

Media Team Meeting Minutes 5/1/2018

Present: Karen Wells, Dan Werle, Vanessa Miali, Rachel Richards, Heather Pashley, Marsha Sandman, Gina Levine, Rob Rogers, Eric Hoyer, Nancy Varekamp, Gordon Riggs, Meredith Caldwell

Poetry from neighborhood grade schools

Meredith Caldwell, teacher at Fabian would like CNews to include poetry by students. It was determined that beginning in the September Issue we will run a ¼ page featuring poetry from Faubion. We'd like to have submissions from Rigler and Vernon for the October and November Issues. Rob will inquire at Vernon and Gina will inquire at Rigler to see if there is any interest – we are looking for a teacher/administrative liaison from each school who can provide content and legal/release support. Meredith will be the liaison from Faubion. The Media Team will reevaluate in November.

Other ideas: post other stories/poetry/art from students on Facebook or website; offer translated stories on Facebook or website;

Letter to the Editor

Agreement that letter should run, but Nancy will ask writer to soften wording – we want to make sure the letter is not attacking the restaurant owner personally.

Layout

It was decided that for consistency, starting in June, every feature story will have a head shot, bi-line, and bio at the end. This will happen even if one writer has more than one feature story in the issue.

Advertising

Gina reported advertisements are going well. She has children's art for the June Country Financial Advert but needs ideas for art to use for July and August.

Media Team Subgroup: Facebook and Website

Present: Rob, Eric, Gordon, Heather

Gordon spoke to Chris Lopez to find out what is needed from the electronic media related to CNews and Neighborhood Association Website: the main need is to be a repository for Association Meeting Minutes and other Association media.

We need to know how the website is being used. Gordon will bring copies of the survey to the board meeting and also expand the survey to include the LUTC, and other neighbors involved in the association, or have attended meetings.

Thoughts from Eric: We have a template for the website, but it should be updated. We want to give the people what they are looking for: maybe a news outlet for the region, not just Concordia; maybe a business directory – like yellow pages for things to do in the neighborhood; this could generate revenue.

Gordon utilized Google Analytics to see how the website is being accessed: Inquiry into the Community Room Rental comprised 10% of the visits to the site. Typically, there are around 50 views to the page per day. There were spikes on other days – like up to 300 – possibly related to neighborhood events like the egg hunt. **50% of the visits to the site were from phones and/or tablets.** Rob noted that there are other analytics like a heatmap which will show where all of the clicks are. Still more research can be done.

Eric is interested in doing video interviews and stories to put on Facebook to generate interest, discussion. An idea was to interview someone answering the website usage survey, post it and hope for more discussion about how users want our website to look like. Gordon mentioned that the Media Team has business cards that could be used by Eric or others to identify themselves to the public when trying to gather video for Facebook.