



Parks and Recreation as a Career Choice National Promotional Campaign

The National Recreation and Park Association (NRPA), the American Academy for Park and Recreation Administration (AAPRA), and the Pennsylvania Recreation and Park Society (PRPS) have partnered to produce a nationally distributed 4-minute video introducing high school and college students to parks and recreation as a viable career choice.

The documentary style, interview-driven, “real people, real stories,” approach is intended to create a compelling, emotional appeal that expands viewers’ awareness and understanding of the diversity and viability of a meaningful and fulfilling career in parks and recreation, along with an invitation to connect interest with action.

The video and its associated support materials will be featured in a national marketing campaign supported by national and statewide park and recreation promotional partners.

Production is underway, conducting interviews with younger practitioners of the profession who are enthusiastically engaged in their roles and who can articulate the “why” of their passion for what they do and who they serve.

Video approach and structure

- promote park and rec profession vs. particular career tracks within it
- appeal to young people to showcase introductory avenues into the profession
- diversity of race, ethnicities, geographies, responsibilities, urban/rural/suburban, agency type, size, jurisdiction
- how purpose-driven positions impact people, communities, environment, health, cities, youth, etc.
- 8-10 voices, with B-roll from across the country, to present a very populated nationwide endeavor
- subjects and scenes that are visually compelling for the hot emotional appeal of video
- balance interviewees’ demographics with the variety of positions within the following categories:
 - community recreation
 - sports/aquatics
 - tourism/event management
 - outdoor adventure/education
 - natural resources/facilities management
 - entertainment/sport/fitness/venue management
 - youth/senior/therapeutic services

Timeline: filming May – early October 2024; finished video December 2024

Producer: Michael Podolski, Filmmaker
[Blackbird Media Group](#) 814-867-5101
mpodolski@blackbirdmediagroup.com

Executive Producer: Tim Herd, CEO
[PRPS](#) 814-234-4272
herd@prps.org

AAPRA Career Development Task Force
Jean Keller, Chair
Jean.Keller@unt.edu

National Recreation and Park Association
Cort Jones, Senior Manager of Digital Content
Cjones@nrpa.org