



## **KUOW, Reach & Resource Committee: January 19, 2022 Meeting - KUOW**

Jan 19, 2022 at 3:30 PM PST to Jan 19, 2022 at 5:00 PM PST

Remotely via Zoom

### **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

#### **Meeting Objectives**

- Get grounded and familiarized with KUOW’s fundraising and community outreach.
- Review and Finalize Committee Charter and Workplan

#### **Questions**

1. What are best practices in other boards or committees that you think we could consider adopting?

#### **I. Welcome & Call to Order**

**3:30 PM**

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

##### **B. Approval of October 20, 2021, Reach & Resource Committee Meeting Minutes**

##### **C. Welcome The New Committee and Members**

**3:35 PM**

##### **1. Marketing- Michaela Gianotti**

2. Community Engagment- Zaki Hamid
3. Philanthropy- Steve Alexander
4. Business Support- Courtney Miller
5. Membership- Rashad Brown

**D. Overview of Meeting**

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|---|----------------|
| <b>II. Committee Business</b>                     | <b>4:00 PM</b> |
| <b>A. Workplan Review</b>                         |                |
| <b>B. Charter Review</b>                          |                |
| <b>C. Committee Update</b>                        |                |
| <b>III. Station Business Report</b>               | <b>4:40 PM</b> |
| <b>A. FY22 YTD Audience Development Updates</b>   |                |
| <b>IV. Other Business</b>                         | <b>4:45 PM</b> |
| <b>V. Topics for Full Board Meeting Agenda</b>    | <b>4:50 PM</b> |
| <b>A. 2/24/22 BOD Meeting</b>                     |                |
| <b>VI. Public Comment/Executive Session</b>       | <b>4:55 PM</b> |
| <b>VII. Adjourn</b>                               |                |
| <b>VIII. Date of Next Meeting : March 16 2022</b> |                |



# KUOW, Reach & Resource Committee: January 19, 2022 Meeting APPROVED Minutes

KUOW

Jan 19, 2022 at 3:30 PM PST

@ ZOOM

## Attendance

### Members Present (Remote):

Virginia Anderson, Ryleigh Brimhall, David Iyall, Caryn Mathes, Filiz Efe McKinney, Claire O'Donnell, Fieta Robinson, Kerry Swanson

### Members Absent:

Michelle Merriweather , Wassef Haroun

### Guests Present (Remote):

Steve Alexander, Rashad Brown, Michaela Gianotti, Zaki Hamid, Courtney Miller

#### I. Welcome & Call to Order

Ms. O'Donnell welcomed the Committee members and called the meeting to order at 3:32PM.

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

There was no conflict of interests expressed.

##### B. Approval of October 20, 2021, Reach & Resource Committee Meeting Minutes

#### **Motion:**

Ms. O'Donnell called for the approval of the Minutes of October 20, 2021, Development Committee Meeting.

Motion moved by Virginia Anderson and motion seconded by Filiz Efe McKinney. The motion was carried, the Committee approved the minutes as presented

##### C. Welcome The New Committee and Members

Ms. O'Donnell introduced the new committee, members, and attending staff. Ms. Mathes introduced Kerry Swanson. Lead staff members briefly presented on their department and provided opportunities for the committee and the board to engage with these departments.

#### 1. Marketing- Michaela Gianotti

Michaela Gianotti, KUOW Director of Marketing, presented about the Marketing Department. The Marketing Department focused on generating awareness with new audiences and deepening engagement with known and unknown audiences. For 2022, Marketing Department was working on the 70th Anniversary Campaign, Lead Conversion, Hybrid In-Person/Virtual Events, and Audience Research. Ms. Gianotti requested support from the committee and the board with the 70th Anniversary, Digital Marketing Growth, and Audience Research.

2. Community Engagment- Zaki Hamid

Zaki Hamid, Director of Community Engagement, presented the work of the KUOW Community Engagement (CE) Department. CE Department was dedicated to Community Engagement, Speakers' Forum Podcast, and Radio Active Youth Media Program. CE's purpose was to connect communities in the Puget Sound Region to KUOW's content makers to make the more holistic coverage and encompass the region. Mr. Hamid asked that the committee and full board support and engage with The Community Feedback Club and The Soundside Listener Network.

3. Philanthropy- Steve Alexander

Steve Alexander, Director of Philanthropy, presented on the Philanthropy Department. The Philanthropy Department focused on nurturing relationships with individuals and institutions whose values and interests align deeply with KUOWs. They strived to secure annual and transformational support through direct asks, small-scale events, and grant requests. They maintained a shared portfolio of approximately 700 donors who originate primarily from KUOW's membership base. Mr. Alexander asked that the committee and full board support by;

- Making a Financial Contribution to KUOW,
- Attend, Chair & Promote KUOW Events,
- Support efforts to appreciate KUOW Donors,
- Introduce Prospective Donors to KUOW's Philanthropy Team, and
- Support staff recruitment through personal networks.

4. Business Support- Courtney Miller

Courtney Miller, Director of Business Support, provided an overview of her department. Business Support, also known as corporate support,

sponsors, and underwriting, was considered a revenue stream for KUOW. For FY22, approximately 20% of gross revenues would come from Business Support. Through Business Support, businesses and organizations would place a media schedule to message to the KUOW audience. KUOW offered on-air messages, pre-rolls for our live stream and podcasts, and web banners on kuow.org and newsletters, drawing a direct connection between a business's products, services, events, mission, and KUOW audience. These messages were paid schedules acknowledging a business' support with language that describes the organization's goods and services. These were similar to other media buys in the way they are priced. However, messages would need to adhere to the FCC's copy guidelines for public radio and KUOW's self-imposed guidelines, which maintain the integrity of the noncommercial environment on air. All business support schedules were considered a donation to the station. Ms. Miller requested the committee and board with connecting Business Support with being introduced to high-level contact or decision-maker with harder-to-access organizations and businesses.

5. Membership- Rashad Brown

Rashad Brown, Director of Membership, provided an overview of his department. Membership department focused on listeners who have taken that first financial step to become contributing members and to create prospect pool for philanthropy.

II. Committee Business

A. Workplan Review

The committee review the Draft 2022 Workplan. The committee suggested further aligning the requests presented by staff during this meeting to the draft workplan.

B. Committee Update

III. Station Business Report

**Audience Development Updates**

*FTD FY22 Business Support Highlights*

Business Support FYTD Actuals, at \$2,503,311 surpassed the FYTD Goal of \$2,201,000.

*FTD FY22 Membership Highlights*

Membership FYTD Actuals, at \$6,347,000, short of the FYTD Goal of \$6,800,000.

*FTD FY22 Philanthropy Highlights*

Philanthropy FYTD Actuals, at \$1,499,487, surpassed the FYTD Goal of \$1,057,506.

IV. Adjourn

With no further business, Ms. O'Donnell adjourned the meeting of the Reach & Resource Committee meeting at 4:55 pm.