



## **KUOW, Strategic Planning Committee: March 21, 2022 Meeting -**

KUOW/Zoom

Mar 21, 2022 at 3:30 PM PDT to Mar 21, 2022 at 5:00 PM PDT

### **Agenda**

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

**3:30 PM**

Presenter: Andy McGovern

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

**B. Overview of Meeting Purpose**

**C. Invitation for Additional Topics**

**D. Approval of January 31, 2022, SPC Meeting Minutes**

**E. What's new with KUOW**

Presenter: Caryn Mathes

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

**3:40 PM**

**A. Deep Dive: Audience Research with Jennifer & Michaela**

Presenters: Jennifer Strachan, Michaela Gianotti

**1. Provide Feedback and Questions**

Presenter: Andy McGovern

**B. SPC Budget Deep Dive Presentation**

Presenter: Caryn Mathes

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

**4:40 PM**

Presenter: Andy McGovern

**A. Board Retreat Update - May 21, 2022**

#### **IV. Additional Topics**

**4:50 PM**

Presenter: Andy McGovern

**A. Items for Executive Committee Agenda/Full BOD Meeting**

**B. Next FIN/SPC Meeting- May 26 2022**

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

**4:55 PM**

Presenter: Andy McGovern

**A. Executive Session**

*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 or services whenever the premature exposure of such purchase would compromise the business interests of any such organizations.*

#### **VI. Adjournment**

Presenter: Andy McGovern