



KUOW, Reach & Resource Committee: August 22, 2022 Meeting - Please confirm your availability

KUOW

Aug 22, 2022 at 4:00 PM PDT to Aug 22, 2022 at 5:30 PM PDT

Agenda

Committee Purpose

The KUOW Reach and Resource Committee advances and encourages support for – and advocacy of – KUOW in the Puget Sound region and beyond. As such, the Reach and Resource Committee is charged with, but not limited to, the following:

- (1) Ensuring that all Board members have the capacity to be effective ambassadors when representing the organization, and are able to work in support of KUOW staff-directed priorities, strategies and outcomes;
- (2) Cultivating and activating relationships in the community in support of KUOW strategic initiatives;
- (3) Help to identify strategies, develop best practices and methods, and promote community events;
- (4) Perform such other functions required by law or otherwise as are necessary or appropriate to further the Committee's purposes or as may from time to time be delegated to the Committee by the Board

I. Welcome & Call to Order

4:00 PM

A. Invitation to Disclose Possible Conflicts of Interest

B. Approval of March 16 & May 18, 2022, Reach & Resource Committee Meeting Minutes

C. Overview of Meeting

II. Committee Business

A. NPR New Branding

4:05 PM

Presenter: Kerry Swanson

Presenter: Kerry Swanson

B. Review Engagement Form Idea for New Year

4:20 PM

III. Station Business Report

4:30 PM

Presenter: Steve Alexander

A. Discuss Board Monthly Engagement Newsletter

B. Reach & Resource Departments Updates?

IV. Other Business

5:15 PM

A. Topics for Full Board Meeting Agenda

1. 9/22/22 BOD Meeting

V. Public Comment/Executive Session

5:25 PM

VI. Adjourn

Date of Next Meeting : October 19, 2022



APPROVED KUOW, Reach & Resource Committee: August 22, 2022 Meeting Minutes

KUOW – Zoom & In-Person | Aug 22, 2022 at 4:00 PM PDT

In-Person Location: UW Tower Board Room: 4333 Brooklyn Ave NE, Seattle WA 98105

Virtual Location: Zoom

Attendance

Members Present:

Ryleigh Brimhall, Shawnteasha Kirkwood-Coleman

Members Present (Remote):

Steve Alexander, Virginia Anderson, David Iyall, Caryn Mathes, Claire O'Donnell, Kerry Swanson

Members Absent:

Michelle Merriweather, Wassef Haroun, Christopher Jay, Filiz Efe McKinney, Fieta Robinson

Guests Present (Remote):

Rashad Brown, Rose Gear, Michaela Gianotti, Zaki Hamid

I. Welcome & Call to Order

Mrs. O'Donnell started the meeting at 4:11pm

A. Invitation to Disclose Possible Conflicts of Interest

Mrs. O'Donnell asked for members to disclose conflicts of interest and none were submitted.

B. Approval of March 16 & May 18, 2022, Reach & Resource Committee Meeting Minutes

Due to a lack of committee quorum, the Reach & Resource Draft Committee Minutes were not voted on until the next committee meeting.

II. Committee Business

A. NPR New Branding

Mr. Swanson gave an overview on the new NPR Network initiatives and answered questions. Topics covered included audience, branding, and donor giving and the branding timeline.

III. Station Business Report

A. Reach & Resource Departments Updates

Mr. Alexander, Ms. Gianotti, Mr. Hamid, and Mr. Brown shared an overall fundraising, marketing, and community engagement presentation summarizing fundraising performance and key departmental highlights.

IV. Other Business

A. Topics for Full Board Meeting Agenda

Mrs. O'Donnell proposes key Board activities are brought up at the September meeting and NPR Network Presentation.

V. Public Comment/Executive Session

There was no public comment or executive session made at this meeting.

VI. Adjourn

Mrs. O'Donnell adjourned the meeting at 5:30pm.



