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Department of
Agriculture

Forest Service

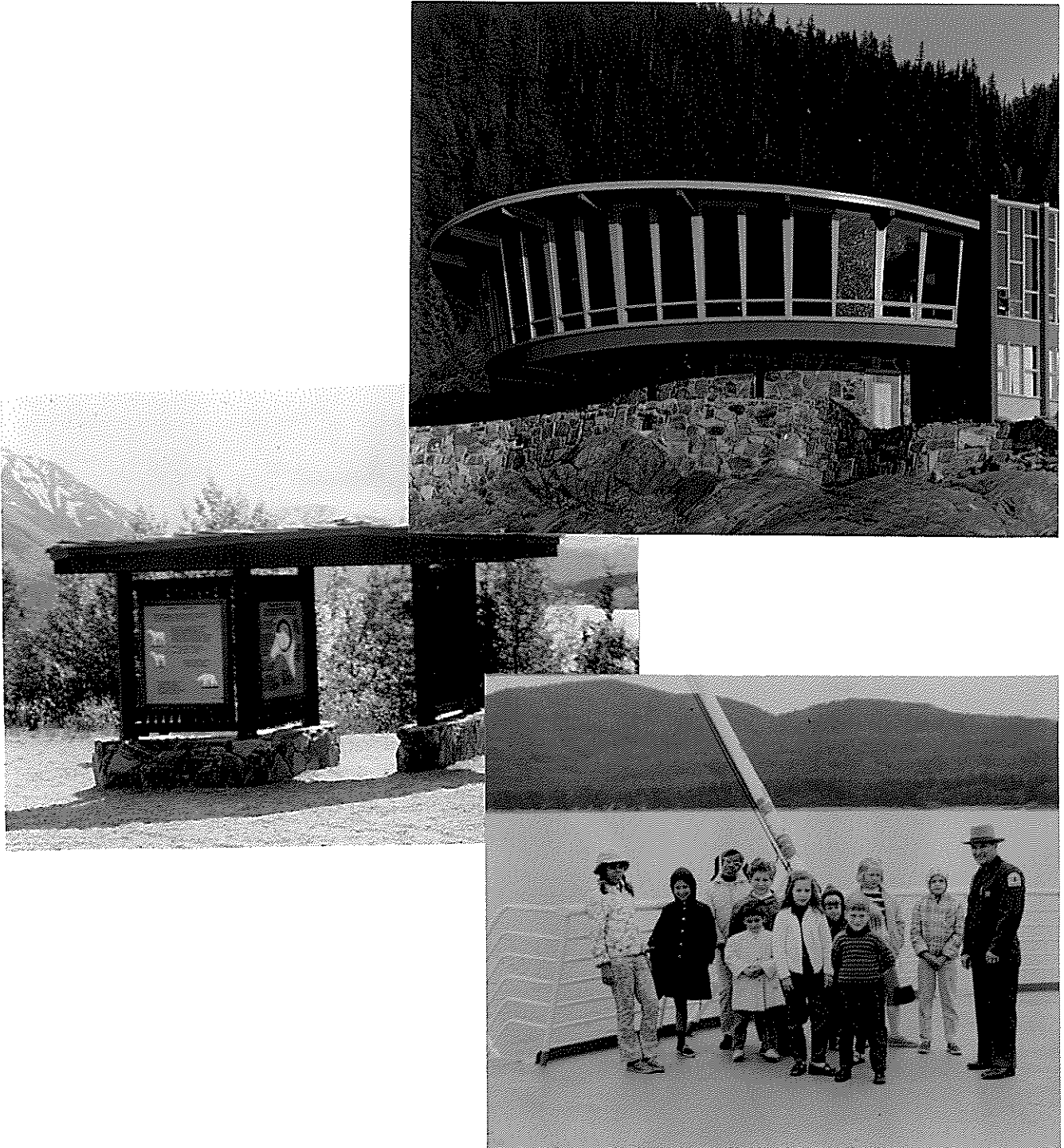
Alaska Region
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October 1995



Forest Naturalists On Land and Sea

*The First Decade of Interpretive Services
in the Alaska Region, 1962-1971*



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in the Alaska Region, 1962-1971***

By D. Robert Hakala, Forest Service Volunteer,
Regional Office Branch Chief,
Visitor Information Services, 1962-77



PREFACE

August 15, 1994

As I now review this history—over thirty-two years since I entered on duty as the Alaska Region's first Regional Visitor Information Service (VIS) Officer, and some twenty-two years since I penned the first rough notes—it reads more like a personal reminiscence than a documentary. Possibly that's what, inwardly, I intended. Since I'd been intensely involved with the emerging program, I meant to leave tracks, a paper trail, for anyone who might be interested.

The project started when Neil Hagadorn, who occupied the position I'd vacated upon my retirement, suggested I amplify the rough notes I'd left in the desk drawer. So in 1990 I got appointed as a Forest Service volunteer, and managed to finish a draft for presentation to him during his farewell from Region 10 party. But one recall of VIS events led to another as I dug out old notes and records, until at this late date I decided enough said. Of course, during these retirement years I've had many other interests and unavoidable situations, such as illness, family matters, volunteering elsewhere, interpretive association boards of directors memberships, annual maple syrup production, travel, etc. Not to be overlooked, finally, is the difficulty I encountered in locating a document or two, and photographs. We all like to look at pictures. Herein I would have the opportunity to make good use of some of the hundreds of photos I and others had taken for forest and regional office collections of VIS enterprises during those ten years.

A final thought. Should any of the featured persons chance to read this, he or she likely will discern omissions and inaccuracies. I'd hope and suggest that any such reader having clearer knowledge of events write a supplement. Beyond that, perhaps someone in the present generation of dedicated interpreters would record the second decade of interpretive services in the Alaska Region. I'd be pleased to be consulted for the years up to 1977.

D. R. (Bob) Hakala
Forester and Naturalist, Retired

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INTRODUCTION

The year is 1972. The public has had a special interest in the national forests and related lands for ten years now. Its agent to plan, develop, and present this interest is officially known as Visitor Information Service (VIS), but closer to the public is the term forest naturalist, the title given the men and women who conduct the interpretive program of the Forest Service.

Interpretation of the national forests—giving meaning to resources, helping people to relate to the natural environment and man's influence upon it, these identify the role of the forest naturalists. Other interpretive terms that in the past couple of years have become public parlance, such as environment, ecology, ecosystem, and relevance, have been basic glossary of naturalists for years. That they are now the language of every man, that they're finding expression in education systems, personal conservation commitments, and interactions of the public with resource management agencies are large plus signs of the decade. We who have applied these meanings to interpretive activities during the last ten years and more are delighted with the progress that's taking place. People are becoming better informed about their environment. They are learning through means other than slogans, legal statutes, and platitudes that they have a responsibility for resources and to the agencies that manage the resources. The agencies in turn are becoming increasingly aware that management programs must reflect public needs and concern, and that managers by themselves are not able to prescribe what's best for the people.

The Forest Service was aware of the need for public understanding and involvement when in 1960 it established the Visitor Information Service function. The extent of the involvement that has occurred has been no surprise, and we are expecting more. What began as a mandate to interpret resource management, protection, utilization, and research, along with the history and natural phenomena of national forest settings, has become a larger environmental interpretation mission. The national forests are part of the environment of the nation.

The function of VIS on the national forests in Alaska has begun to identify some of the principles that relate the interpretation of resources to the theme of man in his environment:

- ☐ Interpretation is the means by which each person derives meanings about the environment with himself as the center of reference.
- ☐ Just as all resources are interdependent, so all resource management agencies and all political jurisdictions are interdependent. The job of interpreting the environment, of which the national forests are a part, requires the cooperation of many publics, both private and governmental, that have influence on it.
- ☐ Interpretation of resources is an expression of management and use of resources. The validity of interpretation depends upon the soundness of the resource management job.
- ☐ Interpretation is closely analogous with conservation education—or education more generally. The education process is accomplished most successfully when it applies interpretive techniques. For example, learning about the environment of the Juneau area should involve on-site studies such as through the use of the Mendenhall Glacier Visitor Center and Recreation Area to observe and learn about glaciers and ecological processes.
- ☐ Interpretation is a means to involvement with issues that concern quality of environment. Without being promotional of any point of view, interpretation provides the basis for exploring underlying relationships among factors in the environment.

In the Alaska Region, VIS has become involved. The following pages review in chronological order the emergence of ideas, programs, and procedures. This will be a look backward, some rough going in places, in order to do a better job of guiding over the trail ahead.

THE INTERPRETIVE SITUATION IN THE ALASKA REGION

We start this section with an admonition: that the typical estimation of quantitative and qualitative goals for interpretation of Alaska invariably falls short of reality. Our grandest gestures of plan and action are humble before the immensity of the *idea* and the *worth* of the country.

THE LAND: Vast, sparsely populated; a fascinating attraction for travelers; wealthy with resources; waiting; vulnerable. Every place has its indigenous qualities, the components of natural and historic features and values that compose it. Each has its especially interesting and important characteristics. But of all the compositions of nature and habitations of man there are few to compete with a mountainous, forested, glacier-accented, island-studded, wildlife-rich, totally awe-inspiring coast. These are the bold patterns composing the Tongass and Chugach National Forests. Orientation to water is omnipresent. The environment is clean, little touched as yet by pollution. The history of the country is recent, as is its emergence from under glacial ice. The Native peoples, with a fabulous cultural background, are involving successfully with introduced cultures—or would it be better expressed that the recent arrivals are adjusting to theirs.

This land is latent with opportunity. It is rich, vigorous, and waiting. An aware public—interested, concerned, even reactionary—is needed to assure the preservation of its health and spirit, its resource productivity, grandeur, and historic heritage.

THE PEOPLE: The people reflect the land. Their lives depend on it. The quality of living depends on the continuing quality of the land. People are becoming aware of this fact today with almost revolutionary zeal. Some have known this all the time—instinctively, perhaps, since their lives have been so close to the land. The Native peoples of Southeast Alaska revered the land, its fish and wildlife, not as a religion but out of respect and awareness that these made possible their livelihood, and that man, too is part of nature. Technology has separated man from the land, and people

must once again learn and live by this basic dependence. Alaska represents a last vestige of virgin resource and renewable resource abundance. Here we have the opportunity and challenge to live in harmony with the land.

In order to preserve the quality of living here—as both example and reassurance to people over the Nation—there is much at stake. The interpreter's job—to help man relate meaningfully and responsibly to the land—is formidably important. Survival may be the issue.

THE FOREST SERVICE: The Forest Service is one of the agencies to which resources of the Nation have been entrusted for wise use and management. On the National Forests this is a many-faceted job because there are so many resources which must be conserved as they are made available to the Nation's economy.

Ecology is at the heart of management. The infinite interdependencies of plants and animals in ecosystems manifest the complex relationship of resources. Any change to a part changes in some way the total system. The use of one resource affects the others. A complex business, this multiple use management.

This is the same business that Visitor Information Services is concerned with. While, through the guidance of the forest naturalists, the public comes to understand the fabric of life in the forest community, so the naturalists bring man and forest together in a mutually benefiting, mutually preserving relationship. And, through the same understanding, man preserves man.

Travellers to Alaska, as well as Alaskans themselves, want and need to know about and understand the workings of our environment and man's influence upon it. To that end, the forest naturalists make an essential meaningful contribution.

CREDITS

Since the usefulness of this history will depend on whether it helps give direction to the future, we will make a special point of reviewing not only what was done but what we were learning, planning, and thinking about.

One note of explanation. The term “we” will be used frequently. This first person plural is used not in the bureaucratic sense, nor for the protection that anonymity affords, but as the collective mind of the Visitor Information Services function as accurately as this writer can recall it. Where there are discrepancies in fact or perception, I assume responsibility.

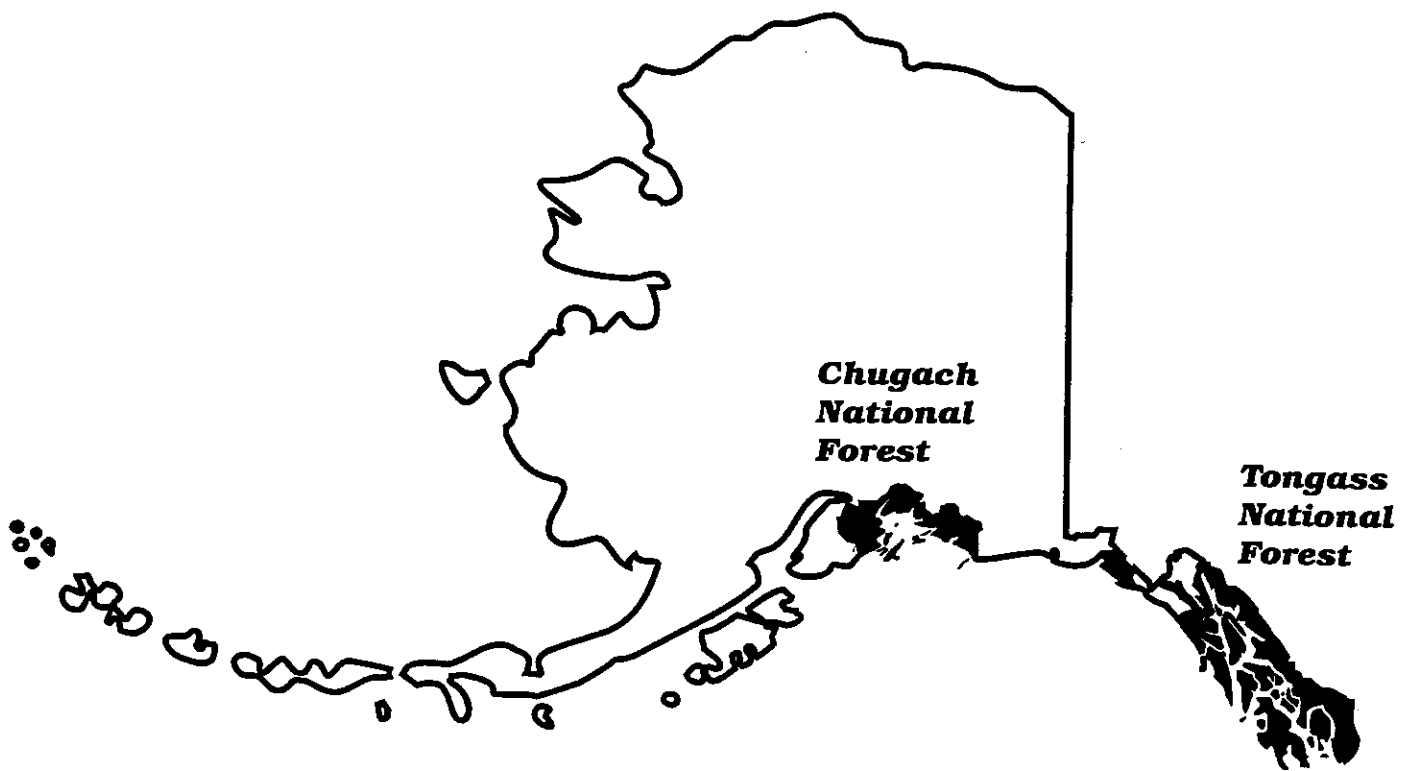
The content is not so comprehensive as to include all of the many accomplishments on the districts, nor do I have the names of most of those who well deserve to be recognized. I would extend special recognition, though, to my boss, Information and Education (I&E) Chief Jack Culbreath, who through these ten years encouraged, assisted, and gave me room to develop this new and exciting interpretative service. And certainly I wouldn't overlook the support and sometimes smiling forbearance of Regional Forester Pete Hanson, as well as that of

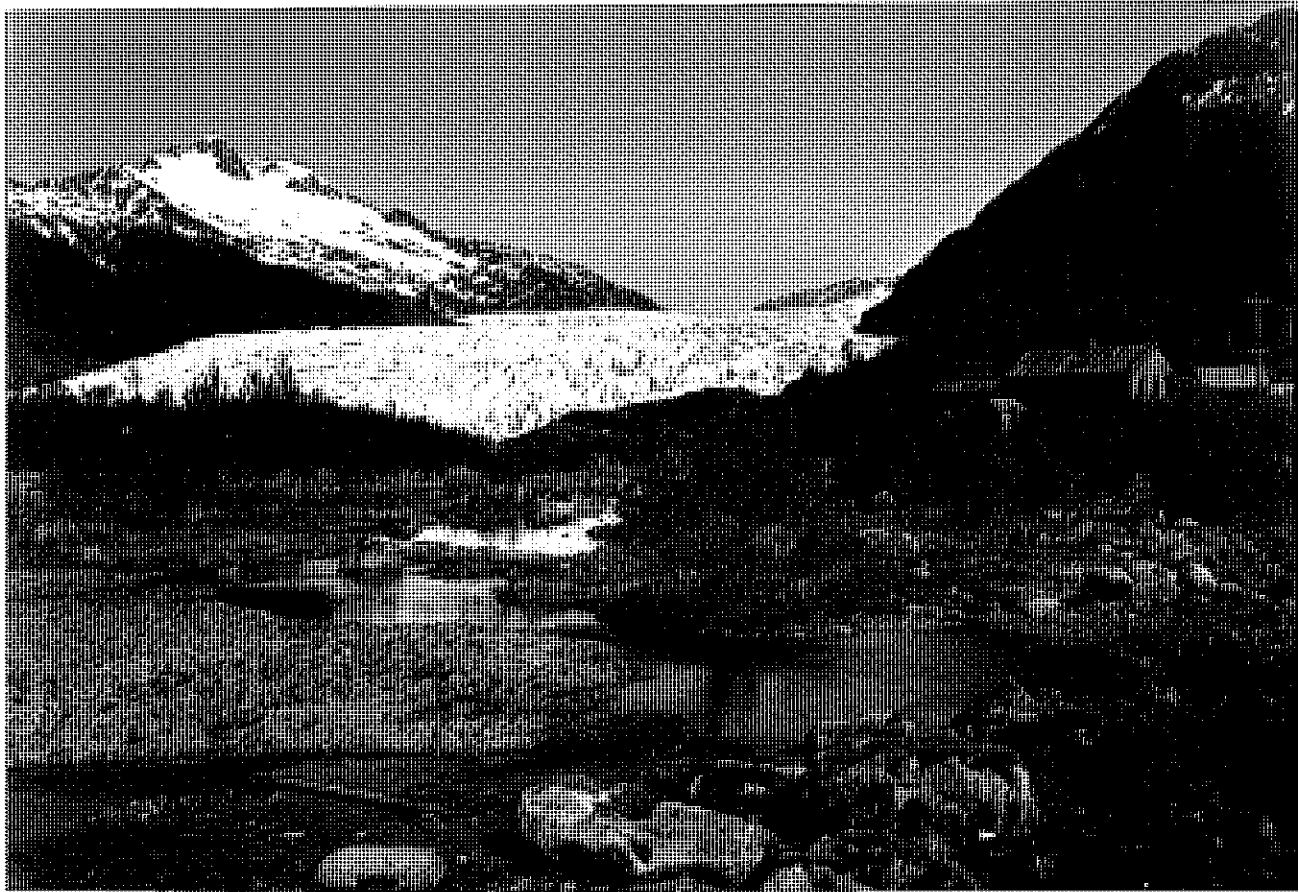
his successors Howard Johnson and Charlie Yates, who at least had the satisfaction of knowing that a forester headed this evolving program. I'll not forget that it was the work of the forest naturalists and their enthusiastic seasonalists that yielded the gratification that we all shared for their effective and innovative programs. The first on the forests were: K. J. Metcalf on the North Tongass, Art Kennedy on the Chugach, and Fred Harnish on the South Tongass.

Although I did not reach far beyond my own scattered notes, photo collection, and failing memory for final compilation, I do acknowledge encouragement and assistance during the last couple years (this was an on and off again project) from Kristi Kantola. Lazatte Ohman, who controls the Regional Office photo collection, located many hard to find photos. Annette Untalasco spent untold hours on text format and page layout. From the field, John Short, landscape architect on the Ketchikan Area, loaned several photos. Michael Terzich, on the Juneau District, took the time to locate the 1962 design by Linn Forrest for expansion of the Mendenhall Glacier Visitor Center.

Editor's Footnote: During the years Bob Hakala worked in the Alaska Region the Tongass National Forest was divided into two administrative units. The North Tongass included what is now the Chatham Area and the northern part of the Stikine Area. The South Tongass included what is now the Ketchikan Area and the southern part of the Stikine Area.

Alaska Region National Forests



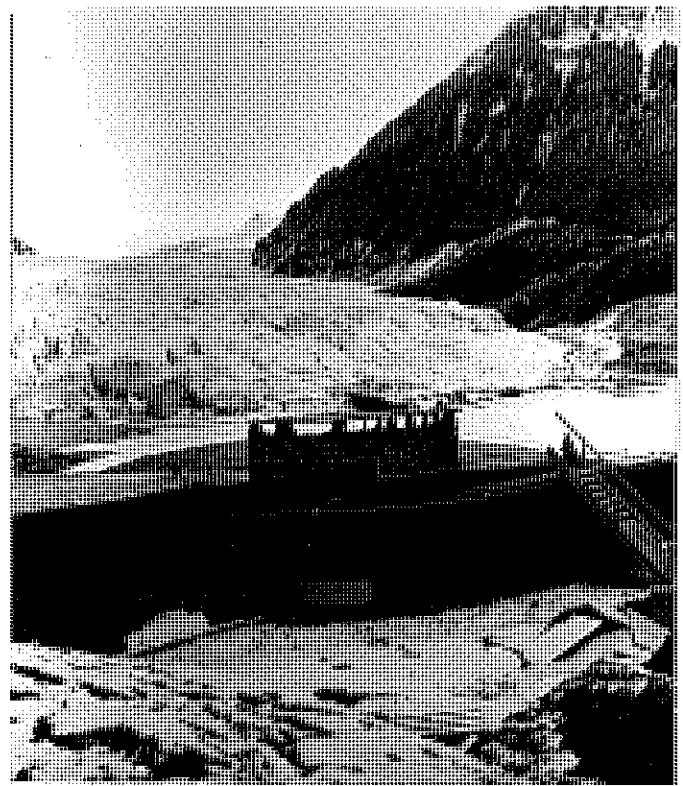


Long before the Mendenhall Glacier Visitor Center was built, the Nugget Creek Power Station dominated the view to the glacier. Undated photo from Trevor Davis Collection, Alaska State Historical Library.

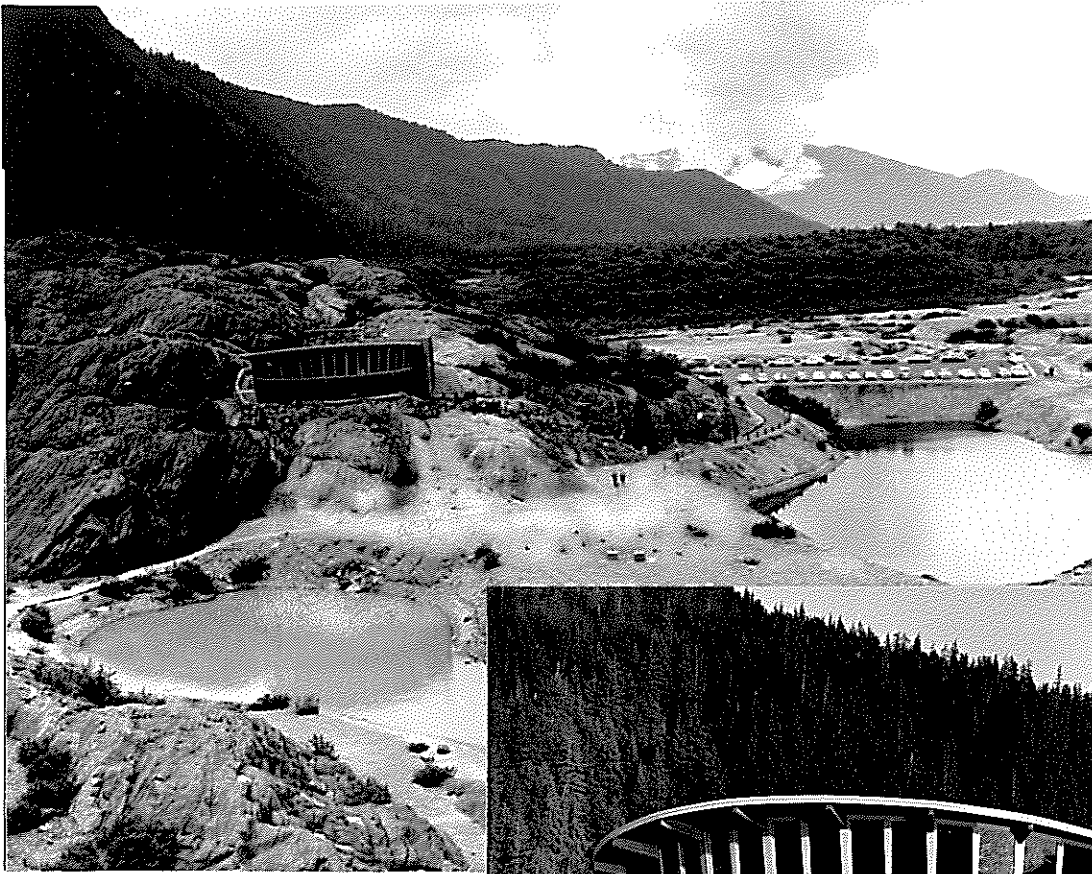
1960-61

Before 1960, in response to increasing public travel and recreational use of the national forests, national forest recreation surveys had been made across the country to determine public interests and needs as a basis for long range planning. The development program that resulted and was published in November 1961 proposed for the Alaska Region: "Construct 100 campgrounds and picnic sites and related facilities, plan and develop five areas of special significance, and provide information services at these and other visitor concentrations."

The five areas were not identified. However, included in the "Alaska Region National Forest Recreation Survey, 1959-60," by C. T. Brown and Scott Harrison were 16 areas of superlative quality, of which 11 featured glaciers. Of these, the Mendenhall and Portage Glaciers qualified as areas of visitor concentration and on this basis were selected for visitor use and informational development.



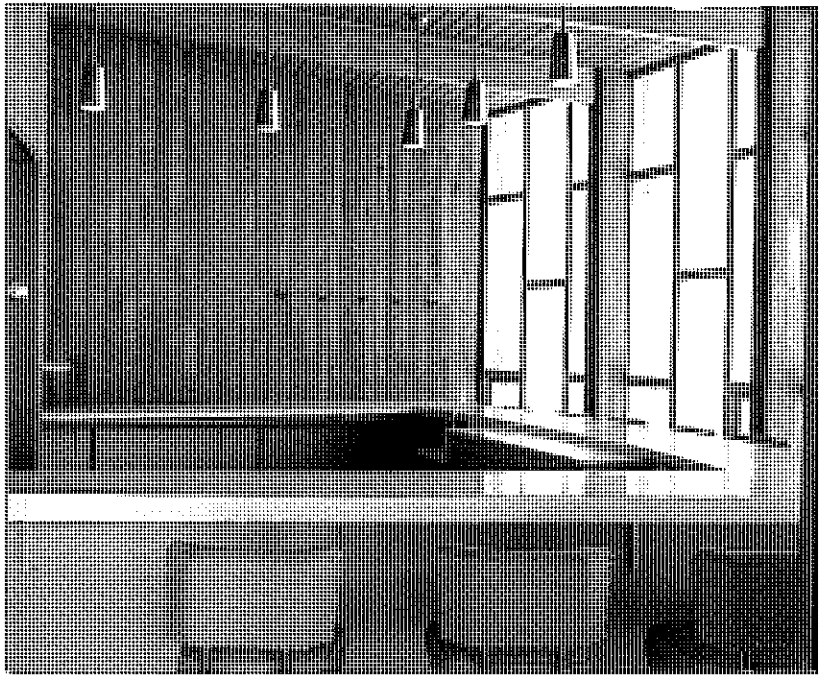
The Mendenhall Observatory under construction, 1960. This would be the first visitor center in the National Forest System.



Down-valley view of the Mendenhall Glacier Visitor Center in 1963.



Interior view. The entrance to the coffee shop is at far end.



The coffee shop ready for serving pie, for which it became locally famous. Other light lunches, too.

The proposal and plan for the Mendenhall Glacier Observatory arose from a need for a comfort station at this already popular attraction which for public convenience included a trail, viewing area, and sign. Small ideas got big rapidly. The simple need for a toilet grew to an observatory with a coffee shop and concessionaire apartment, public rest rooms included. To complement this development plan, a prospectus for a resort hotel complex was later published.

On the Chugach National Forest, at Portage Glacier, a smaller observatory-comfort station was planned along with, as at the Mendenhall, camp-

grounds and picnic areas. A lodge, under special-use permit, had already been constructed at Portage.

Nationally, the Visitor Information Service (VIS) program was established in the Forest Service in May 1960 in response to growing interest in the purpose, uses, and conservation of resources on the national forests. The Multiple Use - Sustained Yield Management Act was passed the same year, a purpose of the act being to give clearer definition of the resource management role of the Forest Service.

On the Chugach National Forest, the new observatory-comfort station overlooking Portage Lake, some 50 miles southeast of Anchorage.



The first official announcement of the Forest Service interpretive program was made in the "Servicewide Plan to Gear Multiple Use Management of the National Forests to the Nation's Mounting Needs, USDA Forest Service, 1960." The nationwide policy to implement this plan stated: "There will be a buildup of the present on-the-ground information services into a well trained, properly uniformed interpretive service." Media suggested were "historical markers and other interpretive signs as well as panoramic descriptions of heavily used overlooks." The policy anticipated establishment of multiple-use demonstration areas to strengthen understanding of the relation of resources to people, and directed the upgrading of the Forest Service uniform "to include reduction in the number of personal options." Significantly, schools, women's clubs, and youth clubs were named as special targets for multiple use education.

While VIS was being instituted in the Alaska Region, it became apparent that the task force in the Washington Office, that had been assigned the responsibility of planning an interpretive function, had considered well the role of interpretation in the Forest Service. With clearer purpose of the national forests, now spelled out by the Multiple Use - Sustained Yield Management Act, the need to have a popular medium for interpreting the national forests had become apparent.

During the first ten years, our experience in the Alaska Region was to clarify the role in many ways, and answer some questions:

- Should every forest have a visitor center as the fulcrum of its program?
- How much emphasis, if any, should be promotional of Forest Service resource management programs and policies?
- Would the Forest Service mission be best served at points of visitor concentration—the highly scenic places?
- Is VIS a recreation activity or educational?
- Could VIS achieve credibility of the Forest Service in regard to controversial resource management issues?
- Would the title "Visitor Information Service" in time become synonymous in the public eye with interpretation?

In learning these answers and others, the old line Forest Service was going to undergo some growing pains as it adopted a function it didn't quite know how to use, and which presented its own array of administrative, philosophical, and operational characteristics.



K. J. Metcalf, the first forest naturalist on the Chatham District of the North Tongass National Forest, greeting visitors as they begin the climb to the observatory level of the visitor center.

1962

The Visitor Information Service (VIS) program was established this year in the Alaska Region. A forester-naturalist, D. Robert (Bob) Hakala, who had 13 years of experience in interpretive and ranger work with the National Park Service, was employed to head the program in the Regional Office of Information and Education. Pete Hanson was Regional Forester at the time. Jack Culbreath was I&E Chief, having moved to this position from the U.S. Fish and Wildlife Service two years earlier. K. J. Metcalf, who had initiated into information work on the Angeles National Forest, was employed on the Chatham District of the North Tongass National Forest to conduct the interpretive program at the newly completed Mendenhall Glacier Observatory. This facility was now renamed Visitor Center in order to more aptly relate to the interpretive function. Two seasonal forest naturalists were employed for this first summer program, one of whom, Douglas Swanston, had been a student of the Glaciological Institute of Michigan State University, a field school conducted annually on the Juneau Ice Field. The other seasonal, Owen Homeister, was a school teacher from Michigan. As part of their training, the seasonal forest naturalists were flown to the ice field school for familiarization with that phenomenon. Close ties were established with Dr. Maynard Miller, Director of the Institute, who later would present lectures and participate in naturalist training at the visitor center.

Orientation of all districts to the role of VIS was initiated. "VIS is a means to helping the public not only to enjoy the national forests but to understand the nature of resources and their management," said the regional VIS officer. Reactions were mixed. Old line foresters were skeptical about having entertainers in their working forests.

In anticipation of the establishment of the VIS program in the Region, I&E Chief Culbreath had contracted for the construction of a portable (trailer) visitor center for temporary and experimental use on the Chugach National Forest at Portage Glacier. At the Mendenhall Glacier, he was able to have minor modifications made to accommodate the interpretive program soon to be initiated.

It was fortuitous that VIS began in the Alaska Region at about the same time that the Tongass and

Chugach National Forests were emerging from custodial status. Without a long tradition of being oriented to single use, such as timber, the grand array of scenic, cultural and historic as well as the extractive resources could begin to comprise the substance of a well-rounded interpretive program in full accord with the lands of many uses idea, a promotional concept that the Forest Service came out with about this time.

Early interpretive activities on the forests met with a mixture of enthusiasm and skepticism. To many in the old outfit, VIS was to be like the frosting on the cake: keep the public happy while we get on with managing the resources. Others said: it's about time, how can we help?

A close relationship with recreation management was given emphasis when Regional Forester Pete Hanson asked VIS to review a campground plan (Auke Bay Campground) which showed a proposed road over some old Native graves, one of which was thought to be that of a shaman. As a result, through teamwork with recreation planners, the site plan was modified to protect this feature. Subsequently, a contract for historical research of the area was let to local Tlingit leader and educator, Dr. Walter Soboleff, whose knowledge of Native culture would benefit district interpretive activities many times in the future.

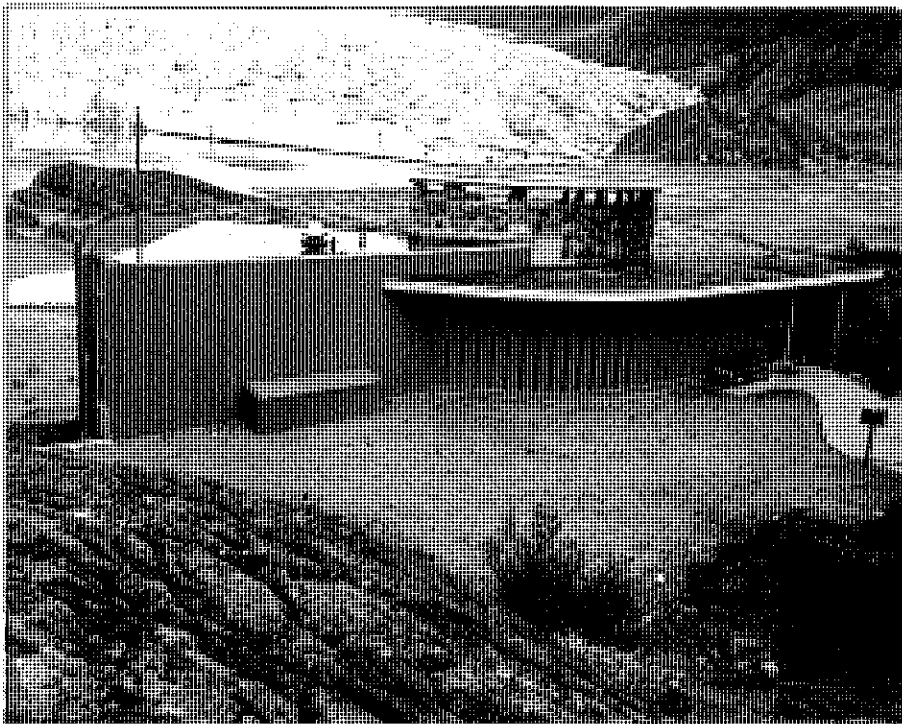
The first year at the Mendenhall Glacier Visitor Center (MGVC) revealed many limitations for a comprehensive interpretive program. The observatory level had space for up to 100 chairs which for each evening lecture program had to be hauled the 15 miles to and from the district office located downtown at the Juneau Subport. There was fundamental need at the visitor center for office and work space, storage, and library. To compound these limitations, the coffee shop conflicted with the interpretive program both physically and conceptually.

Accordingly, we began immediately to examine the long range prospects for VIS at the center. Conceptual ideas and sketch plans turned over to Linn Forrest Architects, the same as had designed the original visitor center, resulted in a design that called for an auditorium and exhibit room addition, and proposed phasing out the coffee shop and concession use of the apartment. The exhibit area additions would enclose a bedrock outcrop, out-

standing examples of glacial grooves, and a living exhibit of plant succession, the beginning of the forest story as evidenced throughout the Region. The cost of this addition was estimated at \$135,000, which was the end of that exercise. (The Region would not appropriate so large an amount of money for the project.)

