

## BeesCene Editors Report, March 2020

The newsletter remains stable – advertising is holding steady at around \$22,000 for the year. It remains to be seen whether this will decrease this year due to economic uncertainty. The average cost for producing each newsletter is \$5500 (includes editing, soliciting articles, layout & graphic design, printing and mailing), and I feel that the association is getting a good value for the quality of journal that we're putting together, especially in light of the fact that we don't pay our contributors and still get high quality articles. We continue to get good feedback from home and abroad – in the latest issue (spring 2020) we had an article that will be reprinted in both the American Bee Journal and Bee Culture.

We can consider doing a larger issue for the next newsletter if necessary to include information that would have been presented at the semi-annual. The cost to add a flat of pages (8) is relatively low (\$200) compared to the overall cost so could be considered. Otherwise if there is a lot of information that needs to go out to the membership we could also choose to post to the website.

This year we will be continuing with the special clips from the past that include material from the archives that Ted Hancock has been digging up, on the early history of beekeeping in BC, to commemorate our 100<sup>th</sup> anniversary. Some other article ideas that we will be developing are:

- a version of CSI on colonies that don't survive the winter – diagnosing possible problems with the help of some of the buzzers;
- perhaps a return to kid's pages (we've done a couple of these in the past) as well as club profiles (the Langley club in the fall issue, in advance of the fall AGM);
- we tried a honey label article once (the art of the label), thinking of trying that one again;
- more inspector reports? We did this in the fall 2019 issue and people liked it (in lieu of the PA report), privacy of beekeepers would be respected ie. no reporting on particular instances of disease, etc. Would people also like to see inspector contact information in the BeesCene?
- we'd like to do more beekeeper profiles, any size operation, so if people have recommendations of beekeepers they'd like to see interviewed please let me know.
- any other ideas from the membership are most welcome!

I had a request from someone to have a digital subscription to the BeesCene only, no paper copy. This is something that has come up in the past and we have always decided that the membership rate should remain the same. For there to be a significant saving on our end in the printing cost we would have to have about 100 people that wanted a digital subscription only, and we haven't gotten that kind of demand yet. People still seem to prefer getting a paper copy. Feedback on this is welcome.

In the next few months I will review our printing costs as I am always interested in ecologically friendly options. In the past getting recycled paper has been a challenge in terms of cost but I will continue to review. We have been using plant-based inks for several years. We will also stick to the non-glossy paper because it is easier to recycle and has a smaller environmental footprint than glossy though I will continue to review this also.

Thanks for all your support!

Heather Sosnowski