KUOW, Reach & Resource Committee: October 25, 2022 Meeting - Please confirm your availability

KUOW

Oct 25, 2022 at 3:30 PM PDT to Oct 25, 2022 at 5:00 PM PDT

Agenda

Committee Purpose

The KUOW Reach and Resource Committee advances and encourages support for – and advocacy of – KUOW in the Puget Sound region and beyond. As such, the Reach and Resource Committee is charged with, but not limited to, the following:

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- (4) Perform such other functions required by law or otherwise as are necessary or appropriate to further the Committee's purposes or as may from time to time be delegated to the Committee by the Board

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|---|----------------|
| I. Welcome & Call to Order | 3:30 PM |
| A. Invitation to Disclose Possible Conflicts of Interest | |
| B. Approval of Reach & Resource Committee Meeting Minutes | |
| C. Overview of Meeting | |
| II. Committee Business | 3:35 PM |
| A. Review Engagement Form Idea for New Year | |
| B. Review & Discussion of R&R 2022 Committee Success & Improvements for 2023 | |
| III. Station Business Report | 4:00 PM |
| A. Review & Discuss Board Monthly Engagement Newsletter | |
| B. Reach & Resource Departments Updates | |
| IV. Other Business | 4:45 PM |
| A. Topics for Annual Board Meeting Agenda | |
| V. Public Comment/Executive Session | 4:55 PM |
| VI. Adjourn | |
| VII. Date of Next Meeting : TBD Jan 2023 | |



APPROVED KUOW, Reach & Resource Committee: October 25, 2022 Meeting Minutes

KUOW – Zoom & In-Person | Oct 4, 2022, at 3:00 PM PDT

In-Person Location: UW Tower Board Room: 4333 Brooklyn Ave NE, Seattle WA 98105

Virtual Location: Zoom

Attendance

Members Present (Remote): David Iyall, Claire O'Donnell, Connie Kravas (Guest)

Members Absent: Michelle Merriweather, Virginia Anderson, Wassef Haroun, Filiz Efe McKinney

Staff Present (Remote): Steve Alexander, Shawnteasha Crow, Caryn Mathes, Michaela Gianotti Boyle, Rashad Brown, Zaki Hamid, Courtney Miller

Staff Present (In-Person): Ryleigh Brimhall

I. Welcome & Call to Order

- i. Mrs. O'Donnell called the meeting to order at 3:34 pm.
- ii. Invitation to Disclose Possible Conflicts of Interest
 - i. Mrs. O'Donnell called for the Committee to disclose possible conflicts of interest, and none were expressed.
- iii. Approval of Reach & Resource Committee Meeting Minutes
Due to a lack of quorum, the meeting minutes could not be approved at this time.

II. Committee Business

- i. Review Engagement Form Idea for New Year
 - i. Due to a lack of quorum, this topic was moved to the next meeting.

III. Station Business Report

- i. Mr. Alexander, Mrs. Gianotti Boyle, Mr. Hamid, Mr. Brown, and Mrs. Miller presented a joint presentation on a Q3 summary of activities and fundraising performance for the committee.

Mr. Alexander presented on the current fundraising and stewardship goals of the Philanthropy team and forecasted goals for Q4.

Mrs. Gianotti Boyle shared updates for social media, including the launch of KUOW's TikTok, events, and email automation.

Mr. Hamid presented on the internal and external work the Community Engagement team has been doing in Q3 including seeking listener feedback, going on reporter trips, and tabling at the CID Block Party.

Mr. Brown informed the Committee that Membership is on track for member renewal even with a dip in membership in September 2022 vs September 2021. And provided a high-level overview of end of year campaigns.

Mrs. Miller's presentation on Business Support included highlights on revenue and the team's focus on increasing outreach.

- ii. Review & Discuss Board Monthly Engagement Newsletter
 - i. Mr. Alexander overviewed the August and September Board Newsletter and took questions and feedback from the Committee.

IV. Other Business

- i. Topics for Annual Board Meeting Agenda
 - i. Mrs. O'Donnell will be adding the Board Engagement Form and Plan, and, Committee Attendance to discussion for the Executive meeting/Annual meeting.

V. Public Comment/Executive Session

- i. Mrs. O'Donnell asked for comments from the public and none expressed or in attendance. There was no executive session called for this meeting.

