

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

Attending: Dan Werle, Gordon Riggs, Gina Levine, Nancy Varekamp, Steve Elder, Rob Rogers, Riley O'Boyle, Chris Lopez

1. Introductions, volunteer note taker, additional items for agenda – Rob's taking notes. No additional items for agenda.

2. July issue story line up / August issue (Nancy) – We need writers for August issue:

1.) Roar 2.) Faubion School 3.) ??? See Nancy's email for complete list of needs for writers.

2a. Discuss possibility of publishing upcoming athletic events – How much space would it take up? What schools would we cover? What events would we cover? Teaser in paper, then send to web? We will dedicate space in the September issue. We will ask the person interested in the sports section to assist in the info gathering.

3. Advertising update (Gina) – up to the highest it's ever been at 251 column inches of paid ads in the July CNews

3a. Facebook strategy comments – switch over to a community Forum

Allow advertisers to post, Promote & Book Community Room online.

3b. Coloring contest update – 3/16 – Geoff at Country Financial wants to get a deal (\$100) to be able to put his company logo as a sponsor of the coloring contest...

his logo would be secondary (small discreet) to the advertising of the coloring contest.

We need to contact the coloring contest guy to vet some things out.

Concerns about not having control over what we agree to publish in paper. Who to judge contest... CNA Board, Media team?

4. Possible change to regular meeting time for Media Team (Gordon)

It looks like Tuesdays still work the best...

Gordon will send an email to the Media Team requesting input on preferred meeting times.

5. Next meeting: First Tuesday is July 4. Reschedule? (Gordon) Meet offsite, outside, drinks? No Meeting on July 4th... Looking for a date either at the end of June or later in July.

Gordon will send an email to the Media Team to find a suitable meeting time for July.

If time available...

6. Revisit: make event photos available to public. Discussion (Gordon)

Didn't have time to address

7. Safe Routes to Groceries. Promote? (Gordon)

Didn't have time to address

Part II

Discuss Framing CNews success – How do we define and what are our metrics of success? How do we quantify that we are adhering to the CNA mission statement?

Using Gordon's email (see below) as a starting place, the Media Team, joined by Chris Lopez and Truls Neal, had an engaging discussion about CNews and the metrics we use to measure its success. We all agreed that this was worthwhile and should continue.

May 31, 2017

Hi Chris, Daniel, Steve, Nancy, Gina and Heather,

I've been thinking about how we talk about CNews and whether it is being successful.

Over the past few of months, many of us have noted that CNews is close to, or on the plus side of "breaking even," which is measured as the total net income from ad sales, less expenses (printing, distribution, and contractor compensation). The goal is for CNews to be revenue-neutral: not a drain on CNA funds, nor with an expectation that CNews is a revenue generator. Although it is tempting to characterize CNews as successful when it meets this criteria, I see this as limiting when we consider the mission of CNA:

"To connect Concordia residents and businesses – inform, educate and report on activities, issues and opportunities of the neighborhood."

There are many ways that CNews supports the CNA mission through its coverage of activities and issues concerning Concordia residents: by covering and promoting CNA events; by supporting key nonprofit organizations in the neighborhood; and by connecting local businesses with Concordia residents. Is CNews successful in this regard? That's a challenging, but important question to ask.

Our current measure of success also doesn't account for CNA's implicit contributions to nonprofits and key organizations within the Concordia neighborhood through discounted ad rates. CNA offers discounts for commitment and for nonprofit status. In addition, CNA also offers deeper discounts to select good neighbors (e.g. Cerimon House and Concordia University), and provides free ad space, when available, to Alberta Main Street. These contributions are important to CNA and clearly support its mission.

I propose that we look at several items as a way to better gauge the advertising success of CNews. Each month, let's track the following:

- amount of total ad coverage (paid and unpaid) as a percentage of total space
- amount of paid ad coverage as a percentage of total space
- total number of paid advertisers for the month
- percent of ad coverage dedicated to CNA events and programs (i.e. house ads for CNA)

- number of advertisers who are committed beyond the current month (or possibly the \$\$ committed)
- gross ad revenue before discounts
- net ad revenue after discounts
- total expenses (cost of printing, delivery, contractor compensation, and misc expenses)

My intent with these comments and suggestions is to invite discussion amongst ourselves and the wider CNA organization. Please share your thoughts and insights.

Thanks,
Gordon