Today in Joshua Tree National Park

This is a proposal to create and distribute a daily announcement to let visitors know of organized opportunities to experience the park, such as ranger programs.

Need

Reliable way to let visitors know what special experiences may be available for them.

Make sure the data is readily available and consistent across media.

Solution

Comprehensive summary of today’s park events, updated each day and published at visitor centers, web, nps app, entrance stations and campgrounds.

Content:

\* Ranger programs or special events for today and tomorrow.

Time, location, registration, and, if possible, title.

(Topic is important for visitors to decide to attend.)

Include keys view tours, tribe presentations

\* Local events

At art museum, sky’s the limit, phoenix (non-park activities)

Time, location, signup

\* Weather in the park today and tomorrow

high/low/wind at Jumbo Campground or Hidden Valley and Keys View

Sunrise/Sunset

\*Closures or alerts

\*Campground status?

Available sites at campgrounds tonight as of end of previous day

Preparation

Must be easy for any ranger to fill in the data.

Background for flyer can be chosen from a variety of photos.

Distribution

As letter-size or legal-size color flyer posted at each campground and each visitor center.

Page on web site. (and app?)

Programs and events appear on the calendar page on web and app

Ranger programs and local events on sign at entrance stations?