

BFA NEWSLETTER REPORT FOR AGM – APRIL 2022

Newsletter Editorship and Production

In last year's report for the AGM I wrote:

“the newsletter feels unsustainable with me as solo editor – having a second person (*or other people*) makes a huge difference to the creative aspect of the newsletter through bouncing ideas off each other, moral support, and also reduces the workload for me”

Following an appeal to the Focusing community last summer inviting involvement in the newsletter, a meeting, attended by 5 people (Ella Higgs, Catherine Flynn, Rob Foxcroft, Greg Thomas, and myself) was held in early September last year. This was a creative and productive meeting where a number of ideas were forthcoming about the newsletter. One idea of Ella's that she implemented was the posting of parts of the newsletter content on Facebook and Instagram by way of promotion.

Very soon after this meeting, my health took a sudden dip for the worse and no further meetings were arranged.

I struggled to get a November 2021 issue together and the final publication came to only 13 pages – about half the usual length of the newsletter, and it contained no events listing. I haven't felt well enough or had the appropriate 'positive spirit' to produce a March 2022 newsletter and it is unclear if and when I will feel able to produce a further newsletter or newsletters. As a way forward I propose to convene a second meeting of the above group soon to explore the future of the newsletter.

I'd like to once again thank Carolann Samuels, Caroline Redmond and Sue Akehurst for their supportive presence as proofreaders over the last 6 years of newsletter production, and to everyone who has written articles or poems, or agreed to the republishing of articles for recent issues.

Newsletter Content

On average maybe one article per issue appears spontaneously – most of the newsletter content has to be specifically commissioned, or sought out, or reprinted from individual blog posts. The majority (around two-thirds) of articles are written by BFA members, but with inclusion of material from international Focusers also.

The 'golden oldie' theme has continued, with most issues including the re-printing of a previously published article from 10-15 years back – most of these articles have been previously unseen by many of today's Focusers.

Most issues tend to include several poems which is a reflection of my own interest in poetry.

Circulation Profile

Subscription to the newsletter now stands at 882 subscribers (March 2022) – a slight (2.5%) increase from the same time last year. This is a lower increase than last year (10%).

We continue to have a high proportion of overseas readers with approximately 30-40% of subscribers from outside the UK (mainly in the US).

As well as going out to subscribers by Mailchimp, the newsletter is freely available on the BFA website and is distributed via various Facebook Forums and individual members' email lists, making it readily available to non-subscribers.

Anyone interested in being involved with the newsletter in any way including as editor, guest editor, writer, 'columnist' or proof-reader, is invited to get in touch with me gordonadam@blueyonder.co.uk

Gordon Adam
BFA Newsletter Editor
March 2022