

ANC6A Community Outreach Committee

October 21, 2013 Minutes

Church of the Lord Jesus Christ of the Apostolic Faith annex, 1235 C St. NE

Meeting called to order at 7:30 p.m.

Committee members present: Elizabeth Nelson (Chair), Gladys Mack, Jean Kohanek, Rose Williams, Pat Joseph (quorum)

Committee members absent: Louis Barbash, Maurice Cook

Commissioners present: Sondra Phillips-Gilbert, Nick Alberti, David Holmes

Community members present: Andrew Lightman, managing editor, Hill Rag; Raphael Marshall, Sarah Mack, (observers)

I. Agenda
Adopted.

II. Report on ANC/COC activities

Ms. Nelson reported that the change to the location and time of COC meetings has been made to the website calendar. Changes to the Committees page have been made but will not be posted until after the October meeting so as not to confuse the public. Ms. Kohanek reported that she has made corresponding changes to the ANC flyer which Ms. Nelson will post. Ms. Nelson thanked Ms. Kohanek for updating the flyer. [Subsequent to the meeting, the updated Committees page and flyer have been posted.]

III. Consideration of quote from Capitol Community News (CCN) for ANC 6A advertising in the Hill Rag and Fagon Community Guide

1. Ms. Nelson introduced Andrew Lightman, managing editor of the Hill Rag. She gave the committee members hard-copies of a list of questions she intended to ask of Dr. Lightman - and any other publisher seeking ANC 6A advertising business. Dr. Lightman addressed these questions. In summary:
 - a. The Rag is distributed monthly, free, to many public locations (businesses, public facilities and newspaper boxes) in ANC 6A or readily accessibly to ANC 6A residents. Door-to-door distribution will soon begin on a quarterly basis. The Guide is also distributed free but on an annual basis.
 - b. The cost will be \$3,815 for 12 quarter-page ads in the Rag and 1 quarter-page ad in the Guide. This includes color, the creation of the ad itself and preferential placement of the ad with the presentation of ANC 6A meeting reports. CCN gives us a very substantial, %30 discount.
 - c. The account is very easy to manage because text can be submitted in the body of an email message, very close to the publication date - no need to prepare "camera ready" copy. Changes can be requested after initial submission
 - d. All coverage is targeted to Ward 6. The Rag sends a reporter to cover all ANC 6A meetings and covers many issues and events pertinent to ANC 6A including school and recreation activities and businesses and on H Street NE.
 - e. The company is minority owned and based on Capitol Hill.
 - f. A complete list of questions and answers will be submitted, with the minutes, for the agenda package.
2. After hearing from Dr. Lightman, Ms. Phillips-Gilbert expressed her disappointment that ANC 6A has not been advertising with the Afro-American or Washington Informer publications. She introduced the following motion (seconded by Ms. G. Mack):
The COC delay voting on the Hill Rag bid until we have heard from the Washington Informer.

3. Ms. Williams reported that, in the past, we have not had much interest from publications other than the Hill Rag, in the past. She contacted the Afro-American as recently as February 2013, and had difficulty in getting a response. They appeared not to be interested. Ms. Kohanek said that the COC has considered additional advertising opportunities every year and that Necothia Bowens (a former COC member) had experienced the same difficulties as Ms. Williams. Ms. Nelson concurred, that both the Washington Informer and Afro-American had been contacted in the past. Ms. Kohanek added that advertising with CCN and the Informer would not be mutually exclusive - that we could approve funding with CCN and consider other advertising at a future meeting.
 4. Ms. Joseph asked if there is the ANC has funding available for additional advertising. Mr. Alberti said that money is available "if we found advertising of equal value for the same cost". However, we don't know how much another quote might be so he couldn't say with certainty that ANC funds could cover it.
 5. Ms. Phillips-Gilbert asked how we received the quote from CCN. Ms. Nelson explained that we have advertised with them annually for many years and that when the past year's contract runs out, they automatically send us a quote for a new year of advertising.
 6. Ms. Nelson called the vote, which failed 3-4 (Mack, Joseph, Phillips-Gilbert in favor; Nelson, Williams, Kohanek, Alberti opposed).
 7. Ms. Nelson introduced the following motion (seconded by Ms. Williams):
ANC 6A accept the bid from Capitol Community News for advertising in both the Hill Rag and Fagon Community Guide.
 8. Ms. Kohanek said that she felt it was important to continue our advertising with CCN because it's an excellent way to get the word out about ANC 6A activities, especially since the Rag is distributed in many locations in ANC 6A. Ms. Williams noted that our relationship with them has continued for a long time and been "very successful". Ms. Joseph said she agreed that we shouldn't "reduce our presence" with CCN advertising.
 9. Ms. G. Mack asked why we would want to advertise in both the Hill Rag and Fagon Community Guide. Ms. Kohanek and Ms. Williams pointed out that they are used differently; one is a monthly news publication and the other is a directory - like a phone book.
 10. Ms. Phillips-Gilbert said that it wasn't fair to advertise with CCN year after year when the Washington Informer "gets nothing" and that the COC had not made any effort to place advertising with other publications. Mr. Holmes pointed out that the COC had indeed made such efforts, had advertised elsewhere in the past, and that the rates he had been quoted by the Washington Informer were, to his disappointment, very much higher than those of CCN - "hugely expensive". He also said that the COC knows what's available, in terms of advertising opportunities and that these are very limited. Mr. Alberti said that, despite the COC's efforts, in the last two years the ANC has found no publication that can provide the same service as CCN. Both the Afro-American and the Washington Informer have been contacted but either there was no response or their services were not cost-effective.
 11. Community member Raphael Marshall said that he thought we should continue to support the Rag but also consider advertising in other publications to reach a different demographic - if there's money to do so. Community member Sarah Mack also suggested advertising in other publications.
 12. Mr. Alberti then called the vote, which passed 5-2 (Joseph, Nelson, Williams, Kohanek and Alberti in favor; Mack and Phillips-Gilbert opposed).
- IV. Ms. Nelson will put an item on the agenda for the November 18 COC meeting for consideration of possible advertising in the Washington Informer. Ms. Phillips-Gilbert will invite them to send a representative and will forward the same list of questions

