

# **CNA Media Team Meeting Minutes - Jan. 2, 2018**

Attending: Nancy Varekamp, Joel Dippold, Gordon Riggs, Eric Hoyer, Steve Elder, Gina Levine, Tamara Fowler, Dan Werle, Karen Wells

**1. Business cards** for writers, photographers passed around. Gordon and Nancy have more.

## **2. Media Team goals, role in CNA and community**

Discussion regarding Media Team role in community, mission of CNews. Most of discussion on Dan Mewth, Street Roots vendor at New Seasons and his search for a new place to call home. Interest expressed in follow-through: members of media team want to get updates.

## **3. Review the February CNews story line up**

Nancy presented slate of stories for Feb CNews. For CNA Voices, Nancy will pursue Truls, then Heather.

## **4. Build the March CNews line up**

Pursuing a story on Finn the Cat, the cat at New Seasons  
Joel signed up for story on Orange Splot  
Still in need of two more articles.

### **4.a April CNews**

Karen: Concordia University's 100 yr old white oak (Arbor Day)  
Karen: leaf blowers  
Volunteer profile: Riley?

## **5. Advertising update**

Gina working with Randy Sloan, TriMet, Back to Eden (potentially), ROAR, Imperial

## **6. Facebook update**

164 people on CNA Facebook group  
Will be changing the header image monthly  
Gordon offered to make a collage of holiday party photos for FB or for next year's party.

## **7. Website update**

Eric and Rob have both expressed interest in joining the sub-group of the Media Team to assess current website and develop plans for changes to the website. Gordon to set up first meeting of sub-group.

Eric suggests that we should be finding ways to monetize the CNA website. Good topic for website sub-group.

**Use of present vs. past tense in CNews stories:** Which should we use? We chose past tense.

**Column alignment discussion:** CNews currently uses fully justified text (i.e. both right and left justified). This presentation is felt to be more formal than left-justified, ragged right text. Gordon will work up some samples of layout in both presentations so that members of the Media Team can give feedback.

**Next Door summary column:** There is interest in bringing back this column. Nancy will follow up with rest of Media Team.

**Next Media Team Meeting:** Tues, Feb 6, 2017, 6 p.m. @ Kennedy School Community Room