

## **CNA Media Team Meeting Minutes | Tuesday Nov. 2, 2021, 6 - 7:30 p.m.**

**In attendance:** Nancy Varekamp, Gordon Riggs, Heather Pashley, Gina Levine, Mac Larson, Javier Puga-Pillips, Jordana Leeb, Steve Elder, John McSherry

### **Seeking your input regarding November CNews**

What did we like or not like about this issue?

- Loved the info about the catalytic converter
- One writer mentioned how fun it is to see his work published, that many people from the neighborhood mentioned sighting his work!

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

Feature stories

- New Business: Bonne Chance
- Business anniversary: Binks
- Alberta Main Street new directions, holiday plans
- October Concordia Neighborhood Litter Pick Up & upcoming December event

Potential short stories

- Willamette Week Give!Guide local participants
- Upcoming NECN community small grants cycle
- CNA elections results

Columns

- From the Board
- Concordia Art Works
- Urbanism
- News from the NET
- Community Calendar

### **Planning for CNA Social Media**

- Discussed overall strategy for adding new social media accounts (e.g. Instagram, Twitter, TikTok, Nextdoor.com, mailing list)
- Agreed to set accounts up as we are ready to use them and get handles that are available at that time
- Planned for the addition of Instagram, as approved at the October board meeting
- Guidelines, policies and procedures for Instagram:
  - Our posts should be related to our neighborhood or contiguous neighborhoods
  - We cannot promote political candidates
  - No religious content (*Content about the tenets of any religion are not allowed; however, stories about activities and/or events of religious organizations – and that are open/available to the public – may be published.*)
  - We can link to Facebook for the posting rules and regulations
  - Link in bio to Kennedy School Community Room rental
  - Make sure that, if kids are in the posts, we get photo releases
  - Coordinate posts – Plan

- Gordon will include Javier when the paper is posted online with that link
- We will work together to include stories to post (same as Facebook), and events that we want to be sure to cross promote
- Develop plans for the addition of a mailing list (brought to the November board meeting for approval)
  - Email communication would be once a month, link to the paper, announce meetings and minutes, Kennedy School Community Room rental info, other event info
  - Could be inspired by NECN and AMS
  - Timing for the email newsletter – should we send it mid-month as a second reminder for all of the events and goings on, 15th of the month
  - Sources for email addresses: Media Team list, LUTC list, paper lists, board list

### **Status of some CNews stories being translated to Spanish**

- Spanish version of the Dogwood story has about 20 page views on our website – six of those views came from Facebook
- Is there another person that can review the translated story? Reviewing Spanish is beyond the Media Team's skillset. Javier does give the article to his sister who proofreads it for him.

### **2022 Brainstorming**

- Business stories: Priority should go to minority-owned businesses that are new businesses or celebrating significant anniversaries.
- Themed issues: Consensus was to attempt 2-3 CNews issues a year with themes, such as Nature (a Concordian who is a climate/water/resource coordinator, Columbia Slough plans, etc.), health care (Concordians who made impact with COVID, doctors, nurses, etc.); civic engagement (activism, activists, etc.)
- Youth writer... seek guest columns from school children
- We'll continue to revisit this.

**Next Media Team Meeting:** Tuesday Dec. 7, 2021, 6 - 6:30 p.m. | Venue: virtual

Sole agenda item: plan February CNews 2022 line up online -- a short meeting for the December month. Hope to see you there!