



KUOW, PUGET SOUND PUBLIC RADIO
BOARD OF DIRECTORS MEETING (ANNUAL BUDGET)
THURSDAY, JUNE 25, 2020
4:30 – 6:30 PM

Location: Virtual Meeting Via Zoom

Registration Link is Below

<https://washington.zoom.us/meeting/register/tJMlfumtrzwGN0wVaP4bzkadtQogPfs2bir>

Meeting ID: 978 9051 7729

MEETING OBJECTIVES

Objectives:

- Finalize the FY20-FY21 budget
- Present, discuss and vote on the President & GM's goals for the coming fiscal year
- Engage board members' thinking in a conversation about objectivity and ethics in a time of profound activism

Questions:

- Does the plan for FY20-FY21 spending match KUOW's priorities?
- Is the President & GM set up to achieve and demonstrate success by the end of the next fiscal year?

AGENDA

4:30 -4:35 pm	I. Welcome and Call to Order & Overview of Meeting II. Invitation to Disclose Possible Conflicts of Interests III. Approval of February 27, 2020 BOD Minutes	Exhibit 1	Heidi de Laubenfels
4:35-5:15 pm	IV. President & GM Report ➤ FY20-FY21 YTD Budget Overview <ul style="list-style-type: none">• Key Elements of FY2020 Performance• Current Thinking on Core Objectives Going Forward• FY2021 Opportunities and Assumptions• Proposed FY2021 Budget and Priorities	Exhibit 2	Caryn Mathes
(ACTION)	➤ Approval of FY2021 Budget ➤ June Gallup Survey Results	Exhibit 3	Heidi de Laubenfels Caryn Mathes
5:15-5:55 pm (ACTION)	V. Committee Business ➤ Executive Committee <ul style="list-style-type: none">• GM Performance Review and Goals ➤ Development Committee Update <ul style="list-style-type: none">• NPR Salon Series• UW Foundation Update ➤ Governance Committee Update <ul style="list-style-type: none">• Survey Reminder & Purpose ➤ Strategic Planning Committee Update <ul style="list-style-type: none">• Next Steps on Strategic Reframing of Pillars	Exhibit 4 Exhibit 5 Exhibit 6 Exhibit 7	Heidi de Laubenfels Filiz Efe McKinney Sharon Kioko Irwin Goverman

An Executive Session can be called at any time during the meeting based on the following criteria: To consider matters relating to individual employees, proprietary information, litigation, and other matters requiring the confidential advice of counsel, commercial or financial information obtained from a person on a privileged or confidential basis, or the purchase of property or services whenever the premature exposure of such purchase would compromise the business interests of any such organizations.



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5:55 – 6:20 pm	VI. Board Discussion ➤ Reporter Objectivity and Ethics	Exhibit 9	Caryn Mathes Heidi de Laubenfels
6:20 – 6:30 pm	VII. Executive Session		Heidi de Laubenfels
6:30 pm	VIII. Adjourn		Heidi de Laubenfels

NEXT MEETING DATES

Thursday, September 24, 2020 Board of Directors & Retreat

Thursday, November 19, 2020 Annual Board of Directors

SUPPORTING DOCUMENTS

- Exhibit 1 – February 27 Board of Directors Meeting Minutes
- Exhibit 2 – FY 2020 YE and FY2021 Business Strategies & Draft Budget Proposal
- Exhibit 3 – Summer Gallup Results
- Exhibit 4 – GM FY20 Performance Review and FY21 Performance Goals
- Exhibit 5-8 – Committee Minutes
- Exhibit 9 – Email re: Reporter Ethics

HOMEWORK FOR SECTION VI

1. The Margaret Sullivan column from The Washington Post:
https://www.washingtonpost.com/lifestyle/media/whats-a-journalist-supposed-to-be-now--an-activist-a-stenographer-youre-asking-the-wrong-question/2020/06/06/60fdb86-a73b-11ea-b619-3f9133bbb482_story.html
2. This episode of the WAMU nationally syndicated program 1A: <https://the1a.org/segments/when-journalists-say-theyre-objective-what-does-that-even-mean/>

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**PUGET SOUND PUBLIC RADIO
BOARD OF DIRECTORS
JUNE 25, 2020 MEETING
4:30 p.m. – 6:00 p.m.**

APPROVED MINUTES

Upon notice duly given, a virtual meeting of the PSPR BOARD OF DIRECTORS (the “Board”) of KUOW/Puget Sound Public Radio (“KUOW”) was held on June 25, 2020 at 4:30 PM via Zoom.

