

We Know What Needs to Be Done. Why Aren't We Doing It?

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At a screening earlier this year, someone in the audience asked a question that has stayed with me:

“If we already know what needs to be done, why aren’t we doing it?”

It wasn’t asked as a challenge. It was asked out of frustration. That question defines the gap between knowledge and action when it comes to wildfire.

It has come up again and again across more than 25 screenings of *B.C. is Burning*, in communities throughout the Interior and Vancouver Island, and at the B.C. Legislature. The audiences have been a mix of local governments, First Nations, industry, students, and the public.

The conversations after the screenings have been just as telling. A logger told me he no longer shares what he does for a living, but after seeing the film, he felt better about his profession. Young foresters talked to me about feeling like they are on the wrong side of the environmental conversation. Others said they were surprised to learn that some of what they had heard about forest management was not accurate.

These are not isolated reactions. They point to a gap, not just in policy, but in understanding.



Screening of B.C. is Burning at the B.C. Legislature.

What People Are Seeing

Since 2017, more than 8 million hectares have burned across British Columbia. In some communities, weeks of smoke have become a regular part of summer. It is an annual reminder that the landscape is changing faster than the systems meant to manage it.

The pace and intensity of wildfire are now outstripping current approaches. Suppression alone cannot keep up under extreme conditions.

This is not just a climate story.
It is also a forest conditions story.

Many landscapes are aging and increasingly vulnerable to drought, insects, and high intensity fire. In too many areas, fuel levels have built up to the point where once a fire starts, it becomes very difficult to control, no matter how quickly crews respond.

The tools to address this are well known, and they work when applied together at scale. Creating a mosaic of forest age classes across the landscape, thinning overstocked stands, expanding prescribed and cultural burning, managing fuels near communities, and rethinking how we reforest for future conditions are not new ideas.

The issue is not whether these approaches work.
The issue is that they are not being applied at the scale needed to change outcomes.



Community screening of B.C. is Burning in British Columbia.

Where the Conversation Is Shifting

Understanding the problem is the easy part.

What has changed over the past year is how people are talking about solutions. The conversation is shifting from whether we should manage forests to how, and how quickly it can be done at scale.

Local governments are starting to see their role more clearly. They may not control the broader landscape, but they do control development, zoning, and the area where forests meet communities. That is where risk shows up first and where decisions made today will determine how communities perform when fire arrives.

Questions about practices like clearcutting come up often. These usually reflect how visible, and sometimes misunderstood, those practices are in public discussions. The film has helped move some of that conversation from assumption to a more grounded understanding of where those practices fit.

That shift is leading to more practical questions.

What can we do now?

What decisions are actually within our control?

What actions will reduce risk in the next five to ten years?

What Needs to Happen Next

Incremental change will not be enough.

Wildfire risk is now a landscape-scale problem. It requires a landscape-scale response.

Active forest management must be the foundation, particularly in areas that directly influence communities. Those conditions are not uniform, they vary significantly across regions, ecosystems, and even within short distances on the landscape. That variability reinforces a consistent theme in these conversations: effective forest management depends on an understanding of local conditions and on-the-ground experience. There is no single prescription that applies everywhere.

In practical terms, this means actively managing the forest landscape at scale through harvesting, reducing fuel loads in stands where trees have grown too dense, expanding the use of prescribed and cultural burning where appropriate, and creating strategically placed fuel breaks and FireSmart buffers that support both suppression efforts and community protection.

It also means rethinking reforestation. Future forests need to be designed for the conditions they will face, more drought-tolerant, more structurally diverse, and less likely to burn catastrophically when fire arrives.

Barriers that slow this work also need to be addressed. Projects that reduce wildfire risk are too often delayed by regulatory complexity, funding uncertainty, and misalignment between agencies. If risk reduction is the objective, processes need to reflect that urgency.

And without clear, measurable targets, progress cannot be meaningfully assessed. Other jurisdictions are already setting and tracking those targets publicly. British Columbia needs to do the same.



Post-screening discussion with community and sector representatives.

A Practical Path Forward

There is no single solution to wildfire. But we do know that actively managing forests at scale will reduce risk and impacts.

