

Our Readers, Our Viewers

We're awed by the response we've had to our premier issue. As soon as it "hit the streets," we began getting phone calls, emails, hand-written notecards and subscription orders, from people all over. We've been flooded with ideas and offers to contribute articles and photographs. We'll be hard put to take everyone up on their suggestions. The interest has been gratifying and encouraging.

You, our readers, seem to want to see your lifestyles and values reflected in these pages. Our sense that there's a community of people who treasure this part of the world seems to be valid.

Almost every day we continue to get one or more new subscribers, and we've more than doubled our subscribers since the premier issue came out. To be certain of getting each issue, subscribing is a good idea, as we may have to experiment with our Canada Post free distribution.

We're impressed to see that men are subscribing in almost the same number as women. We've heard that men who've never read a magazine before, are reading ours from cover to cover. This is exciting because usually women are drawn to magazines more than men.

My theory is that it's because our magazine has a stunning centre photo, just like some men's magazines. Men are so visual, they say. Of course our centre spread is suitable for family viewing! This issue's wonderful window onto Hilton Falls is the work of photographer Neil Hester.

I had a call from one lady who thought she had an idea of interest to our "viewers." At first I thought she had made a mistake and meant "readers," but then I realized how perfectly appropriate it is to call *Escarpment Views*' subscribers and readers, our "viewers." Art director Branimir Zlamalik and principal photographer Mike Davis are to be credited with the beautiful look of our magazine.

I did receive one critical email among the wave of responses. One person wanted to know why there had been no mention of the Bruce Trail in our premier issue. I replied that in time, we'll have mentioned the Trail so often that readers – viewers -- might get fed up! Our first reference to the Bruce Trail is in this issue, in our feature article on Scotsdale Farm, which has the main trail as well as some blue side trails going through it.

Hiking on the Bruce Trail this spring is a good way to listen for the mating calls of frogs. This being the Year of the Frog, we celebrate the 10 species to be found locally with words and photographs by naturalist Don Scallan.

We have a couple of gardening articles that will get green thumbs twitching. We also sent Trudi Down to peek into Halton's Fresh Food Box for a description of how local, fresh produce is getting to people's kitchens. Misty Ingraham peels back the world of onions in cooking. A new page in this issue shows some of the events that have been happening in Escarpment communities. We're thrilled to introduce a new columnist, renowned actor Seana McKenna, who will be giving us the view from backstage, on how to appreciate live theatre.

So, gentle viewers, feast your eyes on what we offer within these pages.

Gloria

Gloria Hildebrandt
Editor



In memory of Daphne Shropshall,
concerned citizen, local
activist and good neighbour.

Healthy spring:
a bee busy on a geranium
(cranesbill).



Escarpment Views

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