

ANC6A Community Outreach Committee
November 18, 2013 Minutes
Maury ES, 1250 Constitution Ave. NE

Meeting called to order at 7:05 p.m.

Committee members present: Elizabeth Nelson (Chair), Gladys Mack, Jean Kohanek, Rose Williams, Louis Barbash, Maurice Cook (quorum)

Committee members absent: Pat Joseph

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

Community members present: Ron Burke, advertising, Washington Informer; Ed Gilbert, Dana Wyckoff, Hannah?(observers)

I. Agenda
Adopted.

II. Report on ANC/COC activities

Ms. Nelson reported the commissioners voted to approve advertising with Capitol Community News. She also reported that, due to a change in policy, Gallaudet University is no longer able to provide web-hosting and the email account that the ANC has been using (anc6a@gallaudet.edu). The commissioners approved moving the site to WebHSP and Ms. Nelson is in the process of moving the existing web content and having the domain name reassigned. Commissioners, committee members and others are requested to help publicize that the new email address is anc6a@yahoo.com. Ms. Kohanek will make the change to the flyer.

III. Consideration of advertising with the Washington Informer

1. Ms. Nelson introduced Ron Burke, advertising contact at the Washington Informer. Mr. Burke provided some history on the publication - it was established to promote positive images of African Americans. It has a wide readership including members of the Congressional Black Caucus and the residents of the White House. Ms. Nelson gave the committee members hard-copies of an advertising proposal from the Informer and the list of questions (for all potential advertisers) - with answers provided by the Informer. This information had been shared with COC members in advance of the meeting so that they could review and prepare follow-up questions. Mr. Burke discussed the answers and added additional information. In summary:
 - a. The Informer is distributed weekly, free, to many locations in the Washington Metro area. Two of these locations are within or very near to ANC 6A, Atlas Performing Arts Center, 1333 H St. NE and Inspire BBQ 650 H St. NE - 50 copies, each. The Informer does not have a firm count of the total distribution within 6A but 867 copies are distributed within zipcode 20002, which includes a much larger area. Mr. Holmes estimated that the distribution within 6A would be somewhere in the range of 200 copies. Residents might pick up copies outside of 6A, but this could be said of other publications.
 - b. The cost would be \$500 for a ¼ page ad (an 1/8 page ad can be had for \$250/mo or \$3,000/yr but would not be large enough to include notice of all meeting information). Each issue is only on the stands for a week before being replaced by the next issue. Mr. Burke said the he would run the same ad twice, at no additional charge, to partially offset the weekly vs. monthly distribution. This would include color. Mr. Burke said that this was a heavily discounted rate for “partners” - those who enter into a long-term relationship (a year or longer) with the Informer.

- c. Social media components can be included, some for an additional fee, some not - but these are not targeted to specific geographic areas.
 - d. The Informer reports on topics region-wide - coverage is not targeted to the local neighborhood/ANC 6A area. They do not routinely report on ANC 6A meetings, although they do sometimes send a reporter as part of coverage of a particular issue. Mr. Burke offered to accept and run short articles on ANC 6A topics if written and submitted by someone associated with ANC 6A - whether or not advertising is purchased.
 - e. The company is minority owned and based in Ward 8.
 - f. A complete list of questions and answers will be submitted, with the minutes, for the agenda package.
2. Mr. Holmes moved (seconded by Ms. Nelson) that:
Whereas there are few copies of the Washington Informer distributed in ANC 6A and a 1/4 page ad would cost \$6,000, the COC recommends that ANC 6A not place advertising with the Washington Informer.
 3. Mr. Barbash offered an amendment to add “at this time, subject to future consideration” to the motion. Mr. Holmes accepted it as a friendly amendment, as did the committee members, the final version of the motion now reading: **Whereas there are few copies of the Washington Informer distributed in ANC 6A and a ¼ page ad would cost \$6,000, the COC recommends that ANC 6A not place advertising with the Washington Informer at this time, subject to future consideration.**
 4. Ms. Kohanek noted that ANC 6A is a very “tight area” of 16,000 residents within a huge metro area and that she had reservations about advertising in a regional publication that didn’t focus on our target population - that it might not be appropriate to expend our resources in that way. She asked Mr. Burke if there were some way to target our population through their social media offerings. Mr. Burke said that there wasn’t and that it would be wasteful to do so outside of a partnership relationship that included other advertising.
 5. Ms. Williams and Ms. Nelson also expressed concerns about the cost relative to the number of copies distributed to 6A residents, although the discounted rate is appreciated. Mr. Barbash had similar concerns. He works for the United Negro College Fund and is familiar with the issues of placing advertising in a cost effective way. He pointed out that the Informer ad rates are based on region-wide distribution, while our target is so much narrower.
 6. Mr. Burke said that the decision should not be made on price alone. But Mr. Holmes noted that it would cost \$6,000/year to run 1/4 pages ads, which is a third of the ANC’s annual allotment of \$18,000. This would severely restrict the funding available for grants and other activities/programs important to the ANC.
 7. Ms. Mack said that the ANC has advertised with the Hill Rag for a decade; there are no new spectators unless they have business on the agenda; and that the Washington Informer would “get the word out”. She said she thinks the rates are reasonable and, since the ANC had already been offered a discount, she advised Mr. Burke to “not bend your back on prices any further.”
 8. Ms. Phillips-Gilbert said that she “sees the value” of the Informer and hopes that they can come back to us in future. She recommended running an 1/8 page ad with information just for the ANC 6A meeting (not committees).
 9. Mr. Alberti said he appreciates their sending a representative to the meeting. He said he understands the value of the publication and that it might create more area-wide awareness of the ANC but that there were no metrics to quantify that. There are very few copies distributed to ANC residents - relative to the price - and he couldn’t justify spending such a large percentage of the ANC’s resources on Informer advertising.
 10. Ms. Nelson called the vote, which passed 7-1-1 (Cook, Kohanek, Nelson, Williams, Barbash, Alberti, Holmes in favor; Phillips-Gilbert opposed; Mack abstaining).

