Cherokee Phoenix Editorial Board Agenda
Quarter 2- April 28, 2020
9:00 a.m. CST
Conference Call: 1-866-210-1669
Code: 8520374#

Begin: 9:02

1. **Welcome**- Chairwoman Kendra McGeady - Absent, Vice Chairwoman Lauren Jones Cusick

2. **Roll Call**- Secretary Ceciley Thomason-Murphy
   a. [] Kendra McGeady
   b. [X] Lauren Jones Cusick
   c. [X] Kristy Sturgill
   d. [X] Brenda Thompson
   e. [X] Ceciley Thomason-Murphy
   f. [X] Tyler Thomas, Editor
   g. [] Members of the Public who wish to be named:

3. **Approval of Minutes**- Kristy Sturgill motions to approve minutes, Ceciley Thomason-Murphy

4. **Update from Editor**- Tyler Thomas:
   
   * Please see below for the full report. *

   **Not in Report:**
   Staff doing well working from home

   Questions from Board:
   - All staff are working from home and being paid?
     Tyler: Yes. Have staff meetings to maintain connection and “stay in the know”
   - Can we see the org chart?
     Tyler: Yes, Dena will send it.
   - What is the backup plan for revenue recovery if we cannot have holiday as usual?
     Tyler: working on plan to prepare
     - Would our online store be ready in time to help with this?
       Tyler: Yes, it was close to being done before going to WFH
   - Where does our stock come from? Are we worried about access to tshirts?
     Tyler: We order from a company in Tulsa, and in bulk.
- How will we honor the finalists for the art contest?
  - Tyler: We'll put their submissions in the paper and give a shout out.

5. Old business
6. New business:
   a. Seven Feathers Gala, December 12th, 2020
7. Set next meeting-- September 3, 2020 10am in Tahlequah

8. Public comment- None

   a. Adjourned at 9:30am

BEGIN EDITOR’S REPORT:

FY2020 update on circulation and social media numbers as of April 1, 2020

Total Circulation:
Oct. 1, 2019: 9,823
End of FY2020 Goal: 12,770
FY2020 Growth YTD: 10,293 (+5%)

Facebook Page Likes:
Oct. 1, 2019: 24,802
End of FY2020 Goal: 32,243
FY2020 Growth YTD: 26,136 (+5%)

Twitter Followers:
Oct. 1, 2019: 7,340
End of FY2020 Goal: 9,542
FY2020 Growth YTD: 7,754 (+6%)

Instagram Followers:
Oct. 1, 2019: 2,188
End of FY2020 Goal: 2,844
FY2020 Growth YTD: 2,883 (+32%)

Past and Current Projects

Seven Feathers Awards Gala
● Began accepting nominations April 1.
● In addition to ticket sales benefiting the elder/veteran fund, we will also hold a silent auction during the event to raise more money for the fund.
● This year’s event: December 12, 2020

Cherokee Phoenix Student Art Contest
● Received nearly 200 entries from students in first through eighth grade
● Each grade representative was selected by staff (9 finalists due to a tie for seventh grade nominee); the Grand-prize winner was voted on by the public.
● Announcing the winner on May 1
**Personnel Update**

**Multimedia Specialist**
Josh Fourkiller, a CN citizen from Stilwell, was selected. Began Feb. 3, 2020. Has great camera and editing skills and will be an asset to our news team.

**Multimedia Reporter**
Stacie Boston (Guthrie), a CN citizen and former Cherokee Phoenix reporter, was selected. Start date TBD. She will bring experience and great multimedia skills to the team.

**Cherokee Phoenix Reorg**
Restructured the staff organization chart. Replaced the Multimedia Editor position with the Digital Media Coordinator position, which is under Assistant Will Chavez along with the Multimedia Specialist and Multimedia Reporter. Reporter Lindsey Bark was moved under Assistant Editor Travis Snell. Dena’s list of employees under her remains the same.

**FY2020 Quarterly Special Editions**

1st Quarter: Medical Marijuana Guide
- Published Feb. 3
- Positive feedback and did relatively well in Advertising Revenue.

2nd Quarter: Travel Guide
- Published Jun. 15
- Still planning on publishing this special issue. Will focus on locations along Route 66 in the Cherokee Nation.

3rd Quarter: Cherokee National Holiday Guide
- Published Aug. 17

4th Quarter: Seven Feathers Awards Gala
- Published Nov. 2

**Initiatives**

**Online**
- Implementation of an online store on the Cherokee Phoenix website:
- Working with Cherokee Nation IT to develop and implement an online store on our website in order to sell Cherokee Phoenix merchandise more efficiently.
- Due to COVID-19, this is currently in a holding pattern.

**Dead Zone Racks**
- Working on a partnership with the office of the Principal Chief to place racks in towns/communities where the Cherokee Phoenix is not available:
- We have identified 27 locations total, including the tribe’s food distribution centers.
- Will increase total circulation by 1,350 and add an estimated $10,000 in revenue.
- Due to COVID-19, this is in a holding pattern.
**TownNews**

- Having exploratory talks with representatives from TownNews on their content management system in order for us to develop a clean, user-friendly mobile app as well as a new, more sophisticated website:
- Received their name and contact from representatives at the Tulsa World when visiting with them about their mobile app and website. Tulsa World and other BH Media Group newspapers utilize their services for print, website and mobile news products.
- Awaiting word from Contracts on their opinion of the agreement TownNews sent over. IT seems to be on board with us farming out our website in order to meet our media specific needs.

**Cherokee Phoenix Podcast**

- The goal is to debut the Cherokee Phoenix podcast in FY2020. We have been waiting on the multimedia specialist position to be filled as that individual will have a role in the production of the podcast.
- Episodes will be Cherokee or Indian Country centric and focus on topics ranging from current events to culture to history, etc.
- Due to COVID-19, this is in a holding pattern.