

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

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

Review and finalize the August 2021 CNews

- Madison/McDaniel H.S. opens: Nancy
- Woodlawn teacher named OnPoint Teacher of the Year: Tamara
- DeLaSalle H.S. opens: Dan
- CU property update: Nancy
- Erin's News from the NET topic is Basic Earthquake Emergency Communication Nodes (BEECNs)

Build the September 2021 CNews (tree issue)

- Jordana Leeb: International Grove: 10 year anniversary
- Jordana Leeb: International Grove endangered
- Writer?: Portland Fruit Tree project
- Writer?: Local arborist feature?
- Urbanism: Garlynn will be asked to write about the city tree code re: development

Discuss possible column ideas to add to CNews / prep for 12 pages

- Concordia Tree Team
- Kennedy School Community Room rental users
- Profiles on board members
- Schools
- Nextdoor recap – will need to find a suitable writer for the task
- Pictures of street art or murals with location information in the neighborhood

Follow up on attracting new members to Media Team

- Dan, Nancy and Gordon have been contacting past media team members to see if there is interest in coming back. Hoping some decide to return. Also thinking about other ways to recruit. We need more people and are open to those that may be interested!
- Two new writers are also being recruited – one volunteered, the other has been invited.
- Publish more stories by non-team members (e.g., June CNews stories by Americorps volunteer, and mural painter)

Advertising update

- Gina reports that the paid ads are stable for the foreseeable future. Some of the paid ads will be up for renewal in September. Hopefully they will continue for 6-11 months.
- Both Kennedy School McMenamins and Alberta Rose Theatre are starting to host events in August. Hopefully this will turn into greater advertising for the two organizations.

Thanks a million to Dan for volunteering years of his life on the media team. You will be missed!

Welcome back, Marsha, from her recent absence. You've been missed.

For next month...

- Solicit volunteers to take over delivery of CNews to various free library boxes.

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Next MT Meeting: Tuesday August 3, 2021, 6 - 7:30 p.m. | Venue: virtual