We stand on the shoulders of Giants
"A nature guide is not a guide in the ordinary sense of the word, and is not a teacher. At all times, however, he has been rightfully associated with information, and some form of education. But nature guiding, as we see it, is more inspirational than informational." - Enos Mills
Freeman Tilden
Journalist, Researcher, Author

“Interpretation is the revelation of a larger truth that lies behind any statement of fact.” -Freeman Tilden
“We abuse land because we regard it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use it with love and respect. “
-Aldo Leopold
John James Audubon
Ornithologist, Painter, Hunter

“A true conservationist is a man who knows that the world is not given by his fathers, but borrowed from his children.”
- John James Audubon
Rachel Carson
Author, Biologist, Environmentalist

“The more clearly we can focus our attention on the wonders and realities of the universe about us, the less taste we shall have for destruction.” -- Rachel Carson
“Tug on anything at all and you'll find it connected to everything else in the universe.”

- John Muir
Ted Cable  
Professor, Author, Researcher

Ted is a professor of Interpretation at Kansas State University and the co-author of several current interpretive texts including Interpretation for the 21st Century and Interpretation of Cultural and Natural Resources.
Dr. Ham is a professor at the University of Idaho, Director of the Center for International Training and Outreach and author of several current interpretive texts including *Environmental Interpretation - A practical guide for people with big ideas and small budgets*. 

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**Sam Ham**
Professor, Author, Naturalist, Researcher
In The Beginning

**AIN**
Association of Interpretive Naturalists
Needwood, Maryland
Created in 1954

**WIA**
Western Interpreters Association
Sacramento, California
Created in 1965
National Association For Interpretation
Fort Collins, Colorado
Created 1988
Cultural Interpretation and Living History

Council for the Interpretation of Native Peoples

College and University Academics

Environmental Education

Interpretive Media

Interpretive Naturalist

International Interpretation

Interpretation and Tourism

Nature Center Directors and Administrators

Spanish Section

Zoos, Wildlife Parks, and Aquaria
NAI Certification Program

CIH – Certified Interpretive Host
CIG – Certified Interpretive Guide
CHI – Certified Heritage Interpreter
CIM – Certified Interpretive Manager
CIP – Certified Interpretive Planner
CIT – Certified Interpretive Trainer
By standing on the shoulders of giants we can each become giants ourselves.
Who Are Your Giants?
Who does interpretation?

- Superintendents, Managers
- Law Enforcement Rangers
- Secretaries, Desk Clerks
- Maintenance Staff
- Housekeeping
- Boat Drivers
- Interpreters
- Any employee or volunteer who comes in contact with visitors to leisure, education, tourism, and recreation sites
Where are the interpreters?

2-5 Million people reach the visitors but don’t present programs

500,000 new hires, seasonals and volunteers

20,000 professional, paid, full-time interpreters
Where do Interpreters Work?

- Museums
- Nature Centers
- Cruise Ships
- Zoos
- Aquariums
- National Parks
- State Parks
- Private Foundations
- Interpretive villages and farms
- Camps
- Wildlife refuges
- Reservoirs
Skills Interpreters Use

• Public speaking
• Journalism
• Marketing
• Psychology
• Education
• Recreation
• Media Design/Planning
• Communications
• Research
• Resource Management
What forms does interpretation come in?

- Amphitheater talks
- Demonstrations
  - Hikes
  - Boat tours
- Slide programs
- Live animal programs
- Brochures
- Movies
- Exhibits
- Flyers
- Activities
- Songs
- Costumes
- Historical Characters
- Site tours
- Impromptu programs
What interpretation is NOT

“Interpreganda”

“Interpretainment”

“InterprEvangelism”

“InterpretData”