

Additional Resources

Fudge, Robert. "[What's the Big Idea?](#)" in *Meaningful Interpretation*, David L. Larsen, ed. (Washington, DC: National Park Service, 2003).

Gottschall, Jonathan. *The Storytelling Animal: How Stories Make Us Human* (New York: Mariner Books, 2013).

Jones, Dale. "[Personal Connections and the Great Cosmic Soup,](#)" *History News* v.63, n.2 (Spring 2008): 14-18.

Leftridge, Alan. *Interpretive Writing* (Fort Collins, CO: InterpPress, 1996).
Especially good for writing mechanics (e.g., active vs. passive voice) and when to use creative devices such as alliteration and figurative language.

McLean, Kathleen. *Planning for People in Museum Exhibitions* (Washington, DC: ASTC, 1993).
See Chapter 8, "Labels: The Exhibition Storytellers," in particular.

Paul, Anne Murphy. "Your Brain on Fiction," *New York Times*, March 17, 2012. Available online:
<http://nyti.ms/OBHsET>

Serrell, Beverly. *Exhibit Labels: An Interpretive Approach* (Walnut Creek, CA: Alta Mira Press, 1996).
Widely used; contains valuable information about developing themes, audience considerations, appropriate reading levels, and recommended word counts and font sizes.

Spock, Daniel. "[A Practical Guide to Personal Connectivity,](#)" *History News* v.63, n.4 (Autumn 2008): 11-17.

Tilden, Freeman. *Interpreting Our Heritage*. (Chapel Hill, NC: University of North Carolina Press, 1957).