**MEETING AGENDA**

<table>
<thead>
<tr>
<th>Time</th>
<th>Section</th>
<th>Description</th>
<th>Exhibits</th>
<th>Pages</th>
<th>Author</th>
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<tbody>
<tr>
<td>4:30 – 4:35 PM</td>
<td>Welcome and Call to Order</td>
<td>a. Invitation to Disclose Possible Conflicts of Interests</td>
<td>Exhibit 0</td>
<td>Pg 1</td>
<td>Mark Ashida</td>
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<td>b. Invitation for Additional Agenda Topics</td>
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<td>c. Approval of Agenda</td>
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<td>d. Approval of June 27, 2019 Board of Directors Meeting Minutes</td>
<td>Exhibit 1</td>
<td>Pg 3-7</td>
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<tr>
<td>4:35 – 4:55 PM</td>
<td>Panel Discussion: Covering Local News</td>
<td>Overview: Moderated by Jill Jackson, Reporters will discuss: What motivates KUOW reporters? What challenges them? How do they know their work is making an impact? A panel of reporters from KUOW’s newsroom will share their perspectives on reporting the news of our region.</td>
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<td>KUOW Journalists</td>
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<td>4:55 – 5:35 PM</td>
<td>Committee Business &amp; Minutes</td>
<td>a. Development Committee</td>
<td>Exhibit 2</td>
<td>Pg 8-9</td>
<td>Heidi de Laubenfels</td>
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<td>1. August 7, 2019 Meeting Minutes</td>
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<td>2. Importance of Journalist’s voices</td>
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<td>(4:55-5:05)</td>
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<td>b. FISC/Finance Committee</td>
<td>Exhibit 3</td>
<td>Pg 10</td>
<td>Jon S. &amp; Chris J.</td>
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<td>1. August 20, 2019 Meeting Minutes</td>
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<td>2. Fiscal Year End/Q2 Investment Rpt.</td>
<td>3b.</td>
<td>Pg 11-54</td>
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<td>3. Finance Reporting Change – GAAP Guidelines</td>
<td>3c.</td>
<td>Pg 55</td>
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<td>(5:05-5:15)</td>
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<td>c. Governance Committee</td>
<td>Exhibit 4</td>
<td>Pg 56-57</td>
<td>Virginia &amp; Colleen</td>
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<td>2. September 6, 2019 Meeting Minutes</td>
<td>4b.</td>
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<td>3. Board Recruitment Guidelines</td>
<td>4c.</td>
<td>Pg 58</td>
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<td>(5:15-5:25)</td>
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<td>d. Strategic Planning Committee</td>
<td>Exhibit 5</td>
<td>Pg 59</td>
<td>Shauna C. &amp; Nick P.</td>
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<td>1. August 12, 2019 Meeting Minutes</td>
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<td>2. 2022-2025 SBP Agency Update</td>
<td>5b.</td>
<td>Pg 60-68</td>
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<td>(5:25-5:30)</td>
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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 of services whenever the premature exposure of such purchase would compromise the business interests of any such organizations.
MEETING AGENDA

(5:30-5:35)

e. Racial Equity Update
   ➢ 8/13 & 9/3 Meeting Report
   Exhibit 6  Pg 69-70  David Roberts

Minutes Only

f. Executive Committee
   ➢ August 29, 2019 Meeting Minutes
   Exhibit 7  Pg 71-72  Mark Ashida

5:35 – 6:10 PM

IV. Station Business

   (10 min) a. FY20 KPI & Dashboard Report (pre-read) 8a  Pg 74-83
   (5 min)  b. Cash Flow Tracking 8b  Pg 84
   (10 min) c. Maximizing Marketing 8c  Pg 85-94
   (10 min) d. Quarterly Audience Report 8d  Pg 95-105

