



## DRAFT KUOW, Joint FIN and R&R Committee

### May 22 Meeting Minutes

KUOW – Virtual & In-Person | May 22, 2025 at 3:30 PM PDT

In-Person Location | Rita Koontz Community Center

Virtual Location | Zoom

#### Attendance

**Members Present:** Wallace Bryant, Randy Hodgins, Sharon Kioko, David Landau, Caryn Mathes, Andy McGovern, Claire O'Donnell, Colin Peterson, Kevin Schofield, Jim Simon

**Members Absent:** David Chan, Irwin Goverman, Karen Kalish, Sarah Norris Hall

**Staff Present:** Shawnteasha Crow, Jessica Dial, April Johnson, Annette Promes, Fieta Robinson, Kerry Swanson

**Guests:** Jaclyn Zumeck

**Members of the Public:** N/A

#### I) Welcome and Call to Order

Mr. Schofield called the meeting to order at 3:35 PM

##### a) Confirmation of Quorum (FIN Members & R&R Members Only)

Mr. Schofield confirmed the quorum of the R&R committee. The FIN Committee at the start of the meeting did not have a quorum, but later in the meeting, they achieved a quorum with the arrival of an additional committee member.

##### b) Announcement of Public Session

Mr. Schofield announced that this portion of the meeting is open to the public.

##### c) Invitation to Disclose Possible Conflicts of Interest

i) Mr. Schofield asked the Committee to disclose any possible conflicts of interest, and none were expressed.

##### d) Approval of Draft Committee Minutes

###### i) Motion to Approve FIN April 10, 2025 Committee Meeting Minutes:

The April 10th Finance Committee Meeting Minutes were tabled until the next meeting due first to a lack of quorum, but then once quorum was reached due to a lack of time.

###### ii) Motion to Approve R&R March 20, 2025 Committee Meeting Minutes:

Ms. O'Donnell called for a motion to approve the March 20, 2025, R&R Draft Minutes. Motion moved by Mr. Schofield and motion seconded by Mr. Peterson. With no objections, the meeting minutes were approved.

## II) FY24 Budget Presentation

### a) FY25 Year End Report & FY26 Budget Presentation

- i) Mr. Schofield welcomed Mr. Swanson to present to the Committee a review of the FY25 fiscal year and the proposal for the FY26 budget. KUOW projected that it will fall short of its FY25 income goal. To address this shortfall, KUOW reduced FY2026 operating costs through cost reduction in software, outside services, travel, training, facilities services, and other operational expenses. Some of the lessons learned from FY25 were obtaining new users from the NPR Network, underwriting sponsorship growth, and digital audience membership conversion was slower than expected.
- ii) The FY26 priorities were:
  - (1) KUOW needs to expand the “top of the funnel,” i.e., the number of listeners. To support this, KUOW will articulate its audience development plan to sustain the core broadcast audience and grow the on-demand, mobile-first listening audience. A core strategy of this audience development plan will be to expand monetizable, on-demand content and digital infrastructure for mobile-first listening.
  - (2) KUOW will expand its capacity through partnerships and will define its partnership strategy. This will include partnerships at many levels of the organization and may include sharing business operations and distributing content produced by independent producers, seeking out transformational major gifts in partnership, investigating business partnerships/shared resources with other public media, and partnering with high schools and/or colleges with signals and online presence
  - (3) KUOW will develop an updated and compelling case for support that focuses on comprehensive case development.
  - (4) KUOW will deploy contingency funding plans for potential loss of CPB Funding. As of mid-May 2025, Philanthropy secured commitments of \$500,500 in pledges from 30 members.
    - (a) The “Emergency Resiliency Funding Plans” goal would be to raise \$1.4 million to replace CPB funding in 1-3 days.
      - (i) Targeting go-live with messaging within 12 hours
        - Website: home page statement, pop-up, updated landing page, banner ads
        - Digital: Email, social media (organic and paid ads), paid search (pause branding), push notifications

- On-air (live reads, live pitching, pre-recorded spots), preempt evergreen house spots

Mr. Swanson shared that the key goal of the board's approval of the budget is to support the staff and station in reducing draw from reserves each year and achieving positive net income by FY2027.

- iii) Motion: Mr. Schofield asked for a motion to make a resolution to move the FY26 Budget to the Executive Committee. The motion was moved by Dr. Kioko, and the motion was seconded by Mr. Bryant. With no objections, the motion was moved.

