

CNA Media Team Meeting Agenda | Tuesday Feb. 1, 2022, 6 - 7:30 p.m. Virtual

Join with Google Meet: <https://meet.google.com/oba-jmbu-nvv>

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Agenda

Introductions, volunteer to take minutes, additional items for agenda 5 min

Sharing of contact information

5 min

- Discuss guidelines with the media tea
- Request that board develop a policy for CNA

Review and finalize the March 2021 CNews line up

15 min

Build the April 2022 CNews line up & future issues (Deadline March 10)

30 min

Review Media Team Content Guidelines

30 min

- <https://concordiapdx.org/media-team-content-guidelines/>
- Review guidelines with respect to CNA's new Instagram account
- Address Facebook follower concern with guidelines and promoting her business

Advertising update

5 min

Facebook update

5 min

Next MT Meeting: Tuesday March 1, 2022, 6 - 7:30 p.m. | Venue: virtual

Nancy and Gina,

I believe this person has a valid concern. The Media Team Content Guidelines aren't as clear as they could be. On the media team agenda is to review the Media Team Content Guidelines with a focus on Instagram. But, since Javier is sick with Covid and will not be attending tonight's meeting (or the board meeting), I have let Javier know that this item will be postponed to the March media team meeting.

At that meeting, I plan for a more generalized discussion about the guidelines: what the current guidelines allow/disallow, are these guidelines serving CNA's mission, are there changes the media team recommends, etc. And this discussion should address concerns/confusion brought up by this FB poster.

Gordon

FYI, I got back to this person about not promoting her business on FB...but am sharing her message with you re: being confused when she read the guidelines. I don't know if this calls for editing said guidelines. Or not!

Hello 😊 I just joined the CNA group, as I do a lot of work in the area. I am wondering if it's ok to post about my dogsitting/housesitting service? I looked at the CNA social media document, but it left me a little confused.

At that meeting, I plan for a more generalized discussion about the guidelines: what the current guidelines allow/disallow, are these guidelines serving CNA's mission, are there changes the media team recommends, etc.

Urbanism column notes

- Replace the writer for "Urbanism"
- Create a new column to take its
- Add a feature a month in its place
- Opt to "wait and see" what the board does about appointing a new chair to the LUTC, and take advantage of the space in the meantime for an additional feature
- discuss Garlynn's offer to write "urbanism" on a non-regular basis

Item #1

Hi Javier,

The *CNews Community Calendar & Social Media Posting Guidelines* section of the [Media Content Guidelines](#) outline the guidelines for businesses to meet in order to post on CNA's social media platforms. Basically, for businesses to post on FB or IG, they need to be a CNews advertiser, a nonprofit, a Kennedy School Community Room renter or a recognized community partner with CNA.

I'll add a topic to the January media team meeting to review these criteria.

Item #2

Story idea

Re: Native Planting at Woodlawn City Park

see email:

On Wed, Dec 8, 2021 at 3:17 PM Lansdale, Chase<Chase.Lansdale@portlandoregon.gov>

Brainstorming for 2021: ways to increase minority readership, priorities for new year

- One participant has neighbors from Eritrea (Northern Africa near Ethiopia). There is an increase of people coming to PDX from Eritrea. Eritreans use the St. Charles Church as a community church. Eritrean Community Center is on Alberta Main St.
- The Leaven Community <https://www.leaven.org/> (where the Tool Library is). The space is used by several community organizations: the NE Tool Library, Cascadia Wild, Race Talks, and others: <https://www.leaven.org/partners>.
- Idea to recruit businesses for ad spaces (ie - offer discount ad to restaurants for Feb specials)
- idea to work with Alberta Main Street leadership to promote and partner better
- Idea to continue prioritizing BIPOC neighbors and their stories
- Outreach with historically black and latinx churches to gather story ideas and share stories of those that we don't typically encounter
- Contact leaders of BIPOC groups (NAACP or Black Resilience fund or North by Northeast nxneclinic.org?) to see if they could partner
- Consider distributing CNews in free libraries in the neighborhood.
- Create a CNews pocket edition for free libraries
- Cover more of Woodlawn, a neighborhood contiguous to Concordia.
- Focus more on the northern portion of Concordia (including Marine Drive, the Columbia Slough area, houselessness around 33rd Ave including cars, tents, rvs, etc)
- New businesses:

