



**PUGET SOUND PUBLIC RADIO BOARD
STRATEGIC PLANNING COMMITTEE MEETING
MONDAY, FEBURARY 1, 2021
3:30 PM – 5:00 PM**

Register in advance for this meeting:

https://washington.zoom.us/meeting/register/tJlpc-GqrTsuGdVdE_V3Xo434NjzQ1BcvGVI

Strategic Planning Committee Purpose

Continually analyze and discuss the media landscape and industry trends to help ensure sustainability of the station, its mission, vision, values and future.

- A. Ensure the SBP and Goals advance the mission and purpose of the station
- B. Identify external changes, trends, opportunities and threats that may affect the station’s strategic direction and/or near-term operational planning
- C. Work with Finance Committee to allocate funding for SBP Initiatives
- D. Work closely with Management to monitor current year initiatives and goals (provide status updates at Board meetings)
 - Is the station on track to meet its strategic objectives?
 - Are the initiatives still relevant to identified goals in the SBP?
 - Are there any special circumstances that may impact the overall plan or stated FY initiatives?
 - What are the challenges for management?
 - Where does management believe SPC members can be of assistance?

Meeting Objectives

- Review this work plan for feedback from the SPC.
- Discuss Initial Planning for Board Retreat

Questions for Committee Members

1. How do you see the SIF synchronizing with 2022 KPI’s?
2. What presentation would you like to see from management at the next meeting?
3. Are there additional trends or developments that we should be considering for Strategic Planning?

AGENDA

3:30 – 3:35 PM	<ol style="list-style-type: none"> 1. Welcome and Call to Order 2. Overview of Meeting 3. Invitation to Disclose Possible Conflict of Interests 4. Approval of December 1, 2020 Committee Minutes 	Exhibit 1	Andy McGovern
3:35 – 4:30 PM	<ol style="list-style-type: none"> 5. STATION BUSINESS <ol style="list-style-type: none"> A. Dashboard/KPI Report B. December Tonnage Report C. Summer Audience Survey 	Exhibit 2 Exhibit 3 Exhibit 4	Caryn Mathes Cynthia Chiou
4:30 – 4:50 PM	<ol style="list-style-type: none"> 6. COMMITTEE BUSINESS Discuss Initial Board Retreat Planning with Governance 		Andy McGovern David Landau
4:45 – 4:55 PM	<ol style="list-style-type: none"> 7. ADDITIONAL BUSINESS <ul style="list-style-type: none"> ➢ Agenda Items for SPC Next Meeting ➢ Public Comments 		Andy McGovern

**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.*



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4:55 – 5:00 PM 8. **Executive Session*** Andy McGovern

5:00 PM 9. **Adjourn** Andy McGovern

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APPROVED MEETING MINUTES

KUOW PUGET SOUND PUBLIC RADIO

February 1, 2021

STRATEGIC PLANNING COMMITTEE (SPC)

3:30 PM – 5:00 PM

Upon notice duly given, the **STRATEGIC PLANNING COMMITTEE** (the “Committee”) of KUOW, Puget Sound Public Radio (PSPR) virtual meeting was held on February 1, 2021 at 3:30 PM via Zoom conference.

PRESENT: Andy McGovern (SPC Chair), Irwin Goverman (SPC Vice Chair), Claire O’Donnell, Wassef Haroun, Lisa Nitze, Heidi de Laubenfels, Mark Ashida and David Landau

ABSENT: Shauna Causey, Nicholas Patrick and Robert Palmatier

ALSO ATTENDING: Caryn Mathes, Fieta Robinson, Cynthia Chiou, Jemma Hovance and Ryleigh Brimhall

I. **Meeting Called to Order**

Mr. McGovern called the meeting to order at 3:31 PM. He provided an overview of the objectives and purpose of the meeting.

II. **Conflict of Interests**

There was no conflict of interests.

III. **Approval of Minutes**

Mr. McGovern called for a motion to approve the December 1, 2020 minutes. Mr. Goverman motioned, and Mr. Haroun seconded; with no objections, the minutes were approved as presented.

IV. **Station Business**

Dashboard/KPI Report

Ms. Mathes presented the FY21 dashboard and KPI year-to-date report. Podcast aggregate downloads are at 112% of projection. Reporter engagements in the community are at 132% of goal and the source diversity in the Newsroom is running ahead of goal for both aggregate (53%) toward goal of 40%.

Total from Individuals Giving at 110% over projected goal. Major Gifts is at 159% over projected goal. Donor renewals are at 108% over projected goal. Business Support Revenue is at 101% of projected goal with Non-Broadcast Revenue at 107% of goal.

Overall, to date, the Station has 62.5% of KPIs at 91% or greater than goal. KUOW’s stable Q2 position was due to creative response by the leadership team and prudent fiscal management.

KUOW November Tonnage Report

Ms. Hovance presented the December Tonnage Report. Overall from December 2019 to December 2020, there was a percentage increase in all aspects except NPR One App.

KUOW Summer Audience Report

Ms. Chiou presented the KUOW Summer 2020 Audience Research Insights. The purpose of the study was to learn more about various audience segments and characteristics to inform content, and, marketing strategies to attract, engage, and retain these different audiences.

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V. **Committee Business**

Discussion of Initial Board Retreat Planning

Mr. McGovern facilitated a discussion of SPC 2021 Goals. He would synthesize the common goals and themes for the future meeting.

VI. **Adjournment**

There being no further business, Mr. McGovern adjourned the Strategic Planning Committee meeting at 4:57 PM.

Respectfully Submitted by
Andy McGovern, SPC Chair
Fieta Robinson, Board Liaison