

CNA Media Team Meeting Minutes 07-03-18

Attending: Dan Werle, John McSherry, Heather Pashley, Eric Hoyer, Vanessa Miali, Steve Elder, Gina Levine, Karen Wells, Rob Rogers, Gordon Riggs

Next Media Team Meeting: Tues, August 7, 2018, 6 p.m. @ Kennedy School Community Room

Introductions, volunteer to take minutes, additional items for agenda

Welcome John McSherry, new CNA Board Liaison. There are now two liaisons: John and Heather.

Review the August CNews story line up

Reviewed August story line up. All on track, no issues raised. One comment:

1. For Rachel's story on Fernhill Park work, Rob has a splash pad photo.

Build the September CNews line up

Vernon School 111th year anniversary - school is in touch with Nancy for a story.

When dropping off the July CNews at Vernon, bring their attention to the Page 1 photo of Vernon students.

Check with Doug Decker for possible old photos of Vernon for Sept CNews, or possibly Doug will do a story on the school.

Need writer for Vernon School story.

Scrabble playing group: Dan W can do this story later in the fall, unless someone else wants to pick it up sooner.

Student poetry: Two poems have been received from Faubion for Sept CNews. Gordon will lay out to get sense of space needed for poems. Rob will contact Vernon for poetry for Oct CNews (tie with 111th coverage?)

Karen proposes writing a story to address stress on kids re: border/immigration crisis. Will contact Faubion mental health professionals.

Heather: possible new business, something like "spectrum" in name of business.

Side topic: would be very useful to be able to search CNews archive for businesses already covered.

CNA Voices: Ed Washington, Heather's neighbor, known in the community. Heather will approach for possible Voices in the future.

Discussion: CNA Facebook page & how it relates to CNA Mission Statement

CNA Facebook page moved from regular page to group page about a year ago. This is a good time to review how CNA is doing with its Facebook presence. How does FB relate to CNA Mission Statement -

“To connect Concordia residents and businesses - inform, educate and report on activities, issues and opportunities of the neighborhood.”

Eric: service to community, educate public (NE & more?)

Gina: Advertising sale mode, a monthly - print vs posting

Karen: broader viewership opportunities

Rob: opportunity for more people seeing and adding content to FB

Gina: posts can be made daily, serves as way to inform when CNews is only monthly

Heather: Concordia focused, primarily

Gina: public group - anyone can view, must join to post

Content: what's in, what's out?

Tied to Concordia is in, same as the guidelines for CNews.

Out examples: PBOT & ODOT announcements.

Less is more - when there are so many posts, then it is harder to filter out the ones that are just about Concordia.

Would like to see more of the CNews articles (all of them?) posted on FB. Gordon: Yes, this is something that the website sub-group will discuss more. To post all articles on FB takes time and effort.

FB is good place for color photos: murals, kid's art, etc.

Idea: update the FB banner each month to the photo of the mural covered in CNews.

Eric: free events > nature, environment, political events, occasional postings out of Concordia area

There are currently 240 members of CNA FB group.

No decisions reached re: FB. More to discuss about what we want FB to cover and not cover, so as to best support the mission of CNA.

Advertising update

New ads in July CNews: Page 8 - Sojourn Church and Block14. Gina will suggest to Sojourn to post their events to FB. Gina will remind all advertisers twice a year that they are welcome/encouraged post to CNA FB group.

Distribution of CNews to businesses

Karen questions whether it makes sense to continue to deliver to New Seasons, as their space for free papers is overwhelmed. CNews isn't seen or picked up. Karen to ask NS if we could put copies of CNews in a better place. Gordon will follow up with Ben Earle on his experience with NS, as he has delivered there for several years.

Vanessa delivers to about 35 businesses along Alberta from 16th to 30th. Only 6 copies of last month's issue remaining at these businesses. Vanessa also delivers to Whole Foods and Albina Library at 15th/Fremont.

Rob: Les Schwab would be a good place, given its waiting room.

Questions about the deliveries along 33rd, north of Columbia Blvd. Gordon will ask Katie and Chris.

Idea: hand out copies of CNews to people waiting in line, e.g. Salt & Straw, Alberta Rose Theatre, Tin Shed.

Part II: CNA Website

Attending: Eric, John, Heather, Rob, Gordon

Review results of survey

Observations:

How often website is accessed

What users are looking for / trying to accomplish, CNA events, info (bylaws, minutes, etc.)

Minutes

Community room (most accessed page)

CNA events

Calendar - not very up to date at all

Google Analytics showed big spike for a couple of days before/during the Spring Clean Up event

Could use more pics on website