



(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

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

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, Shawnteesha 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.