
WORCESTER POLYTECHNIC INSTITUTE

RESPONSIBLE RECREATION

Creating Effective Video Resources For White Mountains Visitors *SUPPLEMENTAL MATERIALS*

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Authorship Page

Chapter/Section	Primary Author	Primary Editors
Abstract	Arayah	Brendan
Table of Contents	Arayah	Ellys
Our Team	Arayah	Graham
Authorship Page	Arayah	
Background: Introduction	Brendan	Arayah
White Mountains National Forest	Graham	Ellys
Dangers in the White Mountains	Graham	Brendan
Increased Visitor Population	Graham	Ellys, Arayah
What's "Responsible Recreation"?	Arayah	Brendan
What it Means to be Prepared	Arayah	Brendan
What it Means to be Environmentally Friendly	Arayah	Brendan
Previous Efforts	Brendan	Ellys
Video Messaging	Ellys	Arayah
Methodology: Intro	Arayah	Brendan

Authorship Page (cont.)

Chapter/Section	Primary Author	Primary Editors
Objective 1:	Arayah	Brendan
Objective 2:	Brendan	Arayah
Objective 3:	Graham	Brendan
Objective 4:	Ellys	Brendan
Findings: Intro	Arayah	All
Prioritizing Video Topics	Brendan, Ellys	Graham, Arayah
Water Safety	Ellys	Arayah
Hiker Responsibility	Ellys	Arayah
Wildlife Safety	Ellys	Arayah
Leave No Trace	Arayah	Graham
Testing Video Efficacy	Arayah, Ellys	Brendan
Recommendations	Brendan, Ellys	Graham

Appendix A: Interviewees and Organizations

- Nicolette Keown - Lead Visitor Information Assistant Scientist
- Colleen Mainville - Public Affairs Specialist
- Renee Plourde - Visitor Information Services
- Brett Hillman - Wildlife Biologist
- Patrick Hill - Franconia Brook Tentsite Caretaker
- Rachel Stoler - Community Health Program Manager for the Franklin Regional Council of Governments
- Joan Marshall - Trailhead Steward
- John Marunowski - Forest Partnership and Volunteer Coordinator with the USFS
- Mike Benson - Backcountry Wilderness Manager with the USFS
- Ralph Perron - USFS Regional Air Quality Specialist
- Peter Thorne - Trailhead Steward
- Erik Samia - Leave No Trace Instructor
- Nora Sackett - Leave No Trace Instructor

Appendix B: Preambles

Appendix B1: Recorded Interview Preamble

We are students from Worcester Polytechnic Institute in Massachusetts. We are working with the United States Forest Service and the White Mountains Visitor Center to create videos promoting hiking safety and environment stewardship.

We are interviewing experts in these fields and would be grateful for your participation. We believe this work will improve the health and safety of recreators and the environment

We would like to record this interview for potential use in an educational video that will be played in the White Mountain Visitor Center. There is no risk associated with your participation and we will share the videos with you prior to publication to ensure you are comfortable with how we have included the interview footage. Please know, your involvement is strictly voluntary and you can withdraw your consent at any time.

If you have any questions, please email gr-A23.VisitorCenter@wpi.edu or our faculty advisors, Corey Dehner and Seth Tuler at cdehner@wpi.edu and stuler@wpi.edu. If you would like, we are happy to share a copy of our report with you at the conclusion of our study. You can find the final report at (<https://digital.WPI.EDU/collections/iqp>). Thank you for your participation!

Appendix B: Preambles

Appendix B2: Interview Preamble

We are students from Worcester Polytechnic Institute in Massachusetts. We are working with the White Mountain National Forest Visitor Center to create videos promoting hiking safety and environmental conscientiousness.

We are conducting interviews of experts in fields related to those topics and would be grateful for your participation. We believe that our work will improve the health of both recreators and the environment. For this project we would like to cite this interview in our final report. These reports are published on the WPI library website. Before it is published we will share the report with you to ensure that it is accurate and has your approval. You can withdraw your consent at any time.

If you have any questions, you may reach out to us (gr-A23.VisitorCenter@wpi.edu) or our faculty advisors Corey Dehner and Seth Tuler (cdehner@wpi.edu, stuler@wpi.edu). If you would like, we are happy to share a copy of our report with you at the conclusion of our study. You can find the final report at (<https://digital.WPI.EDU/collections/iqp>) Thank you for your participation!

