



## KUOW, R&R Committee October 9 Meeting Minutes (Draft)

10/09/2025 3:30 PM PDT to 5:00 PM PDT

Virtual zoom

### **Attendance**

**Members Present:** Colin Peterson, Tina Pamintuan, Joe Daca, Kevin Schofiled, David Landau

**Members Absent:** Jim Simon, Claire O'Donnell,

**Staff Present:** Zaki Hamid, April Johnson, Annette Promes, Kerry Swanson

**Members of the Public:** n/a

## **I. Welcome & Call to Order - 3:30 PM PDT**

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

Colin requested attendees to disclose any conflicts of interest now that a quorum has been achieved.

### **B. Overview of Meeting**

Colin provided an overview of the meeting, highlighting recent discussions about the committee's work plan and progress for the current year. The committee recently voted on new members who will be joining soon, and it was noted that no significant changes to the priorities or deliverables from the existing work plan are planned, allowing new leadership time to establish their priorities. Regular updates such as UUR and KPIs, along with departmental reports, were also discussed.

### **C. Approval of Reach & Resource Committee Meeting Minutes**

Due to transition challenges and recording issues, no minutes are available for approval. A new procedure for drafting and approving minutes via email is necessary, and the deferral of the R&R committee meeting notes will be revisited in future discussions, with two sets of minutes to be reviewed offline or at the next meeting.

## **II. Committee Business 4:05 PM**

### **A. 2025 Engagement Plan**

#### **1. Finalize 2025 Engagement Form Questions**

The engagement plan continues to be developed to encourage active participation from committee members, acknowledging that formal business can now be conducted with quorum achieved, ensuring continuous improvement in organizational engagement strategies.

### **B. 2025 Draft Workplan**

#### **1. Staff Presentation Topics**

Kerry Swanson supports Colin's summary, emphasizing autonomy and active participation from committee members in finalizing the work plan for 2025, with a continued focus on improving and aligning with current strategic objectives.

### **III. Station Business Report**

#### **A. UUR YTD Update**

Monthly active users for the app were targeted at 30,000, and significant progress is noted toward this goal. The station remains a leader in its market, setting a benchmark for NPR affiliates. A new focus on generating leads from events aims to convert them to memberships, while efforts to increase app sessions continue.

#### **B. September 2024 Pledge Drive Retrospective/Update**

September is anticipated to be a strong revenue month, with discussions highlighting past pledge drives that saw greater success through the website compared to mobile platforms, emphasizing the need to meet users in their preferred content consumption modes.

#### **C. Updates from Reach & Resource Departments (Exhibit)**

The hard work and coordination across departments, leading to improved organizational success and engagement, were praised. Special recognition was given to the enhancements achieved over previous years, including improvements in audience engagement with a notable rise in BIPOC audience metrics.

#### **D. Board Alignment Initiatives**

Tina provided an update on recent activities and upcoming plans, including preparation for the November board meeting, which she will attend remotely. She outlined goals to begin deep work with the board focused on alignment, leadership transition, and organizational change. Tina and Kerry are engaging an outside consultant to support this effort, with a proposal going to the Executive Committee. The work, beginning as early as November, will address board roles, expectations, performance, and committee structure, and extend into early 2026. It will also connect to strategic planning, fundraising, and upcoming major initiatives.

#### **E. Development Staffing Update**

The hiring process for the Campaign Strategy Manager is currently underway with resume reviews and initial candidate screenings completed. April and Annette have been instrumental in the resume review process. The internal process involves advancing to the interview stage with the aim of making an offer within the month.

### **IV. Other Business**

#### **A. Topics for Exec & Board Meeting Agenda**

Upcoming board meeting planning involved continued work on present tasks with no major new directions, with an emphasis on attendance and participation in testimonial opportunities and fundraising efforts, ensuring the agenda reflects essential ongoing developments.

### **V. Public Comment/Executive Session**

It was discussed whether to enter into an executive session. However, it was decided not to conduct an executive session, marking the formal adjournment of the meeting.

## **VI. Adjournment**

The discussion wrapped up with the decision not to hold an executive session, concluding the meeting officially at 4:56pm