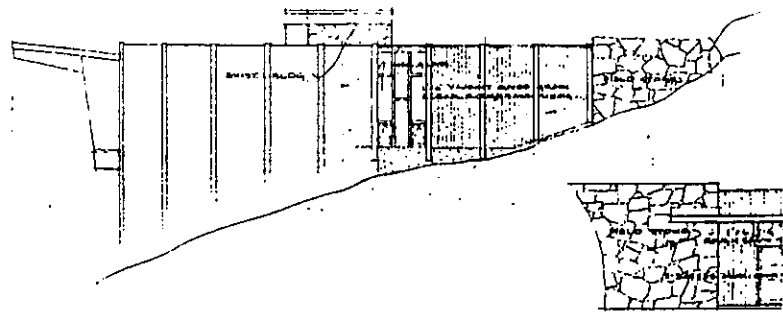
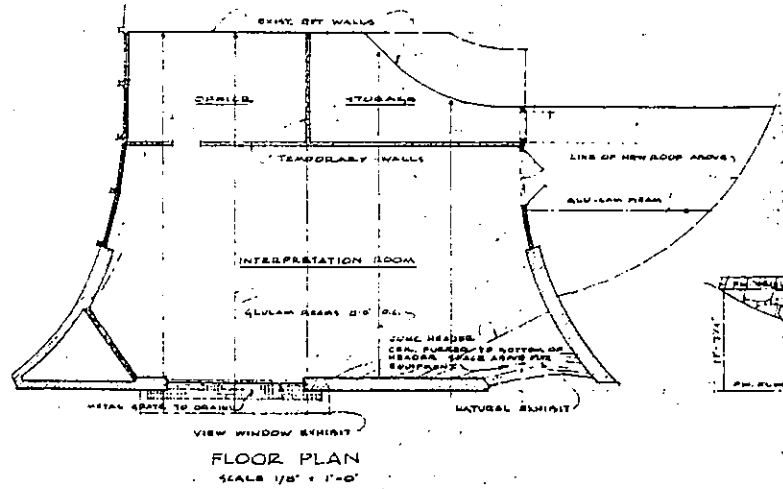


Because of the lack of storage space at the visitor center, the 100 or so chairs set up for each week's winter season fireside program were hauled from the district office in town.

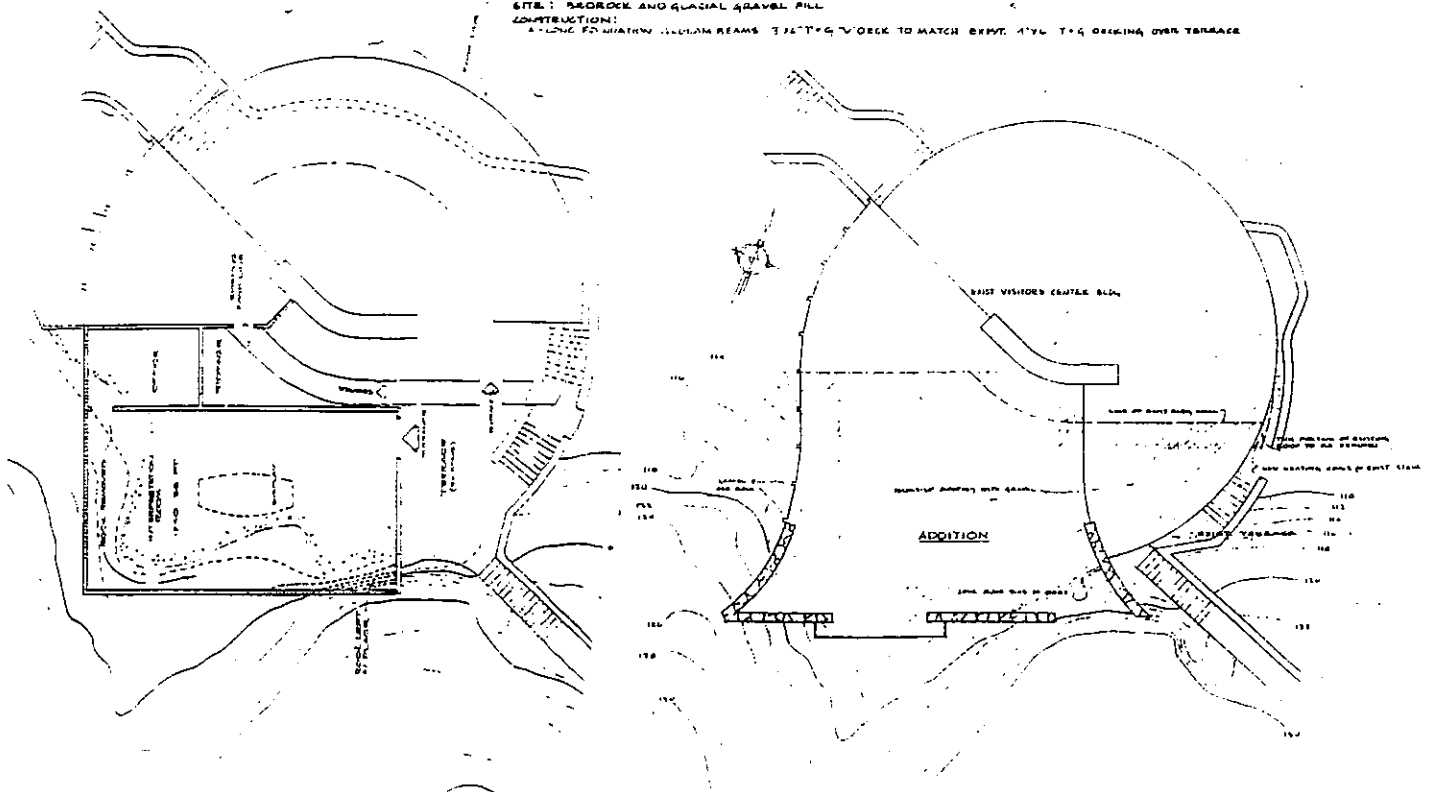


Lots of room for expansion back there, we thought.

Design proposal
by Linn Forrest,
Architect, for
expansion to
better accomplish
interpretive
objectives.

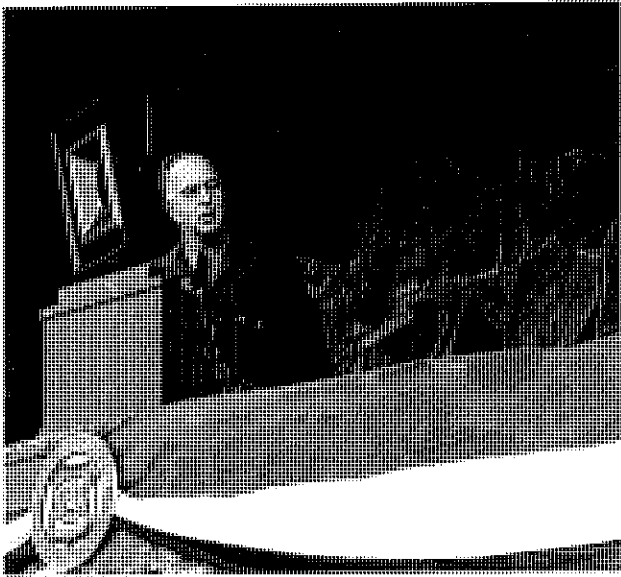


OUTLINE SPECIFICATIONS
SITE: SANDSTONE AND GLACIAL GRAVEL FILL
CONSTRUCTION:
ALL LONG FOUNDATION GLULAM BEAMS 3 1/2" x 6" V-OOK TO MATCH EXIST. 4" x 6" T&G ORIGIN. OVER TERRACE

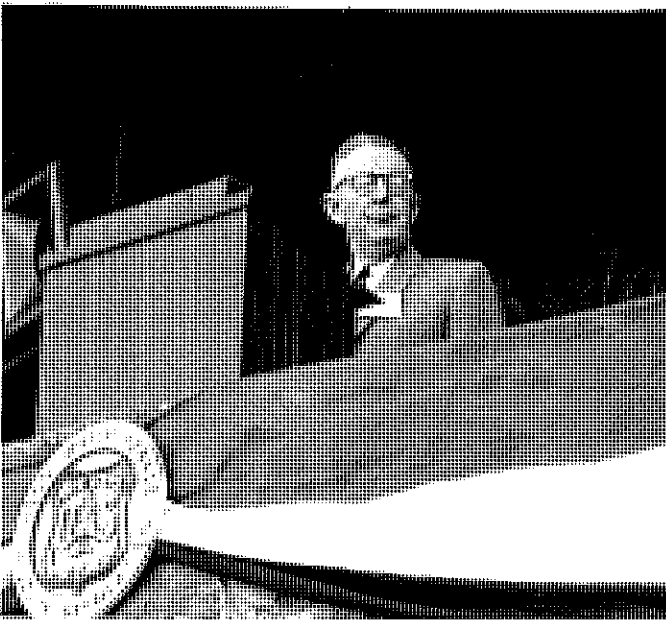


1963

This was a big year for VIS in the Alaska Region. Chief of the Forest Service Edward Cliff in his dedication of the Mendenhall Glacier Visitor Center stated its role: "...the study and enjoyment of glaciers and glacial phenomena." With a mind to improving relations with the State, he emphasized the role of the visitor center in attracting travel to Alaska. He said nothing about our mission to interpret multiple-use management.



Chief of the Forest Service Ed Cliff at dedication of the MGVC.



Frank Heinzleman, who formerly had been Territorial Governor and Regional Forester, shared the podium.

Seasonal forest naturalists at the MGVC this year included a lichenologist, Dr. Herb McCullough. Specialists in subjects about which we had the greatest need were selected, and lichens certainly was one of those. Research was to be encouraged as a continuing part of the job of forest naturalists. To this end, a nature observation notebook was devised and a temporary directive issued. These notebooks, it may be added, saw little if any use—except by the regional VIS officer who had found the same to be useful elsewhere. McCullough's work, however, resulted in a fine collection of the lichens found in the Juneau area.

A high quality relief model of Mendenhall Glacier, the ice field, and the Gastineau Channel vicinity was completed and installed. So accurate was this relief model that it showed more detail than any existing map. Aerial photography flown for this specific application made the difference. The story of the glacier and ice field was later told by means of a Cousino Message Repeater and Hearphones. (The Cousino Message Repeater was a metal box which contained taped messages in cartridges. The visitor pressed a button to hear a 5-10 minute message.)

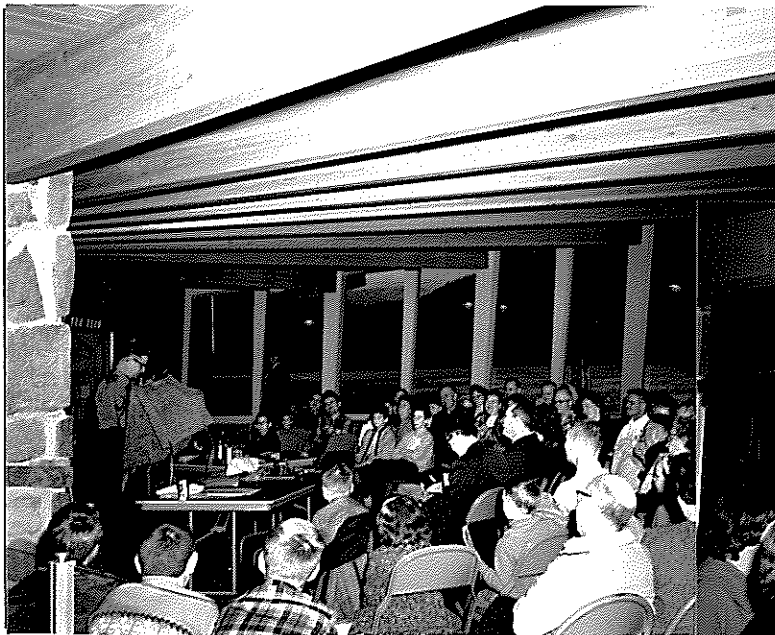
The fireside lectures, first tried last summer, became popular weekly evening events at the visitor center. Featured in this program were scientists, historians, and resource managers from many agencies and from the private sector in the Juneau area—as well as some passing through. Already the VIS program was becoming oriented to the broad environments of Tongass country as it used the talents of so many resource managers and conservationists to help interpret the broad story not only of national forest resources but of all Alaska.

For the schools, a series of lectures was prepared by the visitor center director. From this group, teachers could select the subjects most closely suited to the curricula. Also, the first use of the visitor center by school classes was made this year when some 350 students from the third, fourth, and fifth grades, over a three-day period, were led on field trips in the Mendenhall Glacier Recreation Area (MGRA). The result was that the initial, reserved reception by school principals changed to enthusiastic endorsement. The visitor center director's annual VIS accomplishment report stated: "No aspect of the VIS program is as important as working with youth."



Seasonal Naturalist Kitty Thomas points out geographic features on the new relief model of the glacier and vicinity.

To expand the use of the visitor center during winter months, Metcalf saw an opportunity to enlist speakers from many agencies to conduct Friday evening fireside programs. Among them:



Malcolm Greany, Regional Photographer, demonstrates backpacking as he'd learned working with Father Hubbard, the "Glacier Priest."



A visiting speaker from Sitka National Monument, Romaine Hardcastle, spoke of early Russian history.



For the first time ever, Natives from Klawack display cultural artifacts and discuss their significance.



Wildlife Biologist Sig Olson's program featured the Brown Bear.

Development at the MGRA included the forest's first self-guide trail, named "Trail of the Glacier," together with a guide leaflet.

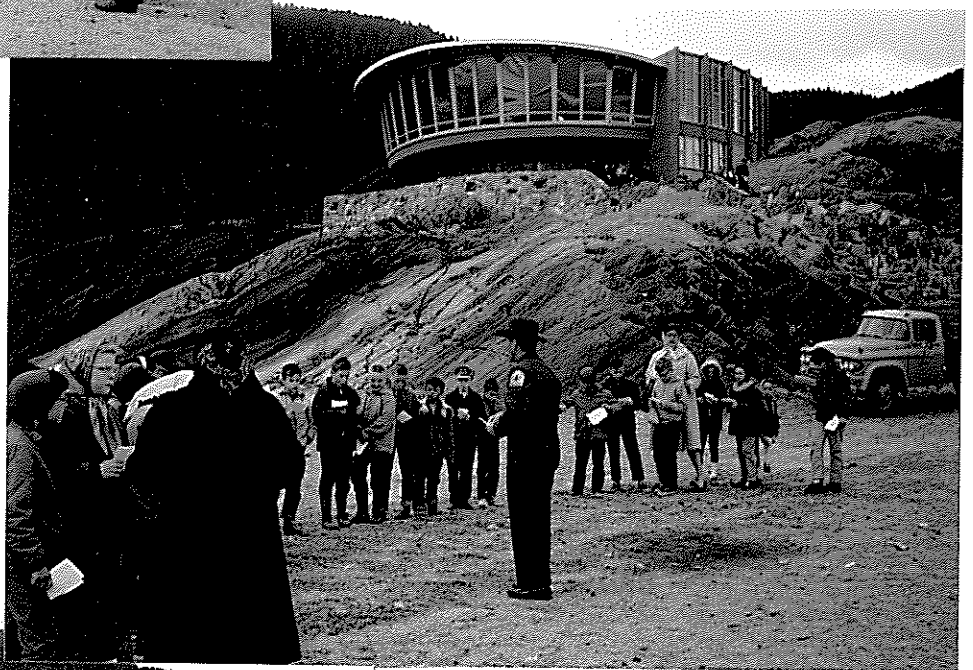
Because of the necessity of having to measure the productivity of the new program—as a basis in-part for justifying dollars spent and budgets requested—careful record of interpretive contacts and visitation

was initiated. (Each interpretive event experienced by a participant was recorded as a contact.) In 1963, 94,165 visitor contacts were made at the MGVG by the following means:

- 1,675 at 12 evening fireside programs
- 62,300 at orientation talks
- 4,675 school children served both on and off-site.



Metcalf guides young students on a first-hand encounter with the processes of glaciation. Much better than a classroom.

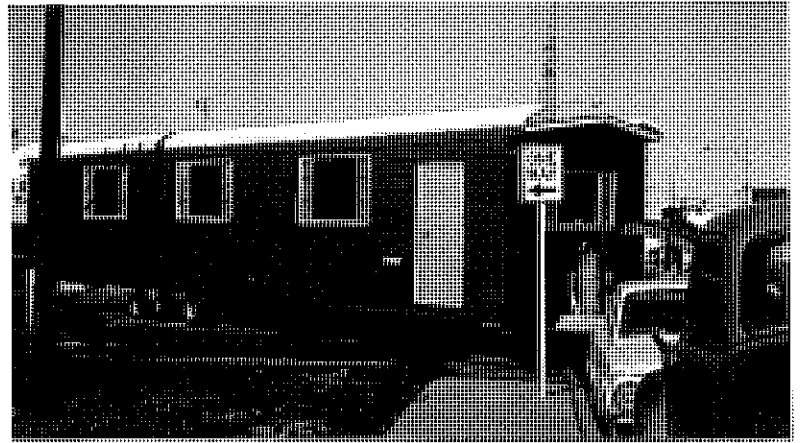


On the first day of environmental education at the visitor center, Regional VIS Officer Hakala gives Visitor Center Director Metcalf an assist.



Hikers consulting self-guide leaflet for the new "Trail of the Glacier."

A portable visitor center for the Chugach after arrival in Anchorage.



In order to extend VIS to the most populous part of the State—the Chugach National Forest headquartered at Anchorage—a position for an interpretive specialist was established there. Art Kennedy, who had been one of the seasonal staff at the MGVC the previous year and during the winter had returned to college for advanced study in interpretation, advanced to this position.

Awaiting development on the Chugach was the new portable visitor center, a 40-foot-long, board and batten sided trailer. I&E Chief Culbreath, who in collaboration with the forest had conceived the idea, saw a need to explore various locales and opportunities where, later, permanent facilities would be feasible.

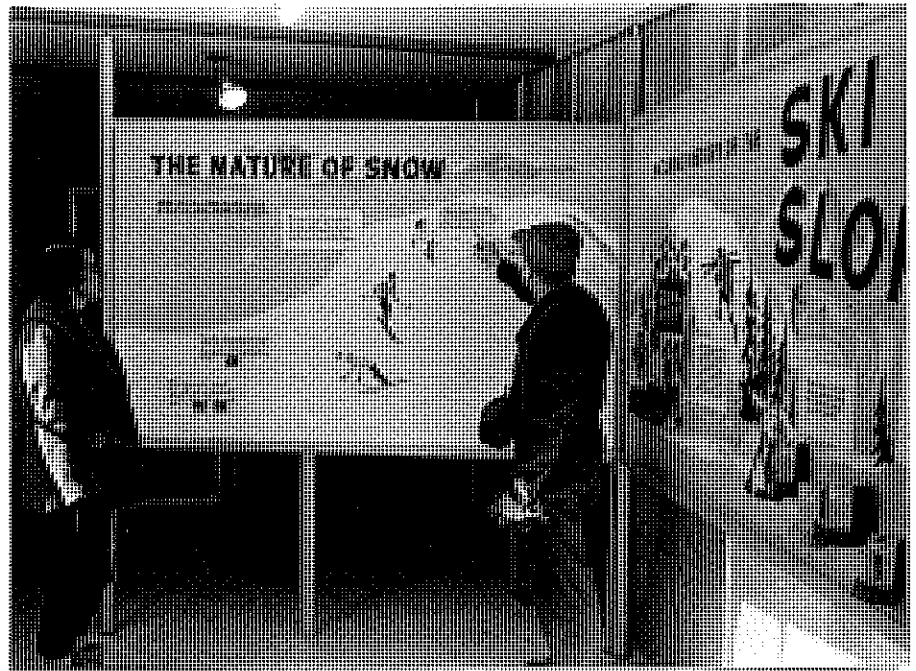


The first appearance of the Chugach Visitor Center was at Alyeska for the Olympics downhill skiing tryouts.

Chugach Ski Ranger Chuck O'Leary discusses the avalanche danger exhibits with his children.

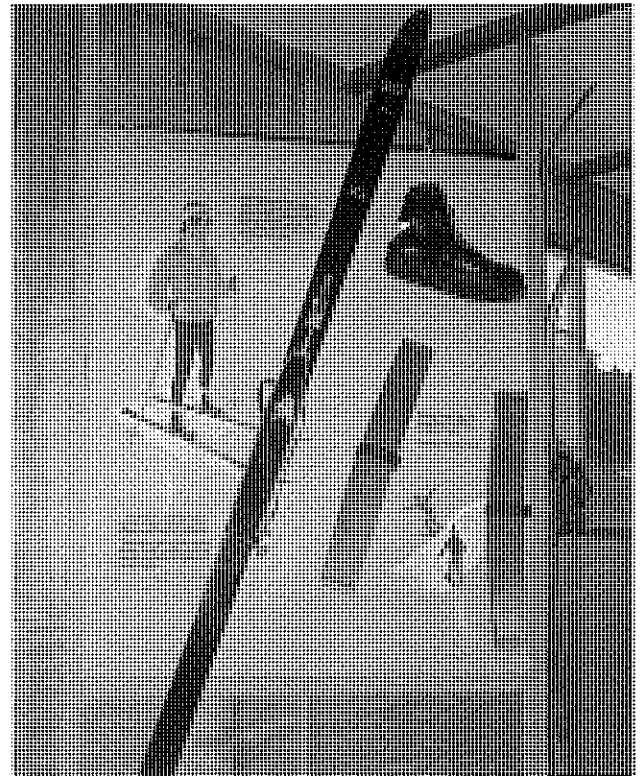


Down to basics, we interpreted with exhibits the nature of snow and the ski slope.

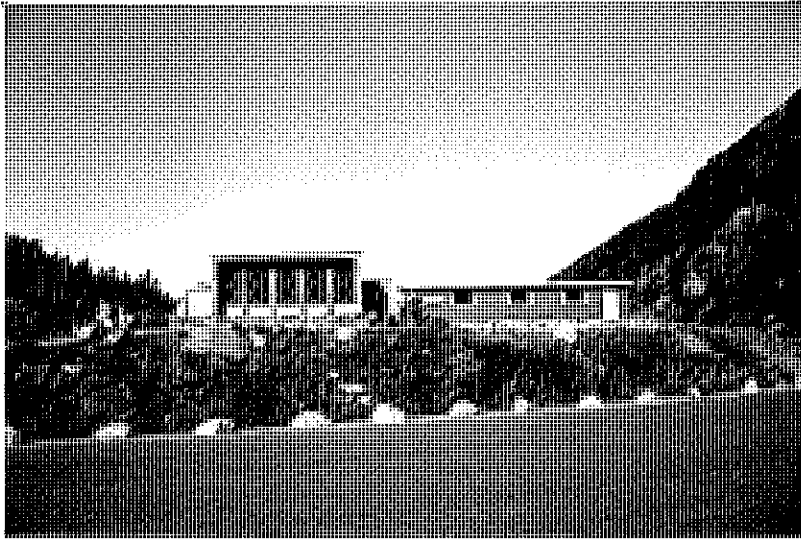


This portable center received its initiation at the Alyeska Olympics downhill skiing tryouts. For that occasion, the regional VIS officer, in collaboration with the Chugach ski ranger and forest naturalist, planned a complete set of exhibits and a slide-illustrated audiovisual program relating to the snow

resource and winter recreation. These were rendered by the I&E staff and contract artist. Following the Olympics event, the portable center was left at Alyeska for the remainder of the winter for use by the public under the guidance of Ski Ranger O'Leary.

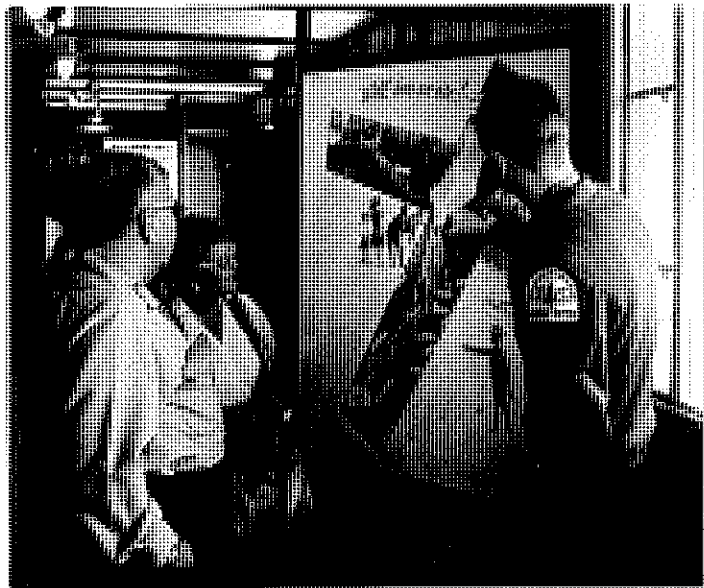


Nothing like these old skis were seen on the slopes of Alyeska for this Olympics event.



First location of the visitor center at the Portage Glacier Recreation Area.

With simple, mostly home-made, beginnings the interpretive program at Portage got underway.



One of the first exhibits—a locational panel.



A large percentage of early travelers to Portage arrived by tour bus

For the ensuing summer season, the exhibits were revised to orient visitors to the Portage Glacier Recreation Area (PGRA) where, with undercarriage removed, it was parked on the truncated moraine adjacent to the new observatory-comfort station. Together they reigned over one of the most spectacular scenic and dynamic environments in Alaska. Publicity, coordination with tour services, trial programs, accumulation of data, research, and planning for future development of the area began immediately. The forest naturalists met the tour buses, talked and walked with visitors, and presented evening programs at the Portage Lodge.

This first season of VIS on the Chugach achieved 18,194 visitor contacts, a mere beginning as compared to the crowds that would be arriving in the future. The register showed visitation from 49 states and 24 foreign countries.

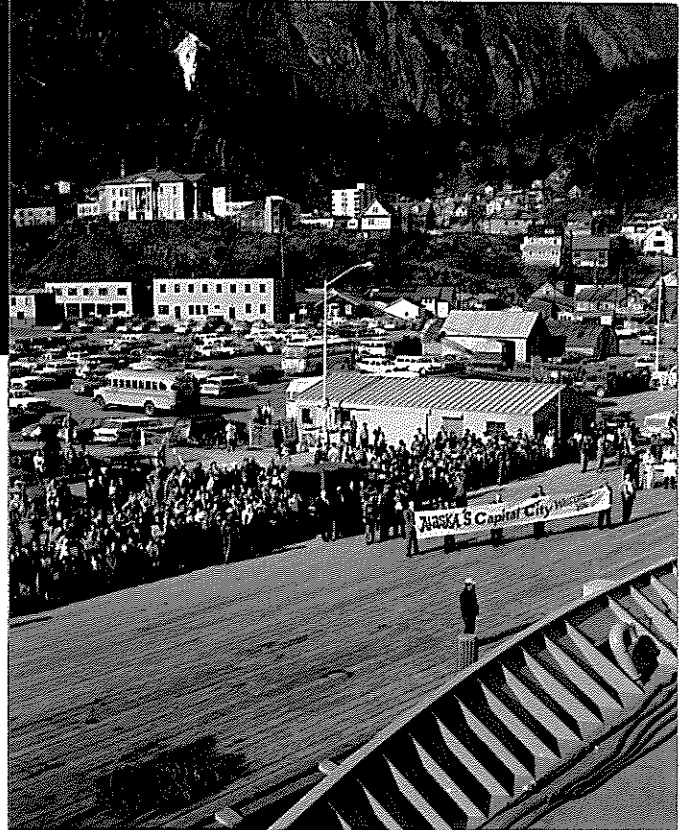
First drafts of the Chugach Forest VIS Plan and also the MGVC Interpretive Area Plan were submitted. These would be modified many times before major developments would begin.

Although the South Tongass National Forest had no formal VIS program or budget, the district rangers with their interested personnel put on programs for various groups, prepared temporary displays, and installed two interpretive signs for a year's total of 8,215 interpretive contacts. Efforts such as these were nothing new to them.

A development occurred in the early summer of 1963 that was to open large opportunities for interpretive service. This was the inauguration of the Alaska State Ferry System. The inaugural cruise of the MV Malaspina and the later addition of the MV Matanuska and MV Taku were the culmination of some of the earliest legislation of the (as of 1959)



Inaugural cruise of the MV Malaspina. Large crowds greeted its arrival at each port of call.



State of Alaska. The Forest Service, a well-respected visitor-involved agency, was invited to provide informational service onboard the MV Malaspina. I&E Chief Culbreath and VIS Specialist Hakala used the opportunity to explore the means and need for interpretive services.

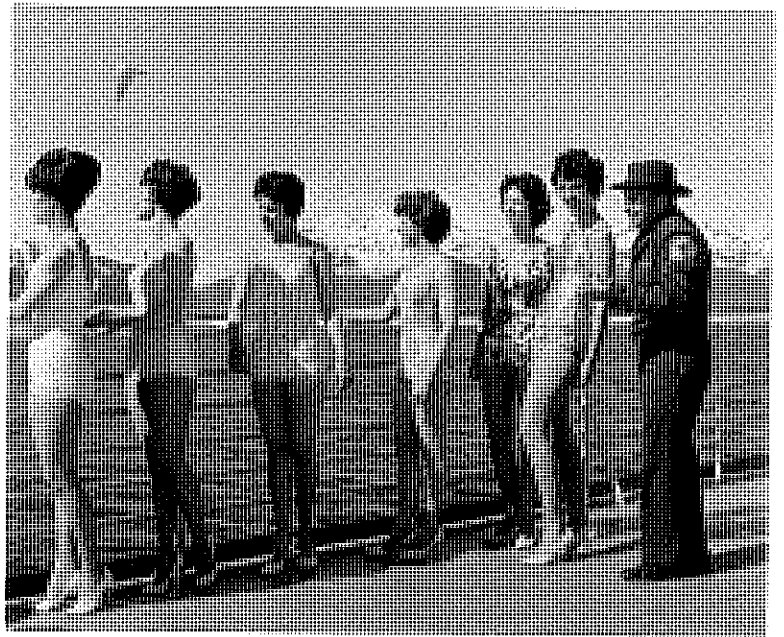
An early result of our interest was the entry into a cooperative arrangement to provide supplies of Tongass National Forest maps, a few of which for each ferry were marked with the route and embedded in fiberglass, and interpretive services to be presented by audiovisual means on the State ferries. The first devices we used were Cousino Message Repeaters which with the accumulating sets of recorded informational and interpretive messages (in message cartridges, the total of which reached

over 60) were installed at the pursers' counters. These short tape recorded messages included general subjects that could be played anywhere along the route and specific feature subjects that were played only when such features were in view.

At about the same time, we initiated contact with commercial cruise ship companies, a result of which was that Alaska Cruise Lines, Ltd. requested the loan of sets of the message cartridges. A few messages were produced by the regional VIS officer for the specific application of the cruise vessels, such as for the trip of the SS Yukon Star into Tracy Arm. That this cruise ship wasn't a foreign carrier had not occurred to us. Our observation was that here was another opportunity to reach an interested public with the fabulous story of Southeast Alaska.



Governor and Mrs. Bill Egan, honored guests and most pleasant hosts.



Hakala conducts a "nature" walk on deck. "You Miss Alaska contestants certainly are a special Alaskan resource. Now, do you have any questions about wildlife or wild flowers, or such?"



K. M. Daniels, Director of the Forest Service Office of Administrative Management, and Alaska Commissioner of Public Works Richard Downing observe as VIS Officer Hakala checks out Purser Wallace Johnson in use of the Cousino Message Repeater system on board the MV Matanuska.



The SS Yukon Star in Tracy Arm. After Hakala appraised interpretive needs, a Cousino Message Repeater system was installed.

The potential for interpretive service along the Alaska Marine Highway was proving to be immense. Here was a new and easy way for hundreds of thousand of visitors and Alaskans alike to travel through the fabulous Inside Passage, whose channel in Southeast Alaska is through the Tongass National Forest. Because of the wide scope of the story to be interpreted, a subject inventory system based on latitude and longitude of occurrence was devised. The 5 X 8 inventory cards began to accumulate rapidly.

VIS was beginning to enjoy success and, more than that, the excitement of finding new means and opportunities. But also we were confronted with conflicts, the first of these at the first major interpretive facility of the Forest Service. The interpretive role of the Mendenhall Glacier Visitor Center and vicinity, which included nearby Steep Creek—a forest-born stream which was popular as a visitor attraction because of its salmon run—was threatened by a proposal for a gondola lift to the summit of Thunder Mountain. VIS defended and sustained its position that the primary use of the visitor center and its vicinity was for interpretive experience—observing, gaining understanding, contemplating—a gondola lift and related facility beginning from the visitor center or nearby would be in direct conflict. It had become apparent that the intangible values that interpretation manifest needed to be better understood and that VIS must be prepared to defend its plans and programs aggressively.

During these beginning years of VIS, the remoteness of the Alaska Region from contact with other interpreters as well as media specialists was keenly felt. In an effort to begin an exchange of experience, the regional VIS officer began publishing an occasional "Forest Interpretive Notes." This went on for five issues until our urgency for expression and involvement with others tapered off. Although, by Departmental regulation, the VIS branch in Washington could not turn out a newsletter, the staff there found other means of distributing ideas received from the field. Region 2's occasional mailing of its "VIS Ideas" was useful.

The first national meeting of VIS specialists was held this fall at Tucson, Arizona in conjunction with the I&E Chief's meeting. So significant was this to us in Alaska that we recorded the whole affair which, when transcribed, became the basis of the proceedings that ensued from the Washington Office. The Alaska Region's contributions were an introduction to our concept of VIS on the Alaska Marine Highway, and a review of critical visitor center planning criteria as learned from our experience with the Forest Service's first center—the Mendenhall Glacier Visitor Center. We also raised some key questions about how does the overall VIS planning job get done? Answers were vague and diverse.

Those attending the conference, besides the information and education chiefs, included the Washington Office VIS Chief Paul Kihlmire and regional office VIS officers. See appendix for complete list of attendees.

In order to introduce the scientific community in Alaska to the interpretive program on the national forests in Alaska, Regional VIS Officer Hakala presented a paper at the 14th Annual Alaska Science Conference (AAAS) entitled "Enhancing Recreation through Interpretation." In it, he asserted that recreation has much broader goals than building facilities and exercising the muscles. "Recreation involves the invigorating of mind as well as body by seeing, experiencing, and learning about new places, new things, and new and expanded ideas," and that "camping, hiking, and other outdoor ventures are—the means to experiencing an association of the whole person with the whole environment and all the meanings and feelings derived from it."

The following year, 1964 the regional VIS officer was to present a follow-up paper. He explained the role of interpretation as "Bridging the Gap" between the resource management specialists and the general public. "Interpretation puts things into the perspective of environment which includes man. Good interpretation includes you in the accounting. Because national forests belong to the public, interpretation should make the forests part of the personal environment and concern of every visitor," and ultimately, the objective of VIS is to "relate as accurately and honestly as we can the ecological facts of environment and of man's use and effect upon it." As would be revealed several years later, the interpretive programs germinating on the national forests in Alaska were building toward an environmental revolution. Fully unaware were we, however, of the excesses that would be asserted by some.

1964

1964 was the year of the big earthquake on the Chugach which moved the forest up, down, and around; damaged buildings and roads; changed water levels; and affected habitats. Geologists guessed and later confirmed that this jolt shifted a larger mass of the earth's crust than any other earthquake in recorded seismic history. Portage Glacier was inaccessible to visitors in the early summer, and later, when the 50 mile road from Anchorage was passable for part of the time, a

second disaster occurred. After being moved to Portage late in summer, but before it could be anchored to its pad, the portable visitor center was flattened by hurricane-force geotropic winds rushing through Portage Valley. The just-completed exhibits had been viewed in Anchorage by 400 visitors. The forest naturalist managed in the buffeting rain-driven gale to salvage a few.

Despite these setbacks, the forest naturalist and one seasonal, a graduate botanist, provided interpretive services for 12,000 of the 22,374 adventuresome

This area of the parking lot at Portage was so damaged that it was the only site not considered for a proposed visitor center. The Beggich-Boggs Visitor Center is now situated here.



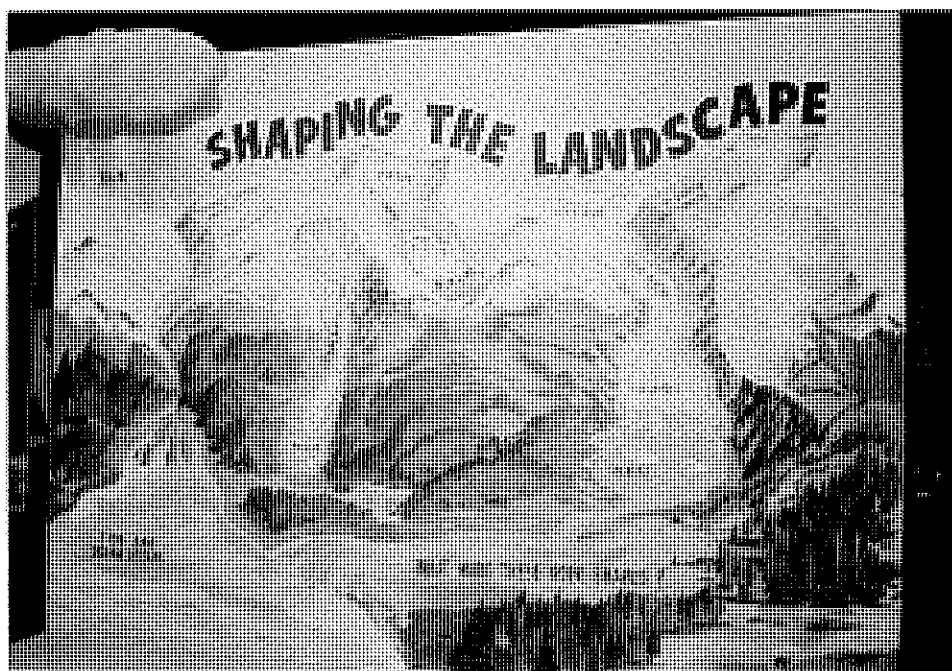
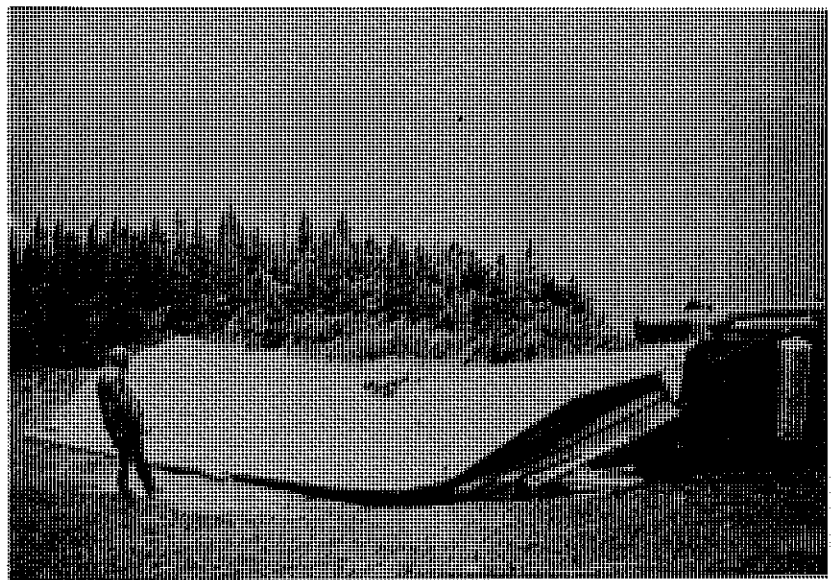
The destruction of a bridge at Portage Station demonstrated the power of the Good Friday earthquake.

visitors who found their way to the awesome valley. The observatory-waiting room in the comfort station, despite its limited space, served for simple exhibits and visitor contact. Taking advantage of slack time, the forest naturalists established a weather station, continued plant collection, and drafted the Portage recreation folder. And because of the frequently foul weather, planning for a stout protective visitor center proceeded in earnest.

