



FOR IMMEDIATE RELEASE

November 11, 2003

Contact: Michelle Newhard

(215) 283-6900 x171

NEW INTERPRETIVE TRAINING GUIDE PUBLISHED

Fort Washington, PA – *Meaningful Interpretation: How to Connect Hearts and Minds to Places, Objects, and Other Resources* is a groundbreaking training and learning tool for interpreters. Based on a personal journaling format, this volume uses questions, text, exercises, and the insights of colleagues to explore the relationship of tangible resources to their intangible meanings, the role and purpose of interpretation, and the responsibilities of professionalism.

The workbook is paired with *An Interpretive Dialogue: A Conversation About Audiences, Meanings of Place and Professional Interpretation* on DVD or VHS. The dialogue between Nedlit, a professor of philosophy and Dawn, an interpreter, explores the standards of professional interpretation and discusses concepts like stewardship, communication, controversy, accuracy and truth. Together they develop strategies to help diverse audiences connect to places with multiple meanings.

"The practice of interpretation requires good literature if it is to grow as a profession. I believe that this "Meaningful Interpretation" book is just the kind of professional literature that we need," said Corky Mayo, Chief of Interpretation of the National Park Service.

Meaningful Interpretation can be used as a whole, or through any of its parts. An interpreter can use it for self-paced learning. A supervisor can use it to coach an employee. An instructor can use it to design courses—selecting the elements that address the needs of his or her site.

This book is pertinent to all interpreters—brand new, experienced, volunteer, or paid professional. It includes natural, cultural, and historical examples and is useful for parks, refuges, zoos, museums, nature centers, and other places.

Meaningful Interpretation captures the essential philosophy and best practices of the National Park Service Interpretive Development Program (IDP). The IDP was created by hundreds of field interpreters through a series of workshops and training courses. The program defines professional standards for National Park Service interpretation through a national benchmark curriculum.

David Larsen, editor of this volume, has been with the IDP since its inception. An interpretive trainer since 1995, he has worked in parks all over the NPS, for the U.S. Fish and Wildlife Service, for Parks Ontario, and with the National Association for Interpretation.

“Eastern National is proud to publish this invaluable interpretive tool,” said Chesley Moroz, President of Eastern National, a cooperating association of the National Park Service. Eastern National will launch *Meaningful Interpretation* at the National Association for Interpretation’s (NAI) 2003 National Interpreters Workshop in Sparks, Nevada from November 11-13, 2003.

The workbook plus DVD set (#2-45942) retails for \$59.95 each. A workbook plus VHS (#2-45941) is available for \$59.95 each. The *Interpretive Dialogue* DVD (#3-21992) and VHS (#3-21991) without workbook are available for \$14.95 each.

Orders can be placed by phone (877) NAT-PARK or (877) 628-7275; fax (215) 591-0903; or mail at Eastern National, 470 Maryland Drive, Suite 2, Fort Washington, PA 19034.

Eastern National is a non-profit organization that provides quality educational products and services to America’s national parks and other public trusts. Eastern National operates educational outlets in over 130 national parks and public lands in 30 states. Since 1947, Eastern National has donated over \$65 million to the National Park Service. For more information, visit www.easternnational.org and www.eParks.com.

Meaningful Interpretation Order Form

Written in a personal journaling format, *Meaningful Interpretation: How to Connect Hearts and Minds to Places, Objects, and Other Resources* explores the relationship of tangible resources to their intangible meanings, the role and purpose of interpretation, and the responsibilities of professionalism.

The workbook is paired with *An Interpretive Dialogue: A Conversation About Audiences, Meanings of Place and Professional Interpretation* (DVD/VHS), which can be purchased separately.

BILL TO

Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Telephone: _____

SHIP TO (if different)

Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Sorry, we are not offering a discount on this Eastern National publication.

Qty	Item#	Product Name	Item Price	Extended Price
	2-45942	Workbook plus DVD	\$59.95 each	
	2-45941	Workbook plus VHS	\$59.95 each	
	3-21992	Interpretive Dialogue DVD	\$14.95 each	
	3-21991	Interpretive Dialogue VHS	\$14.95 each	

Subtotal _____

Shipping via U.S. Postal Service (see below) _____

State Sales Tax (see below) _____

Total Amount Enclosed _____

* If state sales tax exempt, include a copy of sales tax exemption certificate with order form.

** Prices subject to change without notice.

USPS Shipping & Handling

\$0.01 - \$20.00 \$3.50

\$25.01 - \$40.00 \$6.50

\$40.01 and above \$8.50

Expedited shipping available.

Call Eastern National for pricing.

Sales tax must be added for the following states:

AL - 4% IN - 6% MI - 6% OH - 6% VT - 5%

AR - 5.125% KY - 6% MN - 6.5% PA - 6% WI - 5%

FL - 6% LA - 4% MS - 7% RI - 7% WV - 6%

GA - 4% MA - 5% NC - 4.5% SC - 5%

IA - 5% MD - 5% NE - 5.5% TN - 6%

IL - 6.25% ME - 5% NY - 4.25% VA - 4.5%

METHOD OF PAYMENT

Check **Money Order** **Credit Card** (Circle one: AMEX, MC, VISA, DISCOVER)

If paying by check or money order, make payable to: EASTERN NATIONAL.

Credit Card Number _____

Expiration Date _____

Name on Credit Card _____

Signature _____

You can place your order by **mail** to EASTERN NATIONAL, 470 Maryland Drive, Suite 2, Fort Washington, PA 19034, **phone** (877) NAT-PARK, (877) 628-7275 or **fax** (215) 591-0903.