Appendix B: Preambles

Appendix B3: Survey Preamble

We are students from Worcester Polytechnic Institute in Massachusetts. We are working with the White Mountain National Forest Visitor Center to create videos promoting hiking safety and environmental conscientiousness.

We are conducting a survey of local outdoor recreators and would be grateful for your participation. We believe that our work will improve the health of both recreators and the environment.

This survey should take about 5-7 minutes to complete. Your participation in this survey is completely voluntary and you may withdraw at any time. Your responses will remain anonymous. No names or identifying information will appear on the questionnaire or in any of the project reports or publications.

If you have any questions, you may reach out to us (gr-A23VisitorCenter@wpi.edu) or our faculty advisors, Corey Dehner and Seth Tuler (cdehner@wpi.edu, stuler@wpi.edu). If you would like, we are happy to share a copy of our report with you at the conclusion of our study. You can find the final report at (<https://digital.WPI.EDU/collections/iqp>) Thank you for your participation!

Appendix C: Interview Questions

Appendix C1: Renee Plourde Questions

- What have been the most common issues/questions that you receive while working at the visitor centers?
 - Are there common misconceptions that many visitors have?
 - How knowledgeable would you say the average visitor is?
- What have you found to be the best strategies for informing visitors?
- Can you tell us a bit about who you view as the primary target audience for the visitor center?
- Are there any additional resources you recommend we look at?
- Is there anyone else you recommend we speak with?
- If we have additional questions, is it okay if we reach out? And if so, what method of communication would you prefer?
- We have a list of topics we would like to cover, but we don't have enough time to complete all the videos. Are there any that you would like prioritized?
 - Could you share any questions that visitors ask that we could include in the video? Either as a funny aside or that you find visitors often need answered.

Appendix C: Interview Questions

Appendix C2: Colleen Mainville Questions

- How successful were the WMNF's previous campaigns in flash flood and forest fire awareness? What are some other successful social media campaigns the WMNF has done in the past? Have any of the campaigns been unsuccessful?
- What are some general tips you have for people trying to create a successful social media campaign?
 - Any non-obvious pitfalls you have come across?
 - Do you think a mixed medium approach or a consistent format works better for this target audience?
- Can you tell us a bit about who you view as the primary target audience for your social media pages? Visitor center? Could we access the social media engagement statistics?
- We've heard about the creative services team from Nikki, could you tell us a bit more about them?
 - Could you also tell us more about 508 compliance and the Rehabilitation Act?
- Nicolette Keown also expressed interest in adding a jingle to use in the intro and outro of each video. Is there anything like that currently? Or anything tried/produced in the past?
- What do you think is the ideal length of videos for social media? What about for use in the White Mountains Visitor Center?
 - Should the content in the videos be emphasized differently or changed for a different audience?
 - What social media accounts will we be posting on?
 - How will we get access to these accounts?
- Are there any additional resources you recommend we look at?
- Is there anyone else you recommend we speak with?
- If we have additional questions, is it okay if we reach out? And if so, what method of communication would you prefer?

Appendix C: Interview Questions

Appendix C3: Brett Hillman Questions

- In your experience what are some of the biggest problems you see visitors run into in regards to wildlife safety?
 - Not prepared, not storing food properly (bear hangs [10 feet off the ground and 5 feet out from a tree limb], bear proof coolers)
 - Approaching wildlife
- What wildlife safety tips should we put emphasis on in our video?
 - Proper food storage
 - Be aware during hunting season
 - Always be prepared, do your homework
- Are there any strategies in wildlife education that have been particularly effective?
 - Bear education at campgrounds, fines
- Can you tell us more about the bear canister program?
- Is there any location you recommend where we would be able to safely get footage of some of the local wildlife? (Moose, deer, etc.)
- Lastly, can you share a personal anecdote or experience that highlights the importance of considering Bear Safety in the White Mountains?
 - Any silly/ridiculous questions (FAQs) you have heard?

Appendix D: Recorded Questions

Appendix D1: Chris Roukes Questions

- What has been your experience working with White Mountains visitors and trying to stress water safety to them?
 - What strategies have been most effective? Least effective?
- What role does weather play in water safety?
- Are there any bodies of water/flowing water you would like us to get footage of for our videos? Like some of the more popular locations or maybe locations where practicing water safety is most critical.
- Most dangerous water spots?
- What are some of the most important water safety tips/information we should highlight in our water safety video?
- What equipment should people have to prevent emergencies?
- What would you say is the biggest takeaway that people should remember after hearing all of this?