This spring saw the emergence of Forest Service involvement with conservation education on the Chugach. The portable visitor center was to be a vehicle for this program. Following coordination

arrangements with the science curriculum committee and materials center staffs of the Anchorage schools, we introduced the portable outdoor learning center concept to the teachers. To do this, we hauled the trailer visitor center to the Alaska Teachers Association meeting in Anchorage. The idea of bringing the forest to the schools was met with much enthusiasm from all over the State. Following this, Forest Naturalist Kennedy visited five schools bringing with him conservation kits (many of which he devised), specimens, and visual aids to stimulate discussion about the forest and its resources. 1,287 students participated in this new learning experience.

Geotrophic winds, not uncommon in Portage Valley, flattened the portable visitor center.



Salvaged exhibits from the destroyed visitor center were repaired for continued use.



Interpretive activities in the limited space of the observatory-comfort station were frequented punctuated by the sound of rushing water.



The Chugach portable visitor center at an Anchorage school for the Western Regional Teachers' Conference.

The Good Friday earthquake, while little-felt, did little damage on the Tongass National Forest. But it did bring to attention the question of what themes were appropriate to the interpretive program. VIS was of the opinion that earthquakes like any other natural phenomena needed to be interpreted for the public benefit. The Forest Service fiscal office, however, demurred with its opinion that our programs must concern only the protection and management of national forest resources. VIS persisted in its view that every force and process of nature affects the forest and its resources including the

public use of same. The VIS program continues to be broadly environmentally involved while realizing that fiscal's perception of our role is very much on target.

Probably because of the earthquake scare, visitation to the Mendenhall Visitor Center dropped this year despite a 20 percent increase in ferry passengers. Visitor contacts remained substantial, however, because of repeated use by local citizens. The winter evening fireside series of 11 programs (24 showings) netted 3,500 contacts.

To supplement the growing interest in the environment by both the general public and the schools, a television series, "The Living Forest About Us" was produced on the Chatham District under the direction of MGVC Director K. J. Metcalf. Teaching aids were prepared to help relate classroom work to each of the ten program subjects.

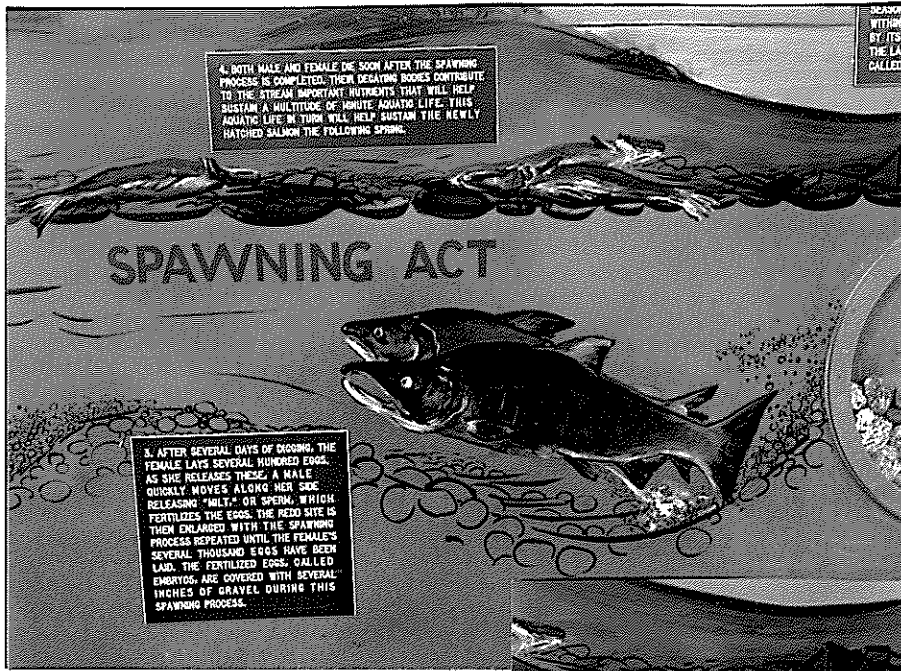
New interpretive improvements included a salmon wayside exhibit along Steep Creek, one of the most accessible and popular places to marvel at the salmon life cycle; and an airport exhibit at remote Yakutat interpreted as both "a people and a place." Forest interpretation appeared in the Juneau news-

paper in the form of a district originated "Ranger Notes," and was carried to classrooms of near and remote communities with the help of slide-illustrated lectures and motion pictures.

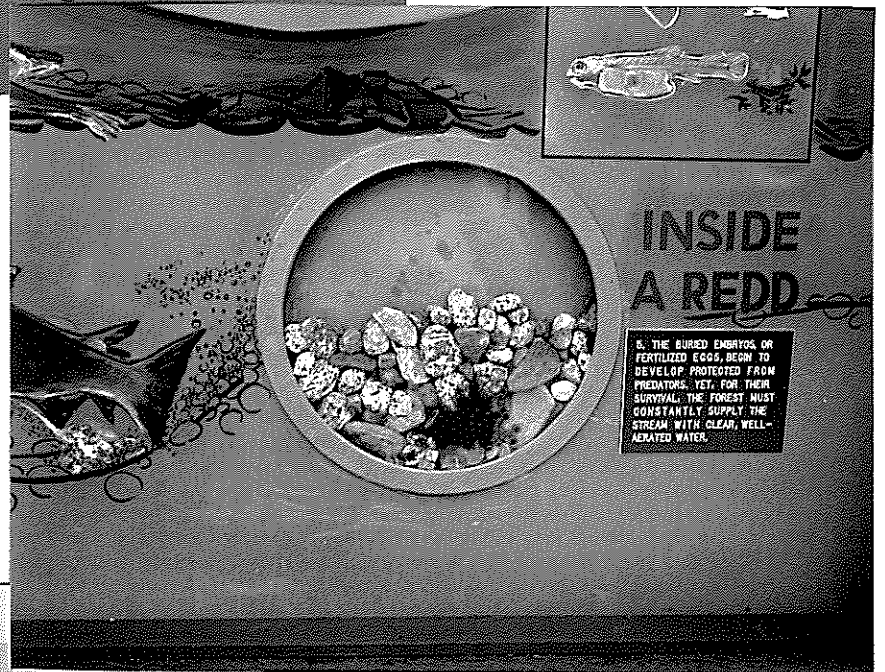
The South Tongass was continuing, with little help, to look to its interpretive opportunities. A draft forest VIS plan identified six interpretive areas.



Salmon wayside exhibit at Steep Creek.



Closeup views of exhibit components



Our first airport terminal exhibit was prepared for Yakutat.

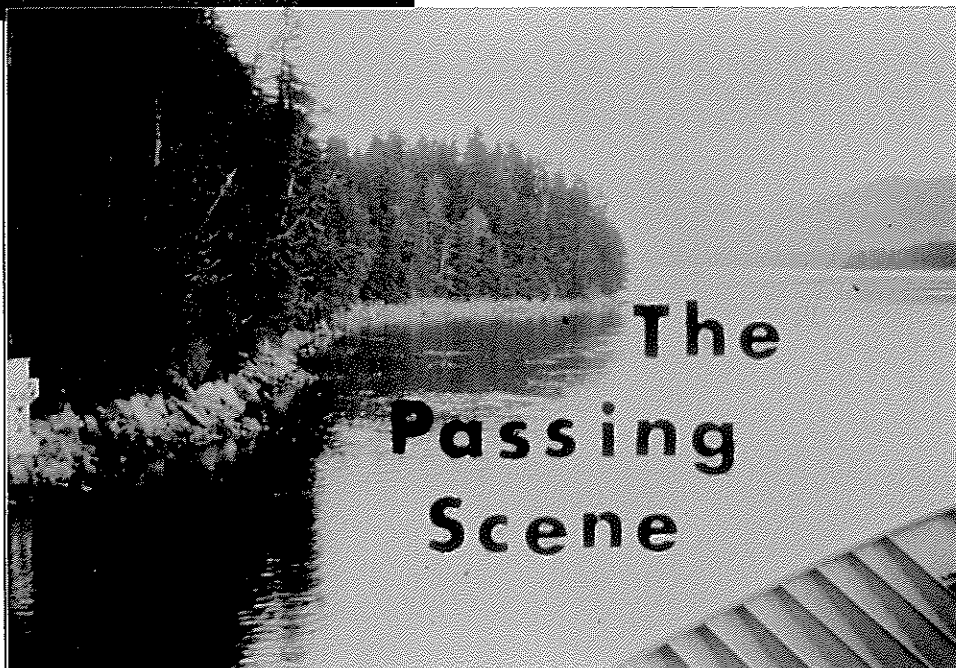
For the developing marine highway VIS program, in order to supplement the messages broadcast by Cousino Message Repeater, we purchased Dine audiovisual consoles which were then modified in the Regional Office electronics shop for push-button start and automatic stop operation. For these consoles, we initially prepared two programs, "The Passing Scene" and "Inside the Scenery." Each consisting of 40 slides synchronized to a recorded narration. By means of the recorded messages and console programs, we estimated a total of 102,000 contacts this summer, figuring involvement by about half of the ferry passengers. Observation of visitor use of the consoles (mistaken

to be television sets by many) showed that through the active period of the day the consoles were operated almost continually.

Despite the merit of the public's interest in these programs, we soon became aware that it was not possible to provide a sustained audiovisual program on the ferries when near total reliance was on the pursers. Amplifying this problem was the need for frequent maintenance which we could not consistently provide. The need for personal interpretive services on the ferries was becoming increasingly apparent.



Up to three AV programs were presented by means of each Dine Console (often mistaken for TV sets).



"The Passing Scene" was a popular program. Another was "Inside the Scenery."

To say “we” as though several were involved in doing this job, is a gratuitous overstatement since I, as the initiator of the program, had full responsibility for it. The audiovisual equipment had to be serviced whenever the ships were in port, often during brief stopovers early or late in the day. On one occasion, I had to jump from ship rail to dock as the vessel began to move; and on another occasion, since I had not heard the departure signal, the captain was kind enough to drop me off by ladder at Auke Bay. The need for a full time shipboard naturalist to handle the Marine Highway VIS program was very evident.

A fundamental administrative problem that affected us during these formative years was inherent in the line and staff organization under which we operated. While the center of expertise in all aspects of interpretive work was in the Regional Office, we weren’t supposed to do or involve so closely with the forest and district job. My interest, having had broad experience in interpretive work, was to help the on-the-ground naturalists in every way that I could, which while it sometimes ruffled officialdom, was needed where the public was to be served. Accolades were rare.

A statement prepared at the close of the year for the Chief’s Office reviewed the region’s program and cited needs. “What VIS needs more than anything else is personnel—qualified, enthusiastic, personable forest naturalists. The forest itself, the schools, the trails, any empty room can do for facility and plant, but without forest naturalists you don’t have a program.” We foresaw how “a well conceived program based on fundamentals of understanding can achieve for the Forest Service a deep seated respect for the best interests of the public in the long run.”



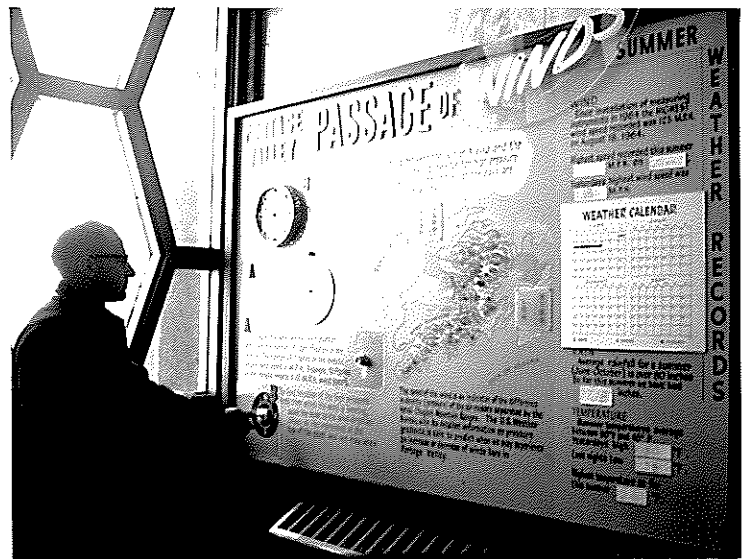
Regional VIS Specialist Hakala collaborated closely with personnel in the field in planning and developing interpretive media and facilities. Shown here with Art Kennedy on the Chugach.

1965

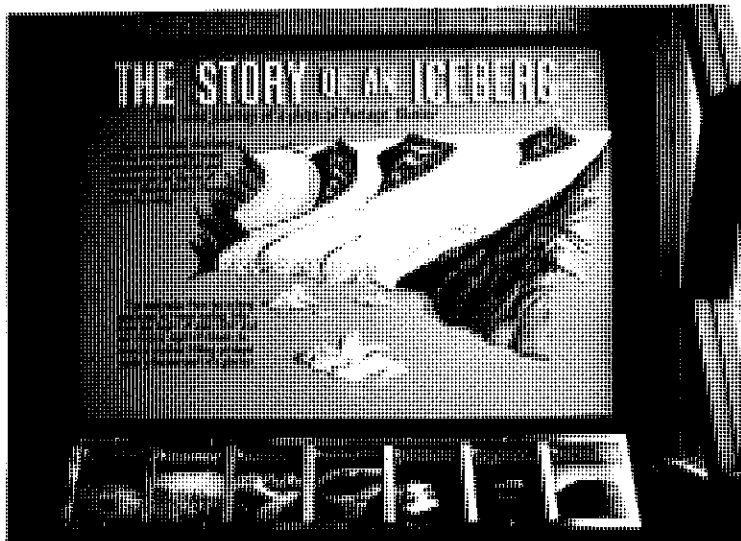
Despite the loss of the Chugach portable visitor center, VIS made good progress as visitation to Portage increased 400 percent. Included in the seasonal naturalist staff were an ecologist and a geographer. Research and collecting continued. In order to provide protection for visitors from the commonly bad weather, the interpretive program moved into the observatory room of the comfort station. 12,274 persons heard the orientation talks

presented there, and viewed three new exhibits: an instrumented participation exhibit about the weather; the story of an iceberg; and an activity orientation panel.

The forest naturalists found that guided walks were a popular and stimulating activity. Out of direct view of the Portage Lake and Glacier, the interpretation of ecology became purposeful as the naturalists related plant and animal habitats to resource concepts of both the Forest Service and the State Department of Fish and Game. Evening programs



When there's a low in the valley, the wind blows over the pass from Prince William Sound, as revealed in this weather exhibit.

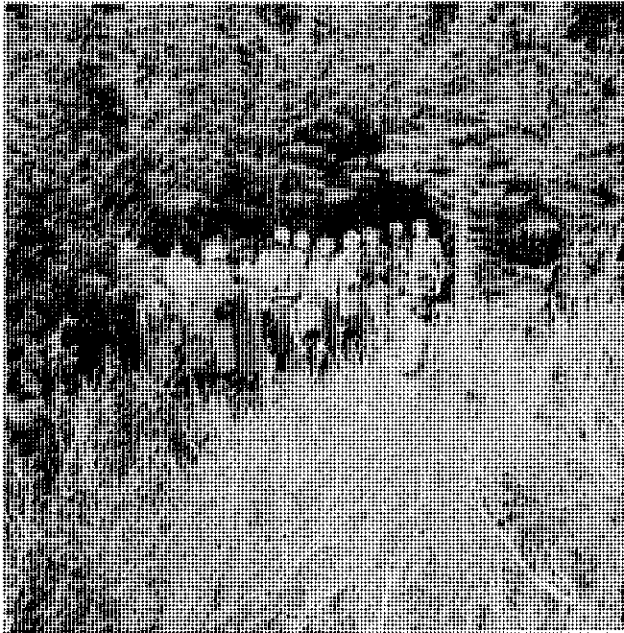


The story of icebergs, a unique phenomenon in Portage Lake.

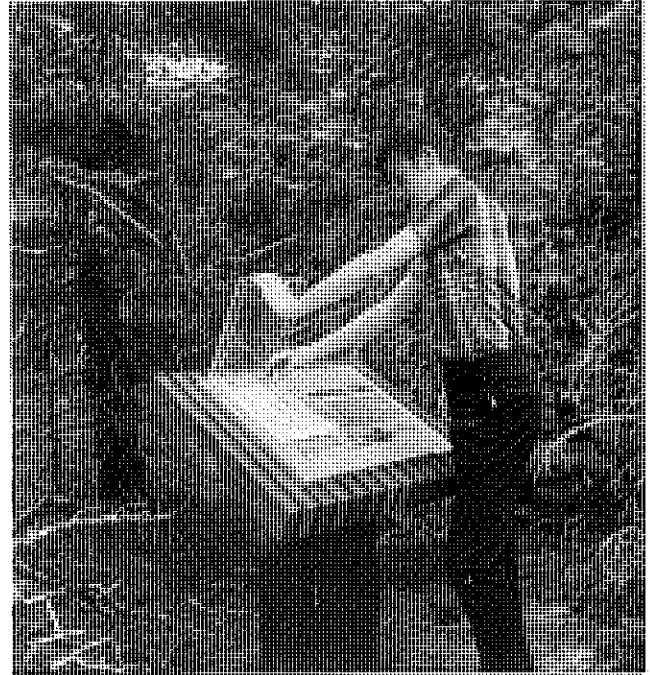
presented at the lodge became so popular that too many people came to hear them. Promotion in the Anchorage newspapers had to be dropped.

The Moraine Nature Trail at Portage was completed, which provided a pleasant experience while learning about the geology and ecology of this glacial feature. Tour buses, delivering increasing numbers of visitors, this year supplied over 9,000

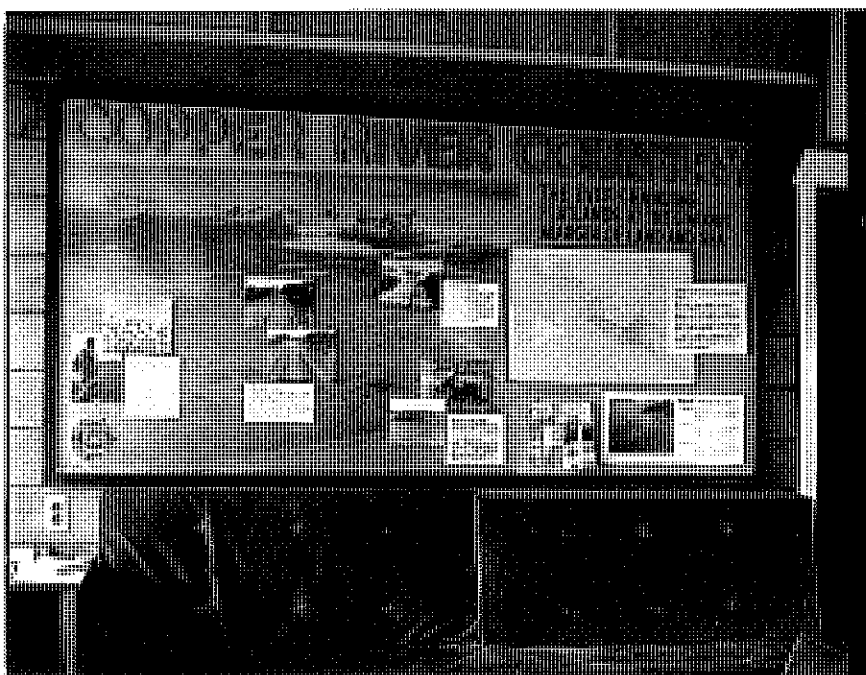
patrons. By arrangement, during inclement weather, the naturalists boarded the buses to present brief orientation and interpretive talks. This service was much appreciated, as reported by the tour bus drivers.



Revegetating the glaciated landscape, a fascinating natural process interpreted along the Moraine Nature Trail.



Protected from the often rainy weather, the guide leaflet interprets features along the Moraine Nature Trail. Developed by Art Kennedy.



Airline terminal exhibit at Cordova airport.

At Cordova, a fishing center at the eastern end of the Chugach, an exhibit for the airline terminal was completed and installed. Mainly for the benefit of airline travelers, the exhibit introduced the fabulous history, scenic beauty, and natural resources of the Copper River country.

Good progress was made in VIS planning on the Chugach, too. A draft of the Portage Glacier Recreation Interpretive Plan was submitted to the Regional Office for review. For continuing temporary and experimental use, a new portable visitor center was designed and the contract for construction let. This one was engineered for Alaska conditions—we'd seen the weak structural framing of the previous trailer, which, as reported earlier, had been destroyed by the wind. Unique features we called for in the new trailer included open beam ceiling and a folding eave overhang that gave the trailer the appearance of a forest cabin.

On the North Tongass, two local high school science teachers were selected for the seasonal forest naturalist positions. The interpretive program served over 80,000 people. The 147,000 visitor contacts showed a 20,000 increase over 1964. 264 bus tours brought 15,600 visitor, mostly from cruise ships arriving in Juneau. Through the medium of television and school programs, another 20,000 were reached with concepts and facts that relate man to his environment.

Despite this level of success, the vision that the Mendenhall Recreation Area might become a glaciological interpretive and research center was dimming. The interpretive function was settling into an orientational role incidental to seeing the glacier and partaking of coffee and pie. We VISers, with support from a few others, urged that separate restaurant and related service facility be planned for a location near the visitor center and with a view to the glacier. This was not timely, though, because the prospectus which called for a complex of facilities, including the gondola, was still current.

A more immediate problem was access to the observation level of the visitor center by the elderly and infirm who comprise a high percentage of visitors, especially those arriving by tour ship. This problem was poignantly revealed to me when my father, who was afflicted with arthritis, was unable to climb the three flights, or so, of stairs. Funds were not available for an elevator. Accessibility by the disabled to all public facilities had not yet become recognized as a compelling need. The problem would not be solved for some ten years when a ramp from the parking area was imaginatively conceived by then Visitor Center Director Clarence Reed.



Because of the difficult climb to the observation level, many old timers and disabled persons missed the main event.

Because of inherent limitations at the MGVC, the interpretive incentive and energy of the district was being asserted more and more off the forest and into Juneau and other communities. By whatever means were available, the goal was to reach both the general public and the schools with information that builds understanding and wise use of the environment. Although we were acutely aware of the need for at least a beginning of interpretive service on the other districts, the budget for VIS offered no opportunity for expansion. Maintenance alone of the MGVC building, concession space and facilities, and utilities took almost half the budget for the North Tongass. It did not seem right to us that the interpretive function should be paying expenses related to operation of a commercial concession.

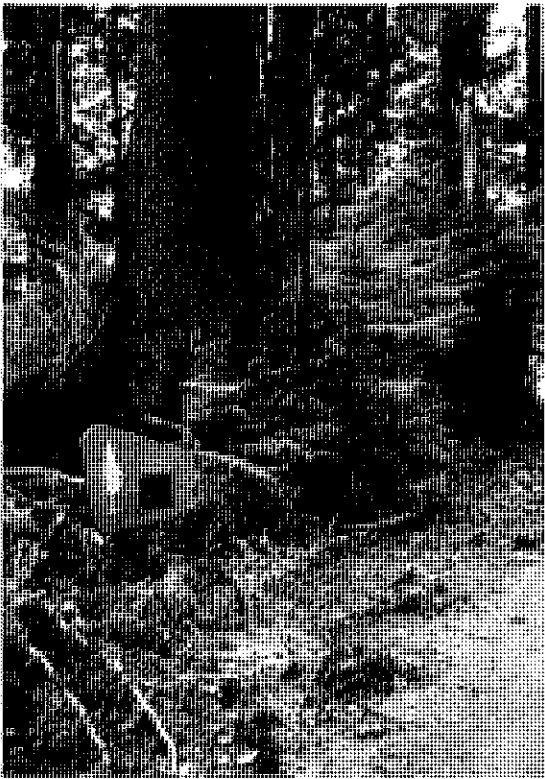
Looking ahead, and endeavoring to make the best use of limited funds, Visitor Center Director Metcalf began the production of short, 16-mm films for both interpretive and conservation educational use. "Aukwan" would feature history of Native people; "Forest Insects" would be produced in cooperation with the USFS Institute of Northern Forestry, the research arm of the Forest Service here in Juneau. While information for the latter film was readily available, that for the Native history film had to be acquired by purchase order. The Tlingits are protective of their history; it's not to be had for the asking.

Tourist travel on the Marine Highway continued to grow beyond expectations as 123,000 passages on the State ferries were sold. Another 6,000 reached here by commercial cruise vessel. By now, we were supplying both ferries and cruise ships with our recorded message cartridges, which exceeded 50 in number. In cooperation with the State tourism office, we had developed port of call messages, and each year we were having the Governor record a welcome greeting for broadcast when the vessels entered Alaska waters. Governor Egan was pleased to have this opportunity. We achieved a visitor benefit of 104,560 contacts on the ferries this year. Our capital investment per ferry was about \$1,000. The regional VIS officer was devoting about 10 percent of his time to this growing program.

On the South Tongass, 14 new interpretive signs were installed. These signs were the first products of a nationally initiated sign design project. The "Family of Shapes" designs that Recreation Branch Landscape Architects Ed Stone and Ron Wood produced were to become the national standard. Labels for the signs installed these first years were written by the regional VIS specialist in collaboration with the forests and Stone and Wood.



Dick Newton, a Tlingit employee of the Forest Service, featured in Metcalf's TV production, "Aukwan."



The new "family of shapes" signs by Landscape Architects Ed Stone and Ron Wood were first used to interpret the forest at Ward Lake near Ketchikan.

At Ketchikan, the southern gateway to Alaska, it was becoming increasingly apparent that a visitor center was needed. Here, the principal resources of timber and fisheries are of paramount interest and growing public concern. The multiple use theme was crying out for interpretation. The summer season in Ketchikan experiences about 50 inches of rain and 1/4 of possible sunlight. The year's total rainfall often exceeds 150 inches. We proposed that for temporary use a portable visitor center, like that used on the Chugach, would be useful.

Always conscious of the cost of doing business, we calculated the cost/benefit for the region at about 25 cents per contact. The total of on-site contacts was 18,000; off-site, 144,000—which included an estimation of the Juneau audience for ten television programs.



Calling attention to another SE Alaska attraction, Killer Whales, as might be seen off Settlers' Cove.

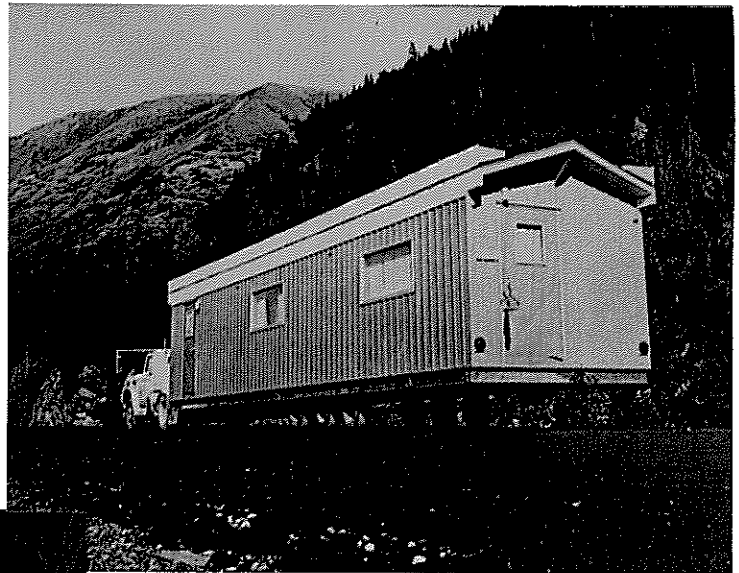
1966

This was the year that the WO Chief of VIS, Al Mullen, toured the region to give first hand review and recommendations regarding our services and plans. Signs, uniforms, flag poles, orientation devices, exhibits—the whole program received close scrutiny. Al helped us most by discussing in depth the efficiency of our ideas and direction of our efforts. One immediate result of his visit was the erection of flag poles at both Portage and Mendenhall.

This year, continued growth of interpretive services on the Chugach and progress in conservation education on the North Tongass. For the first time in the region, the total of visitor contacts exceeded a half million. Nearly half of this (229,000) was achieved on the Chugach where 85 percent of the visitors to Portage received interpretive services.

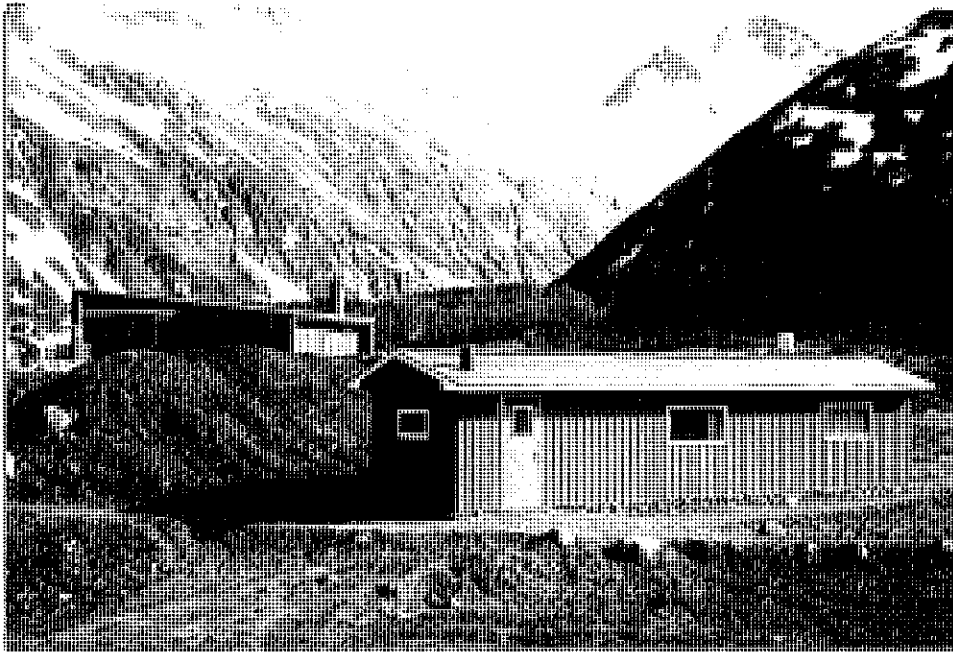
On the North Tongass, the short films "Aukwan" and "Forest Insects" were completed at an out of pocket expense of \$325 each. These films were used extensively in the region and were scheduled statewide for next year. We plan to convert these to the recently emerged and promising means of communication, videotape, for the growing television audience.

The major facility development this year was the replacement portable visitor center for use on the Chugach, mainly at Portage and in Anchorage. The new portable unit measured 44 feet by 10 feet, and cost less than \$10,000. It was fitted with exhibits, many of which had been salvaged from the destroyed unit, and an audiovisual room which took up 40 percent of the space. A rear projection system was designed by the regional VIS specialist and constructed on the forest.

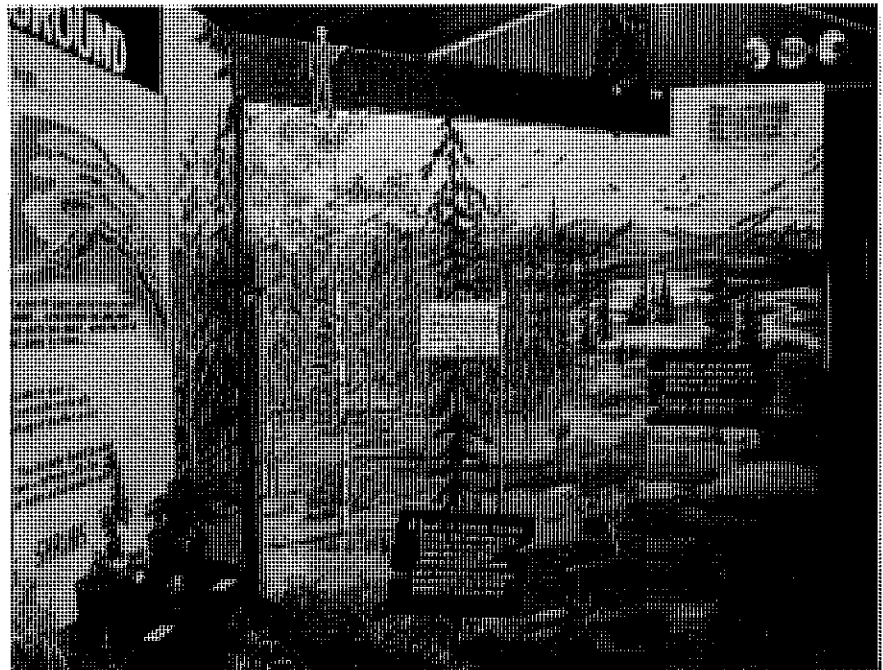


The new portable visitor center for the Chugach was designed to withstand harsh weather and travel conditions. Note the folded eaves, so designed to conform to minimum widths for trailering.

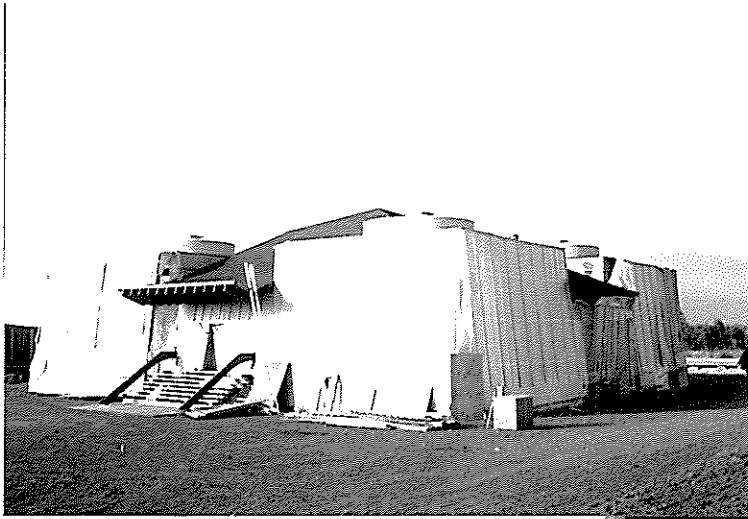
At Portage, a more protected site was prepared for the visitor center—fortunately, perhaps, because winds in excess of 100 miles per hour were experienced four times this summer. Wind blown rocks up to two inches in diameter dented the back of the visitor center. Rain was substantial, from May 1 to November 11, 130 inches fell. Equally extraordinary was a two-week stretch of perfect, clear weather.



A wind protected site was convenient to both the lodge and comfort station.



Some of these exhibits were salvaged from the trailer that had been destroyed by the wind at this same site.



The "Wooden Dream" building that had been constructed by the Carpenters' Union to interpret forestry and forest products.



We show what-might-have-been to WO VIS Specialist Gren Lloyd and California Region VIS Specialist Norde Whited.

