



**KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, August 7, 2019
4:00 – 5:30 pm**

Location: **KUOW, 2nd Floor Conference Space**

Dial-In: **206.315.1785**

Enter Participant Passcode: **TBD**

MEETING OBJECTIVES

- 1) Understand the potential for journalism to effect change and what motivates KUOW reporters to do the work they do.
- 2) Check in on roles and responsibilities for the Sound Voices Luncheon in September.
- 3) Learn more about how giving by the Board is tracked and evaluated annually.

QUESTIONS FOR COMMITTEE MEMBERS

Please consider the questions below in advance of the next Committee meeting.

- 1) What is it that motivates you to give of your time and financial support to KUOW and how do you think about communicating this to others in the community so that they are inspired to give?
- 2) Is there another metric other than financial that could be used to measure board members' engagement with the station?

AGENDA

4:00-4:05 pm	<ol style="list-style-type: none">1. Welcome and Call to Order2. Invitation to Disclose Possible Conflicts of Interests3. Approval of May 8, 2019, Committee Minutes4. Overview of Meeting	Heidi de Laubenfels Exhibit 1
4:05-4:35 p.m.	5. Reporter's Notebook with Patricia Murphy	Heidi de Laubenfels
4:35-4:45 pm	6. Sound Voices Luncheon Update	Andrew Storms & Hollie Seiler
4:45-5:05 pm	7. Board Giving <ul style="list-style-type: none">• Board Giving summary report – 3-year Snapshot• Discussion of how process for goalsetting and encouraging Board members' participation	Heidi de Laubenfels & Karyn Andriesen
5:05-5:20 pm	8. Committee Business <ul style="list-style-type: none">➢ Update on UW Foundation Board➢ FY19 Business Support Highlights & FY20 Goals➢ FY19 Individual Support Highlights & FY20 Goals	Vivian Phillips Courtney Miller Karyn Andriesen

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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5:20-5:25 pm	9. Other Business	Heidi de Laubenfels
5:25-5:30 pm	10. Topics for Full Board Meeting Agenda ➤ Thursday, September 12 at 4:30 p.m.	Heidi de Laubenfels
5:30 pm	11. Adjourn	Heidi de Laubenfels

Next Committee Meeting Wednesday, October 9 at 4:00 p.m.

- Report on NPR Year-End Giving Experiment
- Salesforce Functionality after Full Integration

Supporting Documents

- Exhibit 1 – DEV Committee Meeting Minutes (May 8, 2019)

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**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
AUGUST 7, 2019
4:00 – 5:30 PM**

APPROVED MINUTES

Upon notice duly given, a regular meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of the KUOW/Puget Sound Public Radio Board (“KUOW”) was held in the 2nd Floor Conference Room at 4518 University Way NE Suite 310, Seattle WA 98105.

PRESENT: Heidi de Laubenfels, David Roberts, Vivian Phillips, Paul Butler, and Caryn Mathes (GM/Pres)

ABSENT: Filiz Efe McKinney and Ian Warner

ALSO ATTENDING (STAFF): Andrew Storms, Matt Albertson, Melissa Laird, Hollie Seiler, Courtney Miller, Patricia Murphy and Fieta Robinson (Board Liaison)

I. Call to Order

Ms. de Laubenfels called the meeting to order at 4:04 PM. Members were asked to disclose any conflict of interest. There was none. She gave a brief overview of the meeting and introduced guest speaker Patricia Murphy. Ms. Murphy was invited to give the Committee a better understanding of the potential for journalism to effect change, and what motivates KUOW reporters to continue doing the work they do in the current media landscape.

II. Approval of Committee Minutes

Ms. de Laubenfels called for the approval of the minutes of May 8, 2019, Development Committee Meeting. With a minor change, a motion was duly made by Vivian Phillips and seconded by David Roberts. The Committee approved the minutes as corrected.

III. Guest Speaker

Reporter’s Notebook, presentation by Patricia Murphy

Ms. Murphy is a reporter for KUOW currently reporting on justice and public health. She briefly spoke about her experience working on two collaborative projects focusing on military and veterans’ affairs. As a member of the Dart Center for Journalism and Trauma, she has been able to provide guidance and support to fellow reporters when reporting/covering news on traumatic events. Her work in journalism has deepened her relationship with the community and has allowed her to report facts that have led to policy changes.