VI. Adjourn

- i. Mrs. O'Donnell concluded the meeting at 4:48pm.



KUOW, R&R Committee January 31 Meeting RSVP REQUIRED

KUOW

Jan 31, 2023 at 3:30 PM PST to Jan 31, 2023 at 5:00 PM PST

Agenda

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I. Welcome & Call to Order **3:30 PM**

- A. Welcoming New Members**
- B. Invitation to Disclose Possible Conflicts of Interest**
- C. Approval of Reach & Resource Committee Meeting Minutes**
- D. Overview of Meeting**

II. Station Business Report **3:35 PM**

- A. RadioActive Informational (15 mins)**
- B. Digital Product Update (15 Mins)**

Pre-Read:

Digital Product presented this to All-Staff.

We have attached a copy of the presentation and a link to the recording (52 mins) to give more background on the topics.

- C. Dec 2022 Membership Success (15 Mins)**
- D. Updates from Reach & Resource Departments (Exhibit)**

III. Committee Business **4:20 PM**

- A. SPC Update**
- B. 2023 Engagement Form Update**
- C. 2023 Draft Workplan Review**
- D. In-Person Committee Meetings?**

IV. Other Business **4:50 PM**

- A. Topics for Exec & Board Meeting Agenda**

V. Public Comment/Executive Session **4:55 PM**

VI. Adjourn

VII. Date of Next Meeting: Tues March 14, 2023



APPROVED KUOW, Reach & Resource Committee:

January 31, 2023 Meeting Minutes

KUOW – Zoom & In-Person | Jan 31, 2023 at 3:30 PM PST

In-person Location: UW Tower Board Room: 4333 Brooklyn Ave NE, Seattle, WA 98105

Virtual Location: Zoom

Attendance

Members Present (Remotely): Enrique Cerna, Connie Kravas, Andy McGovern, Michelle Merriweather, Claire O'Donnell

Members Absent: David Iyall

Staff Present (In-Person): Ryleigh Brimhall

Staff Present (Remotely): Shawnteasha Crow, Caryn G. Mathes, Fieta Robinson, Kerry Swanson, Steve Alexander, Rashad Brown, Micheala Gianotti Boyle, Zaki Hamid

I. Welcome & Call to Order

i. Ms. O'Donnell called the meeting to order at 3:38 pm.

ii. Welcoming New Members

i. The committee members and staff took a moment to introduce themselves to and welcome new committee members.

iii. Invitation to Disclose Possible Conflicts of Interest

i. Ms. O'Donnell asked the Committee to disclose any possible conflicts of interest, and none were expressed.

iv. Approval of Reach & Resource Committee Meeting Minutes

i. Motion:

Ms. O'Donnell called for a motion to approve the March 16th, May 18th, August 22nd, and October 25th Reach & Resource Committee Meeting Minutes.

Motion moved by Connie Kravas and motion seconded by Enrique Cerna. Without any objections, the meeting minutes were approved.

II. Station Business Report

i. RadioActive Informational

i. RadioActive Manager Lila Lakehart presented an informational on the RadioActive program, including plans for the future and accomplishments of the program and the graduates.

ii. Digital Product Update

i. The Digital Product Update was tabled to the next committee meeting.

iii. Dec 2022 Membership Success

- i. Mr. Alexander, Mr. Brown, Ms. Gianotti Boyle, and Mr. Hamid presented to the Committee summary of activities and success from fundraising, membership, marketing, and community engagement.

KUOW ended 2022 better than expected, and Mr. Brown presented the reasoning and the strategy for the successful fundraising season.

Ms. Gianotti Boyle presented on the progress of the paid media marketing campaign and the practical support of the NPR Network.

Mr. Hamid presented on the continued grassroots work of the Community Engagement team with their listening and feedback loop.

III. Committee Business

i. 2023 Engagement Form Update

- i. Ms. O'Donnell encouraged the Committee to complete their Board Engagement Form if they haven't already.

ii. 2023 Draft Workplan Review

- i. Ms. O'Donnell gave a high-level overview of the Committee's workplan by the month and welcomed feedback and suggestions.

iii. In-Person Committee Meetings?