   Exhibit 8

Caryn Mathes

6:10 – 6:15 PM

V. Other Business/Public Comment

Mark Ashida

6:15 – 6:30 PM

VI. Open Session Adjourn

Mark Ashida

6:30 PM

VII. Executive Session

Exhibit 9  106-107  Mark Ashida

VIII. Executive Session Adjourn

Mark Ashida

UPCOMING MEETINGS

September
• September 17, 2019  Sound Voices Luncheon
• September 18, 2019  Strategic Planning Committee – Intentional Futures Presentation

October
• October 9, 2019  Development Committee
• October 10, 2019  Governance Committee
• October 10, 2019  Special Joint Meeting w Executive and Governance Committees
• October 22, 2019  Finance and Audit Committee
• October 29, 2019  Strategic Planning Committee

November
• November 1, 2019  Executive Committee Meeting
• November 14, 2019  Annual Board Meeting at UW Club

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 of services whenever the premature exposure of such purchase would compromise the business interests of any such organizations.
Upon notice duly given, a regular meeting of the PSPR BOARD OF DIRECTORS (the “Board”) of KUOW/Puget Sound Public Radio (“KUOW”) was held at 4518 University Way NW Suite 310 at KUOW Puget Sound Public Radio on September 12, 2019 at 4:30 PM.

PRESENT: Mark Ashida (Board Chair), Haeryung Shin, Andy McGovern, Caryn Mathes, Chris Jay, Colleen Echohawk, Filiz Efe McKinney, Heidi de Laubenfels, Jon Schorr, Sharon Kioko, Randy Hodgins, Irwin Goverman, David Roberts, Shauna Causey, Nick Patrick, Hanson Hosein, David Landau

ALSO ATTENDING (STAFF): Fieta Robinson, Patricia Murphy, Esmy Jimenez, Ann Dornfeld, Jill Jackson, Stewart Meyer, Jennifer Strachan, Elizabeth Hovance, Teo Popescu, Charlotte Duren, Arvid Hokanson

I. Meeting Called to Order
Chair Mark Ashida welcomed the members and called the meeting to order at 4:37 pm. Mr. Ashida asked directors if there were any conflicts of interest. No conflicts were expressed.

Approval of Minutes
Mr. Ashida called for a motion to approve the June 27, 2019 Board of Directors Meeting minutes. Minutes included the FY2020 budget. Haeryung Shin moved and Heidi de Laubenfels seconded. With no objections, the Board approved the minutes as presented.

II. Panel Discussion: Covering Local News
Jill Jackson, KUOW News Director, moderated a panel of station news reporters who discussed reporter motivations, challenges and how they measure their impact in covering regional news.

III. Committee Reports
Development Committee
Heidi de Laubenfels emphasized the importance of the journalist’s voices in helping donors recognize the impact of their investment in journalism when they choose to support the organization.

FISC/Finance Committee
Christopher Jay gave an update on the Fiscal Year End/Q2 Investment Report. He stated the funds were being managed according to the Board’s policy statement. Overall the investments were doing very well. Bernstein had one recommendation, to be more selective with investment choices. It wouldn’t change the risk profile, it would provide the organization with more control over portfolio.

Governance Committee
Colleen Echohawk gave an update on the new board member recruitment status. She shared the committee recruitment guidelines and stated that invitations and Board Meet and Greets with potential new board members were well underway.
Strategic Planning Committee
Nick Patrick and Shauna Causey gave an update on the two potential consulting partners under consideration. One organization has already presented, they encouraged all board members to try to attend each presentation if possible, especially board members participating on the FY2020 strategic planning committee.

Racial Equity Update
David Roberts shared his experience attending the racial equity committee meetings. He said he considers the committee’s work remarkable. He emphasized the measurable increase in staffing diversity and concentrated effort to incorporate diversity into station hiring practices. He noted that an organization-wide comprehensive staff training is under development with dates yet to be determined.

Executive Committee
Mark Ashida had no executive committee updates. He did emphasize that the next two committee meetings will involve selecting the new board members as well as what committee information should be moved forward for the entire board discussion during the November 14 annual meeting.

