



GEORGIA
DEPARTMENT OF NATURAL RESOURCES

STATE PARKS & HISTORIC SITES

ROADS LESS TRAVELED

News From the Georgia State Parks, Recreation

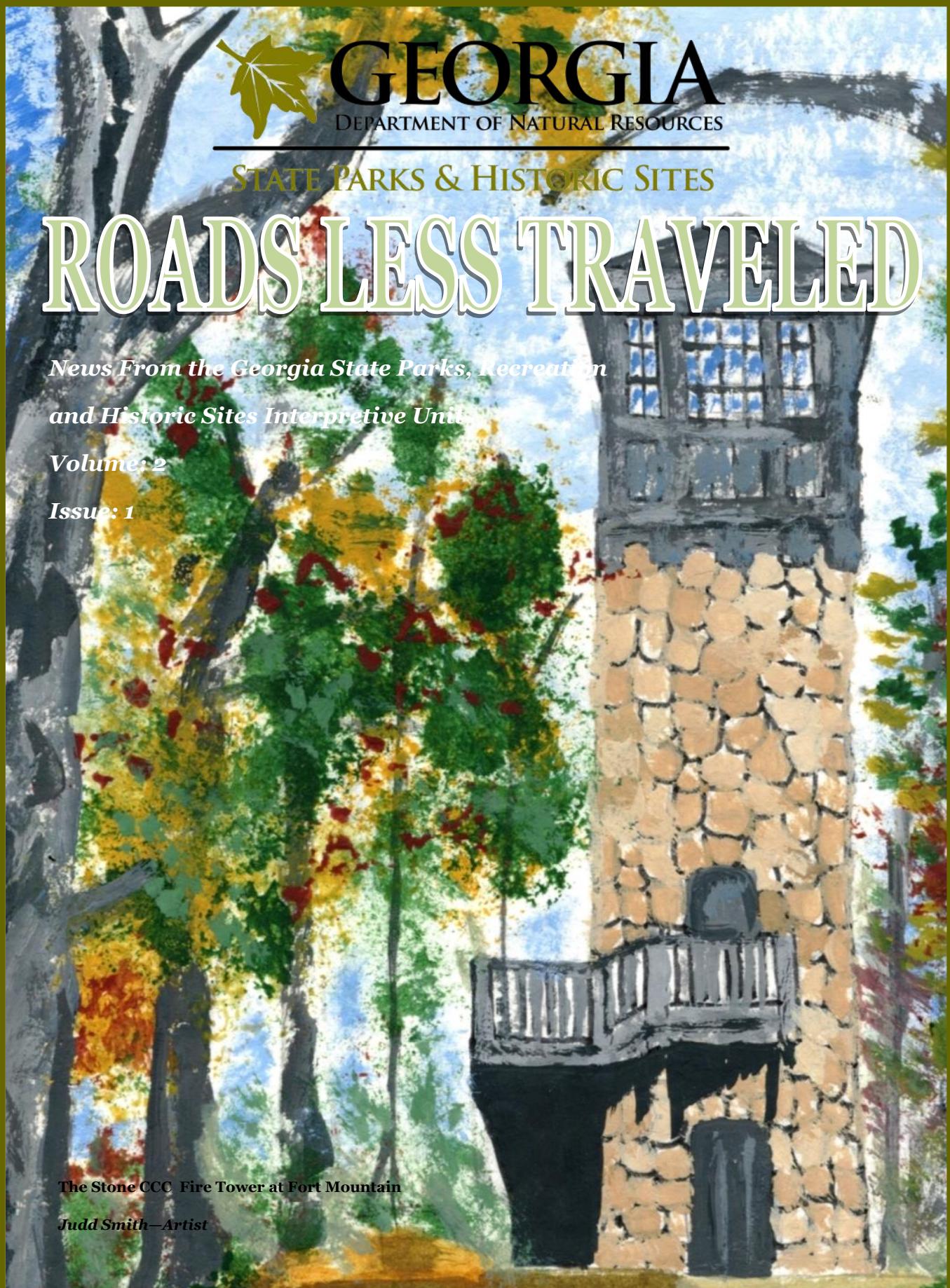
and Historic Sites Interpretive Unit

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The Stone CCC Fire Tower at Fort Mountain

