

CNA Media Team Meeting Minutes | Tuesday Mar. 2, 2021, 6 - 7:30 p.m. Virtual

In attendance: Gordon Riggs, Nancy Varekamp, Peter Keller, Gina Levine, Dan Werle, Marsha Sandman, Erin Cooper, Heather Pashley

Use of QR codes in March CNews

- First QR code in paper this month, on Page 8. Due to a technical glitch, reporting on the use of the LUTC QR code, will be limited this month. Full reporting will be available for future QR codes.

Adding CNews to free library boxes

- Dan has coordinated with three free library owners to start carrying the paper. Dan will start working on coordinating monthly paper drop offs this month. Tara has also found some free libraries to drop at and will start this month too.

Use of terms, BIPOC and Latinx

- The Media Team decided to continue using the term “BIPOC.” For the next six months, we will spell it out – followed by the acronym in parentheses – in the reference in any story and use the acronym in every other reference in that story. In the October issue, we will use only the acronym. The Media Team acknowledged that if the term is not used enough by October, the team will reevaluate when to drop the spelling out of BIPOC.
- The Media Team decided to add the term “Latinx” in place of “Latino” as the nonbinary and gender-neutral term for groups or communities of Latin descent. Members of the team also encouraged use of the actual country of Latin descent for individuals (e.g., Mexican, Brazilian) – if those individuals prefer.

Review and finalize the April 2021 CNews line up

All stories/columns are on track, except about the unclaimed one re: how students, parents and school employees feel about returning to the brick-and-mortar classrooms in April. Peter offered to put out a request for a writer at the March 3 general meeting.

Build the May 2021 CNews line up

The stories planned are (and the first 2 are unclaimed):

- Matta Vietnamese, food cart in the front of Metalwood Salvage Works
- Portland Parks & Rec’s plans for Concordia-area parks this summer
- Eritrea immigrant community – Tara Williams
- Parts & Service – Marsha Sandman
- Concordia University foreclosure update, if any – Nancy Varekamp

For August: Back to school issue should include a story about Madison reopening and with a new name, Plus De La Salle opening.

Review criteria for Letters to the Editor

Do we create a restriction on what people can say or who can write the letter? Decision was made to keep the same stipulations that we have now, but leave this open for further discussion. The current criteria is limited to length (250 words) and deadline (the 10th of the month).

Review coverage area for CNews

Current coverage area of CNews was discussed, and the team agreed to make no changes. The current "coverage area" is Concordia Neighborhood and all neighborhoods that touch Concordia, with a priority given to people, issues, organizations within Concordia. Potential stories outside of those seven neighborhoods (Sunderland, Cully, Beaumont-Wilshire, Alameda, Sabin, Vernon and Woodlawn) and Concordia are not covered in CNews.

Advertising update

Gina gave a summary of the new ads and expressed the excitement around businesses feeling ready to advertise in longer term commitments. She's committed to continued follow up on leads and past advertisers.

Facebook update

A question was raised about accepting requests to join the Concordia Facebook Group: Once a person has joined, does membership give that member access to the other members of the group that could be used in ways that are not consistent with Concordia's posting guidelines?

Although there was no direct answer to the question, the Media Team did discuss whether there should be a question or two asked of potential members before approving membership. The team agreed to continue this discussion at a future meeting.

Additional future agenda items

- Does CNA have an email list? Could this be a way to distribute CNews, possibly as an alternative to the printed paper?
- When can/should CNews return to 12 pages?
- Is there interest in changing the day/time for this meeting?
- Is there interest in conducting a survey to learn from our neighbors and inform the Media Team?