(which Ms. Nelson has provided in electronic format) that were asked of CCN. Dr. Lightman suggested that we also consider other publications, including the Washington Post and City Paper. He said that rate cards for these and other publications are be posted on companies' websites.

- V. Confirmation of next meeting date.
The next meeting will be held Monday, November 18, 7 p.m. at Maury ES, 1250 Constitution Ave NE (enter from 200 block of 13th St.)
- VI. Meeting adjourned at 8:40 p.m.

Capitol Community News

Distribution:

How is the publication made available, especially to residents of ANC 6A?

- 1) *Distribution sites* – Hill Rag has boxes throughout ANC 6A, and also distributes at Sherwood Recreation Center, Rosedale Recreation Center/Library, businesses including grocery stores (Safeway) and other locations frequented by 6A residents (inc. metro stops). Periodic (every 4 months) home delivery will begin soon. These home deliveries will include a map showing locations where the Hill Rag can be obtained. The Fagon Community Guide, is delivered door-to-door. Additional drop points can be added, if desired and bundles can be delivered to commissioners for distribution. About 15,000 copies of the Hill Rag are distributed each month on Capitol Hill, 4,000 to boxes and other public distribution sites in 6A. Approximately 3,000 will be home-delivered. About 4,000 copies of the Fagon Community Guide will be distributed in 6A.
- 2) *Schedule of delivery* – monthly for Hill Rag; annually for Fagon Community Guide
- 3) *Cost to readers (if any)* – both publications are free.

Publication Cycle:

- 1) *How frequently is it published?* Hill Rag is published monthly; Fagon Community Guide is published annually.
- 2) *When in the month/week does it "hit the stands"?* Hill Rag comes out the first Saturday of the month unless the first Saturday is after the 5th, in which case it comes out the last Saturday of the preceding month.
- 3) *How long is an issue available before it is replaced by the next issue?* A month for Hill Rag, a year for Fagon Community Guide.

Cost and Placement:

- 1) *What is the cost of ads?* Capitol Community News gives ANC 6A a 30% discount, greater than the discount given to non-profits. Cost is color-inclusive and includes the advertising staff's time in creating the ad layout. Bid is for 12 quarter-page ads for \$3,486 (\$290/ad). For an additional \$329, a quarter page ad in the Fagon Community Guide is included – a total of \$3,815.
- 2) *Where in the publication would the ad appear?* The ANC 6A ad in the Hill Rag appears on either the same page as the report on the ANC 6A meeting, or the facing page.

Submission Process:

- 1) *In what format is advertising copy submitted?*
For both Rag and Guide, the particulars can be sent in the body of an email (text) and the advertising staff will create the ad, doing all the layout – which is then reviewed by the COC Chair and can be amended if necessary.
- 2) *When is copy due in terms of the production cycle?* For Hill Rag, approximately a week before the production date.

3) *Can changes be made after initial submission?* Yes, until very shortly before it goes to press. The Rag staff has often allowed ANC 6A to make last-minute changes to our ads.

4) *How is copy submitted?* By email

Coverage of ANC 6A:

1) *Does the publication "cover" ANC 6A meetings?* Yes. A Hill Rag reporter is assigned to all ANC 6A meetings. The cost of advertising in the Hill Rag helps to offset the cost of hiring the reporter. The Rag also accepts articles and announcements of ANC 6A activities such as the grants program. The Rag also posts ANC 6A coverage on its website. The website is updated daily so a "brief" of the ANC meeting appears there very shortly after the meeting has taken place. The website has 26,000 unique visitors each month.

2) *Other topics of specifically local interest?* Yes. The Rag's coverage includes the businesses and economic development on H St. and the schools attended by ANC 6A residents. There is coverage of topics such as Options PCS, youth sports, recreation centers and libraries, public space issues. PSA information is posted daily on the website, including PSA 507 at the eastern edge of ANC 6A.

Where is the company based? Is it a local company?

The Capitol Community News is based on Capitol Hill and is minority owned by local residents. About half the staff are local residents.