Judd Smith—Artist



Georgia State Parks, Recreation and Historic Sites

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Marketing Moment

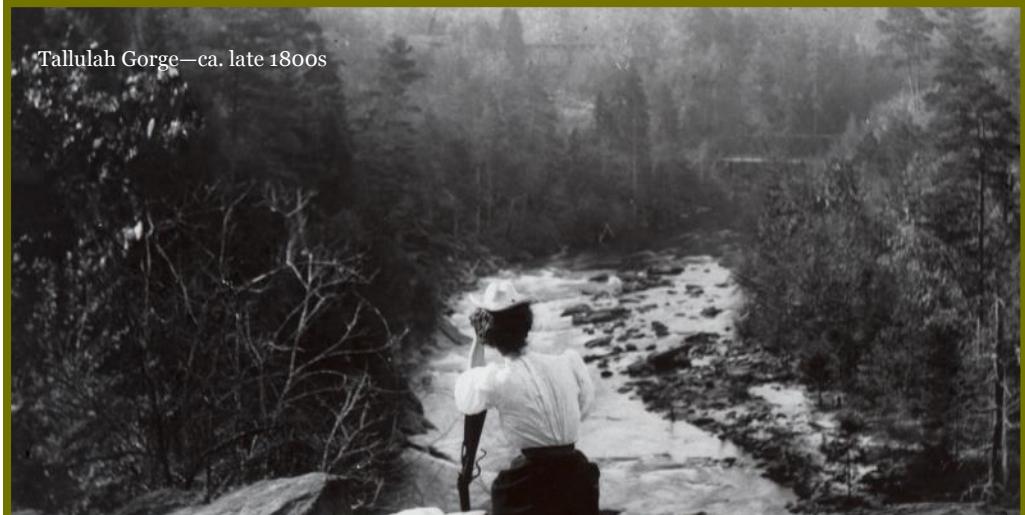
Tips for Promoting Events

The way you post events to www.GaStateParks.org can make a difference in program attendance. Our calendar has so many programs that all of them are competing for attention. That's why an eye-catching title and good description are so important. Following the instruction form for posting events is important too, because listings that follow our format are more likely to be included in the main calendar and media outlets. (Reporters appreciate being able to "copy and paste" with very little editing.) You'll find instructions under Staff Resources at the bottom of www.GaStateParks.org.

Your program participants can help promote events as well. Ask them to tag #GaStateParks and share photos on Instagram, Facebook and Twitter – especially if you plan to have the same event again. If you see a great photo, let me know because I may be able to share it on social media as well.

*By: Kim Hatcher,
Public Affairs Coordinator*

Tallulah Gorge—ca. late 1800s



ROADS LESS TRAVELED

Interpretive News:

Fort Mountain Stone Fire Tower Receives Georgia Trust Award for Excellence in Restoration

On April 22, 2016, Wally Woods and Judd Smith represented PRHS at the awards ceremony held by the Georgia Trust for Historic Preservation. Together with the project manager, David Freedman and architect, Barbara Black, they accepted the prestigious Award for Excellence in Restoration.

The requirements for this project as stated in the award description are "An accurate restoration project that depicts the form, features and character of a historic building as it appeared at a particular period of time. This restoration requires sensitive upgrading of mechanical systems and other code-required work to make the site functional."

The 1930's tower burned in the 1970's and a total restoration was undertaken in 2014-15 to bring the tower to its former glory. Many agencies and private partners collaborated on this massive project and deserve all the credit for this major piece of architectural achievement. Thanks to all involved with this award winning project.



Meet the Interpreters: West Malenke and Joell Zalatan, Tallulah's Tag Team



West Malenke



Joell Zalatan



West Malenke and Joell Zalatan are both Interpretive Rangers at Tallulah Gorge State Park and together they make a dynamic duo.

West has been a ranger for over 10 years and for several years he was the only Interpretive Ranger at Tallulah Gorge State Park. West really enjoys being a paddling instructor for the department and giving guided hikes of the gorge floor.

Joell has been a ranger for 7 months and brings a great deal of knowledge and excitement to the team. She really enjoys wearing her park ranger hat and is very proud to be a park ranger. PRHS is glad to have her at Tallulah providing quality programming.