The committee thanked Ms. Murphy and her team for continuing to build trust in the community and for helping people see themselves in stories. There was a brief brainstorm on ways to share a reporter’s experience, highlighting their story as they chase down facts and uncover the truth. Members also discussed crisis fatigue and its effect on giving.

IV. Committee Business

Board Giving

Ms. Andriesen gave a three-year snapshot and summary on PSPR Board giving history. She shared the previous guidelines for encouraging 100% board participation and goals. Members discussed the various ways for board members to engage, and the value of their participation. The committee plans

on exploring DEI guidelines for valuing engagement and suggested adding a preliminary question when seeking new directors on how we can foster their engagement with KUOW.

V. **Station Business**

Sound Voices Luncheon

Mr. Storms gave an update on the Sound Voices Luncheon, reporting that the event is at capacity. Led by Mr. Storms, Business Support and Board directors assisted in getting a number of tables sponsored.

Business Support Report

Ms. Miller presented FY19 end of year highlights and FY20 revenue goals. She reported they have 1.75MM YTD billed which is 33% towards their FY20 goals. The team is working on building out packages to seek sponsorships for podcasts, events and web. Interdepartmental strategies for garnering corporate support have been very successful.

Individual Giving Report

Ms. Andriesen gave an overview of the FY19 and FY20 breakout for Individual Giving by fundraising categories. FY20 fundraising percentage per category has shifted slightly based on changes in giving behavior. She reported on FY19 goals vs actuals and the new FY20 revenue goal.

VI. **Adjournment**

With no more business to address, Ms. de Laubenfels adjourned the Development Committee meeting at 5:32 PM.

Respectfully submitted,
Heidi de Laubenfels, Development Committee Chair
Fieta Robinson, Board Liaison



KUOW Puget Sound Public Radio
DEVELOPMENT Committee Meeting
Wednesday, October 9, 2019
4:00 – 5:30 pm

Location: KUOW, 2nd Floor Conference Space

Zoom Conference& Dial-In: 1 669 900 6833 or 1 646 876 9923

<https://washington.zoom.us/j/182980368>

Meeting ID: 182 980 368

MEETING OBJECTIVES

- 1) Provide feedback on the recent Sound Voices Luncheon; offer input to the staff on future enhancements and improvements to the luncheon's format/concept.
- 2) Learn about KUOW's plan to renovate its business model – aka the Revenue Innovation Project – and provide early-stage reactions and suggestions.
- 3) Assist in updating the Development Playbook in preparation for distribution to incoming 2020 Board Members.

QUESTIONS FOR COMMITTEE MEMBERS

Please consider the questions below in advance of the next Committee meeting.

- 1) How might the Sound Voices Luncheon concept evolve? The original objective of the luncheon was (1) as a “friend-making activity” that would tee up major donor prospects for a significant ask or introduce new prospects to KUOW, and (2) to provide an opportunity to KUOW major stakeholders/friends to participate in a thought-provoking, topical discussion.
- 2) If KUOW is embarking on work to restructure its fundraising model, what concerns or considerations should the organization keep in mind for both the short-term and long-term? How does the concept for the project resonate with you? What might be missing from the concept?
- 3) Please review the Development Playbook for new Board members and come with one edit or suggestion for the 2020 edition of the Playbook.

AGENDA

4:00-4:05 pm	1. Welcome and Call to Order 2. Invitation to Disclose Possible Conflicts of Interests 3. Approval of August 7, 2019, Committee Minutes 4. Overview of Meeting	Exhibit 1	Ian Warner
4:05-4:35 p.m.	5. Sound Voices Luncheon Debrief		Ian Warner & Andrew Storms
4:35-5:05 pm	6. Revenue Innovation Project ➤ Fall Pledge Drive status ➤ NPR Incubation Lab	Exhibit 2	Karyn Andriesen & Melissa Laird

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5:05-5:20 pm	7. Committee Business <ul style="list-style-type: none">➤ Development Playbook for Board Members➤ Update on UW Foundation Board➤ Q1 Business Support Highlights➤ Q1 Individual Support Highlights	Exhibit 3 Exhibit 4	Ian Warner Vivian Phillips Courtney Miller Karyn Andriesen
5:20-5:25 pm	➤ Other Business		Ian Warner
5:25-5:30 pm	8. Topics for Full Board Meeting Agenda <ul style="list-style-type: none">➤ Thursday, November 14 at 4:30 p.m.		Ian Warner
5:30 pm	➤ Adjourn		Ian Warner

