

Notes - from MAP Meeting Wed July 5

Next meeting: Wed July 12

Attendance at meeting:

Present: Tanya, Howard, Jake, Mike, Pat, Susan (for Stephane)

Absent: Paul, Brian

CARLY'S - UPDATE -

- VLOG - 6000 views on FB, reach - 9800.
- Stuart's video (do we have a better name for this video?) - 2200 likes on FB
- Bumper ads are running and getting about 20K views across all ads.
- Generated about 300 views to our website
- bounce rate has dropped to 60% (from 80%) - 60% is a good rate according to industry standards. 50% is the goal.
- Carly will send breakdown of our analytics
- Campaigns:
- Interactive map of stations closing - is almost done. There are some details that need to be filled in. She will send a list of those missing details to see if we can fill them in.
- VLOG - needs to be added to our analysis page
- 2nd VLOG is schedule to shoot on July 10 in Toronto. Since Mike is not available to shoot on short notice, Carly will use one of her guys, and keep it to half day if possible. Looking at \$300-400 extra cost for this
 - The new estimate for the cost of this video is \$1300-1500 (1st one cost us about \$1100.00). Was decided this extra cost was reasonable.
 - Jake will ask around if there are any union shooters available short notice
 - Mike noted that the shooter she is hiring may already be CFU.
 - Regardless, it is noted we need to make more of an effort to find union labour.
- French update to our website - graphics are done and sent to Troy to update (cost \$350). Troy told Carly that he'd be able to get to it in the next couple of days.
- Change the logo on FB and Twitter back to our logo. #savelocalnews needs to be retired for now.

New Campaigns discussed:

- 1) #savelocalsports (or Where are your local sports) - campaign title TBC
 - geo targeted to Montreal/Ottawa
 - These areas have been the most vocal on social media about the sports cuts
 - Susan is going to forward articles and tweets on this subject.
 - Thinking is: we would push our these articles stories with a "share your story" invite (in French and Eng). Although it was noted the English community in these areas were mostly outraged as the french community still do have local sports.
 - The idea is to quote tweets is to remind people what they were saying, and encourage clicks throughs to our site for "share your story".
 - hoping to get more likes and some good stories about how losing sports is devastating. some suggestions "anyone paying attention?" (to loss of local sports), "anyone noticed?" "look at what people are saying", "share your story"
- 2) Campaign around City Winnipeg and their closures?
 - Howard suggested we wait - he has talked with head of HR for City Winnipeg and actual cuts may not be coming. Suggested we wait until we see what actually is happening. This is tabled until further notice from Howard.

Website:

- suggested creating an INTRANET site for members only that will support and promote political activity (activist kit)
- The site will house all of Howard's printed materials so people can go in and download/print what they need
- A spread sheet of who has had a meeting with MP/MLA/City councillor etc..
- A list of MP's /MLA's (and their riding) we want to be approached.
- This is meant to be a visual encouragement to make a meeting to see your political member.
- We will also offer a bursary on this site for members who want to set up a meeting but their local can't afford the time loss.
- this site will be only available to members who will have to sign in etc..

Social Media company -

- 2018 - we will put out another RFP for 2018
- noted that we need to put emphasis on finding a union shop
- suggested that we ask Hour Media to join the CFU
- Alternative company - Campaign Gears also suggested

We will draft up a new RFP for 2018 and get it ready for looking for 2018 social media company.

In the meantime - Tanya is going to reach out to Campaign Gears (union

shop) specifically about 2018 RFP. Also will ask Hour Media if they will consider joining the CFU.

Discussions:

- That community TV was cannibalized for local news
- Community TV had a large budget and the concern is that the BDU's will divert some of that money to profits and not put it all into local news production.
- Howard noted 2 BDU's had similar issues around that (Rogers & Corus (??))
- CRTC does have some documents around the money- but they are at the 1000 foot level and do not have specifics or are able to "drill down" into details.
- a campaign around "we don't trust BDU's - gov't we look to you to hold them accountable" - idea. still needs to be fleshed out and is not quite actionable at this time.

ELECTIONS:

It has been a year since this committee was created - time to hold elections

Positions:

Chair - Tanya

Secretary - no one

Treasurer - unofficially Michael is doing this

Discussion:

- time to make things a bit more formal
- everyone thought status quo was working fine
- Next meeting we will hold elections
 - Susan nominated Tanya to continue as chair
 - if anyone else wants to through their hat in - feel free.
- Secretary - no one came forward for the position
 - suggested we all write our own notes to send to our own presidents
 - Tanya said I would keep writing up my notes and send them out to everyone
- Treasurer
 - no one officially came forward for the position
 - Michael has been unofficially keeping track of expenses
 - All our expense are actually handled by national (by Manon)
 - Michael has been liaising with Manon about our book keeping.

Everyone agreed the status quo was working so far