The Interpretive Rangers at Tallulah Gorge State Park don't just provide excellent recreational and interpretive opportunities, they often provide more strenuous programming with guided gorge floor hikes, full moon suspension bridge hikes, and slacklining. Both West and Joell serve as SAR members for the team helping make incident response quicker for park visitors.

If you haven't experienced Tallulah Gorge State Park and gotten to enjoy a guided hike with West or a slacklining program with Joell then you are missing out!

*By: Jessica James
Assistant Manager, TGSP*

Historic Cannon Returns to Pickett's Mill

The 12-pdr Howitzer pictured to the right is an original and was part of Captain Thomas Key's Battery that fought at the Battle of Pickett's Mill on May 27, 1864. At Pickett's Mill, Key's Battery was responsible for inflicting many casualties on the Union forces. Until 2015, this particular cannon was housed at the Cyclorama, but was transferred to the Atlanta History Center when the large

painting and several other artifacts came to their new home. The AHC is building a new wing to house the additions, but it will not be completed until 2017. Through the efforts of staff and FofGSP volunteers, the weapon will be on display at the Pickett's Mill museum until that time. PRHS is proud of this partnership with the Atlanta History Center.



<http://gastateparks.org/PickettsMillBattlefield>

2016 Seasonal Naturalist Training

May 17-19, 2016, PRHS facilitated its annual Seasonal Naturalist training at Indian Springs State Park. This 16 hour workshop incorporated a wide variety of sessions covering many of the programming activities offered by PRHS. Wildlife Resources Division Biologist Tom Patrick led a nature walk. Sim Davidson, Lisa Liu and Karla Scarzafava conducted training on the Resource and Marketing Units and Chief Naturalist Ellen Graham covered a variety of topics including campfire

programs, professionalism, ADA programming and reporting procedures. Valarie Ikhwan from Fort King George led an informative session on living history, while Judd Smith conducted sessions on preparing for interpretive programs and the dos and don'ts of public presentations.

The Interpretive Unit would like to thank Katherine Darsey, Ken Lalumiere and the staff at Indian Springs for making this program venue a success this year.



Hidden Gems: Savannah's Great Races at Wormsloe

From 1908 to 1911, Savannah was the site of the first Grand Prix in the United States. One of the racetrack embankments was located on the grounds of Wormsloe's property.

In April, Wormsloe interpreted these Grand Prix races for the first time as part of the "Hidden Gems" program initiative. The staff and volunteers at Wormsloe put together a program that featured cruise-ins down the historic oak lined drive by local car clubs and guided tours of the still extant track embankment.

The staff advertised the program via social media. One week after

they posted the event the program announcement was shared over 10,000 times!

Thanks in part to their marketing efforts, the staff discovered that a local businessman owned the #33 EMF car that placed 3rd in the 1911 race and he brought it to Wormsloe for the special day. In addition, he delivered an interpretive program about the Great Races. As a result of careful planning, great marketing and good coordination, Wormsloe's April 2016, "Hidden Gem" was a tremendous success!

*By: Jesse Wuest,
Interpretive Ranger, WSHS*

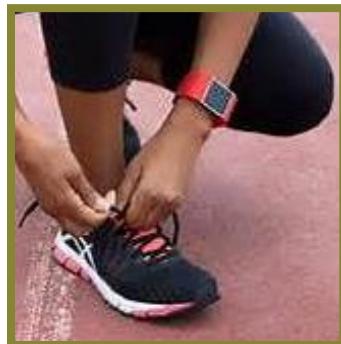


Recreation Trends: The Fitbit Challenge

One of the phrases we often hear is "let's put the 'R' back into PRHS"! The recreation business is all about staying current with trends, staying fresh and relevant. How can you incorporate current trends in your program offerings to attract your communities and new audiences by highlighting what we already have to offer? Many people have become obsessed with their Fitbit or similar devices. (Just for fun: https://www.facebook.com/CarolanneMiljavac/videos/1044479735617270/?comment_tracking=%B%22tn%22%3A%22O%22%7D) How can you tap into this trend and attract visitors who may have never visited your sites before? [How will American's spend their time outside this summer?](#) According to NRPA 49% will go for a walk or a hike: <http://www.nrpa.org/blog/how-americans-will-spend-their-time-outside-this-summer/>

