

IFAJ website to get fresh look

The IFAJ website (www.ifaj.org) will undergo a major change in 2008. Based on a survey of member interests and needs conducted in August 2007, a new website will be designed and built to focus on member networking, delivering services and raising awareness about the IFAJ.

“Our new website will have a home page in four languages with some articles in other languages besides English,” said Senior Vice President Mike Wilson. “We want a website that will help members network and learn from each other across country borders.”

The IFAJ prepared a brief in October, incorporating objectives for the new site. Some of those objectives include that the site should:

- Serve as an important tool for communicating with key audiences and provide ready access to information, particularly for journalists.
- Develop contacts for members on important agricultural issues around the world.
- Provide a source of agricultural photography by linking photographers with those who may need images.
- Provide professional development articles and links to improve skills among members.
- Simplify and streamline the process by which members can gain IFAJ member benefits (access the newsletter, order press cards etc.)
- Create a link for young journalists and college students preparing for careers in agricultural communications.

Four web design companies have submitted written bids to handle the redesign and hosting of the new site. IFAJ will review these bids and make a decision by end of January 2008.

“The goal is to have the new website up and running by May of 2008,” Wilson said.