PRESENT: Heidi de Laubenfels (Chair), Andy McGovern (Vice Chair/Secretary), Jon Schorr (Treasurer), Caryn Mathes (President & CEO), Vivian Phillips, Caitlin Duffy, Christopher Jay, Filiz Efe McKinney, David Landau, Irwin Gorman, Sharon Kioko, Mark Ashida, Nicholas Patrick, David Roberts, Erika Nesholm, Liam Lavery, Wassef Haroun, Aaron Rocke, Demetria Elmore, Virginia Anderson, Lisa Nitze and Paul Butler

ABSENT: Ian Warner, Indranil Ghosh, Shauna Causey, Colleen Echohawk, Randy Hodgins and Robert W Palmatier

ALSO ATTENDING: (KUOW Staff) Jennifer Strachan, Stewart Meyer, Karyn Andriesen, Fieta Robinson (EA/Board Liaison), Ryleigh Brimhall, Melissa Laird, Matt Albertson, Janice McKenna, Sarah Freeman, Hollie Seiler and Aimee White

(Members of the Public) Nancy Garland (UWAG)

I. Meeting Called to Order

Chair Heidi de Laubenfels welcomed the members and guests. Ms. de Laubenfels called the meeting to order at 4:31 PM. Directors were invited to disclose any conflict of interest. There were none.

Approval of Minutes

Ms. de Laubenfels called for a motion to approve the April 30, 2020 Board of Directors Meeting minutes. Mr. Gorman moved and Mr. Haroun seconded. With no objections, the Board approved the minutes as presented.

II. President & GM Report

FY20 – FY21 YTD Budget Overview

Key Elements of FY2020 Performance

Ms. Caryn Mathes spoke on Key Elements of FY20 Performance. 73% of KPIs are trended at/ above goals. KUOW had achieved fiscal stability due to innovative fundraising alternatives and aggressive cost cutting during the pandemic. No year-end draw on reserves anticipated. KUOW’s relatively stable year-end position was due to rapid and creative response by the leadership team and prudent fiscal management.

06.25.2020 APPROVED BOD MINUTES

Current Thinking on Core Objectives Going Forward

Ms. Mathes discussed the proposed FY21 Six Core Objectives; Expand Local Content, Diversify and Deepen Digital Presence, Reimagine Community Engagement, Grow Audience and Membership, Advance Organizational Excellence & Leadership, and Grow Revenue.

FY2021 Opportunities and Assumptions

Ms. Mathes highlighted on the growth opportunities for KUOW in FY21. These opportunities are directly related to the FY21 Core Objectives included continued or increased pressure with Innovative Revenue Strategy, Robust Major Giving, Original Programming, Digital Presence, Pursue New Audiences on new Platforms, and Tight Strategic Focus on Truth and Transparency.

Proposed FY2021 Budget and Priorities

Ms. Mathes presented on the End of FY20 with approximated 1.3 M profit. With the expected Business Climates and Fundraising Climate for the next two years to be challenging, there was projected negative year and operating positions for FY 21 at -658K and FY 22 at -628K. Ms. Mathes highlighted the priorities for FY21 to focus on the capacity to create and distribute innovative experiences on new platforms, and, Marketing to build connections, to develop audiences and amplify impact of our content.

