



KUOW, Strategic Planning Committee: March 21, 2022 Meeting Approved Minutes

KUOW & Zoom

Mar 21, 2022 at 3:30 PM PDT

Attendance

Members Present (Remote):

Virginia Anderson, Ryleigh Brimhall, Caryn Mathes, Andy McGovern, Janice McKenna, Roshni Naidu, Claire O'Donnell, Fieta Robinson, Kerry Swanson

Members Absent:

Wassef Haroun

Guests Present (Remote):

Rami Al-Kabra, Matt Albertson, Michaela Gianotti, Jennifer Strachan

I. Welcome and Call to Order

Mr. McGovern called the meeting to order at 3:32 PM

A. Invitation to Disclose Possible Conflicts of Interest

There was no conflict of interests.

B. Overview of Meeting Purpose

He provided an overview of the objectives and purpose of the meeting.

C. Approval of January 31, 2022, SPC Meeting Minutes

Motion:

Mr. McGovern called for the approval of the minutes of the January 27, 2022 Strategic Planning Committee Meeting.

Motion moved by Virginia Anderson and motion seconded by Claire O'Donnell.

With no objections, the minutes were approved as presented.

II. Station Business

A. Deep Dive: Audience Research with Jennifer & Michaela

Mr. McGovern facilitated a review and discussion of Jennifer Strachan, Chief Content Officer, and Michaela Gianotti, Director of Marketing, the upcoming Audience Research Overview with the Committee. The goals of this project focused on who is KUOW's audience, how to optimize its content for that audience, and how to does can this data be integrated into the Strategic Impact Framework and North Star.

B. SPC Budget Deep Dive Presentation

Ms. Mathes presented on Strategic Impact Framework FY22 Update. She highlighted each of the outcome's successes and what is the works for the initial planning phase for FY23.

III. Committee Business

A. Board Retreat Update - May 21, 2022

Mr. McGovern provided a brief update on the upcoming Board Retreat.

IV. Adjournment

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