

CNA Media Team Meeting Minutes | Tuesday August 3, 2021, 6 - 7:30 p.m. Virtual

In attendance: Gordon Riggs, Nancy Varekamp, Gina Levine (minute taker), Peter Keller, Erin Cooper, Heather Pashley, Steve Elder

September CNews line up

Features:

- International Grove: 10 year anniversary
- International Grove endangered status
- Portland Fruit Tree project feature
- Friends of Trees feature
- 2021 Catio Tour feature, highlighting a catio owner in Alameda – topic came up late and will be on ConcordiaPDX.org with CNews “pointing” readers there

Regular pieces:

- From the Board
- Concordia Art Works
- Urbanism
- News from the NET
- Community Room Calendar
- Concordia Community Events Calendar
- CNews updates?
- Shorty re: CNA in-person meetings

October CNews line up

Features:

- A board member writes about why he/she volunteers for the job and invites Concordians to nominate themselves for similar duty @ the November general meeting.
- 3 business stories (new businesses and/or anniversaries)

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- CNews updates?
- Shorty re: status of in-person meetings

Discussion regarding transition to 12 page CNews:

- What to do if we receive more paid ads than CNews can handle (such as more than 50% ads on pages 3-8):
 - We agreed that turning away paid ads, and therefore revenue, is a last resort.
 - Gordon will check with our printer to determine what, if any, limit might exist for what portion of the paper can contain paid ads.

- We discussed ways to accommodate more ads: decreasing story size by referring some content to the CNA website; reducing the size/number of house ads.
 - Another possibility is to request that some of the largest paid ads (½ page) consider going with a ¼ page for a month. Again, this would result in a loss of ad revenue, so it is seen as a last resort.
 - We discussed the idea of raising ad prices if needed (we would need to know soon to give proper warning to advertisers)
 - We discussed that we may have a month here or there with ads over and we could work with it as we go
 - Gordon will discuss with our printer on how much lead time is needed if we'd want to change from 8 to 12 pages once a print date has been set.
- Ways the media team can generate the additional stories needed for a 12 page issue:
 - We discussed the potential of board members writing “evergreen” columns that introduce themselves and why they volunteer. Nancy suggested no “evergreen” column wait more than 3 months being published.
 - We will continue to scour NECN's Hey Neighbor! newsletter for potential reprints, identifying columnist(s) to write on Concordia-related topics, kids contributions
- We acknowledged that an 8 page paper is working for us now and may be the reality for the foreseeable future.

Advertising update

- Gina reports that:
 - Pride + Joy will not continue advertising in CNews. Why? They have more business than they can handle.
 - Alberta Rose has committed to a ¼ page for 11 months on the back page.
 - McMenamins Kennedy School has no plans to increase their advertising to a ¼ page (they are currently at an ⅛ page and were at a ¼ page prior to the pandemic).
 - A new ad, Windshield Doctor, may start in September, probably an ⅛ page.
 - Otherwise, there are no changes in the works; paid ads are stable.
 - Later in the fall, there will be a few ads whose term will expire. Whether they will re-up, is unknown.

Items regarding content and placement in future CNews:

- We discussed if the calendar needs to be on the back page (as it has been when CNews was 12 pages) - we discussed the idea of letting the calendar "float" with a teaser on the front page every month telling readers where to find it.
 - Why do this? It would likely get more people to open up the paper and read more content/ads inside
 - Does this affect the paid advertiser, Alberta Rose Theatre, since they have paid a premium for placement on the back page. Gina will check with Alberta Rose.

- We discussed adding to the paper more specific ways to submit letters to the editor and opinions. We'll add some text on Page 2 with a link to the CNA website page on the topic.
- We discussed how we decide what names are listed as the media team members in the paper. No change: we will continue to review the list and only remove names of people who have ended their relationship with the media team (e.g. moved out of Portland).

Venue for upcoming media team meetings

- Media team will continue to meet remotely for the foreseeable future

Tabled for next month...

- Facebook updates
- CNews delivery to free library boxes

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