With Alaska's centennial year, 1967 approaching, the Forest Service along with other federal agencies was called on by the State and local communities for participation. Great plans were conceived in the regional office where Graphic Artist Alice Cook rendered designs for exhibits planned by the regional VIS officer. One, which we dubbed "The Wooden Dream," consisted of a series of exhibits about the role of trees and wood in our lives. This was planned for a new building that had been designed and constructed by the Carpenters' Union for this specific purpose. To our chagrin, we learned that it is easy to want to participate in so important an event, but not administratively easy to do so. We learned that the purchase of Alaska from Russia in 1867 was not considered an event of national concern and therefore federal assistance in

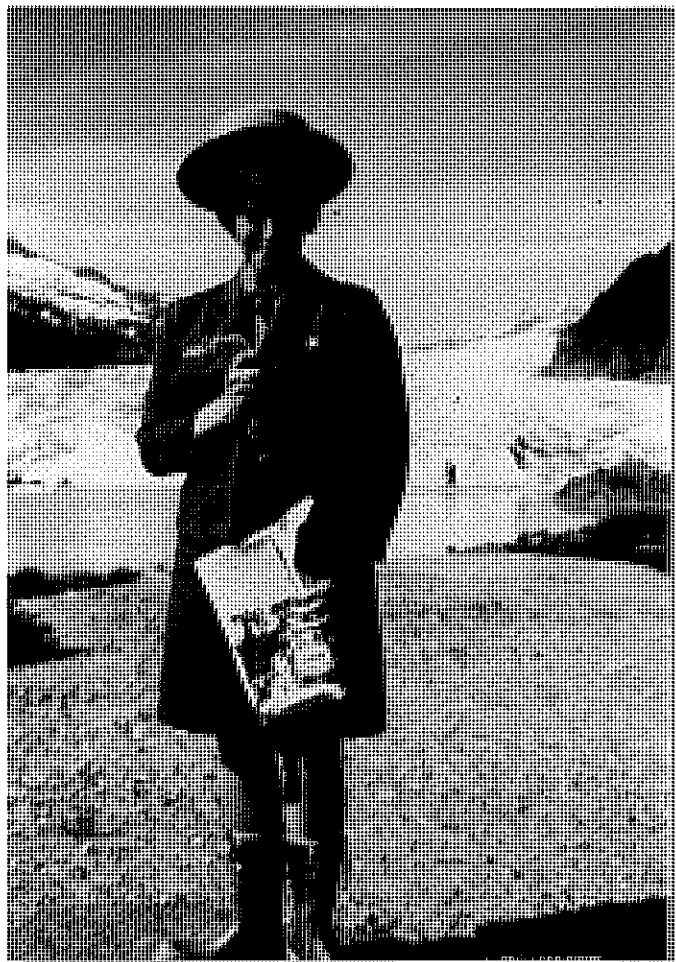
the celebration would be minimal. Nevertheless, we had learned not to stop because of discouragement, and so continued with planning for Forest Service participation in other ways.

A plan for a wayside exhibit near Cordova to feature the first national landmark on a national forest in Alaska was prepared by the regional VIS officer. The Palugvik archaeological story told is about the southernmost extension of the Eskimo culture along the Pacific Northwest coast. Another interpretive sign that was also planned and designed in the regional office featured a famous Alaskan guide and conservationist, Andy Simon. This sign took the shape of a cache which we intended would be repeated for future roadside historic subjects.

Regarding the status of VIS at the MGVC, we observed that if the physical situation for the interpretive program does not encourage and facilitate professional performance the tendency is to fall to a lower standard or to substitute other services. The situation at the MGVC was not encouraging its development other than as an orientation and information station. Major duties of the naturalists were: dispensing trail and campground information and safety advice, policing the area, and selling camping permits. About this time, a visiting professional interpreter from another organization—the chief of audiovisual services of the National Park Service—noted that the coffee shop portion of the visitor center could be easily converted to a small theater, thus to extend our interpretive program substantially. He was surprised to find a concessionaire occupying such key space. We were delighted to have this unsolicited observation from a visiting professional who, as it happened, had once been associated with the regional VIS officer.

For some years now, standards regarding the Forest Service uniform had raised questions. VIS tended to be strict in this matter and frowned on variance, including extra creases and dimples in the hat. A more practical problem was, "How does one keep a wool uniform looking neat at a duty area where it rains half the time and where cleaning establishments are 50 miles away?" The naturalists at Portage found that the permanent pressed field uniform that was adopted this year was both practical and neat for the rough duty there.

Our VISers at all levels continued to have a need for training and association with naturalists serving in other areas. Our training was in part inadequate because of travel restrictions and shortage of funds. One doesn't drive GSA cars between the Chugach and Tongass National Forests, nor from one district to another. Relative isolation was a problem, the more so with relation to forests outside. Under these conditions, we were left pretty much to our own devices.



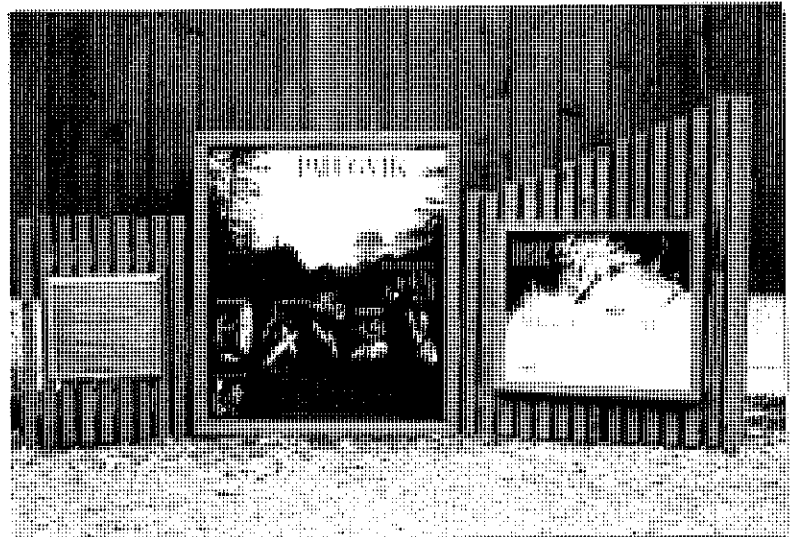
The problem of practical uniform well demonstrated.

1967

This was the Alaska Purchase centennial year. The Palugvik National Landmark wayside exhibit for the site near Cordova was completed in Juneau by the I&E staff. The bronze commemorative plaque that would be part of the display was presented by the National Park Service to the Forest Service in a ceremony at the Mendenhall Glacier Visitor Center in the presence of two State legislators one of whom was an Eskimo, the other an Indian. The people of Cordova were so pleased with this exhibit that they insisted that it be displayed in their new museum, in part to protect it from vandalism.

With near equal fanfare, the Andy Simon interpretive sign (history cache) was installed along the Seward Highway. Among the dignitaries present at this event were U.S. Senator Bob Bartlett, who made the dedication address, and Benny Benson who as an orphan Aleut boy had submitted the winning design for the Alaska flag—in 1927. The regional VIS officer with his family used vacation time to observe the event. The history cache, the model for which he had whittled out of saplings, looked mighty fine there in view of the mountain that now was named for Andy.

The Palugvik landmark exhibit that had been intended for a wayside location was placed instead in the Cordova Museum to protect it from vandalism.

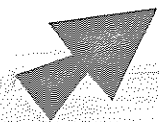


As told by the exhibit, artifacts found at the Palugvik site typify the Eskimo culture at its southernmost extension.

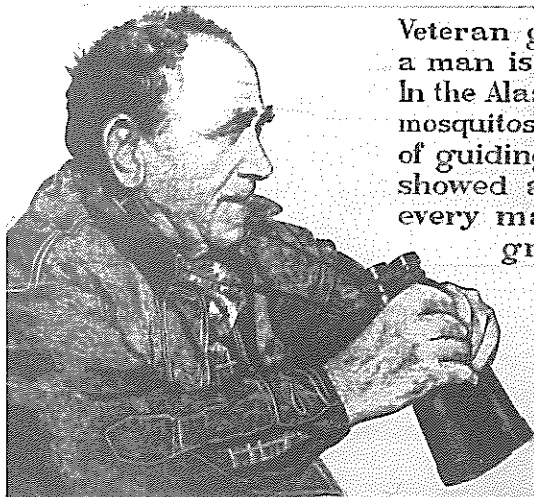


U.S. Senator Bob Bartlett and Benny Benson, designer of the Alaska flag, dignified the dedication of the Andy Simon interpretive cache. A fine tribute to an Alaskan pioneer.

ANDY SIMONS MOUNTAIN



ANDY SIMONS 1882-1962



Veteran guide Andy used to say, "You never know what a man is until you've eaten a sack of flour with him." In the Alaska woods this takes quite a few days of sharing-mosquitos, tough going, big appetites. During 60 years of guiding on the Alaska and Kenai Peninsulas, Andy showed a regard for wilderness that rubbed off on every man in his woods camps. The humble immigrant Finn was named Alaska Guide No. 1 by Territorial Governor Clark. For 27 years Andy was a member of the Alaska Game Commission. By the time he shared his last sack of flour, Andy Simons had made many friends for Alaska, for wildlife, and for ethical sportsmanship.

For the centennial event, staffs of both forests and all districts prepared exhibits pertaining to the role of the national forests in the growth and development of the State. The exhibit prepared on the South Tongass was to continue on display in Ketchikan for several years.

Under Department of Commerce aegis, forest resources received little attention in centennial year exhibits and pageantry. As a result of our interest and efforts, we did learn much about the history of Alaska, and profited with a keener sense of the greatness of this land. In the overtone of this celebration, which carried a strong message for commerce, was a warning—unspoken—of the beginning of a major developmental period. Alaska

was at the threshold of major changes, but at the same time voices of environmental concern were beginning to speak out. Plainly, interpreters would have a large responsibility for nurturing a spirit of development and use sensitive to amenity values and conservation realities.

Again, visitor contacts exceeded a half million but missed our million target by quite a bit. The attraction and easier access to Canada's internationally promoted Expo 70 reduced travel to Alaska well below our expectations. We did meet most of our 110,000 out-of-state visitors, some of them several times. Because we participated in the Alaska centennial, we enjoyed and gained from the experience tremendously.



The South Tongass orientation map prepared for the Centennial Year by Forest Naturalist Fred Harnish being moved to the visitor center.

The forest is a renewable resource. The exhibit we developed in the regional office for a portable exhibit frame told the story.



The portable visitor center for the South Tongass was received from the contractor too late to be put into use this year. An exhibit plan for the center was developed by forest and region, and exhibits and audiovisual units were in-house constructed by the regional office I&E staff with Chatham District force account assistance. The soft-sell theme, "Forest Serving People," was multiple-use management of Tongass National Forest resources. Infused into the exhibits was a sensitivity for the aesthetic and cultural attributes of Tongass country and a definition of many uses and values of national forests. For me it was a stimulating challenge to plan and design exhibits based on the multiple use theme.

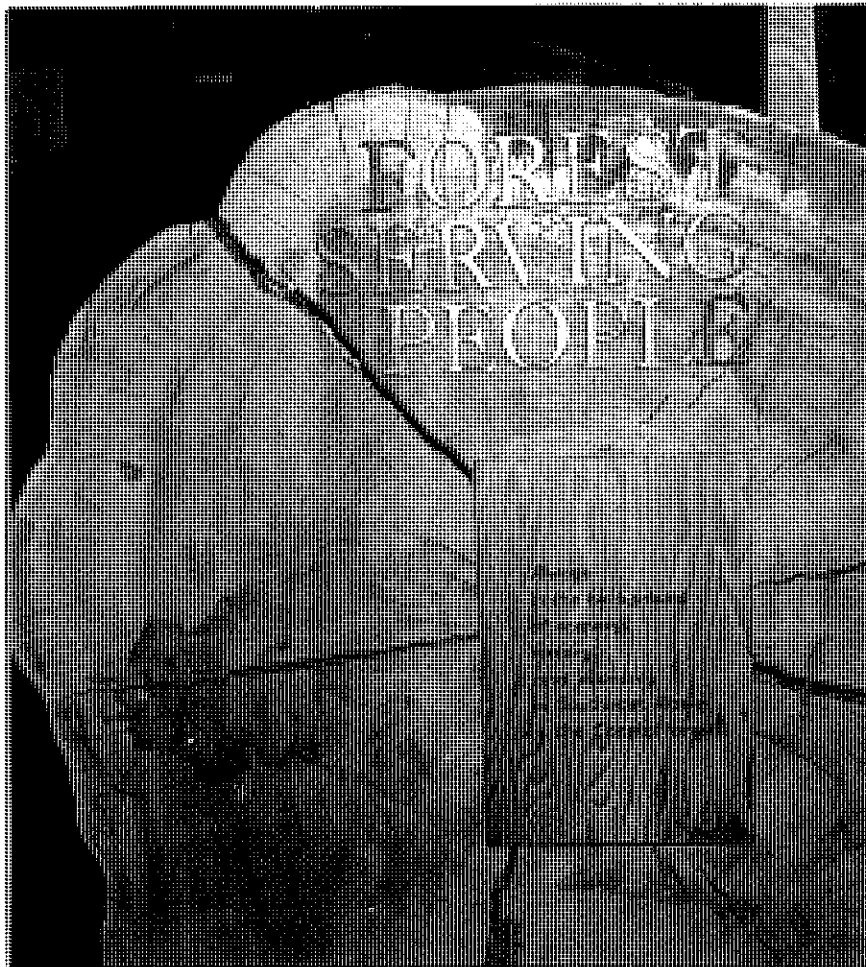
After a long showing of need in the South Tongass, a VIS position was established. Fred Harnish, a forester, was selected.

The South Tongass inventory of interpretive areas and sites was drafted by the forest, and an interpretive area plan for the Ketchikan Administrative site was prepared. This included a proposal for a visitor

center combined with a ranger station at a location along the waterfront near the ferry terminal. In relation to this, Dick Virgo, assigned to the Forest Service from the USDA Exhibit staff, produced a preliminary design for the facility. Despite the need for and merit of the proposal, it died near the bottom of the national priority list.

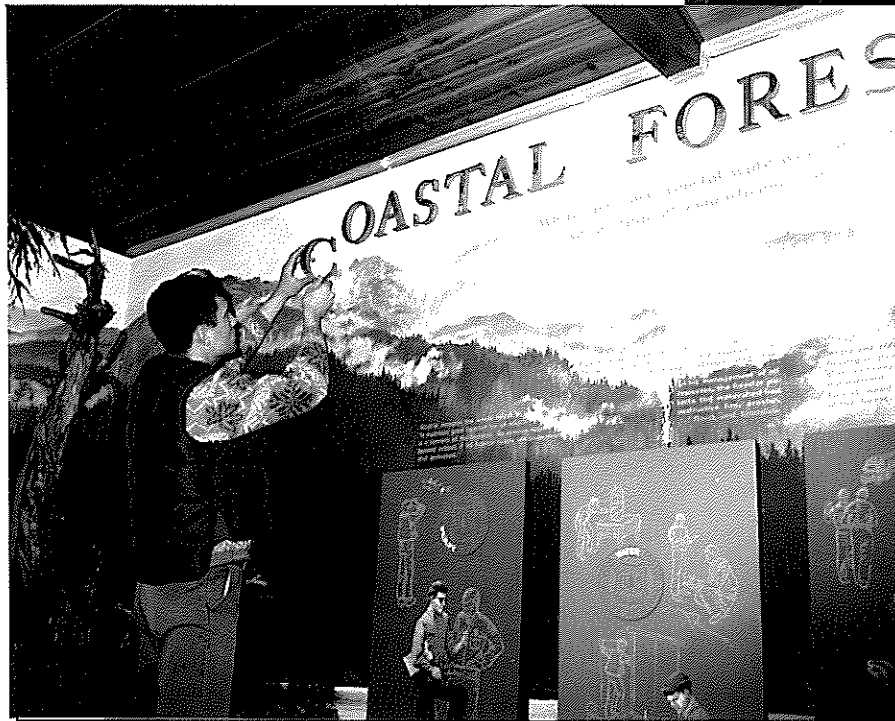
On the Chugach, another position was added to the Anchorage District to give specific attention to the Portage Glacier Recreation Area and other district VIS programs. The naturalist hired for this position, Dick Warren, already had a good idea of our VIS work in Alaska since, back in 1962 he had been in correspondence with us in connection with college post graduate study of Forest Service interpretive programs.

At Portage, a detailed count of traffic was made which would be useful in planning. The tally of 400 cars on a Sunday, with 11 a.m. to 5 p.m. being the busiest hours, came as no great surprise. The interpretive area plan for Portage Glacier Recreation Area was completed and approved.



AT LAST! A visitor center that featured forestry and multiple-use management as its theme. The title on a huge Sitka spruce cross-section left no doubt about that.

"Just a little further," artist Alice Cook appears to be urging exhibit fabricator Hakala.



Fred Harnish helps with finishing touches. The visitor center would be his to show and tell.

On the North Tongass, "The Forest and Man" conservation education series was videotaped at KINY TV in Juneau for statewide use. In classrooms, alone, the videotapes were shown to over 200,000 children, about half of these in Fairbanks and Anchorage.

The significance of the Mendenhall Glacier for research was given attention when a Japanese research group from Hokkaido University used the glacier for research of glacial ice crystal characteristics. The Glaciological Institute on the 1,500 square mile Juneau Ice Field was in its 25th year.

Other research included an INF study of site indices in a glaciated area, and a biological and chemical study of Steep Creek. These are all basic to the interpretation of Mendenhall Valley.

The district VIS program now had two directions: the constrained interpretive program at the MGVC, and television, the latter combining with off-site environmental education (EE) activities. As Forest Supervisor Vince Olson expressed, "Conservation education was fracturing VIS from the Visitor Center." Planning was not getting done, priorities needed to be reviewed.



Our in-house designed and installed rear projection system worked perfectly. Witness the audience.



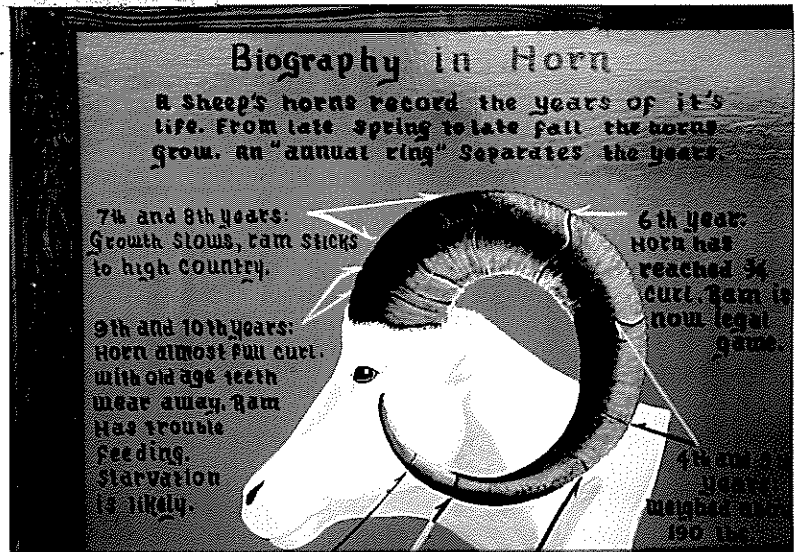
Near a road in the Mendenhall Recreation Area, beaver did their work where it could readily be interpreted

An upshot was that the primary responsibility for environmental education and television was transferred to the regional office. The decision had been made to contract for writer-editor skills so that the incumbent, Alice Cook, could move into a regionwide environmental education program. Her responsibilities would include conducting teacher workshops and the development of materials.

It should be stated that the regionwide conservation education activity was still being financed, as it was being developed and conducted, largely as a function of VIS. Our rationale was that conservation education shared basic objectives with those of VIS: to enhance awareness of man's role in the world environment, and to equip him with knowledge to conserve the resources that support him. We saw conservation education as the formal program with the schools, and VIS as a voluntary form of enrichment education on the forests.



The wayside pavilion in view of Kenai Lake featured wildlife along with orientation to the area attractions.



Dahl sheep might be seen from near this site.

1968

There was delayed reaction to last year's promotion of the Alaska centennial celebration. However, we were ready for the increased visitation which in effect was an accidental application of the lead time principal.

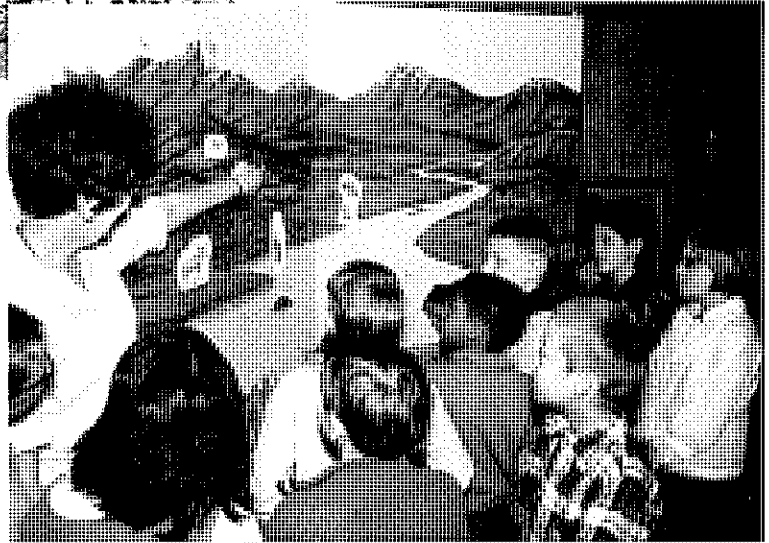
1968 was a productive year on the Chugach. Traffic was heavy. By bus, more than 15,000 visited Portage; by car, over 120,000. Total visitor contacts exceeded 275,000. Activities included: talks at the portable visitor center to 13,000; 18

guided walks for an average of 17 hikers per trip; 24 evening talks at the lodge attended by 764 persons. A special feature this year was a Russian-American history talk complete with period costume and samovars by the Keithleys, the owners and operators of the Portage Lodge.

Other developments on the Chugach included a wayside pavilion with interpretive signs along the highway at mile 47 overlooking Kenai Lake, and an interpretive sign at Methuselah Springs. Research by the seasonal staff included the following subjects: gold mining history and techniques, bird list, history of the Chugach, regime of the Portage Glacier, and the features to be interpreted along a



Moving the environmental center from the Chester Valley school; to its next assignment.



"The Web of Life" exhibit helped teachers explain this ecologic story. Out of sight are a mounted beaver and its stick and mud dam.

proposed wildlife trail. In addition, District Forest Naturalist Art Kennedy, as part of a University of Alaska course in Alaska history, submitted a term paper that also would benefit the forest, "The Goldrush of 1896 to the Chugach Country."

Conservation education continued as an active program. Two of the exhibits in the portable visitor center were replaced for school use with a web of life participation exhibit. This featured a beaver pond complete with beaver and dam, and a set of magnetic cutouts of life in this habitat. During spring months, the "Environmental Center," as it was now called, was transported to five Anchorage schools; and in the fall it was scheduled for eight Borough and three Elmendorf Air Force Base

schools. On television, the "Forest And Man" video-recorded series was viewed by an estimated 7,300 persons.

At the Mendenhall Glacier Visitor Center, under constrained conditions of development and program, the interpretive program about reached its peak. Visitation was about 100,000; visitor contacts about 150,000 not including another 90,000 who heard the Forest Service television programs. The fireside series was extended to the new Alaska State Museum for repeat presentation on Sunday afternoons.

The South Tongass, now with a permanent VIS



Enroute to Ketchikan aboard a state ferry, the Tongass Visitor Center was unboarded at Petersburg and Wrangell for use by the schools there.



At Ketchikan's main parking area, most accessible for a visit.

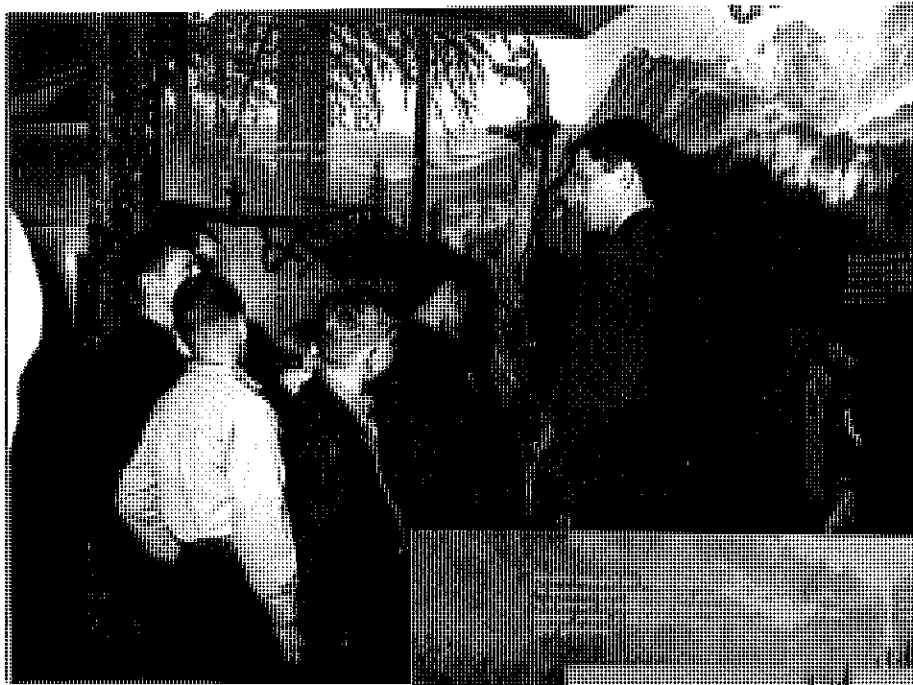
officer, made a gigantic stride or two. The Kasaan District alone reported a 10,000 percent increased in VIS contacts, all made possible with one exhibit!

The main event for the South Tongass was the delivery of the new portable visitor center to Ketchikan following its completion by regional office I&E of the exhibits and audiovisual program. While enroute by Alaska State Ferry, the visitor center was unloaded both at Petersburg and Wrangell for showing to the schools and the general public.

At Ketchikan, the portable center was parked in town near the new museum and civic center. Nearly 80,000 visitor contacts were made. Since the Forest Service was a main advocate as well as developer of recreational opportunities in the area,

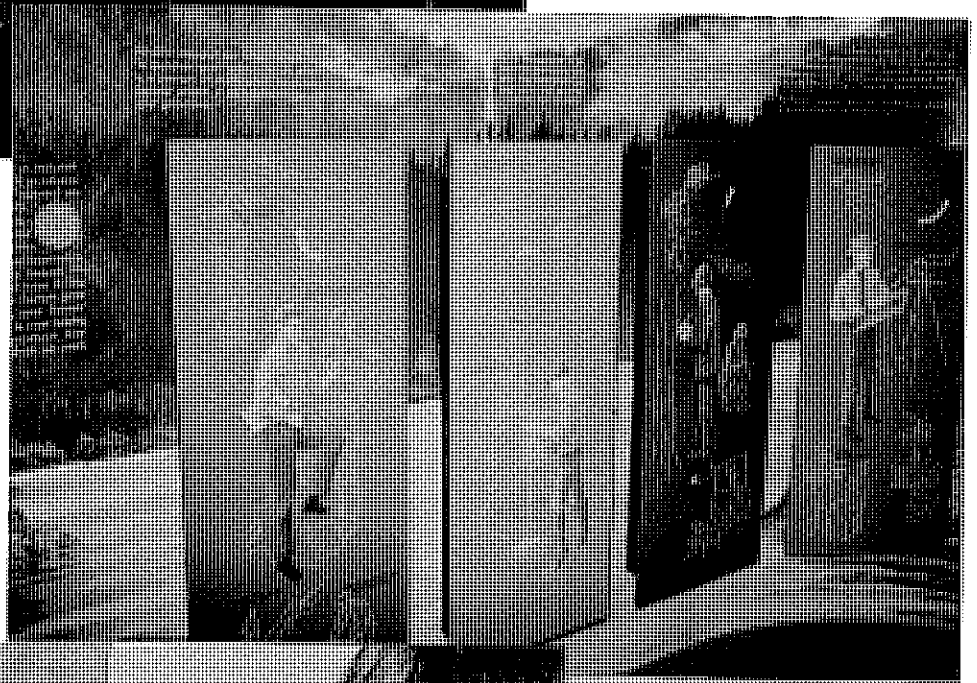
Forest Naturalist Harnish initiated close cooperation with the Tourism Committee of the Chamber of Commerce. Aware that orientation of visitors was a primary need, Harnish assembled nine map and photo panels for display at various transportation terminals—mainly charter operations that serve the areas featured on the panels. Ketchikan's new community building which had been completed for the Centennial year was supplied with an exhibit that introduced the resources of the Tongass National Forest.

The "Forest and Man" television series was viewed

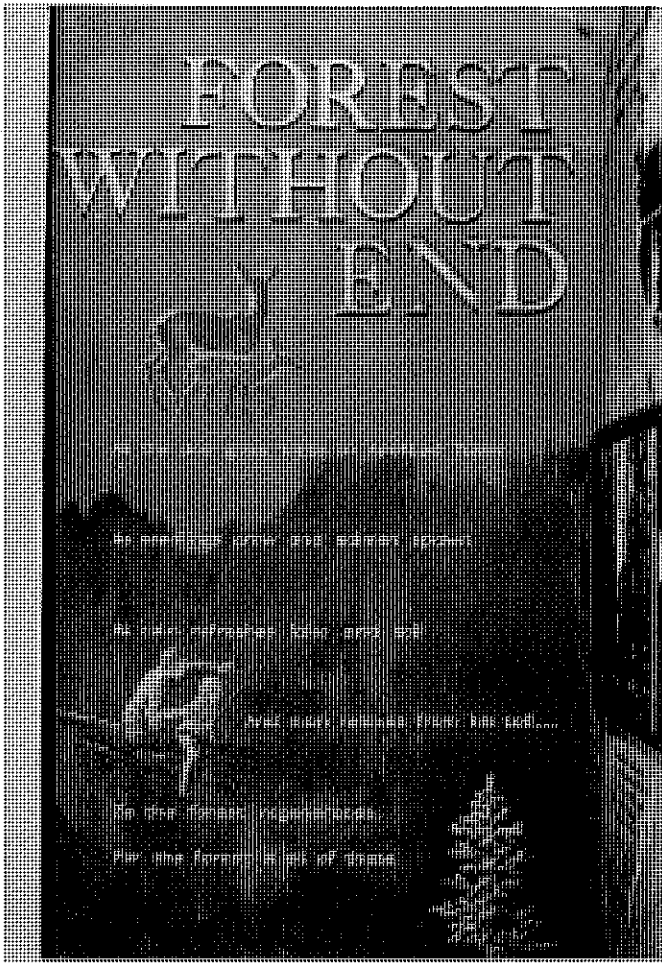


Forest Naturalist Marshish helps the boys understand the coastal forest.

What, how, when, where, and who's involved in forest management? These panels introduce that multiple use story.



Key label: "How old are these trees?" The boys count the rings and read the copy: "The new forest will be ready for harvest in about fifty years when it will produce half again as much wood as did the old growth stand, or about 52,000 board feet per acre. Can you explain why this is possible?"



A contemplative message in the final panel, and after that the A/V program to tie it all together.

by an estimated 10,000 according to the forest naturalist who also was contacting local teachers in preparation for off-season conservation education use of the portable center. A fully illustrated special report, "COME ON IN! Bringing the Forest to the Schools" was prepared (January 1969). This report reviews our experience, with recommendations, about the use of portable visitor centers.

While the forests were making good progress in getting the on-the-ground programs going, for one reason or another one basic job was not moving forward in a timely manner—Forest VIS planning. From what we heard, this was a problem nationwide. Ironically, the basic skills were at hand, but the management system wasn't flexing to use them. While talk of teamwork was liberal, implementation was not. In the face of indecision, the tendency for each level is to operate independently. What was needed were planning workshops

beginning at the national level and a rewrite of the Forest Service Manual to clarify and specify what was required.

One positive step that we took was to reach out to forests in other regions to learn about the situations of use, protection, and maintenance as a basis for helping with management problems, such as at the MGVC. Following are findings based on reports about 23 permanent and six portable visitor center facilities:

- Six cost as much or more than the MGVC (\$225,000).
- Six, besides the MGVC, operated ten months or more each year.
- Twenty one had less visitation (below 90,000 visitors).
- None, except the MGVC, had concession operations.
- One, besides the MGVC, was used for residence purpose. This was Brasstown Bald which, including a fire lookout station, was occupied by the tower man.
- Thirteen were located farther from service centers.
- Only five were not used for conservation education with the schools.
- Only four reported significant vandalism, such as windows shot out or locks broken. These four were staffed only in the summer. Surveillance was not otherwise a problem.
- As for space in the visitor centers: 17 had audiovisual rooms, 15 had a naturalist office, 7 had workshops, 4 had conference rooms, 15 had storage space. The Mendenhall Glacier Visitor Center had none of these.

This summary has limited meaning without knowing the operational and geographic situation for each. Revealed, though, are that the MGVC had more public use, during more of the year, at a lower per capita investment, but with less facility convenience than most. This summary at least gave us an idea of how we shaped up in comparison with others and what kind of improvements we would be looking toward.

1969

Our initial prediction that the Alaska State Ferry System offered an outstanding opportunity for interpretive services graduated to certainty as the result of a pilot manned project on board the MV Malaspina. With funding assistance from the WO, the seven week trial program under the direction of the regional VIS officer and conducted by VISers borrowed from the North and South Tongass netted an enthusiastic endorsement from the public, the State, the Forest Service, and many others.

Guidelines had given the shipboard naturalists virtual free reign to try various activities. They did a conducted cruise by means of the vessel's public address system, resource walks on deck, illustrated talks, children's activities, conservation dialogues, and other innovative programs. District rangers and other resource people participated as observers and information sources.

The success of the pilot program resulted in our being invited on board the State ferries to provide informational and interpretive services during special trips, such as one to Glacier Bay National Monument. On that trip, Forest Service naturalists and rangers shared duty with their National Park Service counterparts. For my part, I was pleased to share duty with Park Naturalist Bruce Paige who a few years earlier had occupied the same naturalist position that I held 13 years ago.

PROJECT MALASPINA, the special report of this pilot project, confirmed that the Alaska Marine Highway was the means to one grand tour through the Tongass National Forest. We felt the same would be the situation for Prince William Sound and other Gulf of Alaska waters bordering the Chugach National Forest. The public traveling on



MGVC Naturalist Malcolm Hursh at naturalist station on board a ferry during the pilot manned Marine Highway VIS program.

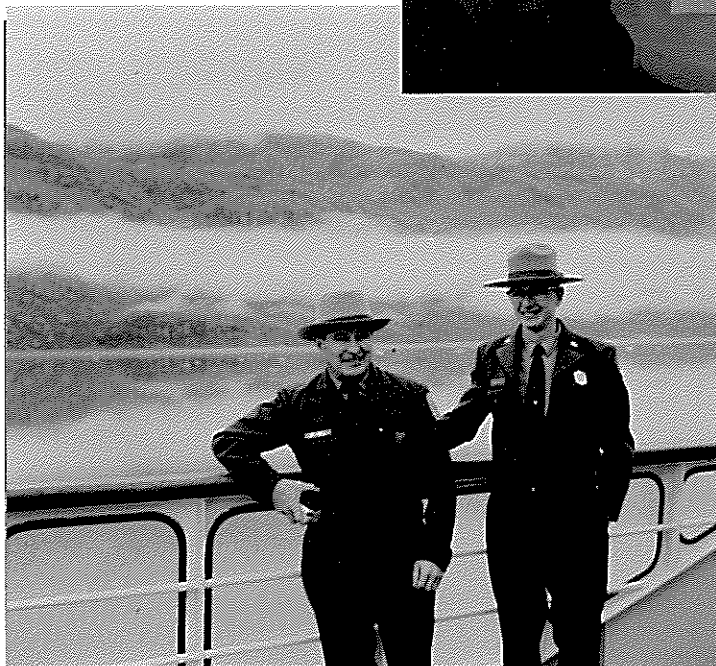
Regional VIS Officer Hakala conducted a "pilot" nature walk on deck that was reminiscent of nature walks he'd conducted with children from the inner city at a forest far from here.





The Forest Service and National Park Service joined forces to man the information station on board the MV Wickersham during a special cruise for Juneau residents to Glacier Bay National Monument.

Shipboard Naturalist Holly Bryant, who was as competent as an interpreter for all audiences, was especially good with children.



Sharing the interpretive duty on the MV Wickersham, Hakala and Glacier Bay Naturalist Bruce Paige recall that earlier in their careers each had been the naturalist at the same National Park.

the ferries has both the time and the interest; we had but to provided a purposeful and enjoyable program. Using three methods, the following costs, projected to a full season, were derived:

Total cost \$34,525
Cost per participant \$.38
Total participants 91,400

Total cost \$34,525
Cost per visitor contact \$.08
Total contacts 856,400

Total cost \$34,525
Cost per visitor hour \$.15
Total VIS time 228,200

This good stroke of business was in part offset by the losses of VIS production due to forest fires which this year were worse than during many previous years. On the Chugach alone, 12 man-weeks of VIS time were used in combating fires on the Kenai National Moose Range and the adjacent national forest. To their benefit, the naturalists gained experience that added credibility to their conservation message.

Transfers of personnel resulted in changing emphasis and new ideas. Chatham District Forest Naturalist K. J. Metcalf filled a vacancy on the Chugach National Forest with responsibility for the broad information and education function. Almost half of

the State's population resides in the Anchorage area of influence.

Forester Dick Powers, who hired into the Chatham VIS position, felt challenged to do a larger job of interpreting the multiple use themes which we realized had been a basic need. He initiated an extension of the Trail of The Glacier to the Steep Creek basin, and proposed modification of the trail theme to a broader resource story. He also began layout of an ecology trail on the Mendenhall Glacier out-wash plain, in part to preempt the area from other uses, but, more importantly, to begin interpretation of the basic forest ecology story.

At the Mendenhall, also, special attention was given a study of visitor use patterns. It was found that tour groups comprised 70 percent of the visitors during the summer months, for a maximum of 40 minutes of visiting time. The other 30 percent of visitors spent about two hours in the MGRA. Of concern was the finding, already long realized, that because of age and health reasons 10 percent of visitors were unable to climb the long flights of stairs to either the rest rooms or the observatory level.



One cobble from the glacial moraine reveals evidence of glacial action, as explained in this exhibit along the "Trail of the Glacier."

