



National Park Service  
U.S. Department of the Interior

Point Reyes NS  
Golden Gate NRA  
Fire Management

1 Bear Valley Road  
Point Reyes Station, CA  
94956

415 464-5133 phone  
415 663-8132 fax

---

## Point Reyes / Golden Gate Fire Management News

### Partnering through Media Internships in Fire Communications and Education

Parks in the San Francisco Bay Area are conveniently located near numerous colleges and universities, creating almost unlimited possibilities for partnering with higher education. In 2004, fire education partnerships were developed with the Multi-Media Studies program at College of Marin, and the Communications Studies Department at Sonoma State Universities. Both programs include an internship course which requires students to gain communications experience with an outside organization.

Internships in the Multi-Media Studies program at the College of Marin require a non-paid 50-hour project in print publishing. After developing a Site Profile with the college, and providing a list of project descriptions, two students selected the park for their internship experience. The resulting projects were a site bulletin on Fuel Treatments in Northern Spotted Owl Habitat, and an Interactive Map of Fire Management Units at Point Reyes.

The site bulletin was developed using an NPS Message Project template. Two illustrations, layout design, and draft text were completed. The interactive map was developed with Flash animation software which was integrated into web page templates from the Point Reyes National Seashore website. A map of fire management units (FMUs), vegetation maps, and FMU descriptions were extracted from the Point Reyes Fire Management Plan EIS, and enhanced with photographs. This created a more dynamic, visual, and concise experience of fire management plan concepts which complemented the longer, more technical full length document.

Both the site bulletin and the interactive map projects surpassed the 50-hour internship required by the college. As a result, these projects were extended through Purchase Orders for additional project hours at \$16 per hour. The interactive map was completed with approximately 70 additional hours. This included final integration with the Point Reyes website and launching pages. The site bulletin will be finalized with an additional 10 hours after a complete review of text is done by interdisciplinary park staff.

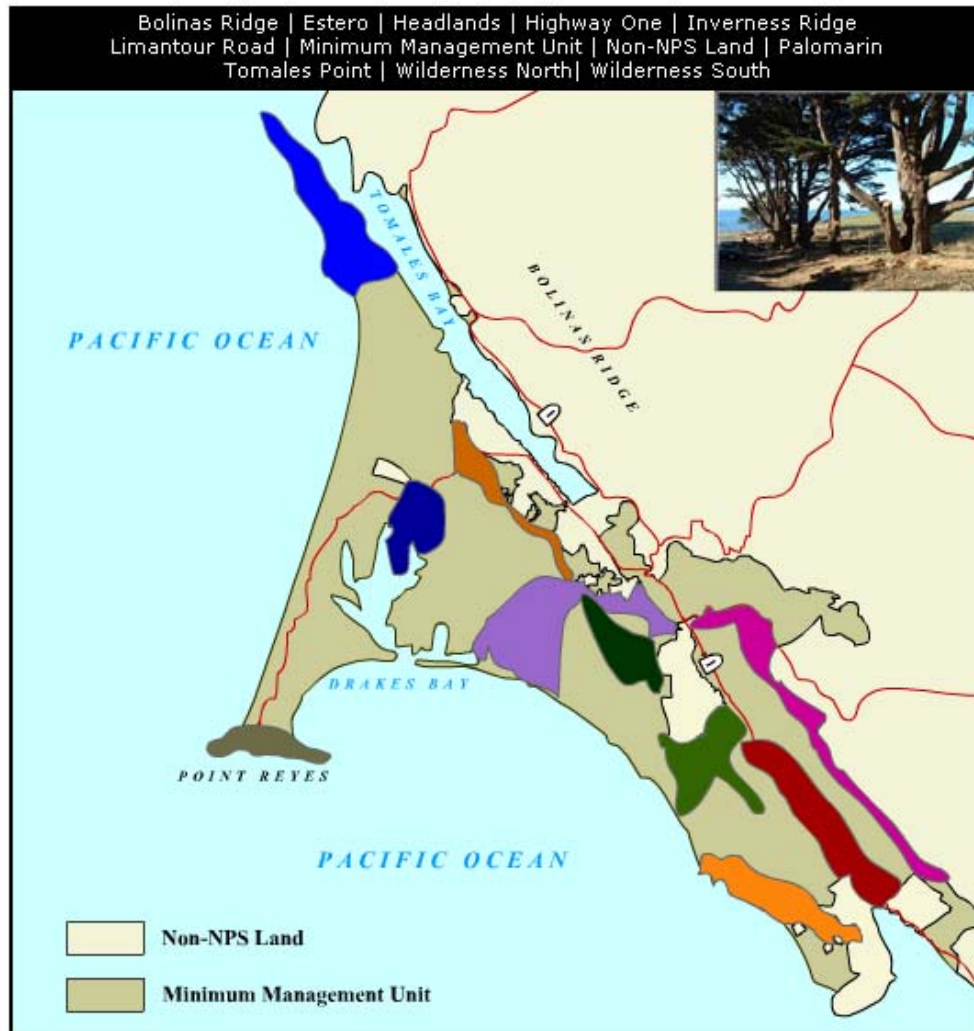
To visit the interactive map of FMUs, go to the Fire and Fuels Planning Page on the Point Reyes website at: [http://www.nps.gov/pore/fire\\_fuel\\_planning.htm](http://www.nps.gov/pore/fire_fuel_planning.htm).

A task agreement for 3 future 180-hours internships with students in the Communications Department at Sonoma State University was also written and signed this year. These internships will involve 180-hour projects in either print or video media. The projects include researching and writing a series of success stories, and producing video clips of fuels treatment projects. Students will receive \$1,500 for each of these internships, which averages approximately \$8 per hour.

Media Internships in Fire Communications and Education can build relationships between parks and educational institutions, and engage both students and faculty, as well as target audiences, in fire management issues. Through this type of partnering, shared mission goals of educating students and the general public are also achieved. A flyer to promote these media internships was also produced.



## Fire Management Units



*A dynamic interactive map of the new Fire Management Units at Point Reyes National Seashore was produced by a student from the College of Marin, Multimedia Studies Program*