Station Business
Caryn Mathes shared both the KPI dashboard report through September and the Cash Flow Tracking report. The marketing team, led by Stewart Meyer, provided information on how the organization is maximizing marketing activities. Arvid Hokanson shared the quarterly audience report.

Other Business/Public Comment
There was no other business or public comments.

Executive Session and Adjournment
Mark Ashida adjourned the meeting at 6:00 pm and entered the executive session at 6:01 pm. Which ended at 6:29 pm.

The next Board of Directors meeting will be the annual meeting taking place on Thursday, November 14 @ 4:30 PM at the UW Club.

Respectfully Submitted,
Andy McGovern, Secretary
Michele Patience Staal
KUOW PSPR Board Liaison (temporary)
ANNUAL MEETING OF THE
PUGET SOUND PUBLIC RADIO
BOARD OF DIRECTORS
THURSDAY, NOVEMBER 14, 2019
4:30 PM - 8:00 PM MEETING

Location: UW Club, 4020 E. Stevens Way N.E., Seattle WA 98195
4:30* PM – 6:45 PM, Yukon Pacific Room (Annual Meeting) *Directors-Elect Arrive at 5:00pm
6:45 PM – 8:00 PM, Lake Washington Room (Board Reception)

AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>4:30 – 4:35</td>
<td>1. Call to Order, Welcome &amp; Introductions</td>
<td>Mark Ashida</td>
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<td>2. Invitation to Disclose Possible Conflicts of Interest</td>
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<td>(ACTION) 3. Approval of September 12, 2019, PSPR Board Mtg. Minutes</td>
<td>Exhibit 1</td>
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<td>4:35 – 4:45</td>
<td>4. Election of FY20 Board Directors, Officers and Committee Members</td>
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<td>(ACTION) A. 2020 Board Member Nominees/Bios</td>
<td>Exhibit 2</td>
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<td>B. Resolution to Elect New Members &amp; University Director</td>
<td>Mark Ashida/ Virginia Anderson</td>
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<td>C. Resolution to re-elect Continuing Community Directors</td>
<td>Exhibit 2a</td>
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<td>(ACTION) D. Resolution to Elect PSPR Board Leadership (Slate of Officers)</td>
<td>Exhibit 3</td>
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<td>(ACTION) E. Resolution to Appoint Committee Members</td>
<td>Virginia Anderson</td>
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<td>4:45 – 5:00</td>
<td>5. Recognition of Retiring Directors &amp; Board Chair</td>
<td>Virginia Anderson</td>
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<td>A. Wier Harman</td>
<td>Randy Hodgins</td>
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<td>B. Hanson Hosein</td>
<td>Caryn Mathes</td>
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<td>C. Haeryung Shin</td>
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<td>D. Passing of Gavel – Ashida to de Laubenfels</td>
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<td>5:00 – 5:05</td>
<td>6. Introduction and Welcome to New Board Members</td>
<td>Heidi de Laubenfels</td>
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<td>A. Wassef Haroun</td>
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<td>B. Liam Lavery</td>
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<td>C. Erika Nesholm</td>
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<td>D. Lisa Nitze</td>
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<td>E. Robert Palmatier</td>
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<td>5:05 – 5:35</td>
<td>7. Committee Reports</td>
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ANNUAL MEETING OF THE PUGET SOUND PUBLIC RADIO BOARD OF DIRECTORS
THURSDAY, NOVEMBER 14, 2019
4:30 PM - 8:00 PM MEETING

Location: UW Club, 4020 E. Stevens Way N.E., Seattle WA 98195
4:30* PM – 6:45 PM, Yukon Pacific Room (Annual Meeting) *Directors-Elect Arrive at 5:00pm
6:45 PM – 8:00 PM, Lake Washington Room (Board Reception)