- new restaurant called Ekeza Kitchen (moved from Goose Hollow specializing in vegan fancy food),
 - new Thai place where DOC used to be (YUI may be name?),
 - Back to Eden new place moved in,
 - new food cart pod on 42nd just S of St Charles on East side of road.
- For Feb. CNews, Valentine's Day is usually big for restaurants. Consider working with Alberta Main Street to promote an insert of ads.
- Consider making some portion of CNews and/or the website bilingual.
- Outreach to historically Black churches in Concordia.

From Peter: Meanwhile, regardless of when you get an opinion piece or letter to the editor, please make it a practice to share them with me and the CNews Board liaisons. There is no reason not to.

From last month...

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

- Concordia Tree Team reports
- Stories by non team members
- "Meet the board" profiles of board members
- Monthly school column

CONCORDIA TREE TEAM... it used to get a LOT of coverage. I believe we've covered them only twice in the past 5 years and I didn't realize until last week that they're still active. So... I'd recommend we invite them to submit a monthly column to report on their activities, educate tree owners on how to care for the trees, and recruit people for Tree Team events/activities. (I'm suggesting this would begin AFTER we return to 12 pages.)

I'm also suggesting the team decide whether we'll welcome the massage columnists back.)

2.STORIES BY NON TEAM MEMBERS. I think one way of supplementing our "stable" of writers is to welcome more of these stories, even in first-person "voice." We have two in July and I think they're really good. Perhaps the team could go through the "future stories" list and figure out which ones could get accomplished sooner by non team members.

Gordon to Nancy: I'd also like to discuss with the media team how we could prepare for the shift to 12 pages. One thought I have is to start now with creating some stories that can run at any time, the so called "evergreen" stories. But, that takes writers. Anyway, there may be other ideas to help ease the transition from 8 to 12 pages.

Yes to all this. I'm not a fan of "evergreen" stories. They create expectations by the subjects that the stories are going to get published within some reasonable timeframe.

But a series of evergreens that might work is something I found in the 2010 and 2011 paper I perused... and any disappointments about publishing quickly are internal to CNA: "Meet the board." Each installment was a mini feature on a board member, his/her background and why they wanted to be (or like being) on the board. If it turns out we can't use an installment in the upcoming issue, we make a point of publishing it the very next issue after that. (Just as a "for instance": We write a story about John Fitzgerald that's in time for the November issue, but we don't have space to run it. We make a point of scheduling it and using it in the December issue. Meantime, we write another installment for the December issue and publish it in February at the latest.)

Better yet, since we don't have a stable of writers, we do a Q&A with the board members and they end up writing their own installments! (We'd limit them to ongoing column length, 300 words.) We'd prompt them with a couple of leading questions, like:

1. Why are you on the board?
2. What do you think CNA ought to do for the neighborhood?

Hi, Gordon. I just now (finally) sent off my emails to my share of the former writers to prospect their interest in writing for us again.

And that got me to thinking about next week's Media Team meeting. We don't have a lot of work to do coming up with a September story line up (as long as the paper is only 8 pages!) And I think I've already mentioned that it'd be nice to discuss having a Tree Team column when we return to 12 pages.

I also want the team to decide whether the massage columns are welcome back... If so, I'd rally for opening it up to ALL massage therapists in Concordia!

We could brainstorm other occasional/regular columns. I'm thinking one might be for/about schools... someone at each school taking a turn at talking about what's going on there or what makes them proudest. In lieu of that (or in addition), perhaps a column pointed at parents of young children about local age-related events/activities.

I dunno... I suspect there are plenty of other ideas the team could float!