- IV. 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.) As it is very near the holidays, the meeting may be cancelled if there is no urgent business.
- V. Meeting adjourned at 8:10 p.m.
- VI. The COC expects to consider other, cost effective, outreach efforts in the future.

**THE AWARD WINNING AFRICAN AMERICAN NEWSPAPER
CELEBRATING OUR 49TH YEAR OF SERVICE**



ANC 6A PARTNERSHIP AGREEMENT

The Washington Informer Newspaper proposes a partnership agreement with ANC 6A to help promote and publicize your meetings, programs and initiatives. The Washington Informer can help with effective outreach by increasing the positive awareness of your initiatives at the local level and beyond. We expect this to translate into new and growing participation from the community.

Reasons to use The Washington Informer:

- We have been a paper of tremendous influence for 49 years
- We are a weekly publication and can publish your meeting announcements closer to the date of the meeting
- It makes sense to incorporate new outreach methods if you want to reach a wider audience
- We currently distribute approximately 865 papers in zipcode 20002 and we can distribute extra papers in your area upon request
- We can promote your messages in print, on the web, through eblast, and through social media
- Many agencies, churches, civic groups and organizations use us to deliver their messages

Washington Informer will offer:

1. bi-weekly 1/8 page (3.65' x 4") color print ads in The Washington Informer - beginning with the first week in October and running weekly through the end of December - messaging in the ads could be changed as necessary (**\$250 per ad**)
 - **each ad in the paper is automatically in our digital edition**
2. Weekly ad in the Washington Informer eblast – text ad of up to 100 words with hyperlinks – (**\$50 per eblast**)
3. We will work with your staff to develop and implement a social media campaign to drive traffic to your various events or meetings
4. Coverage of new programs and/or events when appropriate –

Submitted By:

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Washington Informer

Distribution:

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

- 1) *Distribution sites* – complete DC list is available at <http://washingtoninformer.com/circulation/>. Two sites are listed in or very near ANC 6A, Atlas Performing Arts Center, 1333 H St. NE and Inspire BBQ 650 H St. NE – 50 copies, each. They are also available at sites outside the ANC. Only 867 are distributed in all of zipcode 20002, an area that includes ANC 6C and parts of Ward 5 and ANC 6E.
- 2) *Schedule of delivery* – Wednesday afternoon/Thursday morning
- 3) *Cost to readers (if any)* – free. There is a fee for home delivery to cover the cost of mailing. Approx. 2% of circulation is home delivered – no statistics on number within 6A.

Publication Cycle:

- 1) *How frequently is it published?* Weekly
- 2) *When in the month/week does it "hit the stands"?* Wednesday afternoon/Thursday morning
- 3) *How long is an issue available before it is replaced by the next issue?* One week

Cost and Placement:

- 1) *What is the cost of ads?* \$250 for bi-weekly 1/8 page ads. This would be our discount rate going forward, assuming a long-term relationship (“partnership”) of a year or more. The text we use currently, which includes the complete meeting schedule, would not fit; we would need a 1/4 page ad. A 1/4 page vertical ad would be \$500 which would include the color – again this is a discount for partners.
- 2) *Where in the publication would the ads appear?* It varies based on the requirements or desires of the advertiser; in our case they would make an effort to place it near the DC Political Roundup section or with entertainment.

Submission Process:

- 1) *In what format is advertising copy submitted?* PDF or JPEG camera ready is preferred. However, the Informer staff would be willing to assist in the creation of the ads.
- 2) *When is copy due in terms of the production cycle?* The Friday prior to Thursday publication date.
- 3) *Can changes be made after initial submission?* Only if they are submitted by the Monday prior
- 4) *How is copy submitted?* By email

Coverage of ANC 6A:

- 1) Does the publication "cover" ANC 6A meetings? They cover all areas of the region. Reporters are not routinely sent to 6A monthly meetings and don't report on the meetings themselves. They do attend meetings when necessary to cover a particular topic.
- 2) Does the publication "cover" topics of specifically local interest? Such items are included in their regional coverage. For example, they ran an article about Serve Your City's rowing program – a recent grant recipient.

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

They are based in Ward 8 and are a CBE (minority owned business).