Approval of FY2021 Budget

Ms. de Laubenfels called for a motion to approve the FY21 KUOW Budget. Ms. Anderson moved, and Mr. Goverman seconded. With no objections, the Board approved the FY2021 Operating Budget and Capital Budget as presented:

End of Page

See Next Page for “Adoption of the Fiscal Year 2021 Budget”

**PSPR Board of Directors (“PSPR Board”)
Adoption of the Fiscal Year 2021 Budget**

WHEREAS, KUOW Management prepared a proposed operating and capital budget for Puget Sound Public Radio (“PSPR”) for the fiscal year beginning July 1, 2020 and ending June 30, 2021 (FY2021); and

WHEREAS, the PSPR Finance & Audit Committee and the Strategic Planning Committee reviewed the FY2021 proposed budget and requested modifications; and

WHEREAS, the Finance & Audit Committee and the Strategic Planning Committee then reviewed the FY2019 proposed budget as modified, which modified proposed budget is attached as Exhibit A hereto and made a part hereof (the “FY2021 KUOW Proposed Budget”); and

WHEREAS, the Finance & Audit Committee and the Executive Committee then reviewed the FY2021 KUOW Proposed Budget; and

WHEREAS, the PSPR Board has now reviewed and discussed the FY2019 KUOW Proposed Budget; and

WHEREAS, the FY2021 KUOW Proposed Budget includes as a source of revenue \$168,909 representing a distribution from the PSPR Endowment Fund equal to four percent (4%) of the PSPR Endowment Fund account balance as of December 31, 2019;

NOW, THEREFORE, IT IS HEREBY:

RESOLVED that the PSPR Board of Directors adopts the FY2021 KUOW Proposed Budget as the operating and capital budget of PSPR for the fiscal year beginning July 1, 2020 and ending June 30, 2021; and

RESOLVED FURTHER, that the PSPR Board of Directors authorizes and ratifies a distribution from the PSPR Endowment Fund in the amount of \$168,909 and directs that the distribution be used to support the programs, operations and activities of KUOW during the fiscal year beginning July 1, 2020 and ending June 30, 2021.

Adopted on Thursday, June 25, 2020

Heidi de Laubenfels, Chair

06.25.2020 APPROVED BOD MINUTES

EXHIBIT A KUOW BUDGET FISCAL YEAR 2021

REVENUE	FY19 Actuals	FY20 Budget	FY20 Forecasts	FY21 Budget	FY22 Extrap
Individuals	10,372,643	10,800,000	11,212,420	11,424,000	11,700,000
Business Support	5,095,843	5,415,000	5,027,329	4,555,000	4,691,650
Gifts & Grants	1,860,996	1,990,000	1,990,000	1,135,479	1,300,000
CPB	750,693	750,000	921,648	725,000	750,000
Interest Income	187,689	150,000	164,327	79,200	79,200
Univ. of WA	133,152	135,000	131,724	134,356	137,000
Endowment	180,000	168,473	168,473	168,909	170,000
Other Revenue	25,040	26,000	53,362	32,292	32,292
Total Gross Revenue	18,606,056	19,434,473	19,669,283	18,254,236	18,860,142
Agency Fees	(869,051)	(838,556)	(810,285)	(781,865)	(803,288)
TOTAL NET REVENUE	17,737,005	18,595,917	18,858,998	17,472,371	18,056,854
EXPENSES	FY19 Actuals	FY20 Budget	FY20 Forecasts	FY21 Budget	FY22 Extrap
Chief Content Officer					
Programming/Content Mgmt	3,418,509	3,490,875	3,409,947	3,411,867	3,492,427
News	3,231,765	3,419,219	3,353,608	3,406,626	3,508,625
Local Content	1,413,679	1,595,952	1,544,023	1,566,719	1,626,253
Community Engagement	441,379	520,321	500,339	519,249	529,848
RadioActive	371,531	444,424	416,200	375,335	395,748
Total Content	8,876,863	9,470,791	9,224,117	9,279,795	9,552,900
Chief Marketing Officer					
Marketing & Comm	1,191,864	1,204,183	1,091,315	1,369,042	1,432,451
Research/IT	868,476	991,855	948,306	965,998	983,750
Digital	653,295	776,554	677,376	741,571	752,529
Development	2,278,756	2,563,089	2,164,275	2,214,160	2,256,597
Business Support	994,833	958,537	901,753	998,178	1,018,251
Total Marketing	5,987,224	6,494,218	5,783,026	6,288,950	6,443,579
President & GM					
Operations	858,756	842,411	767,248	718,874	755,173
Finance/Admin & Office of Pres	1,872,029	1,990,874	1,802,422	1,842,342	1,933,373
Total Infrastructure	2,730,785	2,833,285	2,569,671	2,561,217	2,688,545
TOTAL EXPENSES	17,594,872	18,798,294	17,576,814	18,129,961	18,685,024
NET INCOME	142,133	(202,377)	1,282,184	(657,590)	(628,170)