Appendix D: Recorded Questions

Appendix D2: Brett Hillman Questions

- Can you introduce yourself to us briefly?
- Can you tell us about concerns regarding unprepared/unaware visitors interacting with wildlife safety?
- What kind of wildlife should White Mountains visitors expect to see on their visit?
- When are the mating/rutting/hibernation seasons of moose and bears.
 - Why is it important for visitors to know about these times of year?
- What can visitors do to prevent negative interactions with wildlife?
- Can you give us more information on moose and bears? (They are the main concerns of our video, so anything else worth adding about them).
- What are bear canisters?
 - Where can people get them?
 - Are they free?
- What are bear boxes? How should people use them? (Not a trash can)
- What are bear hangs? Why are the previous two food protection strategies better (specifically in the White Mountains)?
 - How to properly set up a bear hang?
- What other equipment can be used to keep yourself safe from bears (Bear bells, bear spray, trash bag for waste, etc).
 - Are these strategies fool proof?
- In the event of an emergency, what is one supposed to do when in contact with a bear?
 - Is there a difference when running into a mother bear and her cubs?
- In an emergency, what is the best way to get away from an aggressive moose?
 - Is there a different strategy for day or night? (We've heard moose eyesight is not good in bright sunlight)
- Can you give a brief explanation about how the "bear always loses" in dangerous situations with visitors?

Appendix E: Video Scripts

Appendix E1: Water Safety Script

[Ellys Gorodisch]: “Before you cross, familiarize yourself with the differences between a dangerous flow and a crossable flow. Is the water tinted brown or clear – brown water is a solid indicator to stay out of the rapids! Before stepping into the water, unbuckle your waist and sternum straps, and loosen your shoulder straps. This will make it much easier to slip your backpack off if you are ever pulled under. After breaching the waters, maintain a wide stance to sustain your balance. Rely on your poles, and keep as much contact with the riverbed as possible. If the water is above knee-level, you are too deep. The water will have a much higher chance of pulling you down. Make sure you travel diagonally against the current so that you’re not moving with the rapids. Finally, only shuffle your feet sideways, and avoid crossing your legs! See you safely on the other side.”

Appendix E: Video Scripts

Appendix E2: Hiker Responsibility

[Ellys Gorodisch]: One of the most critical aspects of hiker preparedness that is often overlooked is attire and gear. You might not consider packing a rain jacket because it's a nice day, or believe that you can do the hike in crocs...

[Brendan Sheehan]: ...but conditions can change fast so preparing for the "what-ifs" might save your life. Following the hiker responsibility code can help you stay safe on your hike.

Speaker 1 [Renee Plourde]: The first principle is to become self-reliant by learning about the terrain, conditions, local weather and your equipment before you start your hike. Hold yourself accountable for being knowledgeable about the trails!

Speaker 2 [John Marunowski]: Just in case, tell someone you aren't going hiking with where you are going, the trails you are hiking, and when you will return as well as your emergency plans.

Speaker 3 [Mike Benson]: When you start as a group, hike as a group, and definitely end as a group. Pace your hike to the slowest person to ensure you start and finish together.

Speaker 4 [Chris Roukes]: Weather changes quickly in the mountains. Fatigue and unexpected conditions will also affect your hike. Know your limitations and when to postpone the trip. The mountains will be there another day!

Speaker 5 [Nikki Keown]: Even if you are headed out for just an hour, an injury, severe weather or a wrong turn could become life threatening. Don't assume you will be rescued; know how to rescue yourself!



Appendix E: Video Scripts

Appendix E3: Leave No Trace Script

[Ellys Gorodisch]: One of the most critical aspects of hiker preparedness that is often overlooked is attire and gear. You might not consider packing a rain jacket because it's a nice day, or believe that you can do the hike in crocs...

[Brendan Sheehan]: ...but conditions can change fast so preparing for the "what-ifs" might save your life. Following the hiker responsibility code can help you stay safe on your hike.

Speaker 1 [Renee Plourde]: The first principle is to become self-reliant by learning about the terrain, conditions, local we

Appendix F: Survey Questions

Appendix F1: Water Safety

1. Can you list as many tips as you remember about safe river crossing?
2. What do you think is the most important takeaway from the video?
3. What aspect of the video stood out most? Was it positive or negative? (Music, dialogue, animation, imagery, etc)
4. Was there anything that was confusing to you? Why?
5. Do you wish there was more information/detail about anything in the video?
6. Did any part of the video make you smile or laugh? If so, when?
7. On a scale from 1-10, how interested were you with this video?