At a new site at the entrance to Totem Bight.



Totem Bight was developed by the Civilian Conservation Corps under the direction of the Forest Service. The designer of the Native style community house, Linn Forrest, would later design the Mendenhall Glacier Visitor Center.

At Ketchikan, the portable visitor center was relocated from its downtown site to Totem Bight, now a state park which during the thirties had been developed under the direction of the Forest Service. The replica Tlingit community house was designed by Linn Forrest, the same architect who in the late 50's was contracted by the Forest Service to design the Mendenhall Glacier Visitor Center. The 27 replica totem poles were carved by Native Civilian Conservation Corps enrollees. Totem Bight was turned over to the new State of Alaska in 1959. The history of the Native cultures as they relate to the use of natural resources is a significant theme here where the national forests are named for the Native peoples.

Our use of Totem Bight was arranged through cooperative agreement with the State Division of Lands which had not been able to provide interpre-

tive services appropriate to this unique cultural attraction. The two seasonal forest naturalists who operated the center were local school teachers who subsequently carried the benefit of this experience to their school teaching, and pointed out ways in which the portable center could be used for conservation education.

For the winter schedule, Forest Naturalist Harnish added two activities which had already proved useful on the North Tongass. He presented two television programs for local audiences, and arranged a lecture series entitled, "Your Natural Resources." Three lectures were presented to a total of 334 persons. The Ketchikan television station contributed to conservation education by duplicating on videotape the six "Forest and Man" movies that had been produced in Juneau.



Totem poles for Totem Bight were produced by Civilian Conservation enrollees, using methods similar to those used by the carvers above

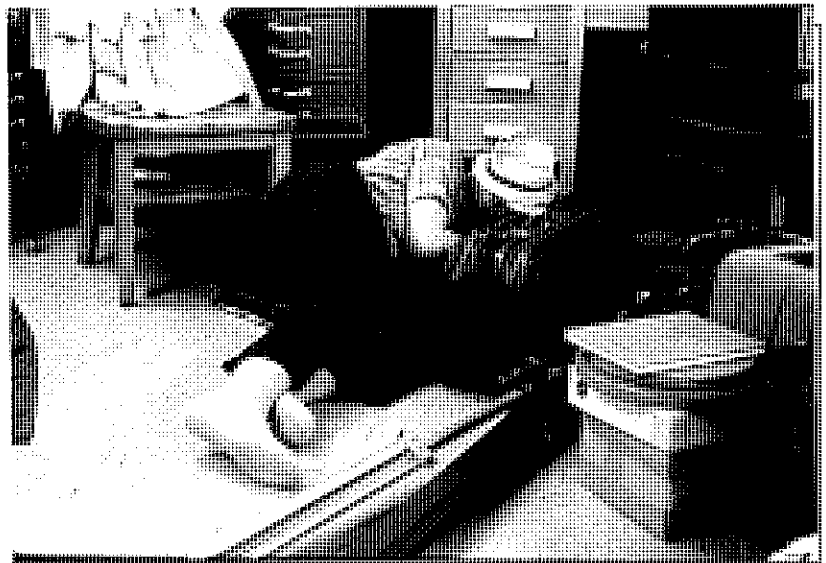
1970

The most significant advance in VIS that we made this year was our move into a fully fledged all summer program on the State ferries. To get the show on the boat, so to speak, we had K. J. Metcalf transferred from the Chugach to the regional office to give full time direction to the Marine Highway VIS program. This entailed the management of four floating visitor centers, the autoliners of the State ferry system. The season's operation began with an intensive training program for the seven new shipboard naturalists. They were exposed to all resource uses of the national forests and oriented to

all communities along the Alaska Marine Highway. Other agencies such as the U.S. Fish and Wildlife Service and the Alaska Department of Fish and Game participated in the training. Based on the experience gained during the pilot project in 1969, and during even earlier years, a more or less standardized pattern of programs emerged, yet with much opportunity for trying new techniques, which was encouraged. One of the media that had been employed since the message repeater systems were installed, that is the collection of 55 messages that had been broadcast, was now being printed in booklet form with the title, "Interpreting the Tongass National Forest." The cost of printing this free publication was to limit its availability to two years.

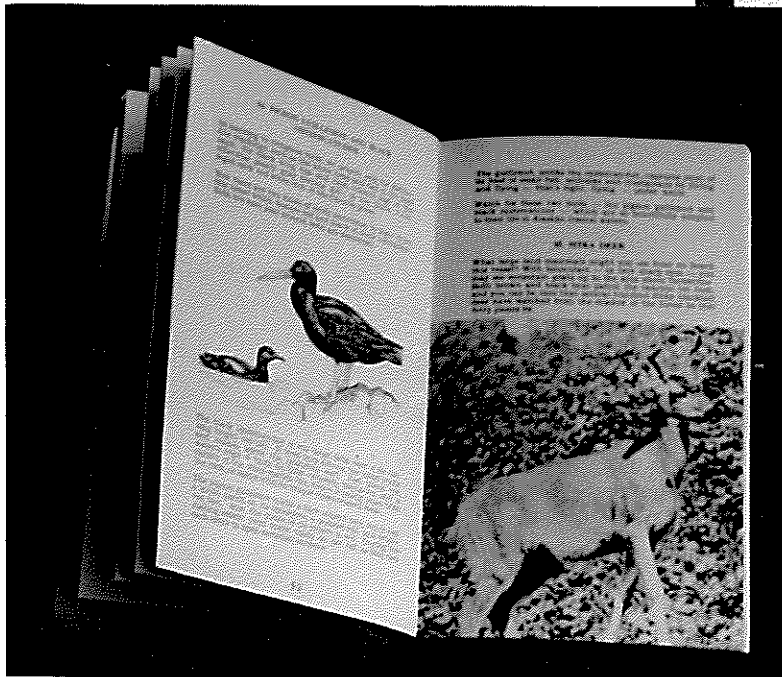
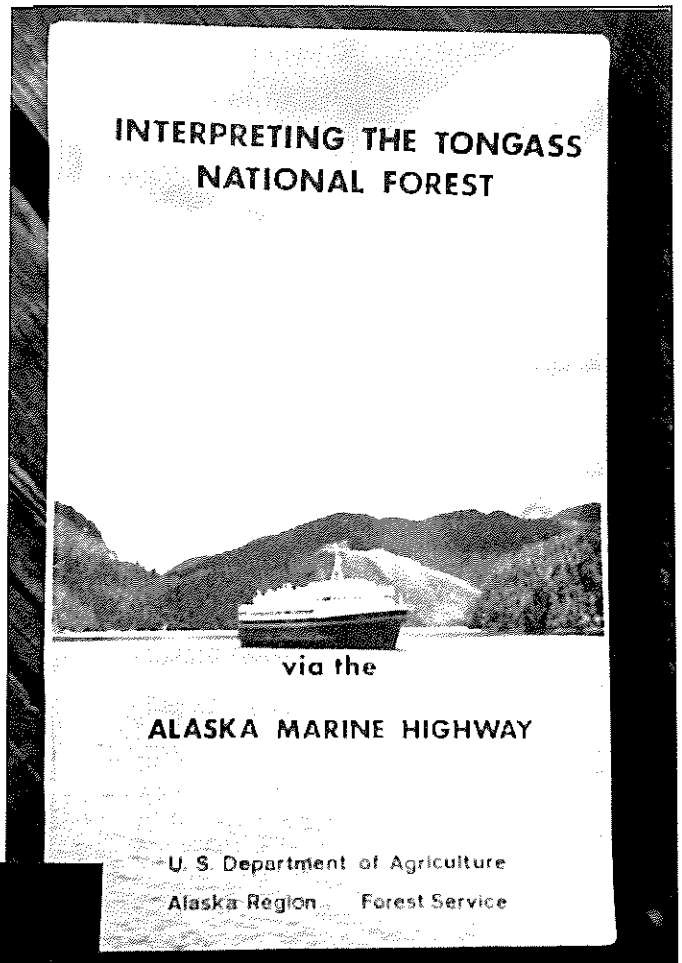


Essential in the orientation of the shipboard naturalists was seeing logging and other resource uses as well as scenic attractions, towns, and historic places.



Surely, intensity of training wasn't the problem. Delay before traveling to the next destination probably was.

This booklet included the text of all the tape recorded messages broadcast over the ship's public address system.



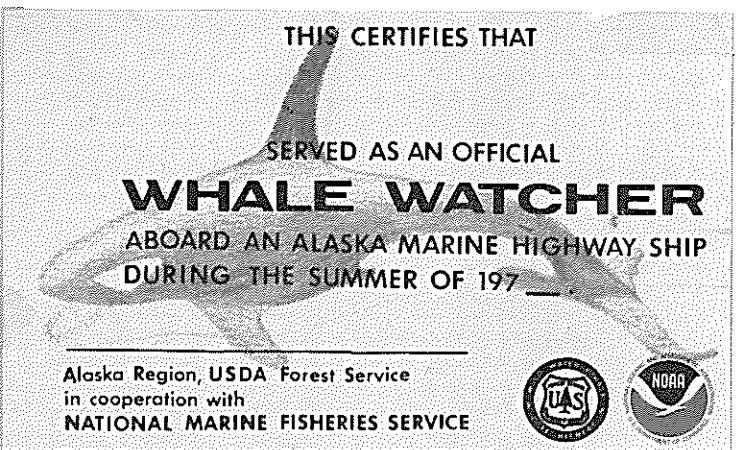
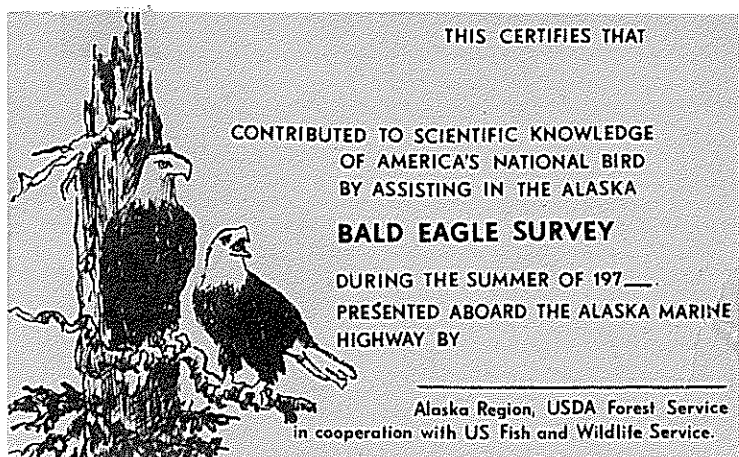
One unique activity, conservation dialogue, proved effective with groups who were concerned about planning the best uses of the land and preserving the quality of the environment. This activity involved role-playing sessions in which participants assumed the roles of either resource managers or consumers. The objective was, to involve the "actors" in real life conflict situations, and to encourage them to explore alternative ideas; that is to see issues from other points of view. This dialogue activity is described more fully in the report, "SUMMER 70."

District Ranger Harold Howard conducts a conservation dialogue with a keenly involved audience.

An innovative activity that soon emerged was the "Eagle Survey," soon to be followed by the "Whale Watch," for both activities the naturalists were trained by experts. The sharp-eyed participants who reported their sightings were awarded wallet sized cards, duly signed by the shipboard naturalist on duty, to acknowledge their achievements—and to show off back home.

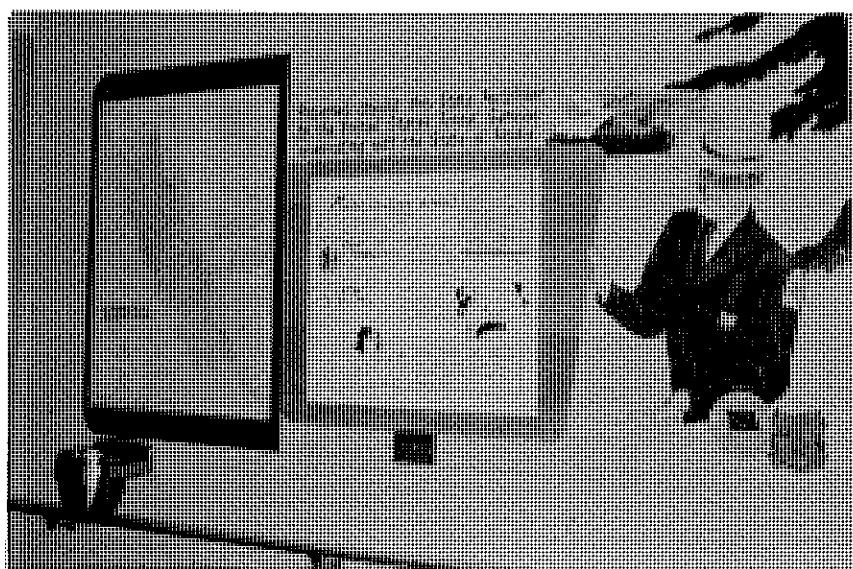


Commercial fisheries, whales, and bald eagles were of special interest to ferry travelers. Alaska's eagle expert, Fred Robard, gave on-board instruction for the Eagle Survey. Naturalist Pat Thrasher, in the foreground, would later become Director of Marine Highway VIS.



Participants in the Bald Eagle Survey and Whale Watch received these highly prized certificates.

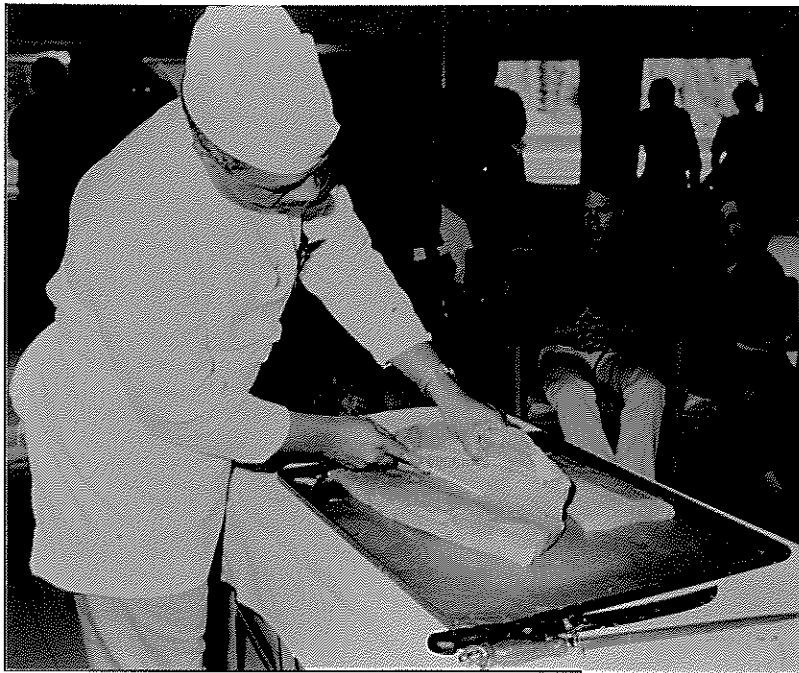
Forest Service scientists, Al Harris here, explained field studies, such as relating to forest regeneration.



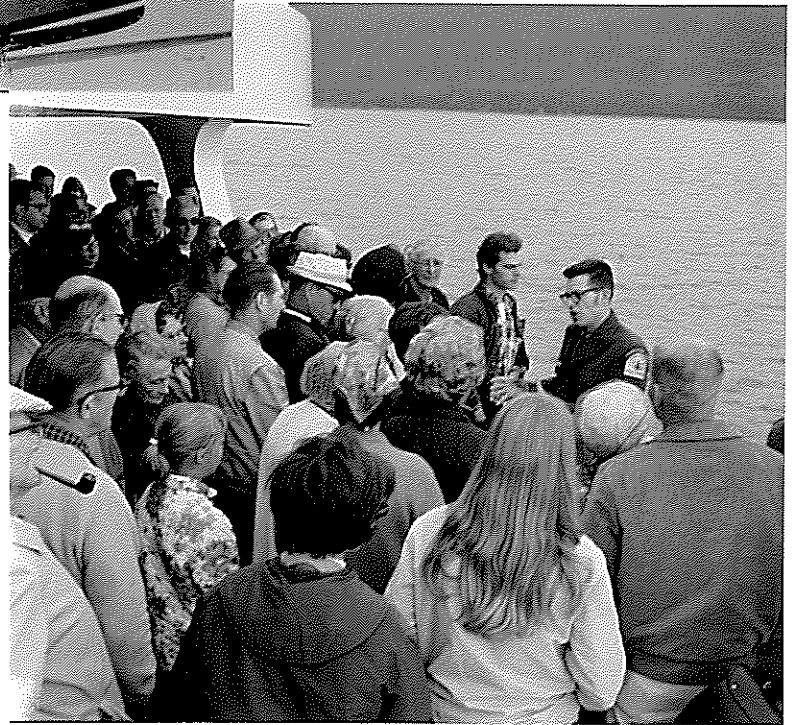
An exhibit panel to introduce the interpretive program on-board.



Receiving an audio message in a relaxed location.



A ship's cook demonstrates how to fillet a salmon. Another program had a commercial fisherman explain how he catches crab and fish.



And always, interpretation of the passing scene as observed from deck.

	<p style="text-align: center;"><i>Order Of The Alaska Walrus</i></p> <p>THIS CERTIFIES THAT _____ HAVING TRAVELED TO ALASKA FOR THE PURPOSE OF EXPERIENCING THE WONDERS OF THIS GREAT LAND, INCLUDING THE NATION'S LARGEST NATIONAL FORESTS - THE TONGAS AND THE UNKONGAS AND WITNESSED ON THE REVERSE SIDE, HAVING MADE THE ACQUAINTANCE OF AT LEAST TWO FELLOW TRAVELERS OR ALASKANS, HAS BECOME A MEMBER OF UUMAI - THE ORDER OF THE ALASKA WALRUS. ACCORDINGLY, BY ORDER OF THE GREAT WALRUS, THE ADVE-NURED HONORED ALASKA VISITOR IS AFFORDED THE PRIVI- LEGES LISTED ON THE REVERSE SIDE HEREOF.</p> <p>CERTIFIED BY: _____ DATE: _____ FOREST NATURALIST</p> <p>DONE AT OR ON BOARD: _____</p>	<p>THE BEARER IS HEREBY ENTITLED TO THE FOLLOWING ALASKA OTHER OFFICE AND IRREVERSIBLE ALASKAN PRIVILEGES:</p> <p>WALKING ON AN ICEBERG STANDING IN A COASTAL RAIN SHOWER BEING A FOREST NATURALIST SHAKING HISSER WITH SOUTHWESTERN ALASKANS FILLING LUNGS WITH CLEAN AIR AND EYES WITH SCENIC GRANDDIP AND EXPERIENCING FOREST, WILDLIFE, WATERWAYS, TASTING, AND TUNING WAVE BEAUTY, WINDSCHEW, AND HEARING HILL FOREVER BEING HONORABLE ADVANTAGES - IN ALASKA.</p> <p>WITNESSING AND SHARING THIS EVENT ARE:</p> <p>_____</p> <p>_____</p> <p>WITH THANKS TO THE ALASKA DIVISION OF TOURISM WHERE THE IDEA FOR UUMAI WAS BORN AND NURTURED.</p>
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Our special way to welcome visitors to Alaska.

Our early experience with the Marine Highway interpretive activity led to a number of conclusions and guidelines:

- ❑ A comprehensive training program which includes a broad array of resource use activity is essential.
- ❑ The program should continue to involve the district rangers and select staff because, to a large extent, it's the districts' stories that are being interpreted.
- ❑ Critical issue interpretation—that relating to management direction and alternatives—is part of the job. However, this subject area must be handled objectively and with great skill and discretion lest we become protagonists rather than facilitators and interpreters.
- ❑ Borrowing interpreters from other on-going VIS programs, as at Ketchikan and Mendenhall, has the advantage of adding depth and scope to the forestwide program but the disadvantage of complicating the administration of all programs.
- ❑ Implicit in the role of VIS on the State ferries is the requirement that we provide orientation to all of Alaska and information about all locales, resources, and recreational activities along the ferry routes.
- ❑ During the off-season, interpretive services by means of exhibits, publications, and audiovisual means should be available onboard.
- ❑ A similar interpretive service would be equally appropriate on the ferries in Chugach National Forest coastal waters.
- ❑ The quality of interpretive services and facilities and the competence, appearance, and attitude of shipboard naturalists must be kept at a high level.

On the Chugach, the VIS program reached out from city and glacier to the forest, watershed, and fisheries resources. A pilot interpretive program at Russian River Campground was developed largely by a seasonal forest naturalist who, with the cooperation of the U.S. Fish and Wildlife Service, explored means of interpreting the Kenai Peninsula area. Tied to the project was a research program worked out by the Pacific Northwest Forest Experiment Station in Seattle. The idea was to determine the public interests and needs. The results will help give direction and emphasis for this on-the-ground interpretive program. The report of this project described and included detailed information for several activities. Even lyrics (and parodies) to songs were included in the package for use of future forest naturalists.

This Russian River Campground program is noteworthy because of the shared interest and cooperation between John Galea, District Ranger of the Seward District, and John B. Hakala (brother of the author), Manager of the Kenai National Moose Range of the U.S. Fish and Wildlife Service.



Campfire program conducted by Forest Service and U.S. Fish and Wildlife interpreters at Russian River Campground. Naturalist Larry Kajdan here makes a point with help of a flip chart.

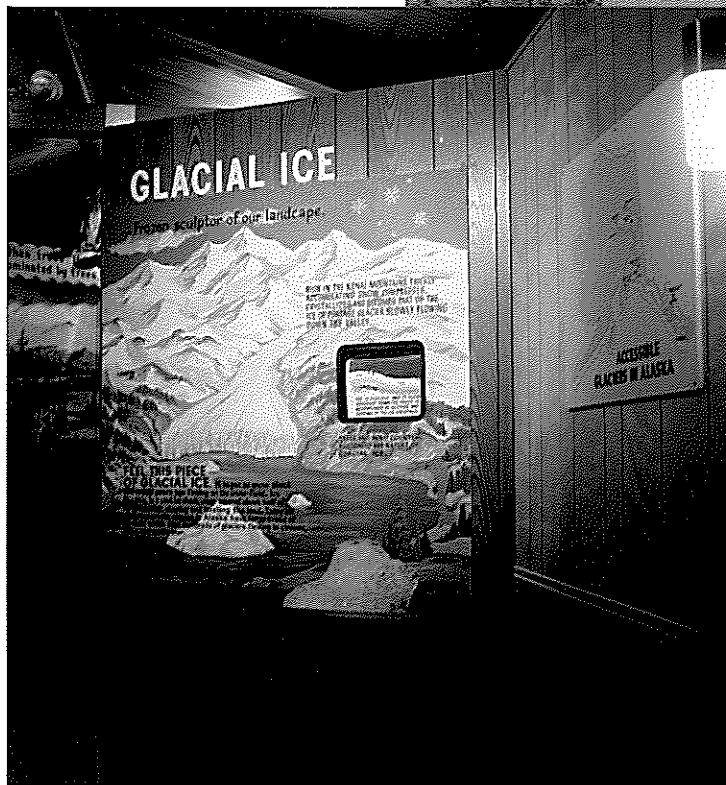
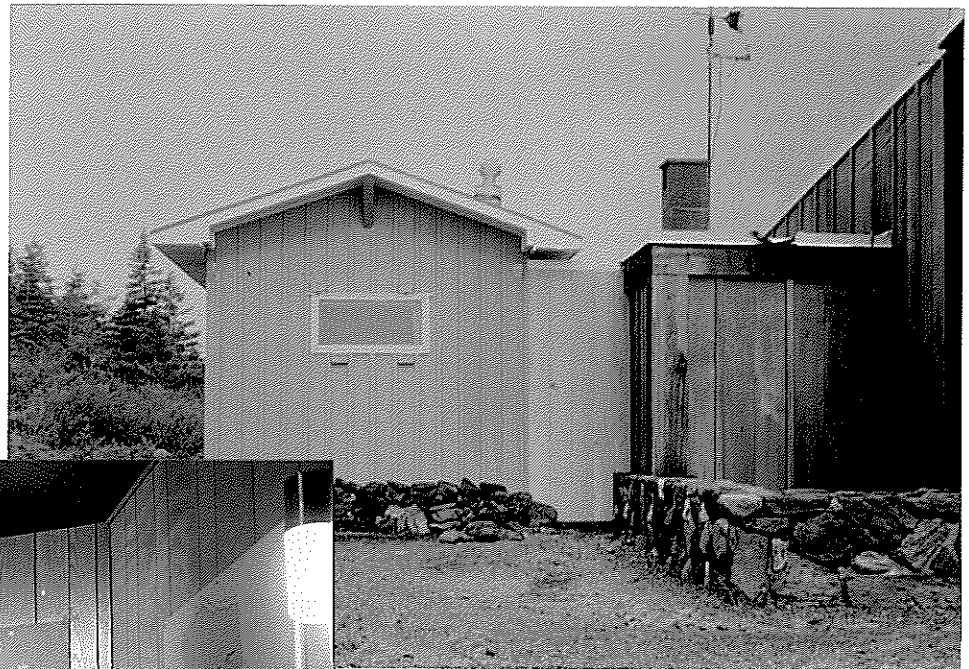
At Portage Glacier, another location for the portable visitor center was tried, this time next to the observatory-comfort station. This resulted in a larger combined facility, one which included a place for the naturalist to station and a variety of displays. This location, the most successful yet, continued our learning experience about facility and services needed at Portage. A minor signing problem came to light, however. How many and what signs are enough? Our view was that the public needs and appreciates adequate signs at every juncture which is a point of decision.

As a result of popular interest that was generating in the Whittier area (just over Portage Pass to the west end of Prince William Sound) Portage was in a

strategic location. A unique and spectacular travel experience was afforded by the automobile, to railroad flatcar, to ferry trip into Prince William Sound. Along the way were deep valleys, high mountains, grand wilderness, long tunnels, and, on the other end, a stretch of mountain bordered coast equal in scenic beauty to any. Study began of the feasibility of providing interpretive services on the Alaska Railroad to Whittier and ferry MV Bartlett that plied waters between Whittier, Valdez, and Cordova.

The interpretive program initiated on the MV Bartlett was hampered by limited space which the shipboard naturalists made up for with imaginative activities and more person-to-person services.

One more location tried for the portable visitor center at Portage. This one assured the appropriate use of each facility.



The "Glacial Ice" exhibit included a push button device to show a sequence of events. We'd bought the mechanism, already well used, for a few dollars from a photo shop.



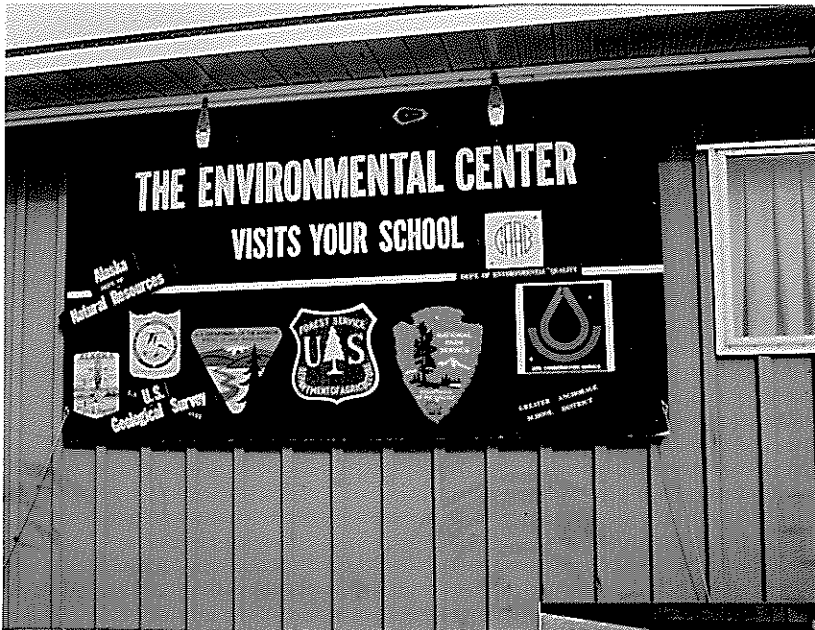
The Alaska Railroad offered one more opportunity to serve the traveling public. During passage to Whittier, Naturalist Barbara Ann Marz responds to a passenger's question.



At Whittier, the MV Bartlett could be boarded for travel to Valdez and Cordova. The Chugach stationed shipboard naturalists on this vessel to provide services similar to those offered on waters bordering the Tongass National Forest.



Shipboard Naturalist Betty Johansen, who with her husband Neil would author a guide to Prince William Sound, here points out a feature of interest.



Previous years' successful experience resulted in assigning the name "Environmental Center" to the portable facility used on the Chugach NF.



Forest Naturalist Dick Warren orienting teachers to use of the exhibits and other materials.

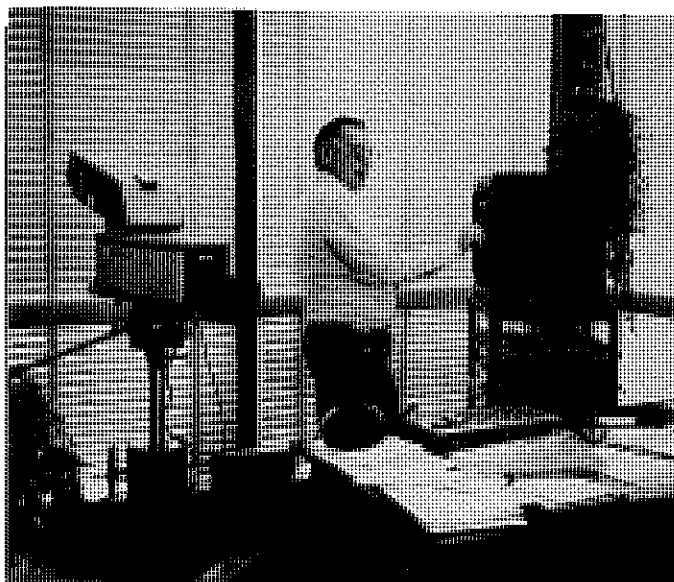
Conservation education was making tremendous strides on the Chugach. The portable visitor center which, over the last few years had been in various stages of use with the schools, now featured in a successful environmental education program. Renamed "Environmental Center" for the school use season, the exhibits and audiovisual program were replaced or modified. Following teacher workshops conducted by the regional environmental education specialist, the teachers were oriented to the center by District Forest Naturalist Dick Warren. The teachers then used the center as a workshop with their students as they explored ideas about the environment, related, as appropriate, to their school curricula. Unique to this year's EE activity was that other agencies (U.S. Fish and Wildlife Service, National Park Service, U.S. Geologic Survey, Bureau of Land Management, Soil Conservation Service, and Alaska Department of Natural Resources) contributed about \$3,000 toward the program. All shared the goal of helping young people learn about the natural resources of the Anchorage vicinity, as well as about the several agencies that had the responsibility to manage them. From the first nature walks with students at the Mendenhall Glacier Visitor Center in 1963, we had come a long way.

While the Chugach made a good showing both in VIS and EE, the North Tongass program at the MGVC continued as best it could under aggravating handicap: high maintenance costs, conflicts of use, lack of space for the appurtenances of the VIS program, and access difficulty for the elderly and handicapped. The building was essentially no

different than when first conceived—comfort station observatory-coffee shop, with a VIS floor show.

A newly appointed Visitor Center Director, Clarence Reed, who had transferred here from the Black Hills, brought needed audiovisual talents which would yield visibility of the national forests by means of films, slide programs, videotapes, rear projection systems, and radio spots. At the MGVC Reed planned and constructed a long lasting geology exhibit, a rear view slide projection system, and the program planned for the newly developed theater. Finally, the long recommended removal of the coffee shop happened, and renewed opportunity for VIS was kindled. The problem of access for the handicapped began to be solved when a ramp was designed that would lead from the parking area to the observatory level. Portable toilets were moved to the parking area to take care of that problem—for awhile.

In Ketchikan, yet another location for the portable visitor center was developed, this time at Ward Lake. Alaska Department of Natural Resources had arrived at its own plans for interpreting Totem Bight. The Ward Lake area offers an exceptional forest environment which could be the means of our getting into an in-depth interpretive program that encompasses all forest resources. One advantage of the new location was that a self-guide nature trail, the Rain Forest Trail, begins nearby. Following the lake shore through the spruce-hemlock forest, it introduces the ecologic story of rain forest country.



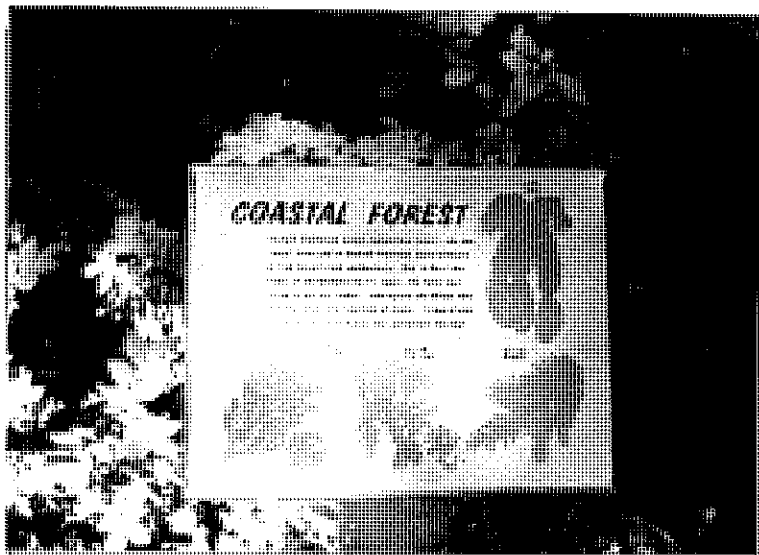
Forest Naturalist Clarence Reed brought productive audiovisual, graphic, and speaking talents to the forest and region.



The Tongass Visitor Center at a new location, on the shore of scenic Ward Lake in the Ward Lake Recreation Area.



Tour bus visitors hike a portion of the shoreline "Rain Forest Trail."



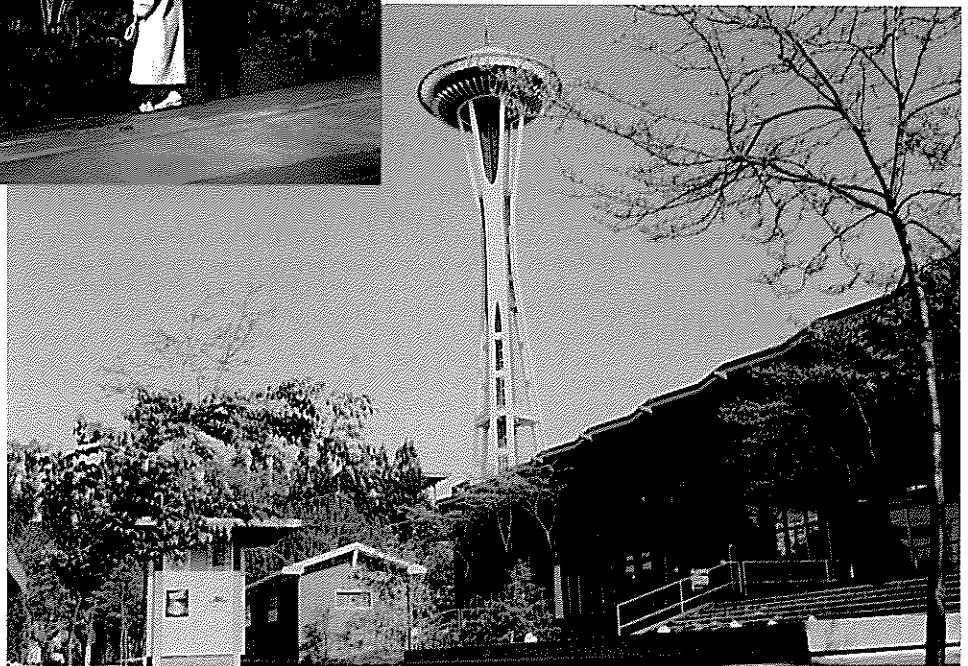
One of many interpretive signs along the "Rain Forest Trail."



Not enough darkness in summer for dramatic campfire programs is what Naturalist Carol Hjertager discovered.



The Tongass Visitor Center parked amidst a potted forest at the Alaska Trade Show in Seattle.



A most unusual place for a National Forest visitor center—under Seattle's famous Space Needle.

Traffic to the new location was light this year, which afforded time to get on with forest VIS planning. Coupled with this was drafting the plan for the Five Lakes area which was accomplished by a seasonal forest naturalist.

A substantial start was made in exploring interpretive opportunities, including campfire programs. While we were familiar with the light factor, it comes as a surprise to many lower 48ers that there is too much daylight for impressive campfire lighted activity, and, as well, too much rain for dependable scheduling of outdoor events.

One interpretive activity that never was realized was the expectation that the portable Tongass Visitor Center during off-season would be moved by barge and ferry to outlying communities, including logging camps. Its multiple use theme would have complemented environmental education objectives and helped achieve understanding of the national forest mission among local concerned publics, most of whom depended for their livelihood on the resources of the national forest.

The portability of the visitor center was, however, clearly proved when in 1970, Forest Naturalist Harnish accompanied it to Seattle onboard a State ferry for the Alaska Trade Show. Parked amid a forest of potted trees, with a view to the Space Needle, it was well visited and enjoyed by an incredulous public. The attraction to and awareness of the national forests in Alaska received exceptional favorable visibility.