Development Committee
- Sound Voices Luncheon Debrief
- Fall Pledge Drive Overview
Exhibit 5
Heidi de Laubenfels

Finance Committee
- Bernstein Quarterly Investment Report
- Peterson Sullivan Audit Draft
- Roth Endowment
Exhibit 6
Exhibit 7
Exhibit 8
Jon Schorr/Chris Jay

Strategic Planning
- Strategic Plan Consultant Update
- Tee up Staff Strategy Presentations in State of the Station Section
Shauna
Causey/Nicholas
Patrick
Caryn Mathes

5:35-6:45 State of the Station & Presentations

5:35-5:45 Topline Dashboard
Caryn Mathes

5:45-6:15 What’s Next Strategically?
Exhibit 9
Jennifer Strachan

6:15-6:20 Foundational Work – LEADING THE NATION
Caryn Mathes

6:20-6:25 ➢ Revenue Innovation Project
Exhibit 10

6:25-6:30 ➢ Racial Equity & Inclusion
Exhibit 11

6:30-6:40 *Question and Answers
All

6:40 – 6:45 Announcements
➢ New Board Member Orientation – Friday, December 13, (11:30 am Photos) 12:00pm – 3:00 pm Orientation

➢ Email to discuss Directors and Officers Limit of Liability Coverage Policy (Policy auto renews in January 2020)

➢ 2020 Proposed Board Committee Dates (Draft Calendar in this Appendix)

First 2020 Board of Directors Meeting –

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 of services whenever the premature exposure of such purchase would compromise the business interests of any such organizations.
ANNUAL MEETING OF THE
PUGET SOUND PUBLIC RADIO
BOARD OF DIRECTORS
THURSDAY, NOVEMBER 14, 2019
4:30 PM - 8:00 PM MEETING

Location: UW Club, 4020 E. Stevens Way N.E., Seattle WA 98195
4:30* PM - 6:45 PM, Yukon Pacific Room (Annual Meeting) *Directors-Elect Arrive at 5:00pm
6:45 PM - 8:00 PM, Lake Washington Room (Board Reception)

Thursday, February 27, 2020
➢ Committee Leadership: Please review work plans
   and be prepared to present at meeting
   (Committee Work Plans in this Appendix)

6:45 PM Adjourn Heidi de Laubenfels

6:45 – 8:00 PM
8. Board Reception

Announcements:

Supporting Documents
• Exhibit 1 – PSPR Board Meeting Minutes
• Exhibit 2 – Board Member Nominees Bios
• Exhibit 2a – Resolution to Elect New Board Members/Re-elect Continuing Community & University Director
• Exhibit 3 – Resolution to Elect Board Officers
• Exhibit 4 – Resolution to Appoint Committee Members
• Exhibit 5 – Fall Pledge Drive Overview
• Exhibit 6 – Bernstein Quarterly Investment Report
• Exhibit 7 – Resolution to Adopt Peterson Sullivan Audit Draft
• Exhibit 8 – Roth Endowment
• Exhibit 9 – What’s Next Strategically?
• Exhibit 10 – Revenue Innovation Project
• Exhibit 11 – Racial Equity & Inclusion

Annual Meeting Zoom Call-In Information
Join Zoom Meeting: https://washington.zoom.us/j/792573210
Dial-In: +16699006833 (PST) +16468769923 (EST)
Meeting ID: 792 573 210

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 of services whenever the premature exposure of such purchase would compromise the business interests of any such organizations.
Upon notice duly given, the Annual meeting of the BOARD OF DIRECTORS (the “Board”) of KUOW/Puget Sound Public Radio (“KUOW”) was held at The UW Club, 4020 E. Stevens Way N.E., Seattle WA 98105.


