

## **CNA Media Team Meeting Minutes | Tuesday Oct. 5, 2021, 6 - 7:30 p.m. Virtual**

**In attendance:** Nancy Varekamp, Gordon Riggs, Heather Pashley, Gina Levine, Mac Larsen, Javier Puga-Phillips, Erin Cooper, Steve Elder, Peter Keller, Marsha Sandman

### **Seeking your input regarding October CNews**

What did we like or not like about this issue? We like the issue! It is so great to have new writers, including from the CNA board!

### **Review and finalize the November 2021 CNews line up**

In addition to regular columns/features:

- Feature: NAYA Gala
- Feature: Portland Food Project
- Feature: Catalytic converter thefts
- Business anniversary: Stay (dog hotel)
- Short story re: local yard tree distribution

### **Review and finalize the December 2021 CNews line up**

In addition to regular columns/features:

1. New Business: Bonne Chance (Javier Puga-Phillips)
2. Business Anniversary: Binks 20 years (Mac Larsen)
3. Feature: Alberta Main Street new chair's aspirations (Nancy Varekamp)
  - Sidebar: December holiday local events
4. Feature: 10-9-21 clean up results, announce next event, offer info on other clean up opportunities (Steve Elder)

### **Review use of LUTC QR code**

The code has been used by readers 13 times since April. The biggest month, the code was used three times. It was suggested that even if the QR code isn't being used, it can be encouraging to readers that the code is there, if needed. We will continue to include the QR code as long as we have room. The QR code can be slightly smaller, which can help with space, as well.

### **Status of providing Spanish translation to (some) CNews stories**

Thanks to Javier, the October CNews marks the first time that a Spanish version of a story was posted online. We will post the Spanish story link to our Facebook page on Oct. 29.

### **How to recruit more writers**

- Reach out to neighborhood high schools.
- Javier is planning to take a writing class and he will reach out to his classmates.
- It is not necessary to be a professional writer to write for CNews!
- Discussion on publishing a how-to-write-a-CNews story for the beginning of next year.

### **Advertising**

We have had a steady number of advertisers stop and a steady number of advertisers start to replace them. Despite the comes and goes, we are staying steady in advertising dollars.

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

McMenamins, Extracto, Alberta Food Co-op, and Javier is dropping to businesses that he sees around the neighborhood. If others are interested in delivering to neighborhood businesses, please contact Gordon. We can also leave papers in local free libraries in the neighborhood, reach out to Gordon to coordinate.

**Facebook update**

We have 658 members. According to the metrics, we have about 1% growth month over month, about 5-7 new members a month. This is great!

**Heads up** -- next meeting we will be covering our media team goals and big ideas for the 2022 year. Hope to see you there!

**Next MT Meeting: Tuesday November 2, 2021, 6 - 7:30 p.m. | Venue: virtual**