Appendix F: Survey Questions

Appendix F2: Hiker Responsibility

1. Can you list as many of the 5 hiker responsibility principles as you remember?
2. What do you think is the most important takeaway from the video?
3. What aspect of the video stood out most? Was it positive or negative? (Music, dialogue, animation, imagery, etc)
4. Was there anything that was confusing to you? Why?
5. Do you wish there was more information/detail about anything in the video?
6. Did any part of the video make you smile or laugh? If so, when?
7. On a scale from 1-10, how interested were you with this video?

Appendix F: Survey Questions

Appendix F3: Wildlife Safety

1. What ways can you prevent bear attraction?
2. Where can you get a bear canister?
3. What do you think is the most important takeaway from the video?
4. What aspect of the video stood out most? Was it positive or negative? (Music, dialogue, animation, imagery, etc)
5. Was there anything that was confusing to you? Why?
6. Do you wish there was more information/detail about anything in the video?
7. Did any part of the video make you smile or laugh? If so, when?
8. On a scale from 1-10, how interested were you with this video?

Appendix F: Survey Questions

Appendix F4: Leave No Trace

1. Can you list as many of the 7 leave no trace principles as you can?
2. What do you think is the most important takeaway from the video?
3. What aspect of the video stood out most? Was it positive or negative? (Music, dialogue, animation, imagery, etc)
4. Was there anything that was confusing to you? Why?
5. Do you wish there was more information/detail about anything in the video?
6. Did any part of the video make you smile or laugh? If so, when?
7. On a scale from 1-10, how interested were you with this video?

