



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

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 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