### **III) Committee Business**

#### **a) Form 990 Update**

- i) Ms. Dial provided a brief Form 990 written update.

*"The finance committee had the opportunity to review the draft 2023 (FY24) 990 return for one week starting April 17, 2025. The committee questioned reporting differences for salaries and fundraising expenses compared with prior years.*

*CliftonLarsonAllen provided satisfactory answers and no changes were necessary. We sent the final version to the board on April 25, 2025. Then CLA routed the final version to Caryn for her e-signature. The IRS sent an email confirmation on Monday, April 28, that the 990 had been accepted."*

#### **b) YTD UUR Update ASYNC**

- c) The YTD UUR updates were covered in the earlier FY25 Year End Report & FY26 Budget Presentation.

#### **d) Engagement Opportunities Updates ASYNC**

- i) Department Updates (Exhibit)

(1) Due to time constraints, the committee decided to review more deeply in their own time and bring their questions to the Board Meeting or to be included in the R&R Committee Summary.

### **IV) Topics to EXEC/Full Board**

#### **a) From R&R**

The R&R Committee planned on bringing information on engagement opportunities and the quarterly engagement report.

**b) From FIN**

The FIN Committee planned on bringing the FY25 Year-End Report & FY26 Budget Presentation.

**V) Public Comment**

- a) There were no members of the public in person or virtually, and no public comment was made.

**VI) Open Session Adjourn**

- a) Mr. Schofield adjourned the open session of the meeting at 5:06 PM.

**VII) Executive Session**

- a) Mr. Schofield asked the committee and KUOW Senior leadership to meet in executive session to discuss budget and proprietary matters. No actions or decisions were made.

**VIII) Executive Session Adjourn**

- a) Mr. Schofield adjourned the executive session at 5:34 pm

## FY26 PROPOSED REVENUE & EXPENSE OVERVIEW

	FY24 Actuals	FY25 Budget	FY25 Projected Actuals	FY24 Actuals vs FY25 Proj. Actuals	FY26 Budget	FY25 Proj. Actuals vs FY26 Budget	FY27 Extrapolation	FY26 vs FY27
<b>REVENUE</b>								
Donor Engagement	14,505,030	16,400,308	16,274,000	12.2%	18,001,131	10.6%	17,652,289	-1.9%
Grants		50,000	94,000		185,000	96.8%	685,000	270.3%
Business Support	4,532,589	4,600,000	4,600,000	1.5%	4,437,431	-3.5%	4,964,980	11.9%
CPB	1,004,089	1,010,000	1,121,585	11.7%				
Interest Income	287,728	290,000	240,861	-16.3%	298,700	24.0%	307,661	3.0%
Univ. Of WA	141,543	147,805	153,406	8.4%	152,239	-0.8%	160,680	5.5%
Other Revenue	134,706	25,000	22,393	-83.4%	22,000	-1.8%	22,660	3.0%
Restrictions Released	416,688	140,000	173,362	-58.4%	699,336	303.4%	568,580	-18.7%
Income from Earnings on Quasi-Endowment	0	195,000	230,969		200,850	-13.0%	206,876	3.0%
Draw on Prior Years' Operating Margin	3,472,689	1,090,021	207,058	-94.0%				
<b>TOTAL GROSS REVENUE</b>	<b>24,495,062</b>	<b>23,948,134</b>	<b>23,117,634</b>	<b>-5.6%</b>	<b>23,996,687</b>	<b>3.8%</b>	<b>24,568,726</b>	<b>2.4%</b>
<b>EXPENSES</b>								
Personnel Expenses	15,882,472	14,964,488	14,884,837	-6.3%	15,136,668	1.7%	15,418,627	1.9%
Other Expenses	8,612,590	8,983,646	8,232,797	-4.4%	8,168,979	-0.8%	8,532,356	4.4%
<b>TOTAL EXPENSES</b>	<b>24,495,062</b>	<b>23,948,134</b>	<b>23,117,634</b>	<b>-5.6%</b>	<b>23,305,647</b>	<b>0.9%</b>	<b>23,950,983</b>	<b>2.8%</b>
<b>NET INCOME</b>	<b>0</b>	<b>0</b>	<b>(0)</b>		<b>691,040</b>		<b>617,743</b>	