- i. This topic was tabled to the following committee meeting.

IV. Other Business

i. Topics for Exec & Board Meeting Agenda

- i. The Committee would bring an update on Board Engagement Form and RadioActive presentation at the Full Board Meeting.

V. Public Comment/Executive Session

- i. There were no members of the public at UW Tower or virtually on Zoom, and no public comment was made. There was no Executive Session called.

VI. Adjourn

- i. Ms. O'Donnell ended the meeting at 4:48 pm



(RESCHEDULED) KUOW, R&R Committee March 30 Meeting RSVP REQUIRED

KUOW

Mar 30, 2023 at 3:30 PM PDT to Mar 30, 2023 at 5:00 PM PDT

Agenda

Committee Purpose

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DEI Lens Qs (Pre-Meeting Reading)

DEI Lens Questions

Encourage all Board members to consider these guiding questions as they engage in their work:

- o What would be my default decision or solution in this situation?*
- o Who benefits from this default approach?*
- o Whose perspectives are missing?*
- o What steps will I take to make a more equitable decision or design a more equitable solution?*

I. Welcome & Called to Order

3:30 PM

A. Invitation to Disclose Possible Conflicts of Interest

B. Approval of Reach & Resource Committee Jan 31st Meeting Minutes

C. Overview of the Meeting

II. Station Business Report

A. Digital Product Update with Rami

3:35 PM

B. Audience Survey with Arvid

3:50 PM

C. R&R Staff Departments & Upcoming Opportunities for Engagements

4:05 PM

III. Committee Business

A. SPC Update (on SIF/KPI Deep Dive)

4:20 PM

B. 2023 Engagement Form Update & Newsletter with Steve

4:30 PM

C. Finalize 2023 Draft Workplan

4:45 PM

IV. Other Business

A. Topics for Exec & Board Meeting Agenda

V. Public Comment/Executive Session

VI. Adjourn

VII. Next Meeting: Tues May 2, 2023



APPROVED KUOW, Reach & Resource Committee:

March 30, 2023 Meeting Minutes

KUOW – Zoom & In-Person | Mar 30, 2023 at 3:30 PM PST

In-person Location: Rita Koontz Community Space- 1121 NE 45th St Ste 100, Seattle, WA 98105

Virtual Location: Zoom

Attendance

Members Present (Remotely): Enrique Cerna, Connie Kravas, Claire O'Donnell, David Iyall, Andy McGovern

Members Absent: Michelle Merriweather

Staff Present (In-Person): Ryleigh Brimhall, Shawnteasha Crow,

Staff Present (Remotely): Caryn G. Mathes, Fieta Robinson, Kerry Swanson, Steve Alexander, Rashad Brown, Micheala Gianotti Boyle, Zaki Hamid, Arvid Hokanson, Amanda Winterhalter, Rami Al-Kabra

I. Welcome & Called to Order

- i. Ms. O'Donnell welcomed the Committee and called the meeting to order at 3:33 pm.
- ii. Invitation to Disclose Possible Conflicts of Interest
 - i. Ms. O'Donnell asked the Committee to disclose any possible conflicts of interest; none were expressed.
- iii. Reach & Resource Committee Jan 31st Meeting Minutes
 - i. **Motion to Approve Committee Minutes:**

Ms. O'Donnell called for a motion to approve the January 31st R&R Committee meeting minutes. Motion moved by Connie Kravas and motion seconded by David Iyall. With no objection, the January 31 minutes were approved.

II. Station Business Report

- i. Digital Product Update with Rami
 - i. Ms. O'Donnell welcomed Mr. Al-Kabra to present an update on the Digital Product to the Committee. Mr. Al-Kabra's presentation had updates made to the website, including font, color, style, and typography.
 - ii. The new website was launched on March 29th. The Digital Product team monitored for traffic and pursued A/B and reverse testing. Lastly, Mr. Al-Kabra took questions from the Committee regarding optimizing for future donations and what is to come from the Digital Product team and encouraged the Committee to review the new website on their mobile devices and to send him feedback.
- ii. Audience Next Survey with Arvid
 - i. Ms. O'Donnell welcomed Mr. Hokanson to present an update on the Audience Next Survey to the Committee. The Research Firm, DHM, planned to lead the analysis of audience data. Toplines from the survey include that mobile was the leading device for news consumption. Mr. Hokanson mentioned that the Audience Next Survey was still in the initial development. Mr. Hokanson shared with the Committee the potential opportunity for observing future focus groups. The Committee is also interested in the Nielsen data and KUOW's ranking.

