

# Minutes for CNA Media Team Meeting Tuesday, March 6, 2018

Present: Vanessa Miali, Heather Pashley, Nancy Varekamp, Tamara Fowler, Marsha Sandman, Eric Hoyer, Jamie Elsbury, Gina Levine, Karen Wells, Rob Rogers, Steve Elder, Gordon Riggs

## **Introductions, volunteer to take minutes, additional items for agenda**

Tamara agreed to take minutes (*Thank you!*)

## **CNews distribution: consider sending CNews to Oregon Historical Society to archive - Karen**

We agreed that it would be nice to supply the Oregon Historical Society with copies of CNews for archival purposes. Steve volunteered to deliver to OHS, as well as to the four city commissioners and the mayor (which we were already sending via USPS). Steve also wanted to give up his duties to deliver to 42nd Ave. Others volunteered. Here are the results:

Steve to deliver to OHS, city commissioners and mayor

Heather to deliver to 42nd Ave.

Vanessa to deliver to Alberta Street

Each month, the papers are available for hand delivery on Ali Novak's porch (4833 NE 28th Ave). Gordon will notify those who deliver when the papers are ready for pick up.

## **Opinion piece received regarding the March CNews Finn the Cat story - Nancy**

Nancy circulated copies of the opinion piece for all to read, about 400 words. The team discussed possible options: include in its entirety (CNews has a 400 word limit for opinion pieces) or edit down to 250 words and print as a letter to the editor. The team felt it was best to include as an opinion piece and not edit down to a smaller word count. The team also felt that we did not want to encourage more letters or opinion pieces about cats. Therefore, we agreed with Nancy's suggestion to add an editor's note stating that the paper has covered both sides of the issue and more discussion can take place online on the CNA Facebook page.

Nancy will send out a draft of the opinion piece to the Media Team.

There were questions regarding the length allowed for opinion pieces. The team agreed to revisit the possibility of reducing the maximum word count for opinion pieces to 300 words.

## **Proposal for monthly column from NET (Northeast Emergency Team) - Nancy**

The proposal is to have a monthly column from NET to go on Page 5, in place of one of the two articles from LUTC (Land Use & Transportation Committee). LUTC is fine with this arrangement for the foreseeable future. The team agreed with the proposal for the remainder of this year and will revisit at the end of 2018.

## **Review the April CNews story line up - Nancy**

All set for April

## **Build the May CNews line up - Nancy**

Five stories assigned during the meeting. Nancy will circulate the updated May story line up.

### **Advertising update - Gina**

Country Financial may not share in the ¼ ad for promoting the Faubion art, due to the possibility that Country Financial may have a ½ page ad to run instead. If so, we can still run a house ad to promote the Faubion art in the April CNews.

The soccer camp run by Concordia University is advertising for the next three months with a ½ page ad.

### **Facebook update - Gina**

Each month, CNews is posted on the CNA website as a single pdf:

<http://concordiapdx.org/concordia-news/concordia-news-downloads/>. Selected articles are taken from the pdf and turned into single posts on the website. Once this is done, then writers can post their article to Facebook by linking to the article on the CNA website. Linking to the article on the website is preferred to copying the article to Facebook, as the link drives more traffic to the website. If you would like help when posting your article to Facebook, please feel free to contact Gina, Nancy or Gordon.

### **Facebook posting policy - Gina**

We are working on a formalized policy for Facebook posting do's and don'ts for individuals, businesses and organizations (for profit and nonprofit).

### **CNA website**

Need ability to search content on the website.

### **Trial layout for CNews - Gordon**

The writer headshot/byline at the start of an article can cause some grief for the layout, effectively reducing the width of the column in half. Plus, add the opening drop cap and words/characters can get very tight or very spread out (since columns are fully justified). In addition, the headshot photo is a design element that can distract from the article's photo, if there is one.

To mitigate some of the design constraints at the top of the article, Gordon proposes moving the writer headshot from the beginning of the article to the end of the article. The beginning of the article would still have the writer byline, just no headshot. At the end of the article, the headshot would be included with the writer's bio.

Gordon passed around examples of the proposed layout. There was general approval, although not all writers attended this meeting. In addition, the team was not clear on how to address the case when a writer has multiple articles in one issue of CNews: only include the headshot and bio once or include at the end of each article?

Gordon will send out examples of the proposed layout change to the entire Media Team. We'll return to this topic at a future meeting.

**Next Media Team Meeting:** Tues, April 3, 2017, 6 p.m. @ Kennedy School Community Room

Note: Gordon will be out of town the week of April 3. Dan W will lead the meeting.

## Part II (Website sub-group meeting from 7:15 - 8 p.m.)

1. Develop plans to assess current status of website and needs expressed by CNA Board & committees and CNA community

Website sub-group to meet?

Google Analytics review?

2. We received a letter to the editor re: the Finn the Cat story from a woman who intended to sign it with a pseudonym instead of her name . I think that's chicken---- and don't think we should allow that. But I want to bounce it off the team. If they agree, I guess we need to add that fact to our little editor's note box at the bottom of any letters)

From Guidelines for CNA Media Operations:

### 8. Publishing Guidelines:

G. Letters to editors may be printed at the discretion of the Media Team. Opinion or editorial pieces shall include a byline (i.e. name of the writer).

### 9. Article Submissions:

B. It is the Editor's responsibility to ensure proper attribution of any content and to avoid plagiarism or copyright violation.

3. The NET column idea (see previous email)... I'm actually hoping they're willing to write 11 per year instead of just 4!

Notes:

- Hey... another thing for the electronic media subcommittee to think about... deciding how many posts on FB a week are too many. And perhaps divvying up the days of the week between the two most prolific posters so we aren't both posting on the same days
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- Over the past year, the Media Team has focused on improvements to CNews and Facebook. Now is the time to make a long term plan for the website.
- Initial questions:
  - What are the needs of the CNA Board and CNA committees?
  - How can the website best serve the Concordia community?
  - How can the website support CNA's mission?
  - What is the role of the website with respect to CNews and Facebook?
  - How is the current website being accessed? i.e. how often, for what information, from what types of devices?
- Let's set up a sub-group of the Media Team to initiate this work and bring back recommendations to the Media Team.
- Posting links to CNA website on Facebook. How to get a better desired result (currently inserts an image with repeating text)
- Facebook guidelines from Lents Neighborhood Assn. Looking for volunteer to review and compare to CNA guidelines. (CNA may want to update our FB guidelines.
- Posting minutes (Board, LUTC, Media Team) on website and Facebook
- Pamplin will be sending a copy of the monthly invoice to [mediateamlead@concordiapdx.org](mailto:mediateamlead@concordiapdx.org).
- Blake/Kristin will be sending a copy of the monthly postage statement to [mediateamlead@concordiapdx.org](mailto:mediateamlead@concordiapdx.org). This statement shows the amount charged to CNA's bulk mail account.

Projects:

- Community room reservation system
- Business deliveries; done by board members and others; build list of delivery areas, what we want, priorities, etc. How to tie in with Gina's deliveries.
- Posting of minutes from Board, LUTC, Media Team to CNA Website.

## CNA Website sub-group

- Initial website stats:
  - Browser: Safari 30%, Chrome 29%, Firefox 28%
  - OS: Windows 45%, iOS 28%, Macintosh 17%, Android 9%
  - Screen Resolution: 375x667 29%, 360x640 16%, 320x568 15%
  - Pages visited (last two months): Home 38%, Community rental 12%, CNews updates 5%, CNews downloads 4%