

The Times They Are A-Changing... Part Three

 ANDERS KISSMEYER, TECHNICAL EDITOR. E-MAIL: ANDERS@KISSMEYER.DK

Lack of imagination, it may seem, using the same title now for the third time for a piece in our magazine. But it's no coincidence, as this column addresses the same topic as the previous two under the same name: Where is the SBR going and who should be responsible for the changes?



In my editorial in the last issue of the SBR, I referred to my original 'programme statement' as the new technical editor back in 2010, announcing my ambitions to make significant changes in the contents of the SBR in order for the magazine also to appeal to the many new readers from the craft segment of the industry and to reflect

our modern age of information technology – internet, social media, smart phones, etc. This editorial was quite clearly a cry – or a scream perhaps! – for response from the readers in order to both give directions and to contribute much more actively to the contents of the magazine. I even threatened to withdraw as the technical editor if things did not improve significantly. This was in the realisation that there were only two alternatives for an acceptable solution: Either my wake-up call to you would be heard and acknowledged, or I would be given conditions that would allow me to spend the time and effort needed to

implement the changes and improvements which I and the board see as necessary.

So, what has happened since then? Well, as far as the awakening of the readers is concerned, the result of my cry was almost as depressing as my previous attempts at getting more active reader participation. Three – yes, 3! – persons responded to this; all supportive and constructive responses, and I have chosen to run the one from my good friend and long-time colleague, Peter Breum, in this issue of the SBR. However, on the other front, namely the conditions offered me as the technical editor, the board has acknowledged its appreciation of my efforts, so far, and the ambitions to continue this development of the magazine.

As explained in the editorial of this issue, a new arrangement has been agreed upon between the editors and the board as regards how the editor-in-chief, Andres Tue Møller of Tuenmedia, as well as myself are compensated for our work. The new arrangement is covered in the editorial of this issue, written by Andres, so I'll not repeat that here. I will limit myself to only saying that the new arrangement offers us a →

very tangible reward if we can achieve an improved financial performance of the SBR henceforth. Thus, a very interesting challenge with a clear consequence: No cure, no pay!

But even the base salary allows me to invest the time and the extra effort needed to at least give it a try to the best of my ability. Whether this will be enough is of course uncertain, as the outcome is determined not only by the quality and extend of my work, but also by external circumstances in the form of the economy of the brewing industry and its suppliers, in particular, and in society in general. These factors will determine the interest in contributing to the success of the SBR in terms of circulation, advertising and quality of contents. But I'm personally full of energy and optimism in this respect, which is at least a good starting point.

Many of you will experience this by me contacting you much more frequently, urging you personally and directly, asking for contributions to the magazine or for contacts to others who might contribute. As far as the priorities and the weighting of the contents of the future improved SBR go, I still desperately need all the help I can get from you. It goes without saying that without further guidance from you – the readers and the advertisers – we, at the wheel of the SBR, have little else but our own priorities to work from. To give you an idea about what these priorities look like – and thereby a chance to voice your opinion and bring forward your ideas – I have listed the current objectives for the content of the SBR in the coming years:

1. Focus on those broader subjects that have relevance to all our readers – new technology, advances in brewing science, beer cultures, beer styles and history, beer and society, beer and food, beer and health, alcohol policies, literature, etc.

2. More general articles and news focusing on the craft brewing industry in our own regions and beyond – trends, local scenes, new developments, raw materials, etc.
3. A continued weighting of the issues with particular relevance to those readers and advertisers with interests in larger breweries – supply chain management, energy efficiency and sustainability, automation, new brewery projects, etc.
4. Theme issues taking one or more of the individual topics mentioned above under more intense scrutiny and highlighting aspects of these topics seen from different angles.
5. More emphasis on the debate section, as we still believe in the positive effect of being provocative and asking unpleasant questions.
6. And, finally, more news from our own area in particular, but also from all other corners of the world. Provided by our increasing corps of loyal, unpaid correspondents, as well as from the wealth of information on internet-based news services and beer blogs.

With reference to point 3 above – the issues relating to the larger breweries – I am even more in need of assistance than for the other topics as my own brewing career in the last 10 years or so has been unfolding in the craft segment of the industry, diluting my network within the larger breweries day by day.

I look very much forward to being involved in this exciting and challenging work, hopefully in close cooperation with a lot of the readers of and advertisers in the SBR. Let me repeat my words from the editorial in No. 6, 2011: Our great industry and the wonderful people in and around it deserve a much more vital and lively SBR. Please help me create this!