GUEST: Liam Lavery, Lisa Nitze, Wassef Haroun, Robert Palmatier (absent Erika Nesholm)

ALSO ATTENDING (STAFF): Jennifer Strachan, Rashad Brown, Maurice Rankin, Ryleigh Brimhall, Michele Patience Staal

ABSENT: Shauna Causey

I. MEETING CALLED TO ORDER
Chair Mark Ashida welcomed the members and guests. Mr. Ashida called the meeting to order at 4:35 pm. He invited attending members, staff and guests to introduce themselves.

Mr. Ashida asked directors to disclose any conflicts of interest. There were none.

II. BOARD BUSINESS
Approval of September Board of Director Minutes
Mr. Ashida called for a motion to pass the September 12, 2020 meeting minutes. A motion was duly made and seconded; with no objections, the Board approved the minutes as presented.

Approval of Content Agenda
Mr. Ashida called for a motion to pass the consent agenda. A motion was duly made and seconded, with no objections, the Board approved the consent agenda as presented. Mr. Ashida welcomed the new Directors to the meeting, as they were already seated at the table.

Election and Re-election of Community Board Members
In accordance to Article III, Section 8 of the Bylaws amended as of November 2, 2018, the following individuals are hereby elected to the serve as Community Directors of the PSPR Board for a three-year term ending in 2022.

- Wassef Haroun
- Liam Lavery
- Erika Nesholm
- Lisa Nitze

III. In accordance to Article III, Section 8 of the Bylaws amended as of November 2, 2018, the following individuals are hereby elected to the serve as University Director of the PSPR Board for a three-year term ending in 2022.

- Robert W. Palmatier
In accordance to Article III, Section 8 of the Bylaws amended as of November 2, 2018, the following individuals are hereby re-elected to serve as Community Directors of the PSPR Board for another three-year term ending in 2022.

- Virginia Anderson
- Andy McGovern
- Nicholas Patrick
- Jon Schorr

Election of 2020 Board Officers and Committee Chairs

As recommended by the Governance Committee, and in accordance to Article IV, Section 6 of the Bylaws amended as of November 2, 2018, the PSPR Board of Directors approved the appointment the following Directors to serve as Board Officers and Committee Chairs for a one-year term expiring in 2020 at the annual meeting or until their successor is elected and qualified:

**Executive Committee**
1. Heidi de Laubenfels, Board Chair
2. Andy McGovern, Vice Chair and Secretary
3. Jon Schorr, Treasurer/Finance, Co-Chair
4. Mark Ashida, Immediate Past Chair
5. Chris Jay, FIN Investment Subcommittee, Chair
6. Sharon Kioko, Governance Co-Chair, Lead
7. Virginia Anderson, Governance, Co-Chair
8. Filiz Efe McKinney, Development, Chair
9. Irwin Goverman, Strategic Planning, Co-Chair, Lead
10. Shauna Causey, Strategic Planning, Co-Chair
11. Randy Hodgins, UW Licensee Director
12. Caryn Mathes, President

**PSPR 2020 Committees and Appointed Members**

The following individuals are hereby appointed to serve as voting Members of the PSPR Board Committee(s) for a one-year term ending in November 2020 or until her/his successor is elected and qualified:

**Finance & Audit Committee**
1. Jon Schorr, Chair
2. Chris Jay
3. Randy Hodgins
4. Irwin Goverman
5. Sharon Kioko
6. Liam Lavery

**Governance Committee**
1. Sharon Kioko, Co-Chair Lead
2. Virginia Anderson, Co-Chair
3. Paul Butler
4. Colleen Echowhawk
5. David Landau
6. Erika Nesholm
7. Aaron Rocke

**Strategic Planning Committee (SPC)**
1. Irwin Goverman, Co-Chair, Lead
2. Shauna Causey, Co-Chair
3. Mark Ashida
4. Demetria Elmore
5. Indranil Ghosh
6. Andy McGovern
7. Lisa Nitze
8. Nicholas Patrick
9. Aaron Rocke
ANNUAL MEETING OF THE PSPR BOARD OF DIRECTORS MEETING
Thursday, November 14, 2019
4:30 P.M. – 8:00 P.M.

