

CNA Media Team Meeting Minutes **Tuesday Sept. 1, 2020, 6 - 7:30 p.m.**

In attendance -- Gordon Riggs, Nancy Varekamp, Gina Levine, Steve Elder, Dan Werle, Marsha Sandman, Heather Pashley (liaison)

Seeking your input regarding Sept CNews – The last issue (Sept CNews) was really amazing. From the first page to the last, it was a joy to read and brought light to the many hard days of these times.

NE 27th Avenue horse ring. Candidate for a Concordia Curiosity?

Conversation about putting a horse that has been vandalized on concordia curiosities. We decided to pass on this story idea.

Distant writers?

We have a volunteer writer who currently lives in the neighborhood but is moving out of the state. This writer would like to continue writing for us. We agreed as a media team to allow this writer to continue writing because they have a connection to our neighborhood and would like to continue to contribute to our community. We will evaluate this type of situation on a case by case basis.

Review and finalize the October 2020 CNews line up | Build November CNews line up

Follow-up story on what COVID-19 “pods” are, including the “anti” sentiment.

Conversation about Pods/Bubbles and the Facebook conversation (see below for excerpt) about the Concordia News Kids and feedback that we didn't paint a fair picture of what families are doing or asking their kids to do. After much discussion we did decide to move forward with a second story to go with Dan's story about the realities of school this year. Nancy will do a companion story on what some families are doing for kiddo's socialization. These two stories will be on facing pages.

Nancy reviewed stories for Oct. and Nov. CNews – there are many that will have to be put on hold for later with our 8 page layout. Details are in the line up documents Nancy circulates to the Media Team via email.

The Media Team decided to stop running the massage therapists columns in CNews (Penny Hill and Tim Magraw) to make room for more Concordia related content and offer them Facebook and CNA website posts of the articles moving forward. Links to these posts will be included in print in CNews. This decision will be reevaluated when CNews returns to 12 pages.

The Media Team also decided to not make any change to the *News from the NET* column. It will continue to run monthly in CNews.

Advertising -- We have an insert and Kennedy school is looking at bringing their ad back.

Exciting!

Outdoor publication boxes -- We are looking into ways to get some paper boxes to sit outside so passersby can access the paper (since we are not delivering during the covid times) Looking into options and if anyone has an idea for a good solution let Gordon know.

Next MT Meeting: Tuesday Oct. 6, 2020, 6 - 7:30 p.m. | Location: TBD

FACEBOOK 8-15 excerpt re: pods

Bianca Karjalainen: Sweet story but the accompanying picture was in poor taste. Displaying a large group of children, seated next to each other, without masks sends a terrible and reckless message. I know several of these families and so do my kids. It was very unfair for them to see kids together while they are doing the most and actually adhering to safe protocols. As they say, pictures say a thousand words and this one was a missed opportunity to send a message in support of doing your part to protect your neighbors. I've been a reader of CNews for 10 years and have enjoyed the paper immensely. Please do better and be more thoughtful to all your viewers in the future.

Marsha Sandman: Bianca Karjalainen sorry to disappoint you. Please read the caption under the photo.

Bianca Karjalainen: Marsha Sandman The caption referring to their "pod"?

Bianca Karjalainen: Marsha Sandman yes, I did read that. Your response is incredibly condescending especially to infer I am making baseless assumptions without reading the text. Please note the heavy emphasis on my quotations around pod or as your caption adorably refers to it as a bubble.

Nancy Varekamp: Bianca Karjalainen I'm sorry you are disappointed in our decision. As Marsha noted, publishing the kids photographed maskless wasn't done without prior consideration. To have photographed them socially distant and wearing masks would not have been the truth. So the buck on this one stops with me as editor, and I think it's admirable that a group of parents has gone to the trouble of creating a "bubble," "pod" (whatever you want to call it) for their children to maintain social engagement with a limited group of their peers and to forsake all others. It's the same method the major leagues are employing to keep sports fans entertained, albeit members of THOSE bubbles aren't as conscientious as these children are being. These are difficult times, and staying sane requires a lot of effort and creative ideas. Again, I'm sorry the photo is offensive to you.

Bianca Karjalainen: Nancy Varekamp I appreciate your comment Nancy. I thought the article was wonderful and that highlighting positivity through creative outlets was great. It was not only my own opinion on the image that led me to share here. I most likely would not have wasted the energy. However, it was after several neighbors expressed to me their thoughts on the image that I decided to offer feedback. While this neighborhood has certainly grown over the years it is still very small. My emphasis on quotations was merely to highlight that in some instances there is a vast difference between the idea and the correct implementation. Through this conversation I'm seeing, as I do on my neighborhood walks, that we all have vastly different levels of risk tolerance that we are comfortable with. I'm going to go ahead and enjoy the remainder of my weekend. I invite you all to do the same.