

CNA Media Team Meeting Minutes | Tuesday June 1, 2021, 6 - 7:30 p.m. Virtual

Present: Eric Cooper, Nancy Varekamp, Gordon Riggs, Peter Keller, Heather Pashley, Steve Elder, Dan Werle (minute taker)

Seeking your input regarding June CNews

- Ed Washington article well received; no additional comments

Review and finalize the July 2021 CNews line up (Deadline June 10)

- Community member: First- (or third-) person account by Taylor Nehrling of the street painting at 32nd & Sumner, its history, the lost life it memorializes and plans for refreshing it in July; sidebar to help others who might want to get approval and/or supplies to paint their own
- ~~Steve Elder: Stay (pet hotel) 15-year business story~~
- AmeriCorps volunteer(s): First-person account by one or two volunteers assigned to Sabin CDC this summer
- Nancy Varekamp: CU poll results
- Tara Williams: new business story on Blind Ox Taproom/Nacheaux.

Build the August 2021 CNews line up & future issues (Deadline July 10)

- Madison/McDaniel H.S. – interview with (or 1st-person story by) a student re: the rejuvenated building, its new name and the prospect of all in-person classes.
- Woodlawn teacher Lionel Clegg, one of three Oregon teachers named Educator of the Year by OnPoint (Woodlawn is also his alma mater)
- DeLaSalle opening in Cully
- Bolt or Binks business anniversary story
- CU foreclosure auction status?

Discuss/brainstorm ways to attract new members to Media Team, especially writers

- The new media team guidelines opens up media team members to all of the contiguous neighborhoods of Concordia, not just Concordia itself.
- So that we can set expectations, how long does it typically take to interview and write a story? This varies quite a bit, depending on the writer and the subject – anywhere from 2 to 6 hours.
- Discussed the idea of asking one of the current writers to write a story about the process of writing for CNews.
- Consider running house ads with writer testimonials.
- Time to review the policies and practices of the paper? Could we make the paper more appealing to potential writers? We agreed to continue this discussion at a future meeting.
- In summary, we agreed to contact some of the former writers in an effort to learn more about their absence, and if they would be interested in returning to the media team. Gordon and Nancy will identify a list of writers and will contact them.

Advertising update

- The paid ads in CNews are likely to continue for the next 6-or-so months (into the fall).

Facebook update

- New members seeking membership are now asked: "What is your connection with the Concordia neighborhood?" The answers are much of what we would expect; nothing negative.
- Number of members: 627

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