

## **Media Team Meeting, May 2, 2017, 6 p.m. at Kennedy School Community Room**

Attending: Dan Werle (timekeeper), Gordon Riggs, Gina Levine, Nancy Varekamp, Steve Elder, Rob Rogers, Chris Baker, Karen Wells (notetaker)

### **June story line up – report and discussion (Nancy)**

- Fernhill Concerts coverage
- Call for concerts sponsors (CNA is short compared to last year's sponsorships)
- Yard sale + upcycling
- Mural - Steve to write
- 42nd market
- Last Thursday
- Rob to take aerial photos at concert(s)?

### **Community calendar criteria. (Nancy)**

Nancy proposed a policy to be printed on the page: "Admission to events is free unless otherwise noted. Events must be sponsored by nonprofit organizations and/or benefit nonprofits. Submit information to [CNewsEditor@ConcordiaPDX.org](mailto:CNewsEditor@ConcordiaPDX.org) by the 10th of the month preceding the event."

All agreed that the policy makes sense and allows some degree of flexibility.

### **July line up – discussion (Nancy)**

Fernhill concerts

Feature story + Bands - need writer

Bike First - bike focus - need writer

Last Thursday - need writer

CNA Voices, mural - need writers

Nancy will send out email to recruit writers

Dan will write Patricia Vazquez piece

### **Future stories (Nancy)**

J's at 33rd and Killingsworth? What's the story with the building?

Rob suggested a story on increasing housing and development, leading to increased tax base?

Where is the \$\$ going?

Fernhill Park - what's the status of the lot owned by PPS? PPS is land banking.

Homeless, Street Roots

Nancy asks us all to make suggestions for stories: email or bring to next meeting.

### **Advertising update (Gina)**

Lots of ads. June is shaping up to be similar to May issue.

Ad revenue for May was greater than expenses. Yay!

Discussed ways to increase space for paid ads, since we are now getting closer to possibly needing to turn away business.

- Use of website, Facebook for ads
- Use a separate insert (as was done last year by an advertiser) for Calendar of Events (acknowledged that an insert does have hard costs)
- Could shrink size of "What's Selling in Concordia" on Page 5.

Discussed/brainstormed an idea to sponsor a coloring contest by Jeff at Country Financial

- Promotes community involvement, participation
- How would art be judged? What are the categories, age?
- A contest with winners also means that there are losers.
- Maybe post all entries on Facebook or website.
- How often would we want to do a contest?
- We mostly agreed that the idea was good, but in need of a plan. We agreed that Jeff needs to develop a plan and propose a way for the work to get done. (Media Team wasn't positive about this team taking on defining and running an art contest.)
- Gina will take our thoughts, ideas, concerns back to Jeff @ Country Financial

### **Facebook strategy update (Gina)**

- The strategy document (presented last month), along with an executive summary, will be presented at an upcoming Board meeting.
- Please "like" the CNA Facebook page, as this will help to grow our FB presence.
- Gina will meet with Woodlawn moderators to talk about strategy to grow our FB page (Gina reported that Woodlawn has a robust FB following)

### **Make event photos available to public. Discussion (Gordon)**

Although no decisions were reached, we agreed to continue the discussion at our next meeting.

What follows are topics/questions discussed:

- Post on Facebook? Instagram?
- What is the scope of photos to make available? Just CNA events or more?
- Pictures of minors

- Diversity vs ICE, immigration
- Photos in paper only?
- What about limiting to “back” shots, no faces?
- Permission slips, verbal permission

**CNews Guidelines approved by board**

Gordon will send out to Media Team.

**Next Meeting: Tuesday, June 6 at 6 p.m. at Kennedy School Community Room**