Because of distance and cost of travel to Alaska, we had few official visits and no casual ones from interpretive specialists from other regions or the Washington Office. This year we were gratified by an in-depth tour of the region by Gren Lloyd, the WO VIS officer. After seeing everything we had going, he offered this thought: "Alaska offers VIS the greatest opportunity in the National Forest System to be influential in the field of environmental education and to make people aware of the need for wise resource management. We should seize the opportunity to develop VIS impact before the population mushrooms." Recommendations that he made include:

- Key facilities are needed in all towns in and adjacent to the national forests.
- The greatest VIS opportunity at present is offered by the Alaska State Ferry System.

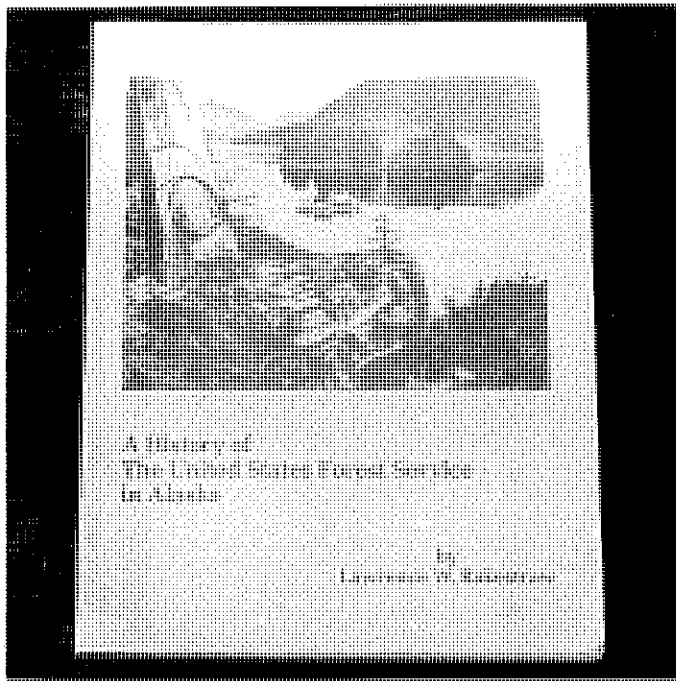
- A good motion picture(s) relating to the Alaska Marine Highway (Inside Passage) is needed for use on the ferries and generally.
- At the Mendenhall Glacier Visitor Center, an auditorium and exhibit room are needed.

We endorsed Gren's recommendations and planned toward those ends.

Later in the year, the regional VIS officer, during a task force detail to the Washington Office to revise the national guidelines, had the good opportunity to see from that level the need for better understanding of the VIS job and the nature and content of plans. Under the dogged direction of the WO staff, the VIS effort was continuing on a progressive course. It was encouraging to learn that the Alaska Region had been setting some good examples and standards and that in all the regions a lot of good VIS was being accomplished.

Underway during this period was the research and writing by Dr. Lawrence Rakestraw, Professor Emeritus of Forest History, Michigan Technological University, of two publications that would become basic reference tools for interpreters as well as anyone concerned with forestry and the Forest Service in Alaska. These publications were: "History of the Forest Service in Alaska" (not published until 1981), and a "History of Totem Pole Restoration and Preservation" (1972). Both publications recorded not only early national forest management and administration, but concern for and actions taken by the Forest Service to safeguard irreplaceable relics and sites of Native cultures, among these the totem poles at what was to become Sitka National Monument. The Office of I&E, with VIS, aggressively promoted and assisted with these projects. The regional VIS officer was particularly pleased to be a "gofer" for Dr. Rakestraw since both had been involved with earlier history writing projects at Isle Royale National Park.

By 1971 it had become apparent that planning for long range management of the national forests in Alaska would be requiring increasing input from an increasingly concerned public. Over following years, public involvement was to become a buzz word. The so-called environmental revolution was underway which would test the understanding of and efficacy of multiple use principles of renewable natural resource management. As tons of paper are consumed in studies, analyses, reports, impact



A comprehensive "History of the Forest Service in Alaska" by Dr. Lawrence Rakestraw.

statements, plans, and revised plans, etc. the Forest Service mission remains essentially unchanged: to serve the most people, in the best way, in the long run.

A LOOK BACK - AND FORWARD

During the earliest years of the VIS program, it was observed that "the first ten years would clarify the role (of VIS) in many ways." And so it has. My conclusions about VIS in the Alaska Region are these:

Should every forest have a visitor center? In Alaska, the answer clearly is "yes," because of vast distances, variety of resources and attractions, and few population centers. Visitor centers or other interpretive means should be established wherever on the forests there is a clear need for interpretation of conspicuous features including those on which the economy is dependent. Duplication of major themes on adjacent Forests should be avoided. Specific effort should be given to interpreting economy based resources, for example, the timber and fishery resources of the Tongass National Forest. Every forest and district headquarters office should present a visible, open door invitation to the public—to come in for information and answers to

questions and concerns. The Forest Service welcome mat should not be relegated to its visitor centers.

About emphasis on promoting Forest Service management programs and policy, this is not to be the central content of interpretive services. However, interpretation should lead to some understanding of national forest management. Understanding and interaction based on factual content in our programs is our goal.

About the locating of visitor centers at places of highest scenic beauty and visitor concentration, it would seem that this is the logical thing to do. Where already there is attraction and audience, appropriate VIS should be provided. However, when these locales cannot be developed so as to include effective interpretation of essential themes relevant to the natural resource based economy, such as timber or fisheries, we need to find such places and create the attraction.

Is VIS a recreational function or educational? It is both. Recreation management has two aspects: physical activity and facilities, and mental stimulation—by the latter meaning learning about the environment wherein the physical recreational pursuits are enjoyed. It must be clear, though, that VIS is concerned with all resources, including cultural and historic. Recreation, in the common parlance, hardly includes these.

Regarding controversial issues interpretation and Forest Service credibility, here enter themes that are the most difficult yet most important to handle. One effective technique is what we called conservation dialogue, wherein participants assume opposing preservationist and resource utilization roles. Because multiple-use management is complex and always subject to changing emphasis in accord with changing needs, controversy will always be present. The forest naturalist's tools are factual information, respect and understanding for all viewpoints, and means for concerned persons to have their opinions responded to by appropriate resource specialists.

About the question of synonymy of VIS with interpretation, it is noted that local publics may not consider themselves visitors, and that information only partly defines the VIS role. The term "visitor," too, obscures public ownership, the fact that the

public has provided for and pays for this service. The term "interpretation" accurately defines the naturalists' role and should be in our title.

Looking to the next ten years, the rapid growth and equally rapid change on the Tongass and Chugach National Forests is requiring not only intensified planning but reorganization to achieve new and expanding objectives. In retrospect, we have enjoyed amazing growth and success, considering that this has been a new venture in new territory. As the mission of VIS is rooted in the mission of the Forest Service, so the future needs and opportunities for interpretive service must be considered with relation to all management and organizational planning.

Here are the primary needs, the musts of VIS, that have become apparent over the years:

- VIS needs a corps of trained, experienced, and dedicated interpreters.
- They, at all levels, must work as a team, through an organizational system that encourages, facilitates, and enhances the work.
- Interpretive planning must have high priority in coordination with other planning.
- Support staff, tools, and facility must be equal to the need.
- Direction must be competent, meaningful, and supportive from the Chief on down. To this end, the nature and scope of its potential contribution to society must be understood.

FINALLY, the conception of the interpreter's job, as has been stated many times in many ways over the years, warrants one more telling, as through experience we in Alaska have learned.

The public is interested in knowing about the national forests which represent in the finest sense the vast forested part of the environment. To the public, the interpreter—the forest naturalist—is a trusted, respected, appreciated spokesperson. The public is receptive to learn about the nature, history, and uses of the many resources of the forest, and pleased with the knowledge, enthusiasm, and character of the interpreters that serve them. Through this interaction, the Nation in the long run benefits, as with understanding the public asserts its ideas. Public understanding of the mission of the Forest Service is needed so that decisions can be wisely made, and we all can get on with the job.

REFERENCES

Relating to interpretation in the Alaska Region,
produced or begun in this ten year period.

Rakestraw, Lawrence, 1981, A History of the United States Forest in Alaska.

Rakestraw, Lawrence, History of the Forest Service Role in the Preservation of Totem Poles (no date, in-service publication)

Hakala, D. R., 1971, Interpreting the Tongass National Forest (a collection of messages broadcast via Cousino Message Repeater)

Hakala, D. R., 1969, Project Malaspina, Interpreting the Passing Scene Along the Alaska Marine Highway (report of the pilot program)

Hakala, D. R., 1970, Summer 70 (report of the season's interpretive program on the State ferries)

Hakala, D. R., Fred Harnish, and Dick Warren; 1969; Come on In! Bringing the Forest to the Schools With Rolling Visitor Centers (report of use of trailers as portable visitor centers)

USDA Forest Service, 1963, Proceedings, National I&E and VIS Training Conference; Tucson, Arizona.

USDA Forest Service, 1971, VIS for the 70's, VIS Management Conference, March 1971; Paducah, Kentucky.

BROCHURES (Incomplete listing)

Trail of the Glacier

Introducing the Forest Naturalists - who conduct the interpretive activities on land and sea on the Tongass and Chugach National Forests.

A Trip by Ship Through the Forest

Appendix I

Agreement for Individual Volunteer Service

AGREEMENT FOR INDIVIDUAL VOLUNTARY SERVICES

(Act of May 18, 1972, P.L. 92-300)

D. ROBERT HAKALA

Name (print-Last, first, middle initial)

5901 Montgomery Street, Juneau, AK 99801

Address (Street, city, state, zip code)

1. Description of work to be performed:

Bob Hakala will be doing research into the history of the Forest Service's interpretive prog in the Alaska Region and Nationally. He will provide information about the challenges and accomplishments of the Visitor Information Services (VIS) and other early programs in the Alaska Region and will document this early history for use by the Forest Service for development into a regional history of interpretive services.

2. All of the above-described work will be noncompensable. I understand this service will confer on me the status of a federal employee.

Some expenses are reimbursable -See Reverse Side

3. I understand that either the Forest Service or I may cancel this agreement at any time b notifying the other party.

I hereby volunteer my services as described above to assist the Forest Service in its authorized work.

D. Robert Hakala

Signature of Volunteer

Aug 13, 1990
Date

Signature of Parent or Guardian, if Under 18 years of age

~~*Aug 13, 1990*~~
Date

ACCEPTANCE FOR THE FOREST SERVICE

The Forest Service agrees, while this agreement is in effect, to:

1. Finance your necessary incidental expenses to the extent funds are available.
See Reverse Side - Reimbursement
2. Consider you as a federal employee for the purpose of tort claims and compensation for w injuries.
3. Authorize you to operate federal motor vehicles when necessary, provided you qualify.

Signature	Title	Unit	Date
<i>Neil R. Stogdon</i>	<i>Regional Interpreter</i>	<i>RSCR</i>	<i>8/13/90</i>

TERMINATION OF AGREEMENT

Agreement Terminated on _____
(month, day, year)

Signature of FS Officer

Remarks:

VOLUNTEER FOREST INTERPRETATION HISTORIAN

Reimbursement:

These positions are nonsalaried. No meal subsistence or housing will be required. Standard government-wide per diem rates will be paid for any travel required for research purposes.

A travel authorization must be issued prior to any travel. Government reimbursement cannot be made without this authorization.

This Agreement will remain in effect unless terminated by either party and notification of the other party.

Forest Service will provide use of telephones and other office machines necessary to conduct research, and will reimburse the volunteer for phone calls required to conduct research.

Appendix II

***Attendance List: I&E and VIS Leadership
Training, November 1963***

Attendance List

I&E-VIS LEADERSHIP TRAINING SESSION

Tucson, Arizona

November 18-26, 1963

<u>REGION</u>	<u>NAME</u>	<u>TITLE</u>
1	Kenneth A. Keeney E. Arnold Hanson Maurice A. Vogel	ARF-I&E Assistant to ARF-VIS Officer VIS Officer- Missoula Visitor Center
2	Joseph N. Hessel Leslie Hendry	ARF-I&E VIS Officer
3	Fred Kennedy J. Morgan Smith Nelson Bernard	Regional Forester ARF-I&E VIS Officer
4	Albert Culverwell	VIS Officer
5	Grant Morse Emil Koledin	ARF-I&E VIS Officer
6	Jack H. Wood Roscoe Files	ARF-I&E VIS Officer
7	Ted C. Fearnow Dick Preston	ARF-I&E VIS Officer - George Washington N. F
8	W. W. Huber Jay McConnell	ARF-I&E VIS Officer
9	George Brown William Colpitts	ARF-I&E VIS Officer
10	Jack Culbreath Robert Hakala	I&E Chief VIS Officer
WO	Richard J. Costley Clare W. Hendee Clint Davis John Mattoon Paul Kihlmire Ernest Draves Ellsworth Swift Richard Virgo Al Beaty Virgil Carrell William Parke Jack Kern Nolan O'Neal	Assistant to Chief - W. O. Deputy Chief Director - Division of I&E Assistant Director - Division of I&E Chief - Branch of VIS - I&E Visitor Programs - I&E Visitor Programs - I&E Designing Services - Office of Inf. AV Activities - Division of I&E Sign Coordinator - Division of Eng. Recreation Management - Div. of Rec. Recruitment - Division of PM Training - Div. of Fire Control
NPS	Marc Sagan Earl Jackson	Interpretive Officer - NPS, Wash. D. C. NPS - Globe, Arizona

Appendix III

Daily Alaska Empire Editorial; May 12, 1963

The Daily Alaska Empire, Sunday, May 12, 1963

LARGEST NATIONAL FOREST

It was fitting that the U. S. Forest Service had an interpretive ranger (supplemented at times by other personnel) on the Malaspina during the "inaugural voyage", for the cruise was almost entirely through the Tongass National Forest, largest of the more than 150 national forests in the entire United States system (though now administered as two, North Tongass with headquarters in Juneau and South Tongass with office in Ketchikan).

The Tongass includes virtually all the area of Southeast Alaska - excepting only Glacier Bay National Monument and two other fairly large tracts, mostly glaciers and rocky peaks in the north, Annette Island which is Indian land in the south, and small areas in and around seven cities. The forest is a vast and mysterious world occupying islands and mainland and filled with fascinating complications which many of us only begin to understand. The interpretive ranger helped over the speaking system of the ship and in various conversations to cast light on some of the major facts about the tree resources, the undercover, the wildlife and scenic values, the mineral resources and other factors - adding much to the enjoyment.

Despite the tremendous appetites of the two big pulp mills at Sitka and Ketchikan, and various lumber mills at different points, little timber cutting was observed on the tour, and we learned it is the policy of the Forest Service to prohibit cutting along the main routes of travel (especially tourist travel) where barren gaps would be unsightly flaws in the scenery. We were also told that total cutting in blocks, observed at a distance in a few places, is proving generally successful in natural reseeding to produce the next of Alaska's major natural resources, particularly because it's renewable, capable of producing repeated crops even greater than that which is now in the early stages of harvest. The sustained yield program is designed to maintain the resource on into the future, and the policies are worked out to bring maximum benefit to Alaska and its people.

The recreational resource, which includes the visitor industry, is one of the greatest in this vast forest, and again one which can continue undiminished into the future while being utilized to a far greater extent than it is now. The new ferry system will, of course, increase the use of this resource, as will improved transportation of other kinds. The fjords, bays, snowy peaks, wooded slopes, waterfalls, glaciers, icebergs, and other features constitute scenery unexcelled in the world, and there are numerous opportunities for enjoying wildlife and outdoor activities such as camping, boating, hiking, hunting and fishing. Wildlife includes the mountain goat, deer, bear, wolf, moose, and furbearers such as beaver, muskrat, wolverine, and others, all of much interest as well as important one way or another to the economy of Southeast Alaska.

Water is another resource, one of fundamental importance, yet one which is given little thought. The forested slopes have innumerable streams. Tongass forest is watershed for billions and trillions of gallons of pure water for domestic use, for wildlife, for industry, and for power - for example, the Snettisham hydro-electric project southeast of Juneau which is entering the stage of engineering and may launch mineral and other industries. The streams are, of course, a source of fish - freshwater varieties and, perhaps even more important, the spawn of salmon which are so valuable for both sport and commercial fishing.

This greatest of all American forests was (and is) also the home of Indian people, hence rich with the living past of humanity and the long-time inter-relationships of man and nature.

Anyone who wants to understand Southeast Alaska - and obtain the maximum enjoyment of profit for this region - must understand Tongass National Forest. It is a rich and significant part of the entire state of Alaska - perhaps, in the long view, the richest of all.

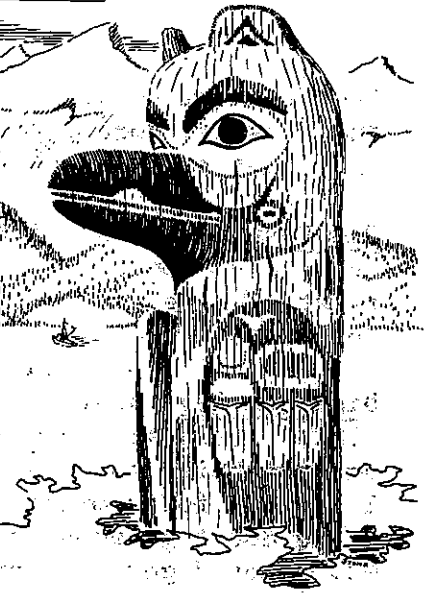
Appendix IV

***Forest Interpretation Note,
No. 3; February 1964***

Visitor Information Service



forest interpretation notes



It is our task in our time and in our generation to hand down undiminished to those who come after us what was handed down to us by those who went before, the natural wealth and beauty which is ours. To do this will require constant attention and vigilance, sustained vigor and imagination.

John F. Kennedy

No. 3

U. S. FOREST SERVICE

Juneau, Alaska 2/64

The conference of VIS officers at Tucson, Arizona was in its fifth day, all constructive and forward looking, when the mind numbing news of our Chief Executive's death reached us. For the rest of the session, a dark pall hung over our meetings and sobered our frolic. A President who had shown a concern for our resources of beauty and natural wealth, for the very ideas we were meeting to explore and promote, had joined history. This first national VIS conference will be remembered for that sad reason, and for a reason of dedication to an interpretive role to help accomplish objectives reflected in the conservation philosophy of President Kennedy, which is quoted above.

An abstract of the proceedings of the two week VIS meeting is now being compiled in the Washington Office and, we understand, will be distributed among the Regions soon. It will contain much of the basic framework of thinking guiding today's VIS function. From transcriptions of the tapes recorded by Region 10 at the meetings, we're able to highlight some elements of discussion by way of a few key quotes. No organization or development of ideas is intended.

Clint Davis: "I'm not so sure that all our Forest Service people understand that they have a VIS responsibility along with their regular work."

Fred Kennedy, Regional Forester, Region 3: "Whether you say it's new or not, to most of us in the Forest Service, VIS is new, and it's going to need all the help it can get if we're going to do a professional job. It's going to take specialists and we want to help from the word go."

Sorry, voice not recognized: "To begin with, we don't want anything (organizationally) that will eliminate the need for participation on the ground



the alaska region



level. . .we should look to our people on the ground to make a study of the area and come up with a prospectus or general outline of the things they want to interpret, and then call upon the experts to carry them out."

Ted Fearnow, Chief, I&E, Region 5: "I came into the Forest Service as an aquatic biologist. I worked under a Regional Forester who's an anthropologist. We've got VISers who'll some day be Supervisors and maybe Regional Foresters."

Dick Costley, Asst. to the Chief Forester: "Why did Forest Service go into VIS? . . .to get public support for Forest Service objectives by developing understanding and confidence in the outfit they've hired to do the job. . . I haven't for a minute said our VIS has to be the heavy handed hard sell. . .we don't go among our visitors and say 'this is Multiple Use, MU, MU, MU.' They'd get so worn out with the Multiple Use story we'd never see them in a National Forest again. After all, the key to both confidence and understanding on the part of the public exposed to the Forest Service is that the experience, the exposure, is a pleasant one."

Clare Hendee, Asst. Chief, (Speaking of visitor centers and other structures): "Don't get trapped in (working toward) physical plant alone. Physical plant alone doesn't buy a thing if you don't have the real guts back of it in the way of quality content and real programming."

Earl Jackson, NPS, Asst. Reg. Naturalist, SW Region: (Giving some firm guidance to achieving "quality contact.") "Do remember, when talking to visitors, to tell them what outfit you work for...Do remember the importance of your personal appearance...Do not forget that personal contact is much more to be desired than any other kind...The best interpretation forces the visitor to stretch a little,...to savor the entire essence of the thought we are expressing, to be intrigued into wanting to learn more."

Hendee (Speaking of I&E in general) "When we make a budget estimate, this includes all the recognized and authorized supporting services. . .something we do not seem to be able to communicate throughout our organization. The program estimates contain around 12% that would not be in there were it not for supporting services."

" . . .the budget bureau and the general accounting office accept the idea of a performance budget (which) includes all of the costs of doing business, including all of the supporting services."

Al Swift: ". . .related to planning. . .You just can't do this overnight. It takes time to do a good job with a visitor center or something as complex or sophisticated as this. It takes planning time, competent planners, and money to do the planning, and without these three you're in trouble."

Sagan, NPS Interpretive Planner: "If you stand back and throw rocks at a target long enough you're bound to hit once in awhile." (The moral applies to the fine opportunity we in the USFS have of learning from the experience of others in all fields of interpretive planning.)

? : ". . .there's the problem of your visitor center becoming a glorified restaurant."

Paul Kihlmire: "Every structure in excess of \$50,000 has to be approved by Congress."

Swift: "You can't tell people about TM, etc., unless you can show them something. . .we need somehow to get them to these places or else establish demonstration areas at places where people can see them."

Kihlmire: "Within a region we can trap ourselves into repeating a story because of the dominance of a certain feature."

Fearnow: "The average American is intelligent enough to grasp this thing (multiple use story) when the facts are placed before him. All we need to do is give him the simple picture and let him make these conclusions himself. That really is the best type of I&E work, when the listener gives you the message you're trying to get across to him."

Kihlmire: "Tilden (Freeman Tilden, authority on interpretation) says we are obligated as interpreters to tell the MU story. . .the F. S. has responsibility of not only interpreting the past, the human and natural history; we must interpret what is happening in the present and what will happen in the future."

Hendee: (in parting): "I'd like to see us present a program to the Chief and his staff (which would be) a summary of what our programs look like in the way of kinds of programs and maybe a sample program or two." (Here is something every Region ought to contribute to this winter, so the full scope of VIS efforts to date can be communicated to our top policy makers. DRH)

Recreation Training Meeting. In the Northern Region, VIS had an opportunity in September to participate in another important meeting - the regionwide recreation training meeting on the Chugach. We learned that it's the last 10% of construction finish that makes a facility fully functional and attractive. This seems obvious enough, but it's this last 10% which is so easy to overlook - the part that shows we really care for our public's pleasure and satisfaction. The last 10% has another aspect that goes beyond physical comfort. The visitor wants to know where he is and what there is to do. He wants to know about his new environment - the forest, wildlife, mountains, etc. Wayside exhibits, nature trails, campfire programs, and other interpretive means provide the visitor with the mental satisfaction which brings his visit to 100%. Campgrounds, like visitor centers, help the Forest Service to be a good host.

Pressure poles: There are a good many exhibit devices on the market which use pressure poles as supporting structures. Now you can make your own using attachments three of which we are familiar with. Toplock, selling for \$1.00 from Trend Industries, 2911 Carroll Ave., Chicago 12, attaches by drilling a hole in the top of the vertical member. Timber Topper, available in either 2 x 3 rectangular gray sheet metal or 2 inch diameter wood cylinder, fits over 2 x 3 stud or 2 inch clothes pole respectively. Timber Toppers are available from Brewster, Inc., Old Lyme, Conn, @ \$2.25 and \$3.25.

* * * * *

Preservation: Do any of you have occasion to preserve coniferous foliage? Here's the formula I picked up from the Western Museum Laboratory a couple of years ago. It's called the Alcohol-glycerine-formaline method; Mix equal

parts denatured alcohol and glycerine. To each gallon add 1 oz. 40% formaldehyde (formaline). Soak the fresh foliage or branches for several days or frequently spray the branches, curing with branches down. Rinse off excessive glycerine with water and spray with latex. Color with oils, acrylics, or vinyls. May substitute Krylon spray for latex.

* * * * *

What s new in R-10?

A new Regional Forester - Howard Johnson - whom we welcome back to Alaska where a few years back, he was Assistant Regional Forester, RM. We understand that Mr. Johnson and John Herbert were the first to propose a V. C. at the Mendenhall Glacier. Hope he likes what Rec and VIS are doing with his brain child.

* * * * *

We were quite proud to report to the Washington Office some 207,000 visitor contacts in the Alaska Region in the past year.

* * * * *

Rapidly shaping up is an educational TV series produced by Forest Naturalist Kaye Metcalf, and a complete new set of exhibits for the Chugach Forest Center (mobile trailer) produced by Forest Naturalist Art Kennedy, to be used first in the Anchorage schools. Both themes, coincidentally, are basically "What is the Forest, and what does it mean to me?", featuring, of course, the National Forests.

* * * * *

Is it worthwhile?

Sometimes we Forest Naturalists wonder whether the service we're providing is being well received. Only rarely does a private citizen take time to express his feelings, so rarely that when we hear a compliment, we'd like to spread it around a bit. After attending the interpretive program at Portage, a well known Alaska big game guide wrote, " I don't know of a day I have spent in Alaska in my 37 years that I enjoyed so much as our trip to Portage Glacier and the informative way the USFS tells visitors about the glaciers and ice formations." We'd rather hear it from an Alaskan than anybody.

Appendix V

***USDA Forest Service Manual;
Title 1600 - Information Services***

TITLE 1600--INFORMATION SERVICES

Chapter 1660--Visitor Information Service

Visitor Information Service is the on-site interpretive program serving visitors to Forest Service lands and facilities. (On-site means on those Forest Service lands and at Forest Service facilities where we can reasonably expect substantial visitation.)

To distinguish Visitor Information Service from other informational and education activities within the Division of Information and Education, it is essential to understand the meaning of the term interpretation as defined and accepted by those persons trained in the discipline:

Interpretation is an educational activity which aims to reveal meaning and relationships through the use of original objects, by firsthand experience and by illustrative media rather than simply to communicate factual information...Furthermore, interpretation is the revelation of a larger truth that lies behind any statement of fact.--Freeman Tilden, Interpreting Our Heritage.

Therefore, the term information as used in Visitor Information Service refers primarily to the facts needed to interpret the natural, social, historical, and cultural influences on the forest environment and the management of resources based on ecologic principle and social need.

Providing orientation to visitors to Forest Service lands and facilities is a responsibility of all functions and personnel. Nevertheless, in many situations, because of its unique relationship to the public, Visitor Information Service must accept a larger obligation to provide orientation to the visitor. The use of the term orientation in the Visitor Information Service program includes that "information" needed to orient the on-site visitor to the lands, facilities, and recreational and interpretive opportunities available to him.

Interpretation and orientation are conveyed to the visitor through a variety of on-site communications media, devices, facilities, activities, and personal services.

While the preponderance of its services, media, and activities are located on National Forest lands or facilities, Visitor Information Service also serves Research Stations and associated lands and facilities. Further, through cooperative arrangements and State and Private Forestry, Visitor Information Service provides assistance and advisory services to visitor programs on forest and park lands in public and private ownership both in this country and abroad.

1660.1 - Authority. General authority for visitor information service work is covered in FSM 1602.1 and 1602.2.

1660.2 - Objective. Through its program planning, on-site activities, and interpretive methods and media, Visitor Information Service strives:

1. To enrich the experience and enjoyment of the public in its use of Forest Service lands and facilities through interpretation of natural and cultural history and orientation.
2. To bridge the gap between the visitor's home environment and the forest environment so that the visitor becomes aware of and understands:
 - a. man's dependence on the forest;
 - b. the relationship between the natural forces of the forest, the scientific management of these forces, and the environmental forces at work in the visitor's community;
 - c. his responsibility to use the forest wisely and to cooperate in preventing forest fires, pollution, vandalism, and other degradation of the forest; and
 - d. the significant role the individual citizen can and should play in protecting and improving the quality of man's environment.
3. To make visitor services and programs responsive to the changing needs of people and the management programs of the Forest Service.
4. To show the role of the Forest Service in managing National Forests and related lands, conducting forest research, and cooperation with other natural resource management agencies.
5. To expand the opportunities to contribute to environmental education through Visitor Information Service facilities, media, and services.
6. To provide for the interpretive needs of special visitor groups such as the handicapped, the elderly, and minority groups.
7. To share interpretive methods, skills, and techniques with outside groups such as state and local natural resource, park, and recreation agencies, teachers, institutions of higher learning, other federal agencies, and forestry and park officials from foreign lands.

1660.3 - Policy. To accomplish Visitor Information Service objectives, interpretive services are planned and programmed on National Forests, on related Forest Service lands and facilities, and through cooperative arrangements on other forest lands.

Visitor Information Service (VIS) program management will be governed by the following policies:

1. Interpretation. All interpretation will be focused and directed in a manner to achieve the broad objectives of the VIS program. (FSM 1660.2)

The selection of subjects for interpretation is based on the needs and interests of visitors. Resource management explanations should be integrated with interpretive presentations where applicable.

2. Program Management. Visitor Information Service shall be established only where it is possible to provide interpretive programs or orientation services of high quality. Further, Visitor Information Service should be established at locations normally frequented by large numbers of visitors.

a. The primary audience which Visitor Information Service serves is the on-site recreation or leisure-time visitor to National Forest and other Forest Service lands and facilities. The preponderance of VIS plans, facilities, and services shall be aimed at the needs of this group, but their application and modification to serve other audiences such as community groups, conservation groups, school groups, and youth camp enrollees visiting the National Forests should be given thorough and systematic consideration in planning.

b. VIS is primarily an on-site activity; therefore, off-site informational exhibits or other media used to (1) inform potential visitors of activities on Forest Service lands and facilities or (2) to explain to the general public the work of the Forest Service shall not be considered appropriate VIS activities. Media used for these purposes are the responsibility of the Audio-Visual Branch of the Division of Information and Education (FSM 1640).

This distinction between media excludes from VIS responsibility those media located at airports, Chambers of Commerce, State and County fairs, etc. This does not exclude unique off-site interpretive efforts on lands and at facilities adjacent to National Forest lands where substantial numbers of visitors congregate who will be utilizing National Forest lands, facilities, and programs. Nor does it exclude interpretive activities such as the training of State and local naturalists and other cooperative activities arranged through State and Private Forestry.

c. VIS contributions to environmental education shall be confined to on-the-ground, established VIS facilities, interpretive complexes, and programs. Educational use of other sites on Forest Service lands is determined under the direction of the Environmental Education Branch of the Division of Information and Education (FSM 1620).

Since teachers are best equipped by training and position to work with individual students, the most valuable and cost-efficient role that VIS personnel can play in environmental education is to serve as a resource to teachers. Direct involvement with students by VIS personnel should, therefore, be kept to an absolute minimum.

3. Planning. Visitor Information Service planning shall be conducted at the Forest, Region, Station, and Washington Office levels and will reflect VIS objectives.

a. Plans will include evaluation of opportunities on or adjacent to recreation facilities, scenes of Forest Service management activities, existing and planned highways, roads, and trails. The potentials and needs for Visitor Information Service will be considered in planning new recreation areas, other Forest Service sites and facilities, roads and trails, and in redesigning and rehabilitating existing facilities (FSM 2110).

b. Plans for adjacent units (Forests, Regions, Stations) are to be coordinated and integrated. Regions have responsibility for coordination of Forest and Station plans within the Region. Coordination between Regions will be performed by both Regions and the Washington Office of Visitor Information Service.

c. Functional plans for the various resource managers are to identify VIS opportunities. The Program and Work Planning (PWP) of all functions at all levels will be appraised for such opportunities by line officers. On the District level, every PWP will require in its Multiple Use impact survey, a report of VIS potentials and needs related to the project. Specifically, the Multiple Use Management Plan and atlas will include the inventory of interpretive opportunities as described in the VIS Plan Guidelines (FSM 2100).

d. Planning for all major interpretive facilities shall adhere to established procedures and shall be accomplished in cooperation with the Divisions of Information and Education, Recreation, Engineering, and Administrative Management at the Forest, Region, and Washington Office levels to ensure that visitor programs and services involving the National Forest System, Research facilities, and Cooperative State and Private Forestry programs are sound, logical, of high quality, and executed in a professional manner.

e. No request for construction funding of major VIS facilities shall be initiated until each of the following steps has been completed, reviewed, and approved in sequence by the Regional Office and the Washington Office.

<u>Steps</u>	<u>RO and WO Review and Approval</u>
1. Interpretive Plan	I&E, REC
2. Interpretive Design	I&E
3. Project Proposal	I&E, ENG, REC, AM
* (Request for Planning Funds	RF, B&F, Deputy Chief, ADMIN.)
4. Architectural Prospectus	I&E, ENG, REC, AM
5. Preliminary Building Design	I&E, ENG
6. Completed Working Drawings	I&E, ENG

* Upon completion, review, and approval of steps 1, 2, and 3, a request for planning funds for steps 4, 5, and 6 may be made.

4. Visitor Information Facilities. Facilities used in connection with Visitor Information Service shall meet Forest Service standards.

a. Public health and safety, the protection of forest resources, and the quality of the environment shall be provided for in developing VIS facilities and conducting VIS programs.

b. Physical facilities will be compatible with the Forest environment. Improvements will be designed to meet functional needs and to harmonize or complement with the environment of the area. To accomplish this, the combined talents of professional engineers, architects, and landscape architects will be applied to VIS facilities (FSM 5650, 2315).

c. Visitor Centers shall provide for handicapped persons to the extent necessary by estimated potential needs (FSM 5651.64).

d. Visitor Centers and major VIS facilities should be designed for multi-purpose functions. In addition to the general recreation visitor, VIS Centers should also serve school groups and local communities where feasible. VIS planning and personnel should strive for maximum utilization of major facilities

5. Personnel. VIS employees shall be carefully selected in accordance with standards established for this work. Training and orientation shall be provided to all permanent and seasonal employees of Visitor Information Service engaged in interpretive work.

History of the Forest Service, organization of the Forest Service and the Department of Agriculture, multiple use management principles, the contributions of Research and Cooperative Forest Management, interpretive techniques, development of interpretive media, interpretive planning procedure, natural history of the local area, personal conduct, and uniforms shall be included in the training of all permanent VIS personnel. Seasonal employees need the same training but may not need training in interpretive planning procedures. Special emphasis shall be given to hiring teachers and students as seasonal naturalists because of the spin-off benefit when these employees return to classrooms in the fall.

a. All employees performing Visitor Information Service duties on site will wear the prescribed Forest Service uniform (FSM 6100).

b. Technical assistance from outside the Forest Service may be obtained if necessary for (1) research to acquire more thorough knowledge of the natural and cultural history of an area, (2) interpretive planning, and (3) construction of exhibits, interpretive devices, and other special interpretive media.

c. The public expects all uniformed Forest Service personnel to be knowledgeable about National Forests and to be willing to answer their questions. This is understandable and reasonable. It is, therefore, the policy of the Forest Service that all line and staff personnel authorized to wear the uniform have a quasi-orientation and interpretive responsibility and will assume the responsibility to be generally familiar with information of interest to the public.

Appendix VI

Various brochure covers

a TRIP by SHIP

THROUGH THE FOREST

YOUR FERRYLINER CREW. When the Captain, Purser, and other ship's personnel are not busy with their jobs of running this ship and taking care of your passage, they will be glad to talk with you about your trip to Alaska. They're experts on the Inside Passage. Help them by observing the few rules and regulations that are posted - these are designed for your safety and the convenience of everyone. It's fun to watch the docking and loading operations but please stay clear of the working crewmen, and no running on board, please.

A rack of travel literature is located near the Purser's desk.

NATURALIST SERVICES ON SHORE. We are trying to man all four southeast Alaska ferries with Naturalists this summer, but it's possible that sometimes we'll miss the boat. The shipboard interpretive activities are part of a larger program presented by the Forest Service which also maintains the Tongass Visitor Center near Ketchikan, the Mendenhall Visitor Center near Juneau, and the Portage Visitor Center near Anchorage. In many places on the National Forests you'll find wayside exhibits, informational signs, and self-guide trails. In addition, the State of Alaska has point of interest signs along the highways. The National Park Service helps interpret the history of Alaska at the Sitka National Monument, and some of the nation's most spectacular scenery at the Glacier Bay and Katmai National Monuments and Mt. McKinley National Park. We all share the privilege of helping people get together with nature to learn about the natural resources that sustain us all. We want your adventures in Alaska to be meaningful and memorable.



announcing

the Forest Service interpretive program on board this Alaska State ferry

AND introducing

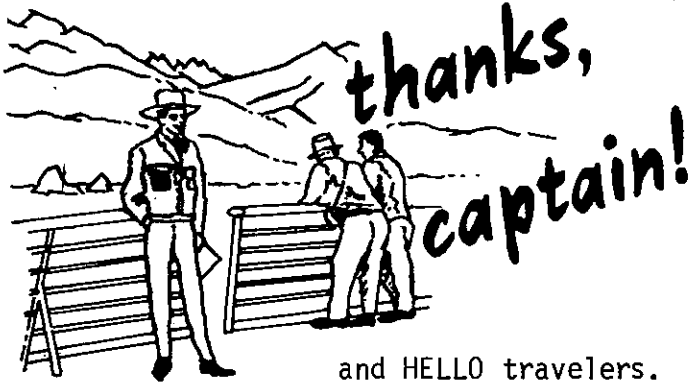
the Forest Naturalists who will conduct it.



