



KUOW, Joint FIN and R&R Committee May 23 Meeting

KUOW

Thursday, May 23, 2024 at 3:30 PM PDT to Thursday, May 23, 2024 at 5:30 PM PDT

Agenda

DEI Lens Qs (Pre-Meeting Reading)

DEI Lens Questions

Encourage all Board members to consider these guiding questions as they engage in their work:

- o What would be my default decision or solution in this situation?*
- o Who benefits from this default approach?*
- o Whose perspectives are missing?*
- o What steps will I take to make a more equitable decision or design a more equitable solution?*

I. Welcome & Call to Order

3:30 PM

A. Invitation to Disclose Possible Conflicts of Interests

B. Approval of April 11, 2024 FIN Meeting Minutes

C. Approval of April 1, 2023 R&R Meeting Minutes

II. Committee Business

A. Form 990 Update

3:35 PM

B. Revenue Generating Presentation

3:40 PM

C. Engagement Form Update

4:10 PM

D. Department Updates (Exhibit)

4:15 PM

III. FY24 Budget Presentation

4:20 PM

A. FY24 Year End Report & FY25 Budget Presentation

B. Q&A

IV. Next Upcoming Meetings

A. Next FIN/EXEC Meeting- June 6 2024

B. Next FIN Meeting- August 22, 2024

V. Public Comment/ Executive Session

5:25 PM

VI. Adjourn



APPROVED KUOW, Joint FIN and R&R Committee May 23 Meeting Minutes

KUOW – Virtual & In-Person | May 23, 2024 at 3:30 PM PDT In-Person Location
| Rita Koontz Community Center Virtual Location | Zoom

Attendance

Members Present: Laura Cañate, David Chan, Sarah Norris Hall, Wassef Haroun, Caryn Mathes, Andy McGovern, Jamie Robinson, Kevin Schofield

Members Absent: Mark Ashida, Irwin Goverman, Randy Hodgins, Christopher Jay, David Landau, Roshni Naidu, Claire O'Donnell, Lucrezia Paxson

Staff Present: Steve Alexander, Ryleigh Brimhall, Jessica Dial, Annette Promes, Fieta Robinson, Kerry Swanson, Matt Albertson, Marshall Eisen, Zaki Hamid, Gina Kilbridge, Amanda Winterhalter

Members of the Public: n/a

I) Welcome and Call to Order

Ms. Cañate called the meeting to order at 3:38 PM

a) Invitation to Disclose Possible Conflicts of Interest

- i) Ms. Cañate asked the Committee to disclose any possible conflicts of interest, and none were expressed.

b) Approval of Draft Committee Minutes

i) Motion to Approve FIN April 11, 2024 Committee Meeting Minutes:

The April 11th Finance Committee Meeting Minutes were not approved due to lack of quorum.

ii) Motion to Approve R&R April 1, 2024 Committee Meeting Minutes:

Ms. Norris Hall called for a motion to approve the April 1, 2024 R&R Draft Minutes. Motion moved by Laura Cañate and motion seconded by Wassef Haroun. With no objections, the minutes were approved

II) Committee Business

a) Form 990 Update

- i) Ms. Dial provided a brief Form 990 Update. The Form 990 was completed and the approval of the public disclosure version on the KUOW Website.

b) Revenue Generating Presentation

- i) Mr. Alexander introduced Relationship-Based Giving and the KUOW Philanthropy Department. Mr. Albertson presented on the Philanthropy Operating Principles and Engagement Methodology. Mr. Alexander further explained Annual Giving/Membership goals and objectives, including acquiring new donors, retaining/renewing current donors, converting donors to monthly givers, upgrading donors to mid or major donors, and marketing planned giving/bequests/legacy giving. He also listed Annual Giving/Membership tactics and strategies, such as campaigning, "Always on Marketing", audience personas, audience segmentation, digital automation, and data overlap/appends.

c) Engagement Form Update

- i) Mx. Brimhall provided a brief update on the progress of the Engagement Form. Revenue Generating Presentation

d) Department Updates (Exhibit)

- i) Due to time constraints and the majority of the Department Updates were covered in the Revenue Generating Presentation, the committee decided to review more deeply in their own time.