Appendix G: Storyboards

Appendix G1: Water Safety Storyboard



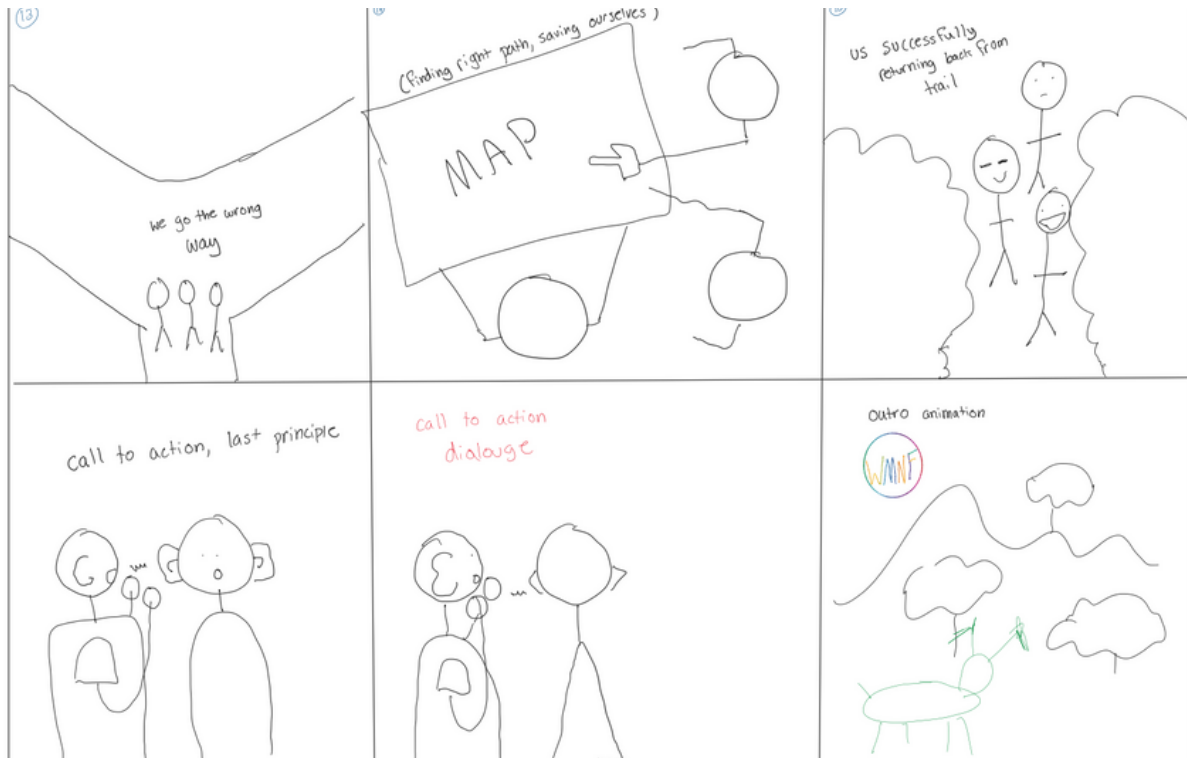
Appendix G: Storyboards

Appendix G2: Hiker Responsibility Storyboard



Appendix G: Storyboards

Appendix G2: Hiker Responsibility continued



Appendix G: Storyboards

Appendix G3: Wildlife Safety



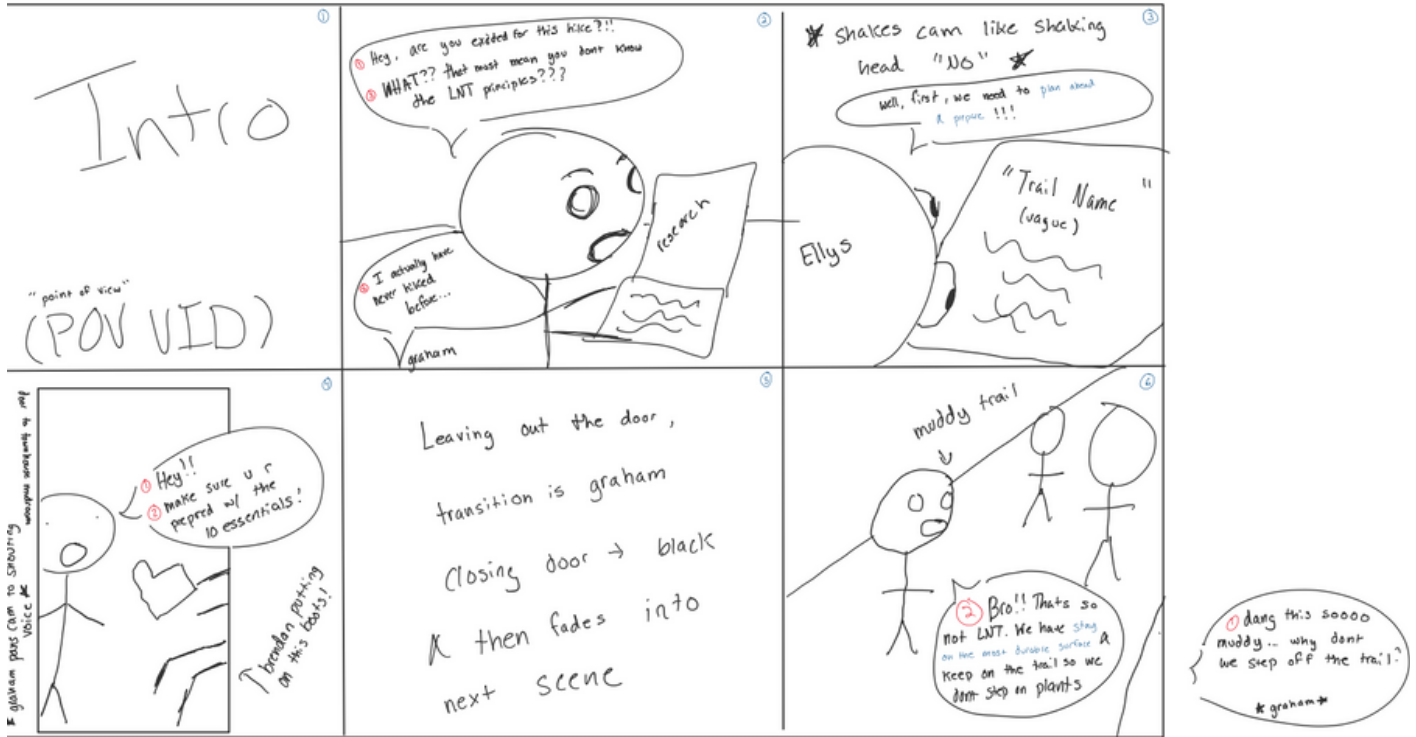
Appendix G: Storyboards

Appendix G3: Wildlife Safety continued

<p>don't run away from moose, too fast!</p> <p>get obstacle between you & the moose, they r big & clumsy</p> <p>climb a tree</p>	<p>emotional appeal</p> <p>the bear always loses (dies)</p> 	<h1>FAQ'S</h1> <p>When does a deer become a moose?</p> <p>How do the deer know to cross at the deer crossing sign.</p>

Appendix G: Storyboards

Appendix G4: Leave No Trace



Appendix F: Storyboards

Appendix F4: Leave No Trace continued



Padres to white
outro, FAQ