



KUOW, Strategic Planning Committee:

October 12, 2022 Meeting

ZOOM/ UW Tower Board Room: 4333 Brooklyn Ave NE, Seattle WA 98105

Oct 12, 2022 at 3:30 PM PDT to Oct 12, 2022 at 5:00 PM PDT

Agenda

SPC Purpose

- Monitor KUOW's management as they execute to the strategic impact framework
- Watch the strategic environment for major changes that would require a relook at the strategic plan initiatives
- Measure Caryn Mathes's performance against the strategic plan KPI's and major milestones
- Give advice and input to Caryn and the station management
- Evaluate the strategic impact framework and whether it needs to be revised
- Ensure that the financial plan supports the strategic impact framework initiatives

Meeting Objectives

- Educate SPC on digital updates
- Caryn's board-directed goals

I. Welcome and Call to Order 3:30 PM

- A. Invitation to Disclose Possible Conflicts of Interest**
- B. Overview of Meeting Purpose**
- C. Invitation for Additional Topics**
- D. Approval of August 08, 2022, SPC Meeting Minutes**

II. Station Business

- A. KUOW TikTok Presentation 3:35 PM**
- B. Deep Dive: Digital Strategy 3:55 PM**
 - 1. Provide Feedback and Questions**

III. Committee Business

- A. Caryn's 2023 Goals 4:30 PM**

IV. Additional Topics 4:50 PM

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

V. Public Comment/ Executive Session 4:55 PM

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



APPROVED KUOW, Strategic Planning Committee: October 12, 2022 Meeting Minutes

KUOW – Zoom & In-Person | Oct 12, 2022 at 3:30 PM PDT

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

Virtual Location: Zoom

Attendance

Members Present (Remote): Heidi de Laubenfels, Andy McGovern, Claire O'Donnell, Roshni Naidu

Members Absent: Virginia Anderson, Wassef Haroun

Staff Present (Remote): Shawnteasha Crow, Caryn Mathes, Fieta Robinson, Kerry Swanson, Rami Al-Kabra, Michaela Gianotti Boyle, Lainie Cosgrove, Teo Popescu

Staff Present (In-Person): Ryleigh Brimhall

I. Welcome and Call to Order

- i. Mr. McGovern called the meeting to order at 3:31.
- ii. Invitation to Disclose Possible Conflicts of Interest
 - i. Mr. McGovern invited participants to offer conflicts of interest, and none were expressed.
- iii. Overview of Meeting Purpose
 - i. Mr. McGovern provided a brief meeting overview.
- iv. Approval of August 08, 2022, SPC Meeting Minutes
 - i. **Motion:** Mr. McGovern called for a motion to approve the August meeting minutes.
 - ii. Motion moved by Heidi de Laubenfels and motion seconded by Claire O'Donