

**Target Audience:** My target audience is the public along with rangers, management, and educators of refuge systems, parks, and wildlife centers. Those who can perform outreach for a wide range of the public while also designing systems that will better suit native bees.

**6 Word Sentence:** Declining native bees? Blame honey bees.

**Reasoning:** The past several years have brought about emphasis to the decline of bees across the country, but with the discovery of colony collapse disorder (CCD) in honey-bee nests, many social campaigns have emphasized the wrong group. Honey-bees should be seen as an agricultural tool, much like cows and chicken, yet are often highlighted in conservation efforts despite being non-native to the US. This often results in honeybee workers competing for floral resources with native bees, and causing a negative impact on already dwindling native populations. Native bees are also capable of pollinating many of the crops we depend on, and conservation efforts should not be focused on honeybees as a priority. My 6-word sentence suits my target audience because they might not be aware of the impact honeybees have on wild bee populations, or even the fact that they are two distinct groups. Media has placed much emphasis on “saving the bees,” and this sentence makes it clear that not all bees are in dire need of saving.