



KUOW, PSPR September 18th Board Meeting Minutes (Draft)

Thursday, September 18, 2025 at 4:30 PM PDT to Thursday, September 18, 2025 at 6:30 PM PDT

<https://washington.zoom.us/j/93984159039?from=addon>

KUOW In-Person & Virtual | Thursday, September 18, 2025 4:30 PMPDT In-Person Location |

KUOW Radio Station 4518 University Way NE, Seattle, WA 98125

Virtual Location | Zoom

Attendance

Members Present: Heidi de Le Laubenfels, Andy McGovern, Claire O'Donnell, Jim Simon, Sharon Kioko, Sarah Norris Hall, David Landau, Laura Ruderman, David Chan, Sharon Nyree Williams, Raina Wagner

Members Absent: Ian Warner, Irwin Gorman, Joe Dacca, Kevin Schofield, Michelle Merriweather, Mylene Barizo, Wallace Bryant, Wassef Haroun

Staff present: Tina Pamintuan, Kerry Swanson, Annette Promes, Marshall Eisen, Hilary Lee, Jessica Dial, April Johnson

Members of the Public: Teasha Crow, Anna Crow,

I. Welcome & Call to Order | Andy McGovern called the meeting to order at 4:33pm

A. Land Acknowledgment

B. Board Engagement Through an Equity Perspective – Mr. McGovern asked the Committee read and reflect on the prompts centering equity in the meeting.

C. Meeting Purpose & Objectives – Mr. McGovern went over the meeting's purpose, which included voting on resolutions, Station and Committee business.

D. Invitation for Additional Topics – No additional topics

E. Invitation to Disclose Possible Conflicts of Interest – no conflicts of interest

F. Approval of Board Meeting Minutes – approval of June Meeting minutes. Motion was moved by Ms. de Laubenfels, seconded by Ms. Ruderman. With no objections, the meeting minutes were approved.

II. Committee Business

A. Governance Committee – Group Resolution to vote on :

1. Colin Peterson as Vice Chair for reach and resource committee with Karen Kalish's departure from the board.
2. Extend Andy McGovern's term to extend by one year.

3. Officer nominations for the next year - Raina Wagner is going to step in as chair next year, Sharon Kiyoko as vice chair, Ian Warner as secretary, Kevin Schofield as treasurer, because he will chair the Finance Committee, and Andy McGovern will be the immediate past chair.

4. To re-elect three directors whose three-year terms are expiring, so for a renewed 3-year term, David Chan, Raina Wagner, and Sharon Nyree-Williams.

5. New Community Directors - Roy Lambert, Ryan Douglas, Trish Lum, Emily Parkhurst and Lindsey Jackson. Discussion of candidates to know more about the candidates and the voting process. David Landau recommends to vote at annual meeting on certain resolutions so that new board members can vote too. Updated the Group Resolution (see Motions below).

6. Bank of America signers are Kerry Swanson and Tina Pamintuan

7. Updated Board Member Duties

B. Diversity, Equity, and Inclusion Committee – read the packet on committee updates

C. Reach & Resource Committee – read the packet on committee updates

D. Finance & Audit Committee– read the packet on committee updates

E. Executive Committee – read the packet on committee updates

III. Station Business

A. Fundraising Outlook FY26 - Presenters Annette Promes & April Johnson - Annette Promes presented. Fall Fundraising drive Sept 8-13. Met and exceeded goal for \$1M, actual \$1.2M (113% to goal) \$941,718 from listeners, \$256,000 unlocked matching funds from major donors. It was a successful drive. In 2025 – we have seen an increase in monthly revenue, monthly donors, and new donors. Still talking about the loss of CPB funding (our biggest sustain donor) and our listening audience and major donors step up. April Johnson spoke about building out a major gifts program to ask donors for large investments not connected to a drive. Right now we get major donors to become matching donors for a drive.

B. UUR Dashboard Update (Presenter Kerry Swanson) – Updated Metrics of UUR for FY26 that we thought were more realistic measurements. Users - Strong books for August. KUOW continues to be the most listened to station in the Seattle-Tacoma market. Usage - Want to drive app sessions and have marketing plans to get more people to download the app, and also strategize with the web team around how we use push notifications to pull people into the app, and we've also launched other things in the app, like games. Revenue – New Programmatic digital ads. And so, we have a \$15,000 buy, programmatically that's running for a month starting in September. So, this was based on when we forecasted we would get some big programmatic buys and some changes to how we're trafficking, and our capabilities on programmatic. Institutional Giving a new metric - This is where we're anticipating growth throughout the year in basically our grants revenue, and I will say that this number is a little bit weird, because there are some grants we expect to get that aren't in the budget. Impact - biggest challenge has been getting really consistent, results with our source diversity, so it's very up and down

C. Monthly Financial Summary Overview (presenter Jessica Dial)

Monthly Financials - Do not have August financials yet at the time of this meeting. Present updated July Financial statements. Had spectacular one day drive where we brought in \$1.6M. although we had that big drive, the calendarization for what we had expected for timing of revenue meant that we were a little bit under budget for, for July's gross revenue. We landed about \$250,000 below budget. For expenses, we also, landed below budget, so the excess Before depreciation for the month was \$981,000. For August, numbers are not ready to publish. August gross revenue, and that's not going to change, is \$2.9 million, that's \$1.3 million over the budget. year-to-date, through August, the revenue is a million over budget. The, expenses are, for August, we're a little below budget, and the excess, before depreciation for the month was \$1.1 million. And year-to-date, factoring in investment gains and losses, we have in excess of \$1.2 million. Got CPB Community Service Grant \$5370.

Audit update – audit going well and trying o meet deadline of October and will present at finance committee in October. If all goes well that can go to full board in November for approval.

IV. Additional Topics

A. Upcoming Committee Meetings (Fall 2025 Schedule) – did not discuss

V. Public Comment – Mr. McGovern asked for public comment – Teasha Crow, former KUOW Staff member, made a comment via zoom. Expressed disappointment in recent layoffs, specifically of the Admin team, Fieta Robinson's role, and who team members can go to for confidential support.

VI. Motions – updated adjusted group resolution – election of the five new community directors. the updated board member duties, the approval of Colin as vice chair for reach and resource between now and November, the approval of Sarah Norris Hall as a community director, and the financial signatories for Kerry Swanson, Tina Pamintuan, Jessica Dial. going to postpone, per Mr. Landau's recommendation, the officers and committees, and also the extension of Andy McGovern's term. Mr. McGovern motion to adjust, Mr. Simon moved to pass the resolution. Majority vote of motion approved, with one abstention from Ms. Nyree-Williams.

VII. Adjournment of open meeting – 6:05pm

VII. Executive Session

Members of the board discussed personnel and proprietary matters. No actions were taken.