

Media Team Meeting, August 1, 2017 at Kennedy School Community Room

Attending: Eric Hoyer, Nancy Varekamp, Karen Wells, Gordon Riggs, Rob Rogers, Dan Werle, Geoff Dorn (Country Financial)

Coloring Contest

With Geoff from Country Financial, we discussed the idea of running a coloring contest in CNews. After discussion, we agreed to move forward with developing a plan, with the goal of announcing the contest in the October CNews. Next steps: 1) Geoff to distill a plan, based on this meeting, then email to Media Team for refinement; 2) Gordon to ensure plan addresses logistics and details.

The space in CNews to promote the contest and to announce results will be shared by Country Financial and CNews. Country Financial will purchase ad space and CNews will use additional unpaid space for the contest. Prior discussions between Gina and Geoff were for 1/8 paid ad by Country Financial and 1/8 house ad space.

It was suggested that all submitted art could be posted on the CNA website and/or on the CNA Facebook page. We acknowledged that color artwork will be converted to b/w for inclusion in CNews. Also suggested is to post the artwork in the art gallery located at the Country Financial office on Alberta Street.

Details to work out:

- Contest rules
- Definition of age categories
- Timeline and how often to run
- Judging of artwork

September story line up

- Rob: tire and wheel thefts in neighborhood, possible for Sept issue

October story line up

- Karen: Friends of Trees volunteer highlight
- Interfaith group: work with refugees
- New business story
- Dan to interview homeless couple often seen at 33rd/Killingsworth Walgreens

Facebook update

- Number of members is fluctuating, around 76.
- Discussion regarding top of FB group page and the pinned post. Decided that the pinned post could now be unpinned to allow most current posts to populate the top spot.
- More thoughts about to best utilize the space on the FB page, as well as on the CNA website page.

- Agreed that there are many topics to cover regarding both Facebook and the CNA website.
- Gordon will arrange for a meeting to focus only on the online media (website & FB). Either as a separate meeting, or part of an extended monthly Media Team meeting (e.g 1st hour for CNews, 2nd hour for website/FB).

Next Media Team Meeting: Tues, Sept. 5 at 6 p.m. in the Kennedy School Community Room