III) FY24 Budget Presentation

a) FY24 Year End Report & FY25 Budget Presentation

- i) Mr. Ms. Norris Hall welcomed Mr. Swanson to present to the Committee a review of the FY24 fiscal year and the proposal for the FY25 budget. KUOW projected that it will fall short of its FY24 income goal. To address this shortfall, KUOW reduced FY2025 operating costs by \$2 million. \$1 million came from the elimination of 8 current staff positions, and an additional \$1 million came from cost reduction in software, outside services, travel, training, facilities services, and other operational expenses. Some of the lessons learned from FY24 were digital native audience membership, obtaining new users from NPR Network, underwriting sponsorship growth, and overall membership growth was slower than expected. The FY25 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 with like organizations (such as KNKX), deepening partnerships with related organizations such as Town Hall, Seattle Arts and Lecture, Fremont Abbey, etc, distributing content produced by independent producers, seeking out transformational major gifts in partnership with KNKX, 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 shares the ROI the station delivers. This will be particularly relevant for institutional giving (foundations) and transformational giving (major donors).

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.

Due to the lack of the Finance Committee member quorum, management requested from those members present that the budget draft should move forward to the Executive Committee under the auspices of finance. There were no objections from those members.

IV) Public Comment

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

V) Adjourn

- a) Ms. Norris Hall adjourned the meeting at 5:20 PM.

FY25 PROPOSED REVENUE & EXPENSE OVERVIEW

	FY23 Actuals	FY24 Budget	FY24 Projected Actuals	FY23 Actuals vs FY24 Proj. Actuals	FY25 Budget	FY25 Budget vs FY24 Proj. Actuals	FY26 Extrapolation	FY25 vs FY26
REVENUE								
Business Support	4,362,538	4,490,000	4,490,000	2.9%	4,600,000	2.4%	5,165,000	12.3%
Donor Engagement	15,526,400	16,843,154	15,200,000	-2.1%	16,400,308	8.2%	17,015,915	3.4%
Institutional Giving					50,000		1,354,000	2608%
CPB	932,226	950,000	1,000,000	7.3%	1,010,000	1.0%	1,040,300	3.0%
Interest Income *	240,052	217,100	297,744	24.0%	290,000	-2.6%	298,700	3.0%
Univ. of WA	138,143	143,500	143,500	3.9%	147,805	3.0%	152,239	3.0%
Other Revenue	77,659	60,000	26,412	-66.0%	25,000	-5.3%	25,750	3.0%
Restrictions Released	80,073	50,000	50,000	0.0%	140,000	180.0%	140,000	0.0%
In-Kind Contributions & UW Support	157,994			0.0%				0.0%
Distrib from Long-Term Investment Pool		220,000	223,000	0.0%	195,000	-12.6%	190,000	-2.6%
Use of Retained Earnings	1,690,668	2,918,685	2,918,685	0.0%	1,109,001	0.0%	0	0.0%
TOTAL GROSS REVENUE	23,205,753	25,892,439	24,349,341	4.9%	23,967,114	-6.1%	25,381,904	11.0%
EXPENSES								
Personnel Expenses	14,482,002	16,210,095	15,854,204	9.5%	14,867,226	-6.2%	15,313,243	3.0%
Other Expenses	9,126,603	9,682,344	8,830,947	-3.2%	9,099,888	3.0%	9,372,885	3.0%
TOTAL EXPENSES	23,608,605	25,892,439	24,685,150	-4.6%	23,967,114	-2.9%	24,686,127	3.0%
NET INCOME	(402,852)	0	(335,809)	0	0	0	695,777	0