There is a path forward, and people across the province can see it.

As Wildfire Resilience and Awareness Week highlights the work being done across the country, the opportunity is right in front of us.

The question is no longer whether we understand the problem. The question is whether we act on what we already know, before the next fire season makes that decision for us.

B.C. is Burning will be available for public viewing on *YouTube* in mid-May.

B.C. IS BURNING

Screening Reach & Engagement Report

April 29, 2026

Over 3,500 people have seen the film in person across **35 events** in 23 communities throughout British Columbia and Alberta.

Awards & Recognition

BC is Burning has been recognized for both its filmmaking excellence and its exceptional public reach:

- **Okanagan Screen Awards – Best Documentary**
- **Okanagan Screen Awards – Best Director**
- **Okanagan Screen Awards – Best Cinematography**

Black Press Media – #6 Most-Read Story Across All Canadian Sites in 2025. The premiere story ranked sixth out of hundreds of thousands of stories published across the entire Black Press network ahead of major national and provincial news events reflecting the film's interest with the public.

Trailer- over 77,000 views

Community Screenings

Public screenings held across 16 communities in British Columbia. 21 screenings in total.

Location	Venue	Audience Type	Notes
Kelowna	Mary Irwin Theatre	Public	325 attendees
Vernon	Vernon Performing Arts Centre	Public	345 attendees
West Kelowna	Landmark Cinemas	Public	240+ attendees
West Kelowna	Landmark Cinemas	Public	4 screenings, not moderated
Merritt	Nicola Valley Institute of Technology	Public	58 attendees
Kamloops	Thompson Rivers University	Public	190 attendees
Williams Lake	Williams Lake Theatre	Public	150 attendees
Kelowna	Mary Irwin Theatre	Public	244 attendees
Salmon Arm	Shuswap Theatre	Public	168 attendees
Nakusp	Arrow Lakes Theatre	Public	102 attendees
Castlegar	Castlegar Theatre	Public	200+ attendees
Grand Forks	GEM Theatre	Public	70 attendees
Clearwater	Clearwater High School	Public	74 attendees
Cranbrook	Key City Theatre	Public	380 attendees

Nanaimo	Vancouver Island Conference Center	Public	140 attendees
Campbell River	Tidewater Theater	Public	200+ attendees
Invermere	Columbia Valley Centre	Public	May 6
Prince George	Univ of Northern British Columbia	Public	September TBA

Conferences & Special Screenings

Targeted screenings at industry, government, and professional conferences reaching key decision-makers. 14 events.

Location	Venue	Audience Type	Notes
Osoyoos	Independent Lumber Manufacturers Conference	Industry	Good questions, Ministry staff as well
Coldstream	Pro-D Day for Elementary School Teachers	Education	Highly engaged
Kelowna	Provincial Progressive Conservative Party	Government	MLA's
Victoria	UBCM Mayors – Reception, Dinner, Film – Laurel Point Inn	Government	120 attended — Mayors, councillors, senior government. Standing ovation
Vancouver	Truck Loggers Conference	Industry	Film and panel
Victoria	BC Legislature	Government	Evening screening
Trail	Association of Kootenay Boundary Local Government Convention	Government	Evening screening at theatre, panel the next day
Revelstoke	Southern Interior Local Government Conference	Government	May 1
Banff	Bioenergy Conference	Industry / Government	Invite only.
Virtual	Provincial Forest Advisory Committee	Government	Sent film, Q&A
Vernon	Kalamalka Research Forest	Government	Forest Researchers
Virtual	National Forest Sector Task Force (with Wade Crowfoot, California)	Government	Film + 45-min joint presentation & Q&A
Vancouver	Vancouver Summit: From Smoke to Solutions	International / Medical	Invite only — Film and panel June 4/5
Kelowna	Keeping in Rural Conference	Government	June 11 – Panel

35 total events/screenings across public, government, industry, and education audiences. Over 3,500 people in attendance.