- iii. R&R Staff Departments & Upcoming Opportunities for Engagements
 - i. The revenue-generating (Marketing, Community Engagement, Philanthropy, Membership, and Business Support) departments submitted summaries outlining updates for March.
 - ii. Ms. O'Donnell welcomed the Committee to read the department's summaries and then opened the Committee to ask questions. Mr. Alexander and Mr. Hamid highlighted upcoming engagement opportunities for the Committee and the Board and encouraged them to participate. The Committee requested more information on the impact of fundraising dollars on the conversion improvements and the potential for additional impact, both in conversion rate improvements and total donor donation improvements.

III. Committee Business

- i. SPC Update (on SIF/KPI Deep Dive)
 - i. Mx. Brimhall provided a brief update to the Committee regarding FY24 SIF and the Big Bets of focus for the upcoming year. Mr. Swanson added the importance of building listeners' habits to increase usage to raise donations and investment in KUOW and the Station's continued investment in the staff's development and retention.
- ii. 2023 Engagement Form Update & Newsletter with Steve
 - i. Mr. Alexander encouraged the Committee to be ambassadors to the general Board regarding their annual Board Engagement plan. The Committee also discussed ways to make engagement opportunities more exciting and a community-building opportunity.

IV. Other Business

- i. Topics for Exec & Board Meeting Agenda
 - i. Ms. O'Donnell wanted to bring upcoming Opportunities for Engagement and Audience Survey discussion.

V. Public Comment/Executive Session

- i. There were no members of the public, and no public comment was made. There was no Executive Session called.

VI. Adjourn

- i. Ms. O'Donnell adjourned the meeting at 4:48 pm.



KUOW, R&R Committee May 2 Meeting

KUOW

May 2, 2023 at 3:30 PM PDT to May 2, 2023 at 5:00 PM PDT

Agenda

Committee Purpose

The KUOW Reach and Resource Committee advances and encourages support for – and advocacy of – KUOW in the Puget Sound region and beyond. As such, the Reach and Resource Committee is charged with, but not limited to, the following:

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DEI Lens Qs (Pre-Meeting Reading)

DEI Lens Questions

Encourage all Board members to consider these guiding questions as they engage in their work:

- o What would be my default decision or solution in this situation?*
- o Who benefits from this default approach?*
- o Whose perspectives are missing?*
- o What steps will I take to make a more equitable decision or design a more equitable solution?*

I. Welcome & Called to Order

3:30 PM

A. Invitation to Disclose Possible Conflicts of Interest

B. Approval of Reach & Resource Committee Mar 30 Meeting Minutes

C. Overview of the Meeting

II. Station Business Report

A. R&R Staff Departments & Upcoming Opportunities for Engagements

3:35 PM

1. Courtney Miller & Business Support (5 Mins)

B. Social Media with Michaela

3:55 PM

C. Listener Feedback with CE

4:10 PM

III. Committee Business

A. 2023 Engagement Form Update & Newsletter with Steve	4:25 PM
B. 2023 Workplan Update	4:40 PM
IV. Other Business	4:50 PM
A. Topics for Exec & Board Meeting Agenda	
V. Public Comment/Executive Session	4:55 PM
VI. Adjourn	
VII. Next Meeting: Tues August 15, 2023	



APPROVED: KUOW, Reach & Resource Committee:

May 2, 2023 Meeting Minutes

KUOW – Zoom & In-Person | May 2, 2023 at 3:30 PM PST

In-person Location: UW Tower Board Room: 4333 Brooklyn Ave NE, Seattle, WA 98105

Virtual Location: Zoom

Attendance

Members Present (Remotely): Connie Kravas, Claire O'Donnell, David Iyall, Andy McGovern, Caryn G. Mathes

