with absolutely no programming whatsoever thanks to our easy-to-use drag and drop interface. Simply upload your tour assets, like audio, video and photographs, for a custom tour app.



**Instant Updates:** When you upload changes to your mobile tour app, they'll instantly appear in the tour. Visitors won't have to download a new app or update their settings.



**Valuable Visitor Data:** TourSphere™ provides you with instant analytics on your mobile app users, and you can create surveys for instant feedback from your visitors.



**Location Aware Beacons:** Integrate your TourSphere™ mobile app with indoor or outdoor ruggedized beacons that can trigger content in your tour.



**Affordable:** Mobile app development can cost thousands. With TourSphere™, you can develop your app for free through TourSphere™ Builder. Only pay a monthly hosting fee when you're ready to launch it for your visitors. Or, have us build the app for you. Check out our [pricing and plans](#) for more information.



**International:** Multi-language support allows you to reach more visitors and serve international guests with TourSphere™ mobile tour apps.



**Customizable:** Build your pages to match your brand, and help fund your app by putting your sponsor's branding directly in the mobile tour.



**Rich Multimedia Content:** Deliver an app rich in content. Audio, video, images, galleries, text, surveys, interactive images, and RSS feeds—they're all available in our App Builder without any custom programming.



**Google Glass™:** Reinvent your approach to mobile tours. We are certified Google Glass™ developers and can work with you to harness the power of wearable technology.

# Google Field *Trip*!

FIELDtrip

## Arapaho & Roosevelt National Forests and Pawnee National Grassland Interpretive Tour by OnCell - Welcome to Clear Creek Ranger Office and Visitor Center in Idaho Springs

OnCell

Shared via Field Trip, the mobile... the world around you. Available

Download on the App Store GET IT ON Google Play

Idaho Springs

- Back
- Forward
- Go to copied address
- Save background as...
- Set as background
- Copy background
- Select all
- Paste
- E-mail with Windows Live
- Translate with Bing
- All Accelerators
- Create shortcut
- Add to favorites...
- View source
- Inspect element
- Encoding
- Print...
- Print preview...
- Refresh
- Export to Microsoft Excel
- Send to OneNote
- Properties



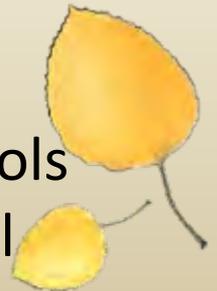
# Current Results

## ARP and Shawnee

- ARP over 500 contacts on tour site in summer of 2014  
(without promotions)
- Shawnee over 2300  
(signs up in July)
- Interest and acceptance by internal staff seeing merit
- Part of restructuring in VIS for the ARP

## CDI Findings

- Recognize need for agency digital services
- Cost effective for outreach, but one of many tools
- Larger forests require more preplanning and ongoing staff time to manage
- More than digital services needed- VIS needs a variety of tools for areas without cell service



# Evolving FS Digital Strategy

*FS Groups that are involved in defining a Digital Strategy include:*

- Recreation
- Conservation Education
- External Affairs

- [Rec.gov](http://Rec.gov)
- Interactive Forest Maps
- Recreation pages on Forest Web Sites
- Digital Forest Visitor Guides, booklets, etc.
- Mobile Interpretive Tour Development:  
Easily and quickly adapted; staff driven content; linked and networked to all other digital resources



# Forest Service Purpose Remains

**Share Meaning and Foster a Sense of Place on Public Lands**

*“Gadgets do not supplant the personal contact; we accept them as valuable alternatives and supplements.”*

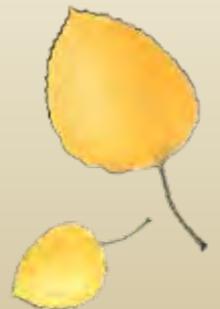
Freeman Tilden



# **BOOSTING YOUR INTERPRETIVE MESSAGES**

# Electronic Media

Electronic media is here to stay and our forest visitors and advocates will continue to seek information about us through these avenues.



# Boosting Your Interpretive Messages

We encourage you to embrace more digital technology- start off small and do what is manageable for you. If you get stuck, we can help.