Development Committee
1. Filiz Efe McKinney, Chair
2. Virginia Anderson
3. Caitlin Duffy
4. Wassef Haroun
5. Robert Palmatier
6. Vivian Philips
7. David Roberts
8. Ian Warner

Finance/Investment Subcommittee (FISC)
1. Chris Jay, Chair
2. Jon Schorr
3. Sharon Kioko
V. COMMITTEE REPORTS

Development Committee
Ms. de Laubenfels 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. She also shared that the Fall Fund (pledge) Drive went very well. It met and exceeded its targeted goals.

Finance Committee
Mr. Jay provided an update on the current state of the US economy and the investment markets, as well as the status of KUOW’s current investment portfolio.

Mr. Schorr presented an overview of the Wayne C. Roth Endowment fund. The purpose of the fund is to provide for individual training and professional development opportunities for employees of KUOW, in furtherance of their careers in public media. Mr. Schorr also presented the results of the financial audit for FY19. The financial audit received an unmodified, or “clean” opinion with no adjustments or management letter for this year. He then requested for the full Board to approve the audit as submitted. Ms. Ashida made a motion to approve the audit, Ms. Anderson seconded the motion; the audit was unanimously approved by the Board.

Strategic Planning. Committee
Ms. Mathes updated the Board on the status on the process of identifying a consultant to help develop the 2022-2025 Strategic Business Plan (SBP). She shared that while two agencies the Committee had already met were still under consideration, she had been given names of additional consulting agencies from industry colleagues and would like to interview other agencies as well. She will provide an update of her findings to the Strategic Planning Committee during the next regularly scheduled meeting in January 2020.

VI. RECOGNITION OF RETIRING DIRECTORS
Ms. Mathes, Ms. de Laubenfels and fellow Directors, expressed their appreciation for the retiring board directors Haeryung Shin, Wier Harman and Hansen Hosein, acknowledging their years of service, commitment and contribution to KUOW and the PSPR Board. Mark Ashida’s service as board chair was also acknowledged and thanked in a tribute by Ms. Shin.

VII. STATE OF THE STATION & PRESENTATIONS

Topline Dashboard
Ms. Mathes provided an overview of KUOW’s business strategy which reflected the FY2020 area of focus. The business strategy encompassed all areas of KUOW’s work, with a central focus of continued growth.

What’s Next Strategically?
Ms. Strachan provided the Board with the Station’s long term strategic planning goals as pertains to audience and marketing. She focused on the topic of listener content trends and preferences; on behalf of Mr. Meyer, the Station’s Chief Marketing Officer, who was absent, an overview of listener centric audio best practices and trends.

Foundational Work – Leading the Nation
Ms. Mathes provided an overview of the Station’s 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 and generate funding from digital audiences.
Ms. Mathes also presented a Power Point presentation discussing the Station’s foundational work around racial equity and inclusion. She shared that the draft presentation has received positive feedback about the Station’s work to date. KUOW will seek opportunities to present on the topic at national conferences.

VIII. ANNOUNCEMENTS
Ms. de Laubenfels invited all directors to attend the new Board Member Orientation on Friday, December 13, 2019, being held at KUOW. She also said that she would be conducting an email discussion with all Board Members regarding the Limit of Liability Coverage Policy, a 3M renewal, which is set to renew in January 2020. Ms. de Laubenfels again asked for the Committee Chairs to review the proposed 2020 Board Committee meeting dates with their respective committees. She requested any changes be provided to her by December 6, 2019. Ms. de Laubenfels also shared each Board Committee’s 2019 Work Plan and requested that each Committee review their plan in their first meeting in 2020.

IX. ADJOURNMENT
There being no further business, Ms. de Laubenfels adjourned the PSPR Board meeting at 6:51 PM. The next meeting of the Board will take place on Thursday, February 27, 2020.

Respectfully submitted,
Andy McGovern, Secretary
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