Meet them on board, and be prepared for some exciting adventures in ideas.



A cooperative program of the USDA, Forest Service and the Division of Marine Transportation, State of Alaska.



and HELLO travelers.

Surprised to find a Forest Naturalist on board this ship?

Well, you're going to have a long ride through some of the most "magnificent country in the world." Most of the landward scene is national forest - Tongass National Forest - we Alaskans who work for the Forest Service want to help you to enjoy your trip.

Every now and then, you'll be hearing announcements and messages over the public address system

about where we are now
about interesting geographic places that are in the view
about resources, like timber and wildlife, that are so valuable to us all
about whales, water, wilderness....

Let us know what you'd like to hear about and see.

On schedule - and sometimes on the spur of the moment, depending on the weather, public interest, and places along the route - we'll have a nature or resource walk on deck. We'll explore with you the environment through which this vessel is passing. What's to be seen?..Ocean, forest, mountains, sky, wildlife, the ship itself, and each other.....

SOME OTHER THINGS WE'LL DO

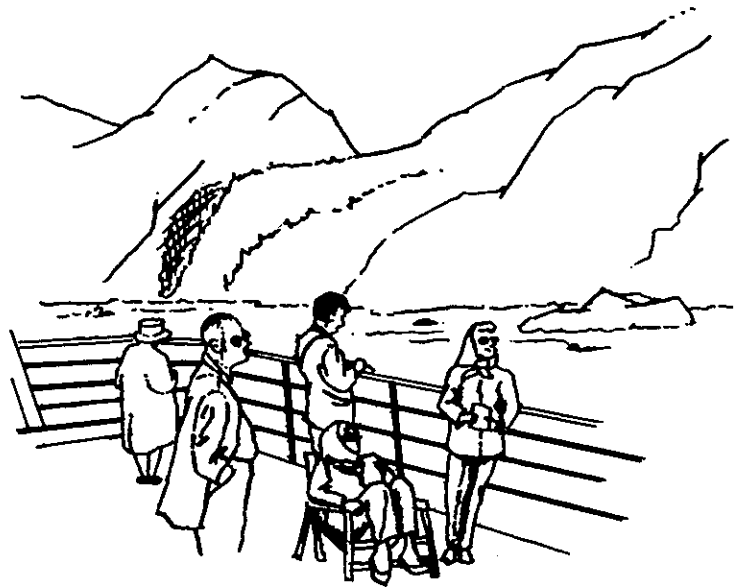
Slide talks and movies about Alaska and its people. Lassie and Smokey Bear too.

Conservation round-tables. Do you have ideas about conserving resources that you'd like to talk about?

Skits, games, contests, and maybe sing-alongs even - for kids of all ages.

And the rest of the time (except when we're sleeping, eating, or taking a break), meeting and talking with folks at the Forest Naturalist Station. That is the place from which we conduct the 'guided cruise' over the ship's P.A. system, and where we have a visitor register where we want every traveler to leave his mark and comments. We'd like to know more about the kinds of activities you'd like to have offered on board.

See the bulletin board, and listen for announcements about coming events.



SIGN 7

Behind this sign are veins of milky quartz which are found in the bedrock throughout the region. Veins like this, which vary in thickness, length, and mineral content, are the source of much of the placer gold that has been produced in this area.

SIGN 8

Notice the rocks on either side of the trail. Rocks like these, which were transported and deposited by the glacier, are called erratics. These erratics are black and white quartz diorite that were carried by the glacier to this area from at least 4 miles up the valley.

SIGN 9

Behind this sign, the words "Ice Limit 1916" are carved in the rock. The glacier face had retreated to this position by 1916.

The shelter nearby is your last stop on the "Trail of the Glacier." The glacier advanced 2 miles further down the valley before its current recession began, about 200 years ago. Only about 40 years ago, the place where you are standing was covered with an overflow of meltwater carrying an outwash of morainial debris. The story of a cobble carried here by the glacier is featured in the wayside exhibit shelter.

We hope you have enjoyed this self-guided walk. Remember that most of the features you have seen from the numbered stops may also be seen at other places within the Mendenhall Glacier Recreation Area and at other glaciated areas the world over.

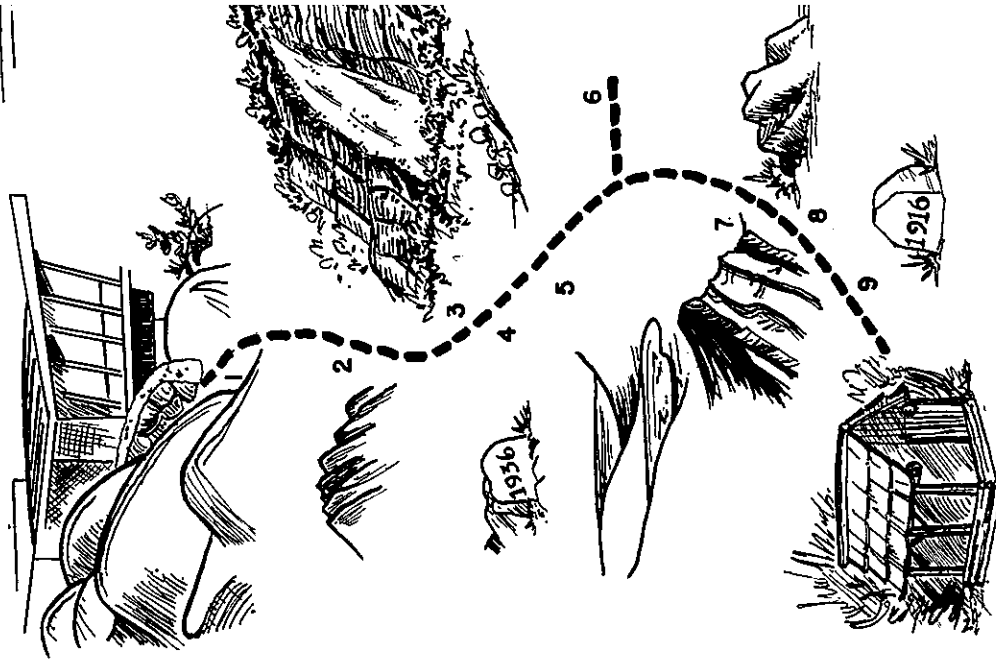
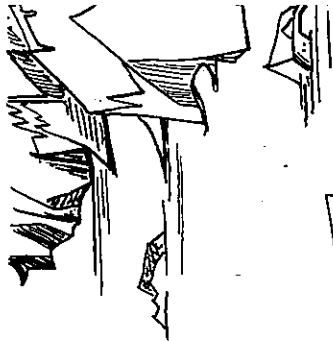
For a schedule of other interpretive activities, please check the bulletin board in the Visitor Center. The Forest Naturalist on duty will be happy to answer any of your questions and to suggest other activities of interest in the National Forests of Alaska.



IF YOU HAVE NO FURTHER USE FOR THIS LEAFLET, PLEASE LEAVE IT AT THE SHELTER OR RETURN IT TO THE LEAFLET BOX AT THE BEGINNING OF THE TRAIL.

FOR YOUR NOTES

Trail of the Glacier



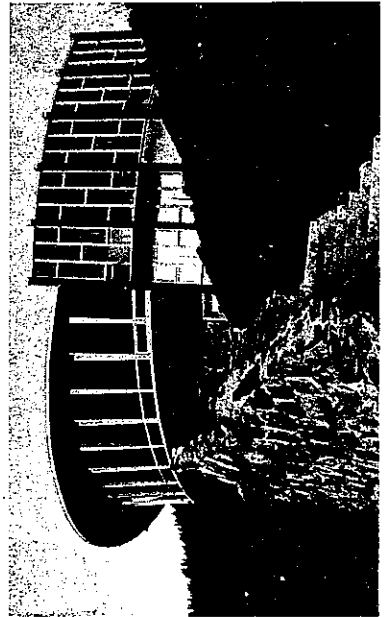
Mendenhall Glacier Recreation Area

NORTH TONGASS
National Forest
ALASKA



This trail guide is one of many services now being offered under the Forest Service's new Visitor Information Program. The Visitor Center (pictured below) is headquarters for the Forest Naturalists who conduct the interpretive program--all intended to provide visitors with an understanding of this glacier-dominated landscape. This Center is only one of several similar structures that have been built at sites of unusual scientific, scenic, or historical importance found within our National Forests. Inasmuch as the Mendenhall Glacier Recreation Area is a part of the North Tongass National Forest, we suggest that you refer any inquiries from your friends for information about this area to the following:

FOREST SUPERVISOR
NORTH TONGASS NATIONAL FOREST
217 - 2nd STREET
JUNEAU, ALASKA



HOW TO USE THIS LEAFLET

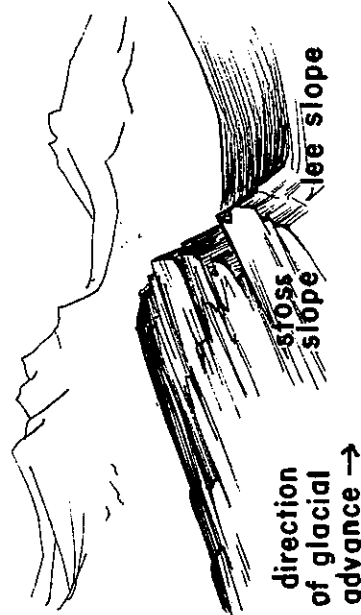
The explanatory text and illustrations in this self-guiding leaflet are keyed to signs numbered 1 through 9 along a 1/2 mile trail, called the "Trail of the Glacier." This trail has been laid out to permit you to observe how the Mendenhall Glacier shaped and marked the terrain over which it moved. Markers also have been placed along the trail to help you identify wildflowers, trees, and shrubs.

SIGN 1

The channel-like groove in the rock behind this sign was cut by the abrasive action of rock fragments carried in the bottom of the glacier as it passed over this site. Such grooves are common in the outcroppings of bedrock that surround the Visitor Center. These grooves indicate the direction in which the glacier moved as it advanced.

SIGN 2

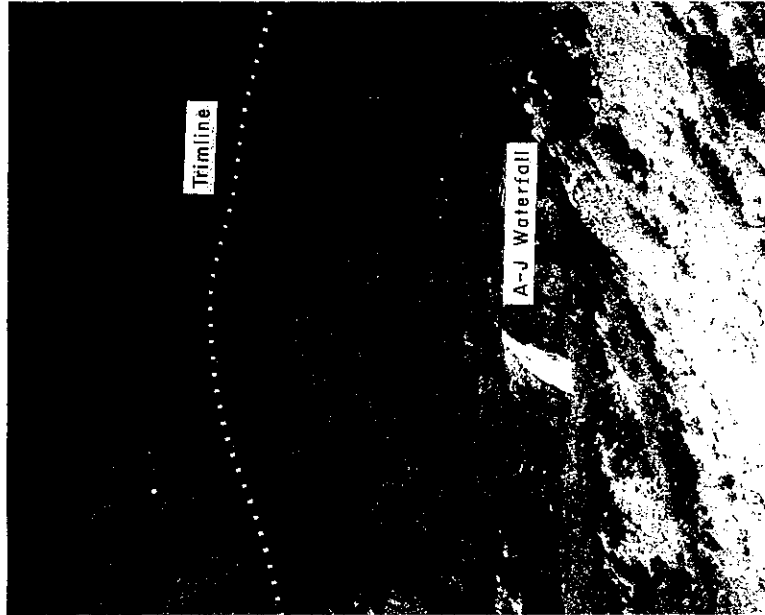
Note how the surface of the rock behind this sign slopes gently upwards. What you can't see, however, is that the slope on the other side of this bedrock knoll is rougher and more abrupt. This typifies the landform resulting from glacier erosion of jointed bedrock knolls. As the glacier advanced up the knoll, its surface was eroded by slow grinding, leaving a gentle slope. Ice pressure at the brink of the knoll widened joint cracks. The ice fastened to the jointed blocks and gradually plucked them from the other side of the knoll, leaving a rough, steep slope resembling a quarry.



The gentle slope is termed the stoss side and the more abrupt slope the lee side. Such stoss-and-lee topography (see drawing above) is widespread in a glaciated area, as you can see if you look around you.

SIGN 3

Above the A-J waterfall beyond this sign, you can see an abrupt change in the vegetation. This is also pictured below. This trimline was caused by the glacier literally trimming the vegetation from the landscape as it made its maximum forward advance about 200 years ago.



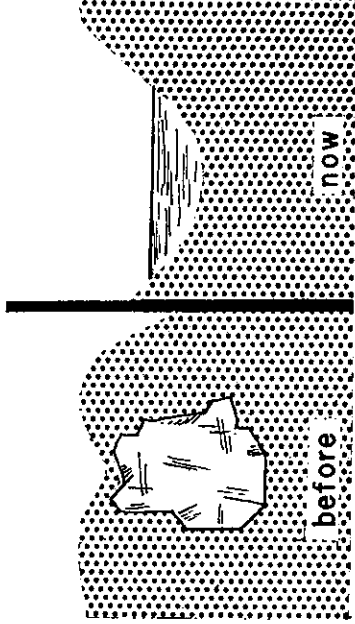
As the glacier retreated, the newly exposed soil and rock below the trimline became revegetated by lichens, mosses, and easily established annuals. Today the forest below the trimline is mostly fast growing Sitka alder, while above the trimline it is mostly Sitka spruce.

SIGN 4

Behind this sign, you will find "Ice Limit 1936" chiseled in the rock. This marks the position to which the glacier had retreated by 1936.

SIGN 5

The depression behind this sign was formed by the burial and subsequent melting of a large block of ice that became isolated during the retreat of the glacier. Outwash sand and gravel completely covered the block of ice at first. As it



melted, a depression called a pit or kettle formed, as shown in the drawing. The water you now see in the pit is not melted ice, but it is ground water, the level of which varies with the rainfall.

SIGN 6

From this point you get a view of a glacial river that flows from beneath the right side of the glacier face. The features formed in ice at the glacier's face are short-lived and spectacular. The photograph below shows a unique double arch that had formed by July 1962 as a result of erosion by the river. The continuing movement of the glacier caused a partial collapse of the tunnel roof, and the tunnel completely collapsed by the end of the season. Has the river reformed another tunnel since?



This river gets most of its water from Nugget Creek, which plunges down the valley on your right. It is also fed with meltwater from deep within the glacier.

To learn more about the country which we interpret at these centers, you should have a copy of the Tongass and Chugach Forest maps. These and other information pieces are available at Forest Service offices in Ketchikan, Wrangell, Petersburg, Craig, Sitka, Juneau, Yakutat, Cordova, Seward, and Anchorage. Information about national forest attractions is provided at most tourist offices, too. To find the Forest Service in the phone book, look under U. S. Government, Agriculture, Dept. of...

The National Forests have a mission to produce resources and raw materials that sustain both body and soul, as it were. Forest, wildlife, recreation, water, forage and wilderness have many values and uses. They're the resource treasures of the Nation that the Forest Service has the responsibility to manage for the long range public good, and which we Forest Naturalists interpret for your understanding. You'll likely visit State and National Parks during your visit to Alaska. Their programs interpret more of scenic, scientific, and historic places in Alaska.

After you've shared in some of the interpretive programs which we've presented, we hope you have a better understanding of National Forest resources. Did you benefit from our services? Do you now have some ideas about values of the National Forests that should be considered when management decisions are made? Let us know.

We want to do a better job, so we'd like to hear from you. Please write:

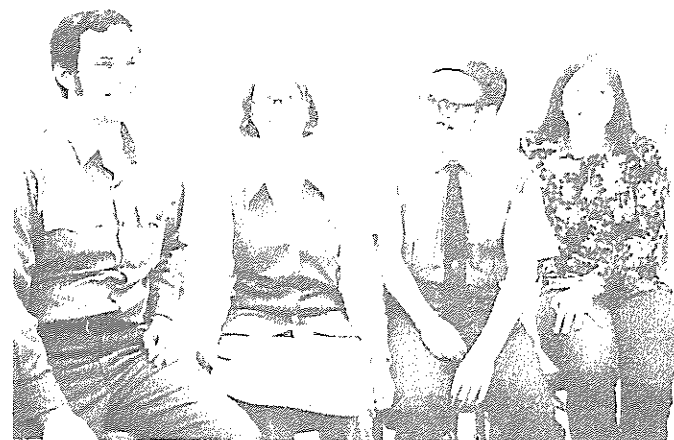
Information Services
 USDA, Forest Service
 Box 1628
 Juneau, Alaska 99801

Here we are as we got together for training. We've lived in many communities in Alaska - from Metlakatla to Matanuska, Kenai to Kotzebue - so besides knowing lots about the National Forests we like to talk with folks about the rest of our State. So, walk on over and say

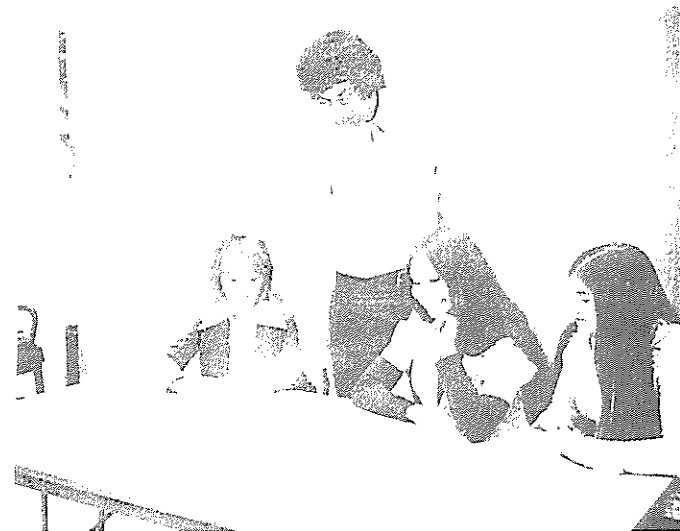
"hello"



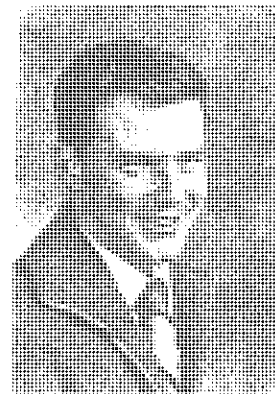
Joni Gates, Donna Breeden,
 Bob Hakala, Don Seagren



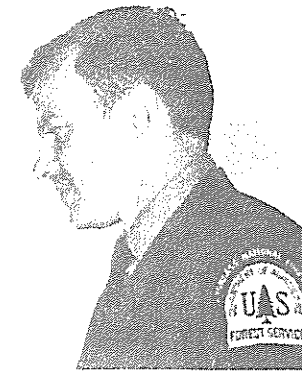
Ron Quillam, Patricia Warren,
 Pat Thrasher, Linda Dick



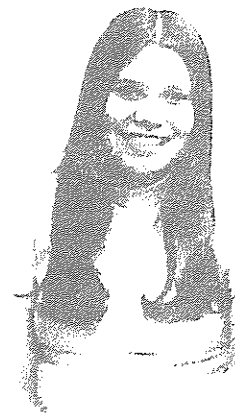
Holly Bryant, Barry Gross,
 Rebecca Timson, Cynthia Trice



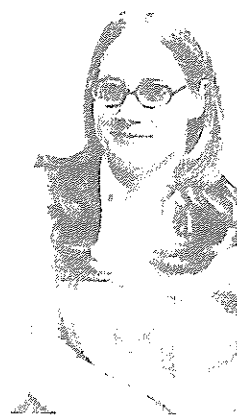
David Nunn



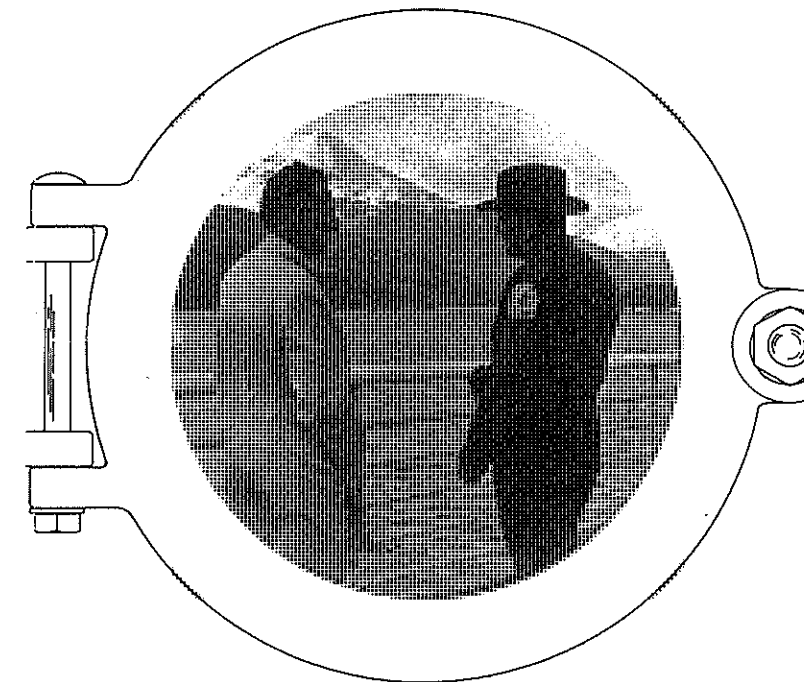
Malcolm Hursh



Elaine Benzel, Regina Proulx



Introducing the *FOREST* NATURALISTS



who conduct the
 interpretive
 activities on land
 and sea on the
 Tongass and
 Chugach National
 Forests

U. S. Department of Agriculture
 Alaska Region  Forest Service

We forest naturalists are at your service...

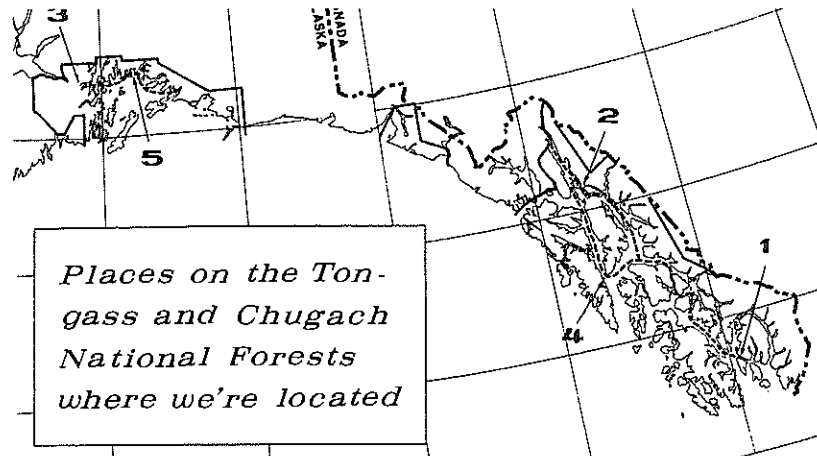
in matters of nature lore, forestry, conservation, wildlife, and such outdoor subjects. This includes people, too, because everyone depends on natural resources.



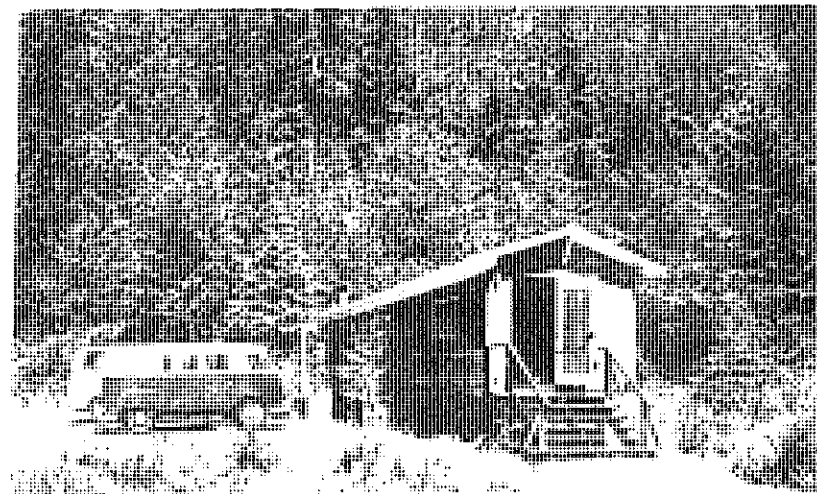
You'll recognize us by the uniform we wear and our interest in being helpful. The uniform means we're public employees. Come on over and talk to us.

Our job is to inform you about this environment. The nature of this country is fascinating, as is the history of its use and the management of its resources today. In talking with folks about Alaska, we've found that everyone - well, almost everyone - is interested in nature and is becoming more and more concerned about what's happening to the forests, land, air, and water. To people, too.

We hope our talks, walks, audio-visual programs, exhibits, publications ... add meaning to your adventures.

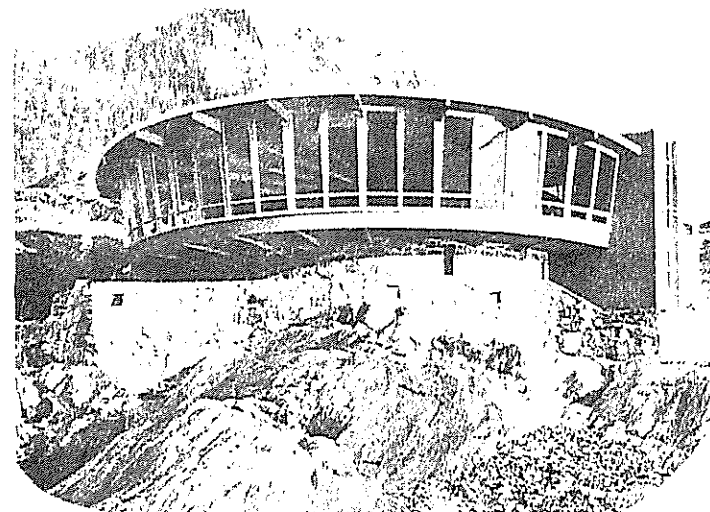


Places on the Tongass and Chugach National Forests where we're located



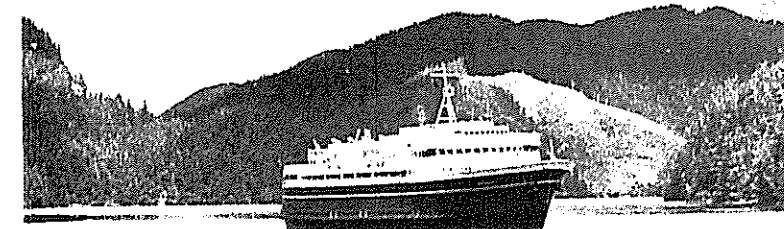
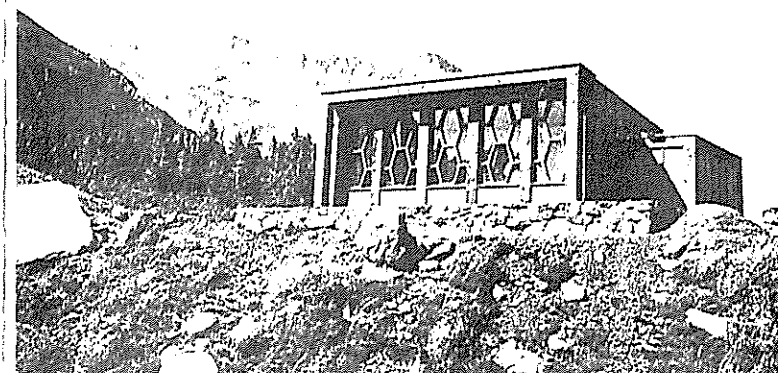
1 - the Tongass Visitor Center on the shore of a virgin forest margined lake. Walk here along a path through the coastal rain forest, and in the visitor center learn of the challenge and responsibility of forestry.

2 - the Mendenhall Glacier Visitor Center near Juneau. Here's one of the best places to observe and learn about the rivers of ice which once as a vast ice sheet covered this entire coast. You'll see here a march of vegetation, the succession of



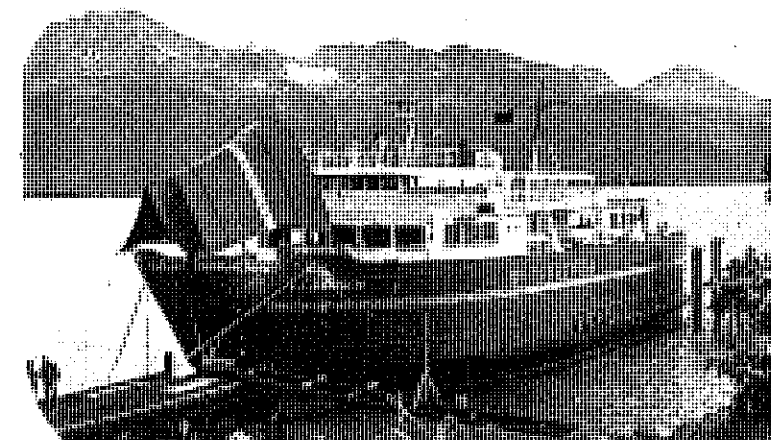
plants from pioneers to climax spruce and hemlock forest - and the animals that are part of the changing habitats.

3 - the Portage Glacier Visitor Center, located about 55 miles out of Anchorage. Besides glaciers and icebergs, we interpret here dramatic phenomena like wild weather, the building and destruction of mountains, and how life adapts to these awesome forces.



4 - In between these stations, and beyond them, we're on board the four magnificent 'Blue Canoes', the Alaska State Ferries. These take you the full length of the Tongass National Forest. As the panorama of rugged forested and mountainous country passes, we'll point out the resources and their values and uses; the history of the people from early natives to Russians to modern communities; and the attractions of forest, waterway, and wildlife.

5 - On Prince William Sound, we ride the State Ferry M. V. Bartlett to guide you through this spectacular passage, bordered by high mountains, glaciers, and wilderness.



Appendix VII

Papers presented at various conferences

ENHANCING RECREATION THROUGH INTERPRETATION
(With particular reference to the Visitor Information Service program of the U.S.
Forest Service in the Alaska Region)

D. Robert Hakala
U.S. Forest Service, Region 10, Juneau, Alaska

Translating a book written in a foreign language to one written in a language understood by the intended reader involves an interpreter. Translating the technical writing and synthesizing the accumulated knowledge of various scientific disciplines to a meaningful complete explanation of environmental phenomena involves an interpreter. Reading the landscape and the values to mankind that are present, and their relation to man's past cultural development and his outlook to the future, also is interpretation. In all of these that which is not understood becomes understood through the interpreter.

What has this to do with recreation? Not much possibly, if we consider recreation to be nothing more than exercising the muscles solely for that purpose. Certainly that is recreation, but the word has much broader ramifications. Recreation involves the re-invigorating of the mind as well as the body by seeing, experiencing, and learning about new places, new things, and new and expanded ideas. Americans are traveling more frequently and to more distant places to satisfy this recreational need.

1/ Presented at Fourteenth Annual Science Conference sponsored by Alaska Division, American Association for the Advancement of Science, held August 27-30 1963 in Anchorage, Alaska.

2/ The author is Visitor Information Specialist for Region 10, U.S. Forest Service, Juneau, Alaska.

According to the ORRRC report,³ the most popular form of recreation is driving for pleasure. It is not made clear whether this driving pastime has as its motivation the control over scores of horse power, or if the driving is not mainly the means of getting to new environments. I believe it would be safe to say, with regard to travel to Alaska, that visitors from the outside don't travel up here for the fun of driving or riding -- although I personally must admit to enjoying every mile of the Alaska Highway my three times over it, not from the driving but from the meaning to me of all that wilderness. Others may not express the same attitude for the trip, but their reason for coming here is along those lines. People come to Alaska to experience the adventure of wilderness, and the romance of the far north frontier.

Here is the facet of recreation that this paper is concerned with. Some may question the validity of the premise that, for all its fun, driving is but the means to a less obvious personal interpretive objective, and that camping, and hiking and all the other outdoor sports are similarly not the objective in themselves, but the means to experiencing an association of the whole person with the whole environment and all the meanings and feelings he may derive from it. Campgrounds roads, trails, and all other facilities are but means toward that end. Aldo Leopold expressed it, "Recreational development is a job, not of building roads into lovely country, but of building receptivity into the still unlovely human mind."

Here is insight that gives purpose to a program of interpretation. Here is one of the foundation ideas of the U. S. Forest Service's Visitor Information Service function.

3/ "Outdoor Recreation for America", a Report to the President and to the Congress by the Outdoor Recreation Resource Review Commission, January, 1962.

Before pointing out the direction in which we are going, let's look at a historical sketch map of progress in this activity.

Nature guiding, as an organized and planned interpretive activity (not called interpretation then), began in the United States about 1918 when Dr. and Mrs. Goethe of the University of California instituted a nature guide program at Lake Tahoe, California. The Goethe's had observed similar programs in several European countries and were greatly impressed with the possibilities. One experience in Switzerland found them with a school teacher conducting 20 children on a minor mountain ascent. The Swiss believed in inculcating love of country by teaching about the birds, wildflowers, and the why of scenery. They believed that "what one knows best, one loves best."

Fortune brought the nature guide service to the National Parks when Stephen Mather, the first director of the National Park Service, happened at the Tahoe resorts and observed the guides in action. The result was that the program moved to Yosemite the next year, and the interpretive program of the National Park Service was born.⁴

It was logical that interpretation should catch hold in the National Parks since these areas of outstanding scenery, features, and historic, and prehistoric interest were set aside expressly for public enjoyment and inspiration. The public wanted to know the stories of these significant places.

^{4/} Inception of nature guide movement is reviewed in "Yosemite Nature Notes" July 1960, and "Research and Education in National Parks," cited elsewhere.

From the standpoint of the interpretive purpose, Dr. John C. Merriam, one time president of Carnegie Institute in Washington, described the recreational role of parks . . . "While the National Parks serve in an important sense as recreation areas, their primary uses extend far into that fundamental education which concerns real appreciation of nature. Here beauty in its truest sense receives expression and exerts its influence along with recreation and formal education. To me the parks are not merely places to rest and exercise and learn. They are regions where one looks through the veil to meet the realities of nature and the unfathomable power behind it."⁵

The National Forests were founded for a more mundane and economic purpose initially, to manage mainly forest land to improve and sustain its productivity of timber, and other resources. Recreation sort of came in the side door with the establishment, mostly during the 30's era, of campgrounds, roads, trails, and other facilities. There was, however, no program to enhance the visitor's recreation through interpretation. He was on his own.

Through the years the public's interest in the forest scene increased and as a result of its experience with nature programs elsewhere, the public began to seek out this adjunct to its recreation. One ranger to them (if in uniform) was much the same as another regardless of agency of Government, and if one provided interpretive activities why didn't they all.

As the multiple use concept developed in the U.S. Forest Service, the place of recreation increased in prominence. A new perspective to forestry was emerging in which the visitor using the National Forests in greatly increasing numbers and asking all kinds of questions, had to be considered more.

^{5/} Dr. Merriam is quoted from the National Park Service, U.S. Department of Interior Publication, "Research & Education in the National Parks." GPO, 1936.

It took an earthquake to shake the U. S. Forest Service into action, or more accurately to give the Forest Service a headline opportunity to begin its program of interpretation the seed of which had been germinating for some time.

This was at Hebgen dam on the Madison River in the Gallatin National Forest just west of Yellowstone National Park, where on August 17, 1959 a violent earthquake formed a new lake and landslides buried a campground.

The public subsequently passing through that area after visiting Yellowstone began asking the kinds of questions of the Forest Service Rangers that they had for many years been asking the Park Naturalists. Here was an urgent need for an interpretive program, to explain what had happened here. The Forest Service promptly responded with its first Visitor Information Service program. From beginning there, Visitor Information Service has expanded to all ten Regions of the Forest Service.

In developing this aspect of recreation, the long dimension of recreation effort, the Forest Service is still in its formative years and we in Alaska are building a solid foundation.

As they used to do fifty years ago, the visitors to the National Forests today hunt, fish, camp, hike, etc. There's one difference, the visitor now is being given the opportunity to enhance his recreation by gaining an understanding of this environment; by learning to recognize the plants and animals, and by perceiving deeper meanings in the broad relationship of man with his environment.

Here is a brief account of the progress here in Alaska in this activity to date.

The first personnel for the Forest Service Visitor Information Service program in Alaska entered on duty here in the spring of 1962. About that time, the Mendenhall Glacier Visitor Center was built. The Forest Naturalist who since June, 1962 has been in charge of this facility and his summer seasonal staff have served over 40,000 persons with orientation lectures, evening fireside programs, school programs, guided hikes, self-guiding trails, and other interpretive activities. Most of this number participated in more than one activity.

This spring, a Forest Naturalist was installed on the Chugach National Forest with headquarters in Anchorage. His first responsibility became on-site interpretation of the Portage Glacier environment for the benefit of visitors. His nature center is a mobile trailer built to look like a Forest cabin, pitched roof, lap siding and all.

This "rolling cabin visitor center", by the way, saw its first duty at the Alyeska Olympic Tryouts in April. It featured exhibits and an audio/visual program pertaining to the natural history of snow and the ski slope, avalanche danger and control, ski safety, etc. Winter use of this mobile visitor center will involve cooperation with the local schools in their study of the forest environment.