// FY2021 CAPITAL BUDGET

6/17/2020

	Budget	Actual	Budget	Actual	Budget	Forecast	Budget
Capital	FY2018	FY2018	FY2019	FY2019	FY2020	FY20	FY2021
Property & Equipment							
Salesforce	200,000			54,000	150,000	130,000	
Web Development	1,350,000	475,666	650,000		176,700	655,990	
Furniture	-	67,392		172,956		-	
Studio Production	466,000	-		200,958		230,000	
Other Equipment	-	10,332		19,119		7,219	
Elevator Security							40,000
Back Up generator (UPS)*					75,000	-	
Audio Vault							35,000
Video Integration-studios							41,000
Total	2,016,000	553,390	650,000	447,034	401,700	1,023,209	116,000
	Budget	Actual	Budget	Actual	Budget	Forecast	Budget
Capital-Leasehold	FY2018	FY2018	FY2019	FY2019	FY2020	FY20	FY2021
Property & Equipment							
Furniture	-		437,500	327,572	-		
Renovation/Expansion-CIP	1,056,000	-	786,911	2,397,874		222,000	
Gender neutral bathroom*					133,000		
Total	1,056,000	-	1,224,411	2,725,446	133,000	222,000	-
<i>If funds are available*</i>							
Back Up generator (UPS)*							75,000
Gender neutral bathroom*							133,000

June Gallup Survey Results

Ms. Mathes presented the KUOW Staff June Gallup Survey Results. June Survey was at 88% staff participation and was down from the 99% participation in December 2019 Gallup Survey. Although the June Gallup Survey rating increased by 2% from December 2019 rating.

III. Committee Reports

Executive Committee

Mr. Andy McGovern spoke on the GM Performance Review and Goals. Mr. McGovern discussed the results of the GM Survey including key themes, commendations, and opportunities for growth. Ms. Mathes discussed her GM goals and their alignment with the FY21 Station Goals.

Ms. de Laubenfels called for a motion to approve Caryn Mathes' GM FY 21 Goals. Ms. Anderson moved and Mr. Patrick seconded. With no objections, the Board approved the goals as presented.

Development Committee

Ms. Feliz Efe McKinney updated on the Board fundraising and Thank-a-thon success. Ms. McKinney highlighted on NPR Salon Series with 1400 RSVPs and viewed over 1500 times.

Ms. Vivian Phillips provided the update from UW Foundation. UW Foundation has had success in their "Be Boundless" Campaign. UW Medicine had made strides with research related with COVID pandemic.

Development Committee and KUOW honored Karyn Andriesen and congratulated her retirement from KUOW.

Governance Committee

Dr. Sharon Kioko provided a reminder of Board Survey. The goal of the survey was to get a sense of how the board was functioning, areas for improvement, what trainings to introduce, and who was interested in a leadership role. Dr. Kioko also requested for the Board to submit suggestions of potential members.

Strategic Planning Committee

Mr. Irwin Goverman spoke on the Next Steps on Strategic Reframing of Pillars. There are two scheduled meetings in August 2020 to discuss the summaries of the Strategic Framing Series and how it can apply to the new six core goals for FY21.

IV. Business Discussion

Reporter Objectivity and Ethics

The Board discussed on KUOW Newsroom Code of Ethics. There was a focus the potential items that may need change with relation to recent human rights movements and KUOW continued Racial Equity Work. There was further discussion on how to make sure the facts are not only accurate but presented in the correct context without personal biases/opinions.

V. Executive Session and Adjournment

Ms. de Laubenfels adjourned the meeting and entered an executive session at 6:25PM. The executive session ended at 6:45PM.

06.25.2020 APPROVED BOD MINUTES

Executive Session Notice

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The next Board of Directors meeting will be taking place virtually on Thursday, September 24, 2020 at 4:30 PM via Zoom.

Respectfully Submitted,
Andy McGovern, Secretary
Fieta Robinson
KUOW PSPR Board Liaison