CNA Media Team Meeting Minutes - Jan. 2, 2018

Attending: Nancy Varekamp, Joel Dippold, Gordon Riggs, Eric Hoyer, Steve Elder, Gina Levine, Tamara Fowler, Dan Werle, Karen Wells

1. Business cards for writers, photographers passed around. Gordon and Nancy have more.

2. Media Team goals, role in CNA and community
Discussion regarding Media Team role in community, mission of CNews. Most of discussion on Dan Mewth, Street Roots vendor at New Seasons and his search for a new place to call home. Interest expressed in follow-through: members of media team want to get updates.

3. Review the February CNews story line up
Nancy presented slate of stories for Feb CNews. For CNA Voices, Nancy will pursue Truls, then Heather.

4. Build the March CNews line up
Pursuing a story on Finn the Cat, the cat at New Seasons
Joel signed up for story on Orange Splot
Still in need of two more articles.

4.a April CNews
   Karen: Concordia University’s 100 yr old white oak (Arbor Day)
   Karen: leaf blowers
   Volunteer profile: Riley?

5. Advertising update
Gina working with Randy Sloan, TriMet, Back to Eden (potentially), ROAR, Imperial

6. Facebook update
164 people on CNA Facebook group
Will be changing the header image monthly
Gordon offered to make a collage of holiday party photos for FB or for next year’s party.

7. Website update
Eric and Rob have both expressed interest in joining the sub-group of the Media Team to assess current website and develop plans for changes to the website. Gordon to set up first meeting of sub-group.
Eric suggests that we should be finding ways to monetize the CNA website. Good topic for website sub-group.
**Use of present vs. past tense in CNews stories:** Which should we use? We chose past tense.

**Column alignment discussion:** CNews currently uses fully justified text (i.e. both right and left justified). This presentation is felt to be more formal than left-justified, ragged right text. Gordon will work up some samples of layout in both presentations so that members of the Media Team can give feedback.

**Next Door summary column:** There is interest in bringing back this column. Nancy will follow up with rest of Media Team.

**Next Media Team Meeting:** Tues, Feb 6, 2017, 6 p.m. @ Kennedy School Community Room