Media Team Meeting, April 4, 2017, 6 p.m. at Kennedy School Community Room

Attending: Steve Elder, Susan Trabucco, Kathy Crabtree, Brian Burk, Eric Hoyer, Gina Levine, Gordon Riggs, Dan Werle, Carrie Wenninger, Riley O’Boyle, Karen Wells, Nancy Varekamp

DM = Decision Made  
AI = Action Item

I. Meeting length: agreed to keep meeting to 1 ½ hours.

II. Social Media Strategy on Facebook (Gina)
   A. DM: Adopt the recommendations of Gina’s Social Media Strategy document
   B. AI: Gina has a contact who would like to help post articles on the FB page. Gina will arrange.
   C. Nancy will create executive summary to present to Board @ May meeting

III. Advertising Update (Gina)
   A. AI: Exploration of paying to boost a post to expand reach. Suggested by Susan.

IV. Delivery of papers to businesses (Gina & Gordon)
   A. AI: Gordon will follow up with paper delivery volunteers to get better data on routes that were / were not covered each month.
   B. Karen volunteered to deliver papers to Concordia University. Gordon will add Karen to the email list.

V. Feedback from News reader and user of website
   A. AI: Gordon will look into why website calendar is blank.

VI. Status of May CNews (Nancy)
   A. AI: Karen requests tips for writing about emotional or volatile topics (please email her).
   B. The May CNA Voices column will be about thanking CNews volunteers.
      1. AI: Nancy will write the column under her own byline and will send to Media Team for approval prior to publishing.

VII. Planning for June CNews (Nancy)
   A. DM: Ike will be the subject of the June CNA Voices. The format of the piece will be Q&A.
   B. AI: Susan has tentatively volunteered to write Ike’s piece (contingent on another piece not coming through).
   C. AI: Riley will write an article on Pedalpalooza Alley Bike Ride.
   D. AI: Carrie will write on Upcycler.
   E. AI: Karen will write on a mural.
   F. AI: Dan may write about a house @ 27th / Killingsworth that has become a magnet for graffiti.
   G. AI: Dan may write about Videorama.
   H. AI: Dan may write about massage cart.
   I. AI: Dan may write about installation proposal of off-road mountain biking track.

VIII. Misc Items
A. DM: Next month’s agenda will put the CNews items first (topics will rotate in prioritization)

B. Nancy will write to all parties encouraging them to “like” the CNA Facebook page.

Next Meeting: Tuesday, May 2, 6 p.m. at Kennedy School Community Room