

## **CNA Media Team Meeting Minutes | Tuesday April 6, 2021, 6 - 7:30 p.m.**

**In attendance (via Google Meets):** Nancy Varekamp, Gina Levine, Steve Elder, Gordon Riggs, Erin Cooper, Dan Werle, Marsha Sandman

### **Input regarding April CNews:**

- Gina suggested inviting Thacher Schmid -- author of a recent in-depth article on Narrative.com about homelessness on NE 33rd Ave. near Marine Drive -- to future Media Team meetings.
- Nancy proposed a May Media Team meeting discussion of another homelessness-themed issue, perhaps for July.

**QR codes:** Gordon reports that the LUTC QR code from the April CNews was used twice to date in April. It may take months before we see any significant use. Will continue to include the LUTC QR code and monitor usage.

**Free Library boxes:** We will continue to use and monitor the free library boxes that Dan and Tara have identified to contain copies of CNews. Dan reports that the boxes he visits have had action: a majority of the copies set in boxes were taken.

### **May line-up:**

In addition to regular features/columns, the May line up is on schedule for:

- Back to the classroom: 5th grader
- Back to the classroom: 1st grader
- Air Quality: Portland Clean Air's Greg Bourget
- Tara Williams: New business: Super Nova
- Nancy Varekamp: Immigrant Coalition

CNews updates:

- Jinx awarded \$50,000 for "On the House"
- Sojourn egg deliveries & warm clothing drive
- Possibly: Chris Gibbons receiving a tiny home

Short announcement or what's on/what's not:

- Native Made at Com(motion)
- Vanport Mosaic

### **June line-up:**

In addition to regular features/columns, the June CNews line up proposed by the Media Team is:

- Juneteenth
- Story featuring former Vanport resident, sidebar with Vanport Mosaic schedule
- A Black-owned new business, writer's chooses one of these three: Drink Mamey, ThiccBoi Food Cart, Nacheaux & Blind Ox Taphouse:

CNews updates:

- PP&R summer plans in/near Concordia
- Adopt One Block
- CNews updates: Sojourn diaper drive, more?

### **Advertising:**

- Gina reports that Biga has committed to a ½ page ad for the next six months.
- Gina will reach out to other current advertisers to encourage longer commitments.

- She recommends going back to a 12-page paper, as more businesses seek paid ads in CNews, and to increase our flexibility for new advertisers.

### **Move from 8-12 pages?**

- Gordon discussed going back to 12 pages. What criteria should we consider in returning to 12 pages?
- One option to accommodate more paid ads, while still remaining at 8 pages, is to use an insert for a paid ad, thereby removing an ad from the 8 pages, but still receiving its revenue.
- Gina points out that rental of the Community Room provides income to CNA, and helps to offset losses from CNews. Gina proposed that the availability of the Community Room for rental be used as a barometer for determining when to go back to a 12-page paper. Gordon agreed.
- Steve asked whether or not anyone has noticed, or mentioned, the decrease in content (from 12 to 8 pages). No one had received any feedback regarding the size of CNews. Many years ago, CNews was 8 pages.
- Gordon also noted that with the 8 page format, there has been a decrease in house ads; largely because the pandemic has eliminated just about all of the CNA events for the past year, which were a large part of the house ads.
- Gordon will bring the discussion of 8 to 12 pages to the April Board meeting.

### **Interest in changing meeting date or time?**

- Gordon will send an email to the media team contact list to ask those who attend and those are wanting to attend whether the current day/time of the media team meetings is making it challenging to attend meetings.
- Nancy likes the 6 PM time; Gina, Erin, Marsha and Dan agreed.

### **Resume hand deliveries to businesses?**

- Hand deliveries to businesses are currently limited to Extracto, Alberta Food Co-op and McMenamins Kennedy School.
- General consensus is that, due to the pandemic, we are not ready to resume deliveries to pre-pandemic levels. We will continue to monitor.

### **Survey of our readers?**

- Gordon discussed Vernon's survey from a few months ago.
- Gina supports it; recommends advertising it and putting it on Facebook.
- Nancy likes the idea, but would like to hold off for now, while the pandemic continues, until we're in a better position to act upon the input from readers.
- The conclusion is to recommend that the CNA Board consider a survey similar to Vernon's, as a way to learn more from Concordians.
- Erin points out the need for a survey focus on issues that the neighborhood association can actually address.
- Gina points out the value to the media team in receiving feedback from its readers.

**Next MT Meeting: Tuesday May 4, 2021, 6 - 7:30 p.m. | Venue: virtual**