

CNA Media Team Meeting Minutes - 06-05-18

Attending: Nancy V, Vanessa M, Heather P, Gina L, Karen W, Rachel R, Rob R, Gordon R, Dan W

Review the July CNews story line up

- AirBnB article to move to August or September
- Rob to include aerial photos of Fernhill Concert for promotion
- Marsha will be asked to do an article on person who makes handmade lamps
- Riley's article is in question
- Other articles look pretty stable at this point

Build the August CNews line up

Karen to do mural on Frock along with article for 15 yr anniversary

Rachel to do Fernhill Park updates

Gordon recommends a teaser in July: Fernhill Update

Indie rock band, volunteers?

Scrabble group, volunteers?

Barbeque spot at 34th & ??, new business? Volunteers?

Bakery on south side of (co)motion building on 42nd Ave.

For September issue > On October 4, Vernon will celebrate its 110th year as a school

Karen's proposal for a new column

An "Ask Karen" column. To start in December

Photo resolution & composition

Postponed to July meeting

Following other local news sources

Nancy proposes that we follow some of the local media for possible stories to publish in CNews. Rachel volunteered to keep an eye on Next Door.

CNews delivery routes

Gordon is asking for more detail about which businesses we are delivering to each month, how many papers get dropped off, how many are left from the previous month. The goal is to get a better sense of these deliveries to businesses and whether we should make changes (i.e. add/remove businesses from the list). Gordon will contact all of the current volunteers who deliver.

Advertising update

Gina is reviewing prior advertising data to determine whether or not they're interested in advertising now or in the future. Plus - please thank advertisers for putting ads in CNews when you visit their business.

Facebook update

Trying to spread out posts to add diversity and maintain interest.

Questions about what we're posting and how much. This is a topic that the Media Team will address in the coming months, given that the new group page has been up for a year now.

Website survey

We've received 13 responses so far. The website sub-group, Gordon, Eric and Rob will discuss these results and look for trends, themes.

The next Media Team Meeting will be on Tues, July 3, 2018, 6 p.m. @ Kennedy School Community Room