

**Approved Meeting Minutes**  
**PUGET SOUND PUBLIC RADIO**  
**January 28, 2019**  
**STRATEGIC PLANNING COMMITTEE**  
**4:00 – 5:30 PM**

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Upon notice duly given, the meeting of the **STRATEGIC PLANNING COMMITTEE** (the “Committee”) of KUOW, Puget Sound Public Radio (PSPR) meeting was held at on January 28, 2019 at KUOW.

**PRESENT:** Shauna Causey (Co-Chair), Nick Patrick (Co-Chair), Hanson Hosein, Andy McGovern, Indranil Ghosh, Caryn Mathes (President, GM)

**ABSENT:** Wier Harman, Caitlin Duffy

**ALSO ATTENDING:** (BOARD): Aaron Rocke (STAFF): Justis Phillips (note-taker), and Fieta Robinson (Executive Assistant & Board Liaison)

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**I. Meeting Called to Order**

Co-Chair Shauna Causey welcomed the Committee members and called the meeting to order at 4:05 PM.

**II. Conflict of Interests**

There were no conflicts of interests.

**III. Approval of Minutes**

There was a motion to approve the September 26, 2018 SPC Minutes. Andy McGovern motioned, Indranil Ghosh seconded. Minutes were approved.

**IV. Station Report**

*President/GM Update (3 Things):*

Three things that have been keeping Caryn up at night are:

1. Managing the “crossfade” between broadcast and digital consumption (see how Broadcast and our baby-boomer audience is carrying bulk of fundraising). What is the DNA of digital giving?
2. Following this, Caryn things about the future of fundraising, and if and where KUOW has room for trial and error. Since it looks like Direct Mail is an “endangered species,” how can we keep ourselves solvent? How can we shift resources to assist more with digital fundraising? Mr. Hosein asked questions surrounding the culture of philanthropy and micro-transactions. How do younger populations differ in their giving practices? Ms. Mathes answered that while testing has been done the worry is how can the station earnestly experiment without it being distracting? Mr. Ghosh remarked that in his experience, he’s noticed that when looking at Millennials and Generation Z, there has to be an immediate value exchange. Instant gratification or recognition within a week a donating or it seems organizations potentially lose out.
3. The last thing that keeps Caryn up at night is the rapidly shifting landscape and KUOW’s strategy of spending ahead of the curve—is this heightened speed of growth sustainable? KUOW right now reports about \$1 million/month in salaries.

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*FY19 Dashboard/KPI Report:*

Ms. Mathes reported that the Trump Bump Era is over, and the Trump Slump has arrived. The resources that KUOW has invested the most in (AM/PM Drive Times) is agile in the shifting landscape, though we are noticing a pattern in “news fatigue”. Over the last three years, KUOW has seen a bump in younger audiences (137% growth in 25-34 year-old listeners). A KPI was adjusted for Podcasting, switching back to number of downloads versus streams. Still, the data is insufficient for measuring growth/success. A new campaign is happening with Smart Speakers and the Eastside, where our broadcast reception is poorer. A presentation on this will occur at the February 28 Board Meeting. Back in December KUOW took the Gallup Employee Survey. Overall, KUOW’s employee engagement is high with a few negative voices. In regards to the GM’s direct reports and their engagement, her lieutenants rated their engagement at 4.42 out of 5, or falling in the 98<sup>th</sup> percentile.

*Pre-Planning, Strategic Business Plan 2022-2025*

Ms. Mathes reported that she is currently looking into facilitators/representation that will help KUOW create the next SBP. Looking for a more unconventional approach v. traditional.

**V. Committee Business**

*2019 Work Plan*

SPC Committee decided to invite GOV Committee Leadership to the SPC Deep Dive on March 25. The Co-Chairs will update the Work Plan for 2019 by February 11 for Committee review. Caryn Mathes will give some ideas to SPC on how they can better assist with the 2022 Strategic Business Plan, in the second half of 2019.

**VI. Adjournment**

There being no further business, Mr. Patrick adjourned the meeting at 5:17 PM.

Respectfully Submitted by

Shauna Causey, Co-Chair

Nicholas Patrick, Co-Chair

Fieta Robinson, Board Liaison

Justis Phillips, Deputy Board Liaison

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**ACTION ITEMS**

- ☐ Action Item 1: Get Marketing Blurb on Smart Speaker in the Eastside Strategy from Stewart
- ☐ Action Item 2: Invite GOV Committee Leadership to March 25 Deep Dive
- ☐ Action Item 3: