

Proceed with confidence as
you enter the world of
producing interpretive media

Presentation Objectives:

- Provide basic guidelines to help you produce an interpretive product while avoiding common pitfalls.
- Make you aware of potential agency requirements for interpretive products.

What you can expect from this presentation

- A checklist of common steps in the production process including drafting project proposals, requests for bids, contract specifications, approvals, and monitoring.
- Explanations of each step using examples.
- Review the key steps to have a successful interpretive media production experience using a specific example.

What are the key steps or resources you need?

- Agency Guidance
- Funded proposal
- Key contacts in each resource area
- Other?

Agency Guidance

- Mission statement
- Business Plan
- Financial Plan



What does your funding document say?

- Who is responsible for each funded item?
- Who is responsible for reporting, and to whom?
- What are the time frames, and how do they relate to other work on your site?



Product Considerations

- Text
- Graphics
- Construction materials
- Other?

Lining up the Tasks

Using a flowchart or outline, draft out the plan of attack:

- What additional skills do you need?
- What guidance does your agency require when you need to solicit outside help?



Soliciting the skills you need

- How to find the “right” contractor to meet your needs
- What is a RFP?
- How many bids are required? Is there a required source?
- How to compare bids?
- Who awards the contract?

Funds + Skills =?

- Good products require oversight!
- How often-daily, monthly, etc.
- What are you reviewing for?
- Who has authority to approve interim and final products?

Finalizing the Product Package

- Upward reporting
- Final payments
- Implementing/installing your new product

Take photos to document your
success!

Questions/comments

- Questions/comments
- Ideas to share?
- Please fill in the survey form
- I can be reached at: Marianne Emmendorfer
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