



## **KUOW, R&R Committee May 2 Meeting**

KUOW

May 2, 2023 at 3:30 PM PDT to May 2, 2023 at 5:00 PM PDT

### **Agenda**

#### **Committee Purpose**

The KUOW Reach and Resource Committee advances and encourages support for – and advocacy of – KUOW in the Puget Sound region and beyond. As such, the Reach and Resource Committee is charged with, but not limited to, the following:

- (1) Ensuring that all Board members have the capacity to be effective ambassadors when representing the organization, and are able to work in support of KUOW staff-directed priorities, strategies and outcomes;
- (2) Cultivating and activating relationships in the community in support of KUOW strategic initiatives;
- (3) Help to identify strategies, develop best practices and methods, and promote community events;
- (4) Perform such other functions required by law or otherwise as are necessary or appropriate to further the Committee’s purposes or as may from time to time be delegated to the Committee by the Board

#### **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 & Called to Order**

**3:30 PM**

##### **A. Invitation to Disclose Possible Conflicts of Interest**

##### **B. Approval of Reach & Resource Committee Mar 30 Meeting Minutes**

##### **C. Overview of the Meeting**

#### **II. Station Business Report**

##### **A. R&R Staff Departments & Upcoming Opportunities for Engagements**

**3:35 PM**

###### **1. Courtney Miller & Business Support (5 Mins)**

##### **B. Social Media with Michaela**

**3:55 PM**

##### **C. Listener Feedback with CE**

**4:10 PM**

#### **III. Committee Business**

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|---|----------------|
| <b>A. 2023 Engagement Form Update &amp; Newsletter with Steve</b> | <b>4:25 PM</b> |
| <b>B. 2023 Workplan Update</b>                                    | <b>4:40 PM</b> |
| <b>IV. Other Business</b>   | <b>4:50 PM</b> |
| <b>A. Topics for Exec &amp; Board Meeting Agenda</b>              |                |
| <b>V. Public Comment/Executive Session</b>                        | <b>4:55 PM</b> |
| <b>VI. Adjourn</b>  |                |
| <b>VII. Next Meeting: Tues August 15, 2023</b>                    |                |



**APPROVED: KUOW, Reach & Resource Committee:  
May 2, 2023 Meeting Minutes**

KUOW – Zoom & In-Person | May 2, 2023 at 3:30 PM PST

In-person Location: UW Tower Board Room: 4333 Brooklyn Ave NE, Seattle, WA 98105

Virtual Location: Zoom

**Attendance**

**Members Present (Remotely):** Connie Kravas, Claire O'Donnell, David Iyall, Andy McGovern, Caryn G. Mathes

**Members Absent:** Enrique Cerna, Michelle Merriweather

**Staff Present (In-Person):** Ryleigh Brimhall, Shawnteasha Crow,

**Staff Present (Remotely):** Fieta Robinson, Kerry Swanson, Steve Alexander, Michaela Gianotti Boyle, Rashad Brown, Zaki Hamid, Courtney Miller, Alex Rochester

**I. Welcome & Called to Order**

- i. Ms. O'Donnell called the meeting to order at 3:36 PM.
- ii. Invitation to Disclose Possible Conflicts of Interest
  - i. Ms. O'Donnell asked the Committee to disclose any possible conflicts of interest; none were expressed.
- iii. Approval of Reach & Resource Committee March 30 Meeting Minutes
  - i. **Motion:**

Ms. O'Donnell called for a motion to approve the March 30th R&R Committee meeting minutes. Motion moved by Connie Kravas and motion seconded by David Iyall. With no objection, the minutes were approved.

**II. Station Business Report**

- i. R&R Staff Departments & Upcoming Opportunities for Engagements

Ms. O'Donnell asked the Committee to read the Department Summaries and to draft questions for the staff in attendance.

Ms. Miller requested the Committee to share any connections or introductions to potential business support leads. In the Department Summaries, Ms. Miller gave the Committee a short list of interested connections. Ms. Kravas noted the length of the digital live feed pre-roll. Ms. Miller would look into the pre-roll length's cost and benefit analysis with the monetary sponsorship amount versus the number of listeners.

Mr. Iyall presented some questions for the Philanthropy team on staff/hiring and potential grant support from Credit Unions. Mr.

Alexander mentioned that the department was in the last stages of hiring a Major Gift Officer to complete the department. He also clarified that grant support tends to come from organizations directly interested in funding media organizations.

Ms. O'Donnell asked for clarity on the softness of the Membership Department's Year-to-Date Goals. Mr. Brown highlighted that the initial FY23 Goals were not feasible due to the current donor market and the current reduction in broadcast listeners. Although, the Membership Department was performing 3% better Year-over-Year with new members.

ii. Social Media with Marketing

Mrs. Gianotti Boyle discussed ways the Board could support KUOW via social media. Mrs. Gianotti Boyle shared that the most impact ways to engage via social media were;

Firstly, Board Members set an Evergreen member goal/drive through grassroots or peer-to-peer Fundraising.

Secondly, fundraising through social media sites, i.e., Facebook Fundraising, can be impactful. Although, KUOW's staff would be unable to get the donor data from those sites, which would work against the new member acquisition goals.

Thirdly, Board Members ensure they follow KUOW's official social media. Ideally, Board Members would share KUOW's content with a personalized message to their online networks.

iii. Listener Feedback with Community Engagement

Mx. Brimhall introduced Zaki Hamid and Alex Rochester to present to the Committee on Listener Feedback. Ms. Rochester shared with the Committee the numerous ways the community can give feedback to the station (email, text, feedback form, and phone number). Ms. Rochester shared that the center of this feedback is our ethics in reporting, not the content of the reporting. In 2022, KUOW received over 4000 pieces of feedback. Ms. Rochester organizes feedback by viewpoint, questions, comments, praise, complaint, ideas, and source possibility.

**III. Committee Business**

i. 2023 Engagement Form Update & Newsletter with Steve

Mr. Alexander shared with the Committee 'wins' regarding Board engagement. Three board members recorded testimonials for KUOW, and two other Board members sent thank-you cards to members who donated during the pledge drive. And there are still five members who are outstanding in making their philanthropic contribution to the station.

ii. 2023 Workplan Update

Ms. O'Donnell reviewed with the Committee the workplan and welcomed feedback from the Committee to discuss August and upcoming projects.

**IV. Public Comment/Executive Session**

- i. There were no members of the public, and no public comment was made. There was no Executive Session called.

**V. Adjourn**

- i. With no further business, Ms. O'Donnell adjourned the meeting at 4:53 PM.