

CNews

Present: Steve Elder, Gina Levine, Gordon Riggs, Susan Trabucco, Nancy Varekamp, Dan Werle

Coloring contest: Consensus was we'll publish in the October issue if Country Financial provides the details. Going forward, they'll pay for 1/8 page ad and we'll provide identical, adjacent space for the art they select.

CNA voices: Chloe Eudaly begged off her piece re: ONI and neighborhood associations in general until the November issue. Gordon was asked – and agreed – to author the October column as Media Team lead. (FYI, the “interim” was dropped from his title as of the August CNA board meeting! Congratulations, Gordon.)

Story ideas:

- Susan suggested more writers might be willing to put together “Making it Work” pieces (profiles on neighborhood leaders, volunteers) if they run in Q&A format. Ditto with business stories.
- She also recommended getting neighborhood schoolchildren (all levels) to write about their schools. Media Team members agreed with the concept. Stories will be about issues/events at the writers' schools, opinion pieces or kid-on-the-street interviews with a writer asking the same question of 3 or 4 and recording their answers. (We'd run a mug shot along with the quote of each of those kids in the latter.)
- Gina has contacted Faubion and Vernon
- Nancy will contact the 3 high schools, Rigler, Beaumont
- We still need more writers. Gina will post a “help wanted” on Nextdoor, Facebook and BuyNothing

Mailing list

- Gordon reported his research with the mail department at the printer. He has a better understanding why the newsletter is delivered outside Concordia boundaries, but no solution yet to ensuring all homes within Concordia receive it.
- He also learned we pay \$60 per month (\$660 per year) to update the mailing list, which receives very few changes. We can save \$420 per year by asking for mail lists to be updated quarterly instead. The Media Team agreed to go to quarterly updates.
- Gordon also asked for a Media Team volunteer to research the hand delivery process for CNews... where we deliver, why we deliver and who delivers. Gina will provide him with a list of who delivers and where.

Electronic Media

Present: Steve Elder, Tami Fung, Eric Hoyer, Gina Levine, Gordon Riggs, Rob Rogers, Susan Trabucco, Nancy Varekamp

This agenda item was intended to determine how the electronic media are/can be supported by CNews and how CNews is/can be supported by the electronic media.

- Gordon reported he has access to the number of hits the website pages receive. The two with the most hits are the home page and the Community Room rental page.
- Susan asked if the website is serving a purpose not filled elsewhere and whether it needs to do more.
- Gina reported Facebook is pushing people to the website for meetings and involvement, and the community room. It is also serving as a community involvement site to push news and increase community members' posts.
- Rob agreed the website is serving its purpose of storing information and tools. He also recommended we publish the mural series as CNews runs them, so people can see the photos in color. Additionally, he suggested the murals be posted on Facebook so people can comment on them and perhaps foster more members of Facebook and more recommendations on murals to feature.
- Rob also believes the Media Team should count Nextdoor among its social media. Since the original request to publish a CNews story re: thefts of auto tires and wheels came from a Nextdoor member, he published the CNews story there and received positive feedback.
- Susan suggested determining a means to incent more members in Facebook. Gina commented that each issue of CNews not only pushes readers to Facebook, it results in additional Facebook page members. Rob suggested publishing a story in CNews about Facebook and pushing readers to Facebook to provide feedback.
- Susan suggested we ask questions on Facebook because we're likely to get responses.
- Gina stressed the importance of getting lots of people posting, that Facebook members will tune in more if it isn't just one person posting on behalf of CNA, and if people who post don't simply share – but add a note to the posting. She suggested each board member post twice a month. Gordon suggested writers of CNews stories post their own stories in Facebook. Consensus was that anyone who asks any CNA Facebook moderator to post something for them on Facebook should be told, "You can do that." Tell them how and why.
- Gordon pointed out the website is static and serves as a repository, while Facebook is dynamic. He suggested we ask what the community wants from the website. Nancy suggested a survey – it's been 13 months since we did one that received little response. That evolved into a discussion that resulted in:
 - Consensus to use Facebook and Nextdoor to ask people – one question at a time – for the information we want regarding ALL of CNA's communications vehicles. Rob suggested we also use Facebook and Nextdoor to ask people to rate each issue of CNews shortly after it's published.
 - Consensus to pick up this discussion where we left off – at the November Media Team meeting.