Members Absent: Enrique Cerna, Michelle Merriweather

Staff Present (In-Person): Ryleigh Brimhall, Shawnteasha Crow,

Staff Present (Remotely): Fieta Robinson, Kerry Swanson, Steve Alexander, Michaela Gianotti Boyle, Rashad Brown, Zaki Hamid, Courtney Miller, Alex Rochester

I. Welcome & Called to Order

- i. Ms. O'Donnell called the meeting to order at 3:36 PM.
- ii. Invitation to Disclose Possible Conflicts of Interest
 - i. Ms. O'Donnell asked the Committee to disclose any possible conflicts of interest; none were expressed.
- iii. Approval of Reach & Resource Committee March 30 Meeting Minutes
 - i. **Motion:**

Ms. O'Donnell called for a motion to approve the March 30th R&R Committee meeting minutes. Motion moved by Connie Kravas and motion seconded by David Iyall. With no objection, the minutes were approved.

II. Station Business Report

- i. R&R Staff Departments & Upcoming Opportunities for Engagements

Ms. O'Donnell asked the Committee to read the Department Summaries and to draft questions for the staff in attendance.

Ms. Miller requested the Committee to share any connections or introductions to potential business support leads. In the Department Summaries, Ms. Miller gave the Committee a short list of interested connections. Ms. Kravas noted the length of the digital live feed pre-roll. Ms. Miller would look into the pre-roll length's cost and benefit analysis with the monetary sponsorship amount versus the number of listeners.

Mr. Iyall presented some questions for the Philanthropy team on staff/hiring and potential grant support from Credit Unions. Mr.

Alexander mentioned that the department was in the last stages of hiring a Major Gift Officer to complete the department. He also clarified that grant support tends to come from organizations directly interested in funding media organizations.

Ms. O'Donnell asked for clarity on the softness of the Membership Department's Year-to-Date Goals. Mr. Brown highlighted that the initial FY23 Goals were not feasible due to the current donor market and the current reduction in broadcast listeners. Although, the Membership Department was performing 3% better Year-over-Year with new members.

ii. Social Media with Marketing

Mrs. Gianotti Boyle discussed ways the Board could support KUOW via social media. Mrs. Gianotti Boyle shared that the most impact ways to engage via social media were;

Firstly, Board Members set an Evergreen member goal/drive through grassroots or peer-to-peer Fundraising.

Secondly, fundraising through social media sites, i.e., Facebook Fundraising, can be impactful. Although, KUOW's staff would be unable to get the donor data from those sites, which would work against the new member acquisition goals.

Thirdly, Board Members ensure they follow KUOW's official social media. Ideally, Board Members would share KUOW's content with a personalized message to their online networks.

iii. Listener Feedback with Community Engagement

Mx. Brimhall introduced Zaki Hamid and Alex Rochester to present to the Committee on Listener Feedback. Ms. Rochester shared with the Committee the numerous ways the community can give feedback to the station (email, text, feedback form, and phone number). Ms. Rochester shared that the center of this feedback is our ethics in reporting, not the content of the reporting. In 2022, KUOW received over 4000 pieces of feedback. Ms. Rochester organizes feedback by viewpoint, questions, comments, praise, complaint, ideas, and source possibility.

III. Committee Business

i. 2023 Engagement Form Update & Newsletter with Steve

Mr. Alexander shared with the Committee 'wins' regarding Board engagement. Three board members recorded testimonials for KUOW, and two other Board members sent thank-you cards to members who donated during the pledge drive. And there are still five members who are outstanding in making their philanthropic contribution to the station.

ii. 2023 Workplan Update

Ms. O'Donnell reviewed with the Committee the workplan and welcomed feedback from the Committee to discuss August and upcoming projects.

IV. Public Comment/Executive Session

- i. There were no members of the public, and no public comment was made. There was no Executive Session called.

V. Adjourn

- i. With no further business, Ms. O'Donnell adjourned the meeting at 4:53 PM.