Media Coverage

Radio

- 1150 AM Kelowna
- Beach Radio – Vernon
- CBC Daybreak – Kamloops, Kelowna, and Prince George
- GOAT Radio – Castlegar
- Cranbrook radio interviews
- Nelson radio interview
- Kootenay Co-op Radio – Kootenay Morning show (Nelson), ahead of the Castlegar screening

Print & Online

- Castanet (Kelowna & West Kelowna) multiple articles including premiere coverage and red carpet Landmark Cinema feature
- Vernon Morning Star (Black Press) premiere coverage
- Kelowna Capital News (Black Press) premiere coverage
- Vernon Matters coverage
- The Northern View, premiere feature
- My Cariboo Now, Williams Lake screening
- Salmon Arm Observer, feature ahead of Salmon Arm screening
- Penticton Herald, feature on Nakusp screening
- Clearwater Times, post-screening feature: 'Critical Issue' (Feb 23, 2026)
- E-Know.ca (East Kootenay), Cranbrook post-screening feature: 'Screening sparks candid conversation on wildfire and forest health' (Feb 13, 2026)
- CFJC Today Kamloops, TV/online coverage ahead of TRU screening
- Grand Forks Gazette, Castlegar screening coverage and earlier film creation feature
- Nelson Star – Castlegar screening coverage
- Tree Frog Forestry News, multiple articles including Castlegar screening, Nanaimo screening announcement, Wildfire Week feature, and Okanagan Screen Awards win
- Caledonia Courier, film creation feature
- Revelstoke, Slocan Valley, and other regional Black Press outlet

Podcasts & Video Interviews

- Dan Albas, MP – podcast interview
- ForestNet Media – 30-minute interview with Anthony Robinson (owner, ForestNet Media; Masters of Forestry, UBC). Posted on YouTube and LinkedIn.

Written Articles- Murray

- Truck Loggers Magazine, article
- Tree Frog Forestry News, Wildfire Week feature

What's Next. YouTube Release May 20, 2026

We are planning to release BC is Burning publicly on YouTube on May 20, 2026. A targeted digital advertising campaign is planned across YouTube/Google and Facebook/Instagram to maximize reach in BC/Canada and into California.

Selected Media Links

The following links provide direct access to selected media coverage and interviews:

- **ForestNet Media Interview (YouTube – 30 min):**
<https://www.youtube.com/watch?v=IMyLjO5Olrk>
- **Podcast with Dan Albas, MP (YouTube - 28 min):**
<https://www.youtube.com/watch?v=1mO4RSnAqTc&t=1551s>
- **Kootenay Co-op Radio – Kootenay Morning with Murray Wilson:**
<https://www.kootenaycoopradio.com/sept-8-2025-kootenay-morning-with-murray-wilson/>
- **Global News – B.C. is Burning documentary explores wildfire crisis:**
<https://globalnews.ca/video/11049372/b-c-is-burning-documentary-explores-wildfire-crisis>
- **Tree Frog News – Okanagan Screen Awards Win:** <https://treefrogcreative.ca/murray-wilsons-bc-is-burning-wins-best-documentary/>
- **Clearwater Times – 'Critical Issue' screening coverage:**
<https://clearwatertimes.com/2026/02/23/critical-issue-b-c-is-burning-documentary-screens-in-clearwater/>
- **E-Know.ca – Cranbrook screening feature:** <https://www.e-know.ca/regions/cranbrook/screening-sparks-candid-conversation-on-wildfire-and-forest-health/>
- **Castanet – Red Carpet Landmark Cinema feature:** <https://www.castanet.net/news/West-Kelowna/563093/Locally-produced-wildfire-documentary-will-be-shown-on-the-big-screen-at-West-Kelowna-s-Landmark-Cinema>
- **Kelowna Capital News – Premiere coverage:** <https://kelownacapnews.com/2025/06/16/bc-is-burning-to-premiere-in-kelowna-vernon/>
- **Penticton Herald – Nakusp screening feature:**
https://www.pentictonherald.ca/spare_news/article_b236b7cf-a038-5e05-8d15-07060683f682.html
- **Black Press – #6 Most-Read Story of 2025 (across all Canadian sites):**
<https://kelownacapnews.com/2025/12/31/2025-in-review-presenting-black-press-medias-most-read-stories-of-the-year/>

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