A third major element of the current U. S. Forest Service interpretive program in Alaska involves a guided tour for visitors riding the State owned ferries through Alaska's Inside Passage, which is bordered for its entire length of nearly 500 miles by the Tongass National Forest. Here is emerging a cooperative program of great consequence to the traveling public for which both the State and the U. S. Forest Service have a responsibility.

Beginning this month the ferries were equipped by the U. S. Forest Service with repeater tape devices and a series of taped interpretive messages to be broadcast over the ship's public address system. These messages, of one to three minutes duration each, pertain to the scenery, landmark features, wildlife, and resources viewed from the ferries. They identify what is seen and, more importantly, they explain the interrelationships of the many aspects of environment and the significance from mankind's point of view. In short the voice of the Forest Naturalist puts labels on the scenery.

What other opportunities are available in Alaska National Forests for enhancing recreation through interpretation? We've just broken the ice. The public traveling to Alaska is interested in what's up here. The National Forests are the public's domain and they ought to have means easily and attractively available to them to learn about it. Perhaps this attitude should extend to all public land.

We look toward the following developments:

1. Roadside and trailside signs and markers. In cooperation with the State Highway Department, we propose to install attractive markers along the highways passing through National Forests. These markers will identify features and explain their history, origin, or significance.

2. Wayside exhibits. Where involved stories need to be interpreted, such as the life cycle of the salmon, or an area of wildlife habitat, or a geologic phenomenon, wayside exhibits will be devised on National Forest land.

3. Visitor Centers. In places of high public concentration at which significant broad stories relative to National Forest environments may be interpreted, additional Visitor Centers will be proposed.

4. Publications and work with schools. A large share of emphasis will be placed in reaching people with interpretive stories by means of publications for public and schools use. We have in mind interpretive notes on individual subjects and handbooks on broader themes.

"Nature guiding" of school groups on their premises and in the Forest will be an important activity. The National Forests offer unlimited learning experiences relating to our natural resources and ethics in the husbandry of land, forest, and wildlife. There is no reason why this kind of education process should be confined to books and nature-starved teachers. We believe we can help them.

The foundation for interpretation of the environment is research. Our interpreters will not be telling the people they serve only that second-hand information they read in books. Much of what they interpret derives from their own field observation some of which is organized into continuing research projects. To adequately service our vacationing and National Forest using public, most of whom are a highly intelligent as well as inquiring group, we've got to know what we're talking about in many scientific fields, from glaciology to silviculture.

As you may have perceived from frequent reference, the Forest Naturalists are the key men in this program, just as Park Naturalists conduct related programs in the National Parks. Even for seasonal employment, we will seek men who can contribute specialized needed research skills along with a basic requirement of being able to speak entertainingly and accurately about the whole spectrum of environment in the National Forests of Alaska.

Conclusion:

The public, traveling long distances to experience new environments and activities, is asserting its interest and inquiring nature into the world away from home. The means to learning about the scenery in National Parks has become the kind of thing that the public expects or would like to see in more of the outdoor settings wherever they vacation. The growing use of National Forest lands for recreation has resulted in an expansion of ordinary recreation services to include programs of interpretation presented by uniformed personnel.

In Alaska the need and the field is wide open. And since we have a truly pioneering opportunity in a State that contains essentially the last sizeable example of unexploited and undeveloped land in its pristine condition, our obligation to the future is great. We may take our cue and our forewarning from the ORRRC report which states: "The demand is surging. Whatever the measuring rod--visits to the Federal and State recreation areas, fishing license holders, the number of outboard motors in use--it is clear that Americans are seeking the outdoors as never before. And this is only a foretaste of what is to come."

We see our enlarged obligation to the recreational user of the National Forests. Through a program of interpretation to enhance recreation, we are also awakening visitors to a greater appreciation and respect for their natural environment and building a land ethic that may insure both the preservation of Alaska's wilderness character and the wise use of its natural resources.

On that occasion this spring when a couple of Forest Naturalists "nature-guided" a few hundred 3rd, 4th, and 5th graders over the glacier dominated landscape of the Mendenhall Recreation Area, a long step was made, one that stretched from the Swiss Alps and that group of 20 students and their teachers climbing a mountain to learn the why of scenery, to Alaska with similar scenery and for an identical purpose: "What one knows best, one loves best."

BRIDGING THE GAP

(The communication role as applied by the interpretive function of the U. S. Forest Service in the Alaska Region)

D. Robert Hakala
U. S. Forest Service, Region 10, Juneau, Alaska

Background

Communications has been a primary responsibility of the Forest Service in the U. S. Department of Agriculture since its establishment. Its first quarter century of activity was almost entirely information and education work relative to the husbandry of forest land.

The U. S. Department of Agriculture, of which the Forest Service became one agency in 1905, was specifically directed by the Congress "to diffuse among the people of the United States useful information on subjects connected with agriculture in the most general and comprehensive sense of the word....."

(The Organic Act Sec. 520, Revised Statutes, 5 USC (1940 Ed.) 511). The Visitor Information Service, within the office of Information and Education, was established in 1960 to further this objective with particular regard for recreational visitors. The author has been involved with the development of this activity in the Alaska Region since its inception here two years ago. This paper reviews the essential roles of the personnel who conduct the program on the Chugach and Tongass National Forests.

1/ Presented at Fifteenth Annual Science Conference sponsored by the Alaska Division, American Association for the Advancement of Science, held September 1 - 4, 1964 at the University of Alaska, College, Alaska.

2/ The author is Visitor Information Specialist for Region 10, U. S. Forest Service, Juneau, Alaska.

Meaning of Interpretation

The kind of informational and educational work that relates the visitor to or involves the visitor with the subject being explained is called interpretation. Interpretation inter-relates all the causes and effects pertinent to the understanding of the role of the feature or creature. Interpretation puts things into the perspective of the environment which includes man. To say that a certain tree is a Sitka spruce is information. To say it grows along the Northwest Pacific coast and constitutes 20 percent of the Tongass National Forest is more like education. But to say the tree is named for a tribe of Indians, the descendants of whom still live in Alaska and share in the benefits of its harvest with all of us, is interpretation. Let's add that the Sitka spruce, for its beauty, usefulness, and vitality, has been named the State tree of Alaska; the tree that provided the straight grained, light and strong wood which used in the construction of airplane wings, helped win a war. The piano and guitar you heard last night has a soundboard of the same wood. Now you're beginning to get involved with this tree; you have a personal reason for wanting to know about it, to recognize it, to appreciate, and to protect it.

Good interpretation somehow includes you in the accounting.

And because the National Forests belong to the public, any education relative to the forests should involve the public, should make the National Forests part of the personal environment and concern of every visitor. Here's the communication challenge of the U. S. Forest Service.

The Personnel

The personnel performing the on-site communication job with the general public - mostly recreational visitors - are the Forest Naturalists. Standing out from the crowd in forest green uniform, friendly, personable, enthusiastic about his National Forest, the Forest Naturalist has an important responsibility a first line role. He, to the public, represents the U. S. Forest Service; he's the ranger, he knows all about everything in the forest. The public fully expects that this man knows about the harvest of timber, the hunting and fishing situation, the names and courses of all the rivers, the heights of mountains, the ways of insects and tree diseases, and "how do we get to -----?"

It's not reasonable to expect that any one person can have all these qualifications, but as nearly as possible these public representatives of the U. S. Forest Service are selected and trained to present a good Forest Service image. His appearance, his presentation, his attitude and his interpretation skills are the bridge that transcends the gap of ignorance or misunderstanding between the forest user and his National Forest.

Integrating the Facts

What facts? There was a time when a National Forest was considered little more than a publicly owned stand of trees to be managed for timber. Other uses were incidental. Modern forestry recognizes the forest as a community dominated by trees in environments the nature and attraction of which influence the choice of uses to which they will be put. Here is the root of the multiple use idea: that the forest is able to provide many uses, identified in the 1960 Multiple-Use and Sustained Yield Management Bill (Public Law 86-517) as outdoor recreation, range, timber, watershed, wildlife and fish.

The determination of uses is a problem of management. The multiple use plan prepared by the District Ranger for his district is the guiding document for the use of resources of his district. The facts which are the stock in trade of the Forest Naturalist pertain to all of these uses, all the resources. To correctly interpret the forest as an ecological community his awareness must encompass the whole gamut of natural history pertaining, as well as the background of human use and occupation.

Since its land use interests are so comprehensive, the U. S. Forest Service has on its staff in District, Forest, and Regional Offices experts in many fields: soils, wildlife, watershed, minerals, and fish, as well as the specialties in the forestry series. The Forest Naturalist has an inside track to all of this expertise, and in developing his plan for visitor service program and facilities has the broad guidance of the Forest Supervisor and District Ranger.

The Forest Service does not have the corner on forest fact, however. The experts of other agencies, institutions, and from private life are liberally called upon. We'd have a hard time doing without the Glaciological Institute U. S. Geological Survey, U. S. Fish and Wildlife, and State Department of Fish and Game to name a few.

Take the example of the recent Alaska Good:Friday earthquake, the epicenter of which was in the middle of the Chugach National Forest. Our Forest Naturalist, Arthur Kennedy, along with geologist Dr. Ruth Schmidt and a few AMU students, happened at the time to be on the ice at Portage lake involved with lake depth measurements. He became an expert immediately on how it feels to be on a bouncing ice sheet during such a catastrophic event and was motivated, we are sure, to learn all he could about this phenomenon.

The earthquake made a profound effect ecologically as well as geologically and economically in the Prince William Sound and Turnagain Arm area. The questions the public could be expected to ask would be many and varied so the Forest Service began immediately to communicate with the U. S. Geological Survey and the U. S. Coast and Geodetic Survey. We made detailed visual and photographic observations which we shared with these and other requesting agencies and institutions. We immediately began planning exhibits, talks, and other interpretive means to serve the public's interest in this event and phenomenon. In southeast Alaska, under U. S. Forest Service auspices, talks by earthquake experts were presented at the Forest Service Mendenhall Glacier Visitor Center. Maybe the quake had but negligible effect upon the standing trees, but its effect on an environment, including all of a National Forest, was reason enough for foresters to be concerned, in the public interest, with this geologic event.

Consider another example -- in southeast Alaska. Pervading the whole area is the influence of glaciation. Southeast Alaska forests, fisheries, recreational pursuits, industries--all are influenced by glaciers, past or present. The interpretation of any part of the area can hardly avoid relation to glaciation. The Forest Service has no ice experts on its regular staff so we look to where these people are, and work with them. The Glaciological Institute of Michigan State University has for 18 years been involved with studies on the 1,200 square mile Juneau Icefield at the back door, or rather, upstrairs of the Mendenhall Glacier Visitor Center. Appropriately, we have worked closely with the Institute.

Research results, continuing information on the regime of the glaciers in the area, contribution to our training and participation in our interpretive program have been benefits to the public through cooperation with the University group. From its roster of students, we have found qualified seasonal Forest Naturalists as well.

Our Visitor Information people do not lean on others for all their research needs, however. In hiring seasonals, we seek experts in fields in which we are weakest--such as glaciology--to contribute to our files of information while doing their public contact work. Our permanent Forest Naturalists too make continuing observations of wildlife, weather, glacial advance and recession, and other pertinent phenomena.

The Goal of Interpretation

All the information in the encyclopedias, yearbooks of agriculture, and scientific reports is of no value unless it is put to use. Seems trite to say, but too often the product of knowledge of a scientific shop remains in that shop, or at best, finds its way to scientific journals intended for a larger circle of similar researchers. This happens in Government agencies as well as others. We in the U. S. Forest Service take the point of view that we are managing the public's business and, therefore, the public has a right to know what we're doing and why with its National Forest real estate.

The means used by all communicators are essentially the same, or involve essentially the same media. The motives of the communication differ, however, and here we find, the distinctive quality of interpretation.

The motives behind information and education programs such as the Forest Service has is to provide the public with information that is rightfully theirs. It is not necessarily aimed at gaining support for a point of view or developing a favorable public image although these objectives, for practical reasons, must be born in mind. The intent and purpose of interpretive programs such as the Forest Service is doing under its Visitor Information Service program has an objective; namely to relate as honestly and accurately as we know the ecological facts of environment and of man's use and effect upon it.

In the case of our agency's work, we explain on the basis of scientific fact why our work in the forest or along the stream is done in a certain way for a certain purpose. We're not selling our policy of multiple use when we explain the inter-relationship of man, his resource needs, and the productivity of the forest and waterways. If the audience concludes as a consequence of experiencing some fundamental interpretation that multiple use is a sound basis of management, that conclusion carries much more meaning and impact than if, by all kinds of propoganda, we persuaded him to believe what he may never have come to understand. Respect for our agency, confidence in us as land managers, support of our management programs, are hoped-for by-products of our basic interpretation program. The listener comes to his own conclusion based upon that basic criterium - understanding.

The goal of interpretation is essentially the same as that of modern education, the purpose of which is not learning for the sake of knowledge, but for the sake of maturation and adjustment of society to itself and to its world.

With respect to the part of our environment within National Forests , the Forest Service interpretive function has the role of helping our visitors , our forest users , to a maturity of understanding of their and our stewardship of the productive land.

This discussion seems to have deviated from the theme of communication in that we haven't discussed the kinds of devices and methods used. More important , we feel is that you know the role of the Forest Service interpreter , and why this communication function was added to the management responsibilities of the U. S. Forest Service. The slide presentation supplementing this paper at the Conference communicates more effectively than words the physical means of interpretation used by our Forest Naturalists in the National Forests of Alaska .

THE CONTRIBUTION OF RESOURCE INTERPRETATION--
A TECHNIQUE OF PUBLIC COMMUNICATION--
TO RESOURCE MANAGEMENT

D. Robert Hakala
U. S. Forest Service, Region 10, Juneau, Alaska

The title of this paper suggests that there is room for improvement in resource management effectiveness--that the planners and managers and workers are not getting the job done as thoroughly as may be possible. It also suggests that there's a new technique to improve the situation. Despite the adequacy of our forest science and the high motives of management, a part of the equation for success has not been adequate. That factor is an informed and supporting public.

This is no great revelation, for the problem exists in any program which requires public interest, understanding, and support. But certainly where the nation's estate of wealth, health and continuing strength is concerned--as is the case in the relationship of people to the natural resource environment--the public's attitude is important.

The technique of public information to which I'm alluding is interpretation. In the Forest Service, this educational activity is carried on primarily by Forest Naturalists as a part of our Visitor Information Service. You may have participated in one or more interpretive activities on a national forest--such as a self-guide trail, evening slide talk, or wayside exhibit. Possibly you were aware of the implications of the experience--that the subject was interesting and important to you, personally. Here most simply stated is the key to interpretation--to involve the visitor in a message, in order to make the subject meaningful of itself and in relation to people. No trickery there. Nothing new really, because everyone of us by nature is an interpreter.

We see, we hear, we touch--and we relate to previous knowledge and experience just about everything we encounter. Formal or planned interpretation helps the visitor relate his new knowledge and experience to purposeful ends. From a resource agency standpoint, this end is understanding of resources and the objectives and methods of managing them. Interpretation is just a technique of education that in an interest-provoking and personal-involvement way uses the environment as a teaching tool.

Some might ask, "Why get so excited about the need to help the public understand the resources your agency manages, unless you have an ulterior motive--such as agency enhancement and perpetuation?" These are by-products, but not objectives. Naturally, as the public confidence based on good sense and demonstrated competence is increased, the agency's stature and its effectiveness is enhanced. Nothing wrong with that, for in the long run the public good and the perpetuation of the resource itself are both assured.

It should be made clear, however, that interpretation is not a promotional function. As a technique of public education, it has no axes to grind, except possibly to chop out ignorance and misuse of the natural environment. In retrospect, throughout the history of our country we have been weak in educating people as to the nature and inter-relatedness of resources and people.

For example, history has been recorded for the most part in terms of wars, revolutions, and political and social issues. Only poorly do we have an awareness that natural resources--the basic wealth of the country--are back of it all, from the stimulus for first exploration to the building of the first bank.

September 1, 1967

3

Formal education has always used books as the basic if not only tool, for people have an almost blind faith in the written word. Education has too often been discrete from environment. Only by later experience might the students discover that what they had read and learned has for-real meaning and application in the lives of people, ~~and destinies of nations.~~

The onset of the conservation movement around the beginning of the century was the result of a smouldering concern for what was happening in the non-management of the nation's resources. The evolution of conservation began more with an idea of preservation rather than wise use. The alarm being sounded was the forecast of resource exhaustion, ^{so much} not the promise of more from better management.

Philosophers, ~~practiced~~ educators, naturalists, and others of an eco-sociologic fiber in their ways saw the fundamental relationship of all elements of environment, and of man as part of the eco-system. But, for the most part, man remained a creature apart from nature and his sole role remained conquest of nature and subjugation of all things to his use. A sad record of his progress reads more like a maniacal purge of things natural than a harmonious usage of natural gifts. What these facets of our cultural record show, to my mind, is that the missing element in all instances was understanding of the nature of resources and of man's husbandry of resources. As the science of ecology and the practice of conservation advanced, introduction of interpretive arts as an educational technique was a natural development.

I would point out one more idea about the meaning and application of this fundamental education process - interpretation. The exploitive era, by its

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negative examples, gave birth to a compelling move in our country to save from destruction the superlative places of our country, places which now are designated national parks, national monuments, etc. of the National Park System. The program of education to help visitors enjoy, understand, and protect the outstanding examples of their heritage took the identity, used for the first time, of interpretation. The highly successful program continues today to explain the park stories and, to a lesser extent, interprets resources, particularly the esthetic and recreational, and helps immensely in the management of the parks for their dedicated uses. It has been expressed by some that the lessons of nature and history presented in the national parks should be applied by the naturalists to the economics and practices of resource management. Personally, I'm satisfied that the features of an area should be interpreted for the values for which they are known and used. In the national parks the features have intrinsic values based on cultural or natural national significance. Exploitation of material resources is out of place. On the national forests, on the other hand, the resources may have many material uses - multiple uses - and the interpretation should direct toward understanding of multiple use management of these resources.

Accordingly, on the national forests, the objective of interpretation is to interpret the environment so that the science and sense of multiple use management may be made apparent. This is an ultimate objective, to be accomplished with complete integrity of fact and principle, and, I might add, a little grass-roots psychology. There are occasions when we have been admonished to proceed at once in our presentations, by whatever means, to explain and justify a policy of management, such as multiple use. But this

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approach is unpalatable to most people. We must realize that most people do not submit easily to being communicated with especially if we speak in high sounding agency terms. The skillful communicator--the interpreter--must be able to reassure people that it is safe to listen. *that his invited ideas are going to be respected.* We have a made-to-order opener. *Not without the listener's interest* Possibly no subject grasps the interests and holds the attention of visitors so much as natural history--nature lore to begin with which grows to an interest in forest ecology. It is safe and mentally gratifying to listen to these kinds of messages, from which it is but a step to understanding resources and their management.

With that brief insight into ~~the interpretive techniques~~ *mass education by interpretation,*, I'd like now to show you a few slides that illustrate how we're reaching, ~~teaching~~ and satisfying our public.

 Slide presentation: Separate outline.

Concluding remarks:

The interpretive function of a resource management agency needs planning for its effective performance. So far in Alaska, we have not been able to develop adequate means to interpret our total resource job. The needs and our plans are far greater than the accomplishments. Let me point out a few things that need to be done, what every large land or resource management agency in my opinion needs to be doing.

1. We need to help make the natural environment, and historic environment, too, a part of the educational institution. Bring children to the natural lessons (in the field) and bring the natural lessons to them (in the schools).
2. We need to put more effort into interpreting that which is our responsibility to interpret. There are many places - or we should create them - where the public may learn our timber stories, our wildlife stories, watershed stories, etc. We need to do more of a forester kind of job.
3. We need to do much more to welcome, orient, and inform our thousands of visitors. The average visitor drives, ferries, or flies up to Alaska, sees the vast panorama, goes home, and has little that is meaningful to say about the marvelous romance of our state - of the land, forest, sea, and wildlife, and how the people live in relation to this environment. We have such a live and curious audience, susceptible to so much forest lore and conservation logic! Yet most go back empty.
4. As a profession, the Forest Naturalist - the interpreter, must be trained in subject matter, in management programs, and in interpretive techniques so that he may shape a program that stays with the times, the needs of the agency, and the interests of the public. Whether a seasonal or full time naturalist, he should be competent in the forest science and the human history that pertains. The interpretive function is the front line of communication with the public - the public for whose needs the resources are managed, and the same public that influences, supports, and pays for the management job.

* * * * *

RELEVANT INTERPRETATION
MAN AND ENVIRONMENT
TOGETHER IN ALASKA

D. Robert Hakala
Forester, Visitor Information Service
Alaska Region, USDA Forest Service

When I talked with Dr. Wilcox on the phone about participating in your conference, I wasn't sure just what theme would be most relevant since there is so very much that, on behalf of the I&E people in the Alaska Region, I'd enjoy telling you about. But that word 'relevance' caught my imagination in relation to the interpretive program of the Forest Service in the Alaska Region. While, in the education field especially, the term 'relevance' has been repeated so much that it's beginning to lose its impact, I'm going to pound on it a little more -- not to kill it but to bring it back to life.

In this word 'relevance', as I see it, is the essence of the technique of education which we call interpretation.

As applied in parks, the word interpretation started out - in the National Park Service, I believe - as meaning to translate scientific or erudite explanations of unique phenomena into the language of the layman so that park visitors may perceive the inter-relationships of things or events, so that an understanding of basic truths -- the park story in each case -- might be achieved. This was a beautiful idea for through the interpretive activities presented in the National Parks, Monuments, and related areas the highlights of the story of our land were told. It made everyone feel real good -- and still does. I know that I for one never cease to be moved by a well done interpretive talk -- for example about Old Faithful Geyser, or the

Presented to the 6th Annual Rocky Mountain-High Plains Park and Recreation Conference at Colorado State University, February 25, 1971.

alpine flora of the Rocky Mountains, or some graveyard of dinosaurs or landmark of history.

Interpretation, as I experienced it - and practiced it for some twelve years in the National Park Service - was relevant, relevant to the visitor because through these encounters with meanings about climactic events, scenes, and phenomena he achieved a feeling and understanding of the grand qualities of our Nation.

Since I left the National Park Service and moved to Alaska with the Forest Service - some nine years ago - I have become keenly aware of other aspects of relevance that give ever-increasing scope and depth to a program of interpretation. As I review the eight years that the interpretive program has been emerging in the Alaska Region, five facets of relevance come to mind. These have given definition and purpose to the interpretive mission of our outfit. See if they might fit the situation in your own area:

First let me make this prefatory statement. On the National Forests relevance has many facets because of the many resource uses and values identified with the National Forests, and the variety of publics benefitting from them. In each of these cases, I'll be talking about relevance from the standpoint of people - not just recreational visitors, as the name of our function, Visitor Information Service, implies but all the beneficiaries of the National Forests in Alaska.

1. Economic relevance: relevance of the material resources produced on National Forests that support our economy. We feel that the visitor wants and needs to know how and what resources are produced on the National Forests which go into the conveniences and necessities of his life.

Item: You go to a factory and what do you want to learn about?

Most likely, it's the products that are being manufactured. And, because you are there and interested, the factory has a good opportunity to show how carefully its products are made, with what type of materials, under what conservation considerations, and how this factory is contributing to the quality of living and of the environment.

Analogously, you'd think economics might be a main orientation of the Forest Service interpretive program too. On the contrary, the first thrust of the program in the Alaska Region - and probably in many others too - related to highly scenic areas because that's where the public was going. In Alaska, the first interpretive development featured the famous Mendenhall Glacier located near the State Capital, Juneau. We're moving into basic resources interpretation though.

Once the VIS function is fully enmeshed with the Forest Service mission, raw resources will be as large a part of the basis of our interpretive program as they are of the resource management job. The Forest Service has got to get to its own interpretive mission and quit emulating the roles of other agencies that have an interpretive function. When Forest Naturalists are interpreting forestry, we've found that the public is eagerly interested in the forester and in his husbandry of all the resources on the National Forests.

2. Historic relevance: relevance of the role of forests and all the resources they produce in the history of settlement and growth of our Nation. The story of westward expansion - and northward too - is based to a large extent on the taming of the forest and reducing it to the means of a livelihood.

Item: There is a great fallacy that progress - the history of our country - means moving from one calamitous historic event to another.

History is thought of like headlines. It is not well understood that through all the ages man's wars, migrations, cultural development, his very nature, are the result of searching, taming, and defending his means of survival, his material wealth and his territorial rights.

Forest has bordered the path of history throughout time.

3. Aesthetic relevance: relevance of the forest as the broad green brush strokes in the portrait of our Nation. Here let's apply to beauty all the aesthetic qualities of forested land that have stimulated the finer instincts of man through time - quietness, vitality, coolness, the delights of pattern, color, and sound, space, wildness . . .

Item: Every forester appreciates the inherent aesthetic qualities of the forest. A unique manifestation of this regard is that most of the Nation's established wilderness is on the National Forests. There are four areas under study for wilderness status in the Alaska Region at the present time. Public opinion of what comprises beauty in the outdoor environment sometimes swings too far to extremes, however, and may not accommodate to man's habitation and use of the land. As there is beauty in buildings, and farms, and well-planned cities, there also is beauty in the managed forest - not only visual beauty but perceptive beauty based on husbandry of resources in a manner that is harmonious with nature's own ways and with man's sensitivities to the pleasing qualities of the natural environment.

Item: I pointed out as an earlier example that the first application of interpretation in Alaska was with relation to outstanding scenic natural phenomena. Our first visitor center was at the Mendenhall Glacier where the inclination could be very strong to interpret only the superb aesthetic

attributes of glacier dominated scenery. But our naturalists do much more. They interpret the glacier as a natural force in the evolution of land forms and as the beginning event in the successional story of the forest community of coastal Alaska. This opens wide the doors to many ideas about the role of forests in Southeast Alaska.

4. Environmental relevance: relevance of the forest to the environment which includes man. We're now in this great environmental revolution which, at last, begins to shout that man, too, is part of the system of nature, and that he must like any creature live in harmony with the world that sustains him. We're discovering, as if for the first time, that trees produce oxygen, control smog, cool the earth, hold the water, build the soil . . . Man begins to see the forest as not just trees or so much wood but as a community that embraces him among its beneficiaries.

Item: In Alaska we have a totemic culture that applies beautifully to the interpretation of man and environment. The symbolism adopted by the Tlingit Indians of Southeast Alaska, for example, arises out of a deep respect, coupled with mysticism, of the dependence of man on plants and animals, land and sea. This example applies as well to the modern situation of man's dependence upon and responsibility for his environment.

Item: The forest is a good place to learn about the environment not only for foresters and a multitude of disciplines that work there but for formal institutions of learning. We think that facilities developed for the vacationing public should be useful also to other publics, such as the local schools and colleges. In the Alaska Region, Forest Naturalists have become conservation educators who use the techniques of interpretation with school children not only on the Forests at our VIS facilities

but also in the adjacent communities which, in Southeast Alaska, may be surrounded by National Forests. Further we may carry the environmental message of the National Forests to the rest of the State by means of videotape and other means.

Item: Environmental crises are a proper concern of the interpretive function. If interpretation is to help man to relate to his environment right now, the program needs to be purposive - relevant with regard to the critical problems of the environment: pollution, population, land abuse, and others. In interpreting the factors relating to critical issues, the interpreter is constrained to be objective, tactful, and constructive in sharing the concerns of the public.

5. Management relevance: relevance to the total mission of the Forest Service. This one I'll refer to from the standpoint of the Forest Service as well as of the public. A VIS plan -- that is, an interpretive plan for a National Forest -- is not complete unless it encompasses the whole story of the National Forest: what is the National Forest? what is it managed for? how and why? For the interpretive program to be relevant to the Forest Service mission, the management objectives need to be interwoven into the fabric of the interpretive program.

Item: The guiding policy and philosophy of the Forest Service is contained in the Multiple Use Management Act. The interpretive program on any National Forest reflects the application on that particular National Forest of the management program for the particular array of resources, in particular places, in particular ways, to provide particular needs. A basis for understanding the management activities and programs of the National Forests is an end product of the interpretive program.

Item: The public is becoming increasingly well informed and concerned about the quality of the management job of the Forest Service, as well as that of other public land management agencies. This is healthy and confirms the need for responsive interpretive programs. The interpretive program, as a channel of communication between the Forest Service and the public, offers a means for the public to communicate with and react to the Forest Service and its management policies and practices. Through VIS, as well as other Information and Education activities, the concerns and ideas expressed by the public should be directed to the levels where they may have a bearing on management decisions.

Item: In Alaska, our finest and largest opportunity to reveal the nature, purpose, and usefulness of the National Forests is, uniquely not at a Forest Service visitor center, or along a Forest Highway, but on board the Alaska State Ferries. For a thousand miles through the Alaska Inside Passage which winds through the Tongass National Forest, we have the opportunity to tell the whole story of a forested landscape, of the sea that washes its shores, and of the human habitations that relate with equal dependence to them both. In this cooperative situation, we have the discretion to realize that we're interpreting the National Forests as part of Alaska. The Forest Naturalists interpret the role of the National Forests in the lives of everyone living here or passing through.

By now, I'm almost sorry that I brought up this word relevance but I am determined that we perceive one principle: that if interpretation is to be effective, if it is to leave the message or to produce the result desired, it must be relevant to the visitor. He's got to see a personal stake in this thing that's interpreted. It's good to provoke interest--but that's only a part of the job.

It's good to develop understanding, as of the relationship of things, processes or events -- but that also is only part of the job. The final element, the one that makes the difference and the only one that can really justify our job of interpretation, is that which provokes the visitor to reaction. He needs to tie this message to his own life if it is to mean much. We want it to influence his behavior in some constructive way; to improve his awareness of his role in the environment; and to cause him to achieve a sense of responsibility as one creature to all that surrounds him and sustains him.

Freeman Tilden said, back at the first Forest Service meeting of Regional VIS Officers in 1963 at Tucson, Arizona, that the Forest Service has as much responsibility for interpreting the multiple uses of the National Forests as the National Park Service has of interpreting the natural, scientific and historic treasures of the Nation. I submit that ours is as vital a task as it is complex, for bound up in the National Forests of our country, and all other forested land, are not only raw energy, crude fibre, economic substance, and pioneer pathways but to a large extent the spirit, character, and destiny of the American people.

How much more relevant can we get?

Appendix VIII

***Letter from Bob Hakala on Interpretive Award
An Honor Gratefully Acknowledged***

5901 Montgomery St.
Juneau, AK 99801
Oct. 3, 1994

Ms. Kimberly Bown, Director
USDA Forest Service, R-10
Federal Bldg.
Juneau, AK 99801

Dear Kimberly:

After having received the honor recently accorded me, I just had to express my thoughts in a, well, statement. I have no idea how it might be used, but I want especially for you and others involved with digging me out of the woods to know more about the recipient. Call it a response occasioned by old age.


For the present I'm heading south for some medical consultation and whatever else, some family obligations and pleasures, and even some what-they-call vacation. Don't expect to be back until after Thanksgiving.

As you could tell, I was long out of practice attending family meetings and, especially, receiving recognition of any kind. That lot has seldom befallen me. You handled the meeting very well, and I especially enjoyed heartily responding to the awards given to the many others.

Until about November 8, I can be reached at our Michigan retreat (a cabin on the Cisco Chain of Lakes): Fish Hawk Rd. Watersmeet, MI 49969. That's near the center of the Ottawa National Forest.

As for re-inventing the Forest Service, NUTS. We need reinvigorating and dedication to the basic sound principles developed over many years of learning and application of sound forestry.

Sincerely,


D. Robert Hakala

Please share this expression with Kristi Kartala.

RECEIVED

OCT 06 1994

**USFS R-10
RECREATION**

10/3/94

AN HONOR GRATEFULLY ACKNOWLEDGED

They clapped - despite the fractured and blessedly brief speech. Clearly, he had wanted to say something significant to acknowledge and contribute to the event. Surely, considering age and experience, this person would be confident and erudite.

This person, that's me, did sort of fall apart on the occasion of being given the opportunity to help select this year's winner of the Alaska Region Excellence in Interpretation award. My flabbergasted mental state was further rattled by the fully unexpected honor of having my name attached to that award, the D. R. Hakala Excellence in Interpretation award - which, in part, is why I'm writing this, well, statement.

As one of the four panel members who determined that Jim Case, Supervisory Naturalist for the Marine Highway interpretive program, was the most qualified for the award, I managed with sincerity to say to Jim, "I deeply admire your achievements, but I envy you more for the future of opportunity that lies ahead of you." Had I been fully composed I would have added how impressed the panel also was about the outstanding recommendation that had been given Lisa Thomas in her nomination by the Sitka District. Both Jim and Lisa represent the epitome of imaginative, dedicated, daring, hard working, and competent interpreters.

Someone, or many, must have concluded that I, too, had accomplished something during my career. Frankly, I hadn't given it a thought, but at the same time suspect that there are Forest Service folks who wonder, if only for a moment, who was this disconcerted "celebrite"? So - I'm emboldened to a bit of autobiography.

Long, long ago, I learned that all things in nature are connected. I've also learned that all people are connected, and may connect in circles. What goes around, comes around.

My first connection with the Forest Service, which began an unexpected circle of influence in my life, was about the time the Ottawa National Forest was established - in the 30's. This farm kid was in high school at the time - when he wasn't hauling glacial stones from our plowed fields, or spending a lot of time studying trees, wild flowers, and other wild things. I also visited the new Forest Service office, met a

Forest Supervisor and wildlife biologist. This outfit and its work impressed me.

Among many following significant connections, the next that stands out is my having had the opportunity, thanks to a couple of courageous aunts who wanted to visit long lost cousins on the west coast, to see and to hear Park Rangers and Naturalists in action at Glacier and Yellowstone National Parks. Those connections really excited me. That was in 1938; my seedling career tree was taking a definite bend..

Only twelve years later, after a war, college, a volcanic research project, a year as forester with the Forest Preserve District of Cook County, Illinois, a summer at the Yosemite Field School of Natural History - where my bride Jean was our high country cook, and a Seasonal Ranger-Naturalist job at Lassen Volcanic National Park, the National Park Service agreed that I'd be okay for a Park Ranger job at Isle Royale National Park. A most propitious connection achieved at that time, the WO Chief Park Naturalist, gave me some telling advice: "We know you intend to become a naturalist, Bob. but for now do the best job you can as a Park Ranger. Opportunities will appear." I heeded that, but at the same time, there being no naturalist at the park, I undertook to do that job too. Which didn't get ignored.

From that insular boreal forest I advanced to a Naturalist position at an eastern hardwood forested unit of National Capital Parks where, it seemed, children sometimes outnumbered the trees. Working with five resident camps of mostly inner city children, Ranger Bob could do no wrong. Knowing poison ivy and copper head snakes helped.

Training opportunities, about then, included exposure to the role and work of museums as interpretive facilities. I took a course, which became the connection to a new position, Curator. at the newly established NPS Western Museum Laboratory. I got to do some pioneering in that job as I worked for some twenty two National Parks in the west - and NORTH.

After having helped produce the exhibits for the new Eielson Visitor Center at Mt. McKinley National Park, I with family and Rambler Station Wagon vacationed up the Alaska Highway to see that facility and all the magnificent country along the way. That trip, in 1960, brought me to the

new state where already my four brothers had set root. Our Dad and Mother, who during our childhood years had planted the seed of interest in the place to which someday our whole family might move, finally got to the Great Land where in view of Mount McKinley we celebrated a family reunion.


As fate was so favorably working for me, I'd heard that the Forest Service was entering the interpretive field. Although I'd advanced to National Park Planner in the Regional Office, that Forest Service opportunity and challenge to finally achieve a forestry connection grabbed my attention. I inquired, applied, was interviewed by my future boss, Jack Culbreath, and got hired. In the spring of 1962 our family, which now included three young ones, again headed up the Alaska Highway, and have been here ever since. In 1977, because of ill health, I retired from the position of Regional Chief of the Branch of Visitor Information Services, since then changed to Interpretive Services.

Retired? From pay roll only. Promptly, I received appointments to Directorships of four successive interpretive associations and Volunteer assignments for both the National Park Service and the Alaska Region. A result of the latter will soon appear as an in-service publication, "Forest Naturalists on Land and Sea", which summarizes, much out of memory, the first ten years of interpretive trials and successes in the Alaska Region.

As I look back, a major challenge that we, meaning the growing teams of interpreters, had was first to convince and demonstrate that interpretation was not for fun and games, that it was essential toward achieving understanding of the mission of the Forest Service on the National Forests. The Mendenhall Glacier Observatory had already been built. Now it became the first visitor center in the Forest Service. For the Chugach and South Tongass, we developed portable (trailer) visitor centers. And when the first state ferries were built, we got on board with rudimentary and, later, a manned shipboard naturalist program on ferries plying waters in view of both the Tongass and Chugach National Forests.

Looking to the backtrail, I'm proud and gratified that so many Alaskans and visitors may enjoy so many opportunities to experience, learn about, and connect with the National Forests and Forest Service folk in Alaska. The old line Forest Service heartily adopted this function. The many teams of permanent and seasonal interpreters deserve the credit.

I mentioned that what goes around often comes around. To illustrate: a member of the audience at one of my campfire programs at Lassen Volcanic National Park (1949) was a person who one day would be the Forest Supervisor at Ketchikan. Ted Schlapfer reminded me of that, and said I'd done a good job. So, as I told, or tried to tell, Jim and the assembled audience, "Your successes and favorable impressions on others will follow you, and find you, and help you achieve your goals." With humility and gratitude, I can attest to that.


D. Robert (Bob) Hakala
Forester, Retired

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