If you are offering a ranger-led hike but would like to focus on fitness rather than interpretation, consider incorporating Fitbit into your promotions. Here is a great example from High Point State Park in New Jersey: <http://highpointpark.blogspot.com/2016/06/summer-2016-calendar-of-events.html>

: [If you're a Fitbit'er, you'll get approximately 5,000 steps, and will climb the equivalent of 60 flights of stairs \(earning the "Lighthouse" badge for the day\). If you're not a Fitbit fanatic, you'll get some exercise and will see some of High Point's historic...high points.](http://highpointpark.blogspot.com/2016/06/summer-2016-calendar-of-events.html)



Here is another idea for a Fitbit Challenge that can be done "on their own" and also incorporates social media: <http://s180604.gridserver.com/tag/fitbit-challenge/> Seems pretty simple and you don't even have to have staff present to pull it off! Just properly advertise and let the challenge and your site promote

itself. All you need is a check in point where people take their picture showing their starting steps then post online on Facebook or Twitter with a certain hashtag "#." Upon completion they take another picture with their ending steps. You can decide if you want to offer "bragging rights" or a prize to the winner.

In 2014 the top trends in Recreational Programming were #1 Health and Fitness #2 Generational Programming and close behind are "Mommy Fitness" and "Life Sports". <http://www.lern.org/blog/2014/07/07/top-trends-in-recreation-programming-marketing-and-management/> Could you host a Fitbit Mommy Challenge or a Baby Boomer Challenge or even a Family Fitness Challenge? Many people are more likely to recreate in a group either with family or friends. Consider targeting offices, school staff, families, churches, and many other groups who may compete in a Fitness Challenge.

Did you know we also have an internal list of race coordinators found here: <https://docs.google.com/spreadsheets/>

https://docs.google.com/spreadsheets/d/1_W7dlhmkoP2aUIgSbVe4JahnKagirOYJbXxWbPaVUc/edit#gid=2519387 If you have race coordinator contact information please feel free to add to this list. This is a great opportunity for all of our sites to use and share resources.

Want to know more about who goes camping and what outdoor recreation various audiences enjoy? See the 2016 North American Camping Report here: <http://koo.uberflip.com/i/654141-2016-north-american-camper-report> All of these findings can help you tailor your program offerings to attract new audiences.

More information on trends can also be found here from the American Recreation Coalition: <http://www.funoutdoors.com/files/Outdoor%20Recreation%20Trends%202016.pdf>

*By: Ellen Graham,
Chief Naturalist*

Georgia State Parks, Recreation and Historic Sites

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gastateparks.org

A Great Time, Every Time!

Mission

To protect our state's natural beauty and historic integrity while providing opportunities for public enjoyment and education.

Vision

Using our system's diversity and a commitment to excellence as our strengths, we will be a national model for quality service, resource protection, outdoor recreational opportunities, ecosystems management and interpretation of our heritage. We will provide an excellent work environment for our employees through effective leadership, proper training, challenging opportunities and a guarantee of fair treatment.



Don Carter State Park, Gainesville

Parting Thoughts and Takeaways:



I would wager that all who read this have heard the allegorical story of the person sitting on a bank who threw a pebble into the lake and was enlightened by watching the ripples spread across the water. As interpreters we throw the proverbial pebbles into the lake as we conduct our programs. Often times we tend to forget the ripples that come after our initial toss. To help illustrate this I

have included a few photos. The photo on the left was taken in 1976 at the Cyclorama. A pebble was tossed that day and the ripples led 20 years later to the photo taken below at Fort McAllister in 1995 of a young interpreter working for PRHS. Fast forward another 20 years and in 2016 the photo on the right was snapped of the same interpreter at Elijah Clark. My memories of the visit to the Cyclorama on that day in 1976 led me to a life long love of history and cultural resources. My fondness for parks, historic sites and the rangers that made them special led me to pursue a career with



PRHS. So, be mindful as you interact with park guests, particularly with children. You may never know what affect your cast pebbles will have—ripples, all those wonderful ripples!

Happy programming!

Judd Smith