



International Association of Wildland Fire  
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[www.iawfonline.org](http://www.iawfonline.org)

June 11, 2024

Dear Ms. Andersson,

The IAWF board of directors would like to thank you for your work managing Wildfire Today and Fire Aviation since Bill's passing. From the beginning it was our understanding that you did not want to do this long term, however, you ended up doing it because Ron Steffens was not as available as we had hoped, and you were passionate about keeping them going and stepped in to make that happen.

The board of directors and communication committee is keen to work with you to continue the success of the sites, while ensuring they fit into our overall communications strategy. The data shows that readership has dropped significantly in the past 18 months. We expected that to happen after Bill passed away, however, we can't continue to let it drop. It will result in the loss of advertisers and eventually the failing of the sites. It is ultimately in all our interests to restore the growth in our audience and deliver a well-regarded and useful resource of wildfire news. It is essential for us all to act now to ensure the long-term viability of the sites by implementing a more sustainable and stronger plan for the future.

We have included some of our short- and long-term goals for the websites below.

### **Short Term**

- After we receive Raul's feedback, we will work to update the theme and necessary plug-ins. We are happy to work with Jeffrey, however, we don't want to just apply some fixes, the sites need a major overhaul.
- Make the IAWF more prominent on the sites, it should be obvious that IAWF is the owner of the sites. The IAWF has a lot of great content that can be utilized, e.g. Wildfire Magazine, IJWF, conference presentations, etc.
- We need to add a feature for people to sign up to receive emails when something is posted, this is a missed opportunity and could partially account for the decrease in readership.
- We need to post every entry on social media, Facebook and Twitter, and perhaps LinkedIn. We would like this to happen automatically, however, if not, someone needs to be doing this manually. We do not expect you to do that, we will find someone who is willing to take that on.

- Find someone to manage adding and changing the advertisements, we understand this takes time and this should not be your job. Our hope is that with a new theme it should be easier to do.
- We want the content to be more international to fit the IAWF mission. We will work to find writers to contribute more international content.

### **Long Term**

- Separate the advertising opportunities for Fire Aviation. We believe Fire Aviation has a lot of potential advertisers who may not be interested in Wildfire today, and vice versa.
- Hire someone to manage the sites for the long term, this will require us to write a position description with your help. We hope that you will continue to contribute articles.
- We need to look at how the sites can better sit within IAWF's overall communications, including its publications, conferences, websites and social media. Currently, they are totally separate and not supporting each other.

We look forward to your feedback on these ideas, please let us know your thoughts so we can proceed as soon as possible.

Sincerely,

IAWF board of directors and communications committee