

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

In attendance: Nancy Varekamp, Gordon Riggs, Heather Pashley, Gina Levine, Mac Larson (student in UO Graduate School of Journalism), Javier Puga-Pillips, Erin Cooper, Steve Elder, Peter Keller

Seeking your input regarding September CNews

What did we like or not like about this issue? We like the back page with pictures on the back. We like the tree theme.

Letters to the Editor and Reader's Opinion pieces

Reviewed the recent letter to the editor about the meaning of "Concordia." This letter fits all standards and will be published in the next CNews.

Review and finalize the October 2021 CNews line up

- Meet the board: Brittany van der Salm is the first for this occasional, first-person feature
- Concordia University property sale update
- Mimosa Studios anniversary
- Dogwood new business (Will include this story online in Spanish. Gordon will track web page usage, via Google Analytics.)

Build the November 2021 CNews line up

- Local Native American topic (art?) with a sidebar about the Nov. 5 NAYA Gala & Auction
 - Portland Food Project: volunteers pick up donations of from donors' homes for distribution via various pantries.
 - Catalytic converter thefts in the area.
 - Business feature (3 options in priority order):
 1. Stay dog hotel anniversary
 2. Bolt anniversary
 3. New business @ 22nd & Alberta: the bar tender at a bar that closed
- The CNA holiday party will be highlighted in the Nov. CNews, possibly a house ad. And then will remind readers again in the Dec. CNews.

How to recruit more writers

Discussion – Thoughts include reaching out to local high schools or other schools. Ads in the paper. Asking people we know. The media team will continue this discussion next month.

Advertising

Does anyone see a problem with ads of the same business (e.g. realtors or restaurants) landing on the same spread? Everyone thought this was ok. Best if ads are on opposite pages when they are on the spread.

Does anyone see a problem with removing the *What's Selling in Concordia* box? Attendees agreed that if we have room, no problem running it. But it shouldn't be a priority. We will reevaluate when CNews is back to 12 pages. Gordon noted that the *What's Selling* box started with Susan Trabucco in 2016. The data is provided by Mark Charlesworth Realty.

Delivery of CNews to readers via businesses, free library boxes, other?

Discussion postponed until next month.

Review use of LUTC QR code

Discussion postponed until next month.

Facebook update

We now have 647 members :)

Next MT Meeting: Tuesday October 5, 2021, 6 - 7:30 p.m. | Venue: virtual