

CNA Media Team Meeting Minutes

Tuesday Dec. 1, 2020, 6 - 7:30 p.m. | Venue: virtual

Present: Gordon Riggs, Gina Levine, Nancy Varekamp, Tara Williams, Marsha Sandman, Steve Elder, Dan Werle, Jessica Rojas, and Lisa Loving (both from NECN)

Minutes taken by Dan

Introductions

- Jessica and Lisa from NECN present to discuss what they do and how we can collaborate with NECN
- NECN serves as a resource to help neighborhood associations and organizations in northeast Portland meet their own goals
- Lisa asked to meet us, share content systematically, and is very interested in municipal participation and more local issues, such as land-use concerns, on a more local level
- Lisa mentioned some ways to help neighbors engage, such as by posting meetings of the week or month, providing tools for getting involved.

Input and feedback on December issue of *Concordia News*:

- One writer reported receiving an email from a citizen that emphasized donations over yard signs; group discussion ensued.
- Lisa recommended a house ad encouraging letters to the editor
- *What's on in Concordia, what's not* is awesome
- When the *Community Calendar* comes back, consider moving it to an inside page, rather than on the back page

Planning for 2021:

- We discussed the possibility of including an update on the status of Concordia University. With no firm knowledge of any future developments, we decided to wait until there is information of substance. Gordon will keep this topic on the agenda.
- A survey was proposed as a way to find out who is reading Concordia News
 - what they want to read about, what topics are of interest
- Jessica asks about how to draw in different readers; cover different topics
- Lisa emphasized marketing options:
 - put people from community in the paper, such as a columnist
 - get kids into the paper

Business stories:

- Gordon reiterated the mission of the neighborhood paper

- Lisa recommended including relational images, not necessarily feature stories, on a variety of businesses: extended cut line. An image and a small amount of text.
- The idea of a column highlighting new businesses was proposed
- A theme using shorter stories, 3-4 pages, was proposed
- Jessica reported a marked response from readers regarding food reviews; what's the bus score? Parking score? Bike score?
- One writer reiterated the importance of not writing an advertisement, which is likely what we'd get if we let the business write their own story.
- Another writer pointed out that you have to be present to see a place; it's more challenging with the COVID-19 pandemic

February 2021 CNews line-up:

- 4 stories on new restaurants by Carrie, Tara, Marsha & Nancy
- Thanks for Asking by Karen Wells
- Regular line up of columns

Advertising update:

- No significant changes

QR codes and LUTC:

- LUTC floated the idea of incorporating them to move from the paper to a website on the phone
- How to establish consistency? Space?
- We talked about it, but decided to postpone further discussion given time restraints
- Nancy agreed to look more into it
- Gordon will talk with Garlynn to learn more about his thoughts about QR codes
- Gordon will look at early 21st century issues of CNews where it was used

Next MT Meeting: Tuesday Feb. 2, 2021, 6 - 7:30 p.m. | Location: virtual