Next Committee Meeting January 2020 - TBD

Supporting Documents

- Exhibit 1 – DEV Committee Meeting Minutes (August 7, 2019)
- Exhibit 2 – Revenue Innovation Project Description document
- Exhibit 3 – Development Playbook

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**PUGET SOUND PUBLIC RADIO
DEVELOPMENT COMMITTEE MEETING
OCTOBER 9, 2019
4:00 – 5:30 PM**

APPROVED MINUTES

Upon notice duly given, a regular meeting of the **DEVELOPMENT COMMITTEE** (the “Committee”) of the KUOW/Puget Sound Public Radio Board (“KUOW”) was held in the 2nd Floor Conference Room at 4518 University Way NE Suite 310, Seattle WA 98105.

PRESENT: David Roberts, Vivian Phillips, Paul Butler, Ian Warner, and Caryn Mathes (GM/Pres)

ABSENT: Filiz Efe McKinney and Heidi de Laubenfels

ALSO ATTENDING (STAFF): Andrew Storms, Matt Albertson, Melissa Laird, Karyn Andriesen, Courtney Miller and Michele Patience Staal (Board Liaison, Temporary)

Call to Order

Ian Warner, Committee Member, called the meeting to order at 4:06 PM. Members were asked to disclose any conflict of interest. There were no conflicts. He gave a brief overview of the meeting.

Approval of Committee Minutes

Mr. Warner called for the approval of the minutes of August 7, 2019, Development Committee Meeting. A motion was duly made by Ian Warner and seconded by Vivian Phillips. The Committee approved the minutes.

Station Business

Sound Voices Luncheon Debrief

Mr. Storm gave an update on the Sound Voices Luncheon, reporting that the friend raising event met and exceeded all of the established attendance and revenue metrics and goals. The Committee then brainstormed potential speakers for next year’s luncheon.

Revenue Innovation Project

Ms. Andriesen presented an overview of the Revenue Innovation Project. The project will span three years with a goal of trying to find innovative ways to reduce the reliance on pledge drives.

Fall Pledge Drive Status

Ms. Andriesen reported that the Fall Fund (pledge) Drive was underway and going very well. It was on target to meet or exceed the established fundraising goals.

NPR Incubation Lab

KUOW was selected to participate in the second round of the NPR Incubation Lab. KUOW’s Digital Fundraiser, has been participating in the project since August and is expected to finish her four-month assignment with the Lab in November. The six-member team chosen for this second round are investigating the question of “working better together,” meaning, how can the system foster greater collaboration and transparency as affiliates and NPR both tackle the issues related to future funding.

Committee Business

Development Playbook for Board Members

Ms. Andriesen shared an updated copy of the Development Playbook for KUOW board members. She asked the committee for their feedback for any additional revisions. The goal is to distribute to the new FY20 Board members during their orientation.

Update on UW Foundation Board

Ms. Mathes has been invited to speak to the UW Board of Regents, along with KEXP General Manager, Tom Mara. This is still in the planning phase; more information will be provided in upcoming Committee meetings.

Q1 Business Support Highlights

Ms. Miller presented the First Quarter revenue update. She stated that the team is on target to achieve established revenue goals. The team is actively selling sponsorship packets for podcasts, events and the web. The team will continue to look for new revenue streams in the future.

Q1 Individual Support Highlights

Ms. Andriesen gave an overview of First Quarter individual giving fundraising results. The First Quarter goal was 1.8M. The team has achieved 17% of that goal.

Other Business

There was no other business introduced.

Topics for Full Annual Board Meeting

The committee determined that the Development Playbook, Fall Pledge Drive status and the Sound Voices Luncheon debrief update would be submitted to the Executive Committee for consideration to be reported out to the full board during the annual meeting, November 14, 2019.

Adjournment

With no more business to address, Ian Warner adjourned the Development Committee meeting at 5:25 PM.

Respectfully submitted,

Ian Warner, Development Committee Member on behalf of Heidi de Laubenfels, Chair
Michele Patience Staal, Board Liaison (Temporary)