



WILDERNESS FELLOWS WEB PRESENCE

Prepared by: 2012 Wilderness Fellows Cadre
11 June 2012

KEEPING IT WILD WITH THE WILDERNESS FELLOWS

This summer and fall, Wilderness Fellows are gauging wilderness character from the Aleutians to the Keys in national parks, refuges, and forests. The fellows will record a baseline of wilderness character using measures from their respective wildernesses. These data help track trends in wilderness character within particular wilderness areas and across the National Wilderness Preservation System. Their work will integrate common wilderness terms, increase understanding and monitoring of the unique qualities of wilderness, and improve wilderness stewardship communication within and between agencies. Get a peek into their wilderness worlds through their reflections, pictures and conservations on the Wilderness Fellows blog!

OBJECTIVE

Through the creation and consistent use of a Wilderness Fellows blog and Tumblr page, we hope to generate awareness and regard for the National Wilderness Preservation System, wilderness character, and the Interagency Wilderness Fellows program. Through linking the blog on the homepage of wilderness.net under the "Feature of the Month" section and redirecting Tumblr users to the blog and relevant wilderness.net content, we hope to achieve the following goals:

- Engage wilderness.net web traffic and the professional wilderness community.

- Generate interest in wilderness.net and wilderness management issues in the larger internet community.

ACTIONS

Feature the following direct links to/from wilderness.net main page:

- <http://www.wildernessfellows.blogspot.com>
- <http://wildernessfellows.tumblr.com/>

CONTENT OF LINKS

As Wilderness Fellows, we value the opportunity to work in unique ecologically, historically and socially important wildernesses over the next three or six months. Specifically, we are looking forward to immersing ourselves in the qualities and complexities that make wilderness special. As our fellowships progress, our perspectives on wilderness will evolve. Reflections from these perspectives will frame the content of the featured sites.

With that said, our intention with the blog is to personalize and promote the Wilderness Fellows program and experience through the following ways:

- The use of images, stories, videos or other content to provide proper representation of our unique wilderness settings and experiences.
- Reflections of our experience related to the unique qualities, complexities and challenges of working in the wilderness.

In order to ensure the quality, professionalism and appropriateness of the postings on the blog, a former Wilderness Fellow (Monica Patel) has agreed to edit all content prior to it being published.