

CNA Media Team Meeting Agenda | Monday May 2, 2022, 6 - 7:30 p.m. Virtual

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

Join by phone +1 617-675-4444 PIN: 276 004 440 1149#

In attendance: Gordon Riggs, Gina Levine, Peter Keller, Jon Dickman, Shawn Mihalik, Steve Elder, Rob Cullivan, John McSherry, Javier Puga-Phillips

Welcome Shawn Mihalik! New Media Team Lead

Review and finalize the June 2022 CNews line up

1. END OF SCHOOL YEAR: INTERVIEWS WITH FAUBION STUDENTS – STORY/PHOTOS Rob C.
2. PIGEON HEARTS JEWELRY FEATURE – CONCORDIA WOMAN RUNS JEWELRY BUSINESS OUT OF HOME – STORY/PHOTOS Rob C. (HELD OVER FROM MAY)
3. PRIDE MONTH: STORY/PHOTOS Jon Dickman
4. UPDATE ON HOMELESS CAMP AT 33RD – STORY TO FOCUS ON NEIGHBORS' CONCERNS, EVICTION PROCESS, HOMELESS ADVOCATES' POINT OF VIEW - ROB C. WITH POSSIBLE HELP FROM OTHERS
5. CLARY SAGE BOOKS/TAROT CARDS, ETC. FEATURE – JAVIER P-P
6. UPDATE ON U OF O PURCHASING CONCORDIA - ROB WILL SEE IF MAC WANTS TO WRITE AN UPDATE

Shorts:

- June pick up event
- CNews Updates?

Columns:

- Peter Keller: From the board
- Maquette Reeverts: Concordia Artworks
- Erin Cooper: News from the NET
- Rob Cullivan: Community Calendar
- Javier Puga-Phillips: Community Room calendar – JAVIER WILL NOTE UPCOMING SERIES OF CONCERTS IN THE PARK – POTENTIAL LARGER STORY FOR JULY PREVIEWING BANDS

Build the July 2022 CNews line up

STORY IDEAS FOR JULY 2022

- COMPASSION CLINIC: ONE HOPE CHURCH HOSTS FREE HEALTH CLINIC MAY 7: POSSIBLE STORY
- RETURN OF CONCERTS IN THE PARK – JAVIER MENTIONED THIS IN HIS LAST COLUMN – POSSIBLE STORY
- PREVIEW OF JULY FOURTH CELEBRATIONS – POSSIBLE STORY ON AMERICAN LEGION FINISHING BUILDING REMODELING, REINTEGRATING INTO NEIGHBORHOOD

Jon Dickman would like to write about Gay Pride every three months and is volunteering to do that in July.

Brainstorming about CNews

-As a regular topic of conversation, we would like to talk about the future of CNews

Address using surnames on second reference instead of first names in our copy

-Moving forward, we will be using surnames on second reference in stories

-There are some bendable rules on using first names, but it's when there is only one person in the story

-This keeps the writing clear and accurate for all stories

Transition from 8 to 12 pages

-Peter suggests that we set a goal for a month that we may want to start

-Javier mentions that we can offer a package to Alberta businesses for Last Thursday promotions

Advertising update

Advertising -- staying steady with current advertisers - plan to canvas more of the neighborhood and offer a package deal for Last Thursday events

Facebook update

Our group has 750 members! More activity and discussion every day. It's great to see :)

Great job on the paper last month -- it is so fun to see the pictures from the egg hunt!

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