

## Media Team Meeting, April 4, 2017, 6 p.m. at Kennedy School Community Room

Attending: Steve Elder, Susan Trabucco, Kathy Crabtree, Brian Burk, Eric Hoyer, Gina Levine, Gordon Riggs, Dan Werle, Carrie Wenninger, Riley O'Boyle, Karen Wells, Nancy Varekamp

DM = Decision Made

AI = Action Item

- I. Meeting length: agreed to keep meeting to 1 ½ hours.
- II. Social Media Strategy on Facebook (Gina)
  - A. DM: Adopt the recommendations of Gina's Social Media Strategy document
  - B. AI: Gina has a contact who would like to help post articles on the FB page. Gina will arrange.
  - C. Nancy will create executive summary to present to Board @ May meeting
- III. Advertising Update (Gina)
  - A. AI: Exploration of paying to boost a post to expand reach. Suggested by Susan.
- IV. Delivery of papers to businesses (Gina & Gordon)
  - A. AI: Gordon will follow up with paper delivery volunteers to get better data on routes that were / were not covered each month.
  - B. Karen volunteered to deliver papers to Concordia University. Gordon will add Karen to the email list.
- V. Feedback from News reader and user of website
  - A. AI: Gordon will look into why website calendar is blank.
- VI. Status of May CNews (Nancy)
  - A. AI: Karen requests tips for writing about emotional or volatile topics (please email her).
  - B. The May CNA Voices column will be about thanking CNews volunteers.
    1. AI: Nancy will write the column under her own byline and will send to Media Team for approval prior to publishing.
- VII. Planning for June CNews (Nancy)
  - A. DM: Ike will be the subject of the June CNA Voices. The format of the piece will be Q&A.
  - B. AI: Susan has tentatively volunteered to write Ike's piece (contingent on another piece not coming through).
  - C. AI: Riley will write an article on Pedalpalooza Alley Bike Ride.
  - D. AI: Carrie will write on Upcycler.
  - E. AI: Karen will write on a mural.
  - F. AI: Dan may write about a house @ 27th / Killingsworth that has become a magnet for graffiti.
  - G. AI: Dan may write about Videorama.
  - H. AI: Dan may write about massage cart.
  - I. AI: Dan may write about installation proposal of off-road mountain biking track.
- VIII. Misc Items

- A. DM: Next month's agenda will put the CNews items first (topics will rotate in prioritization)
- B. Nancy will write to all parties encouraging them to "like" the CNA Facebook page.

**Next Meeting: Tuesday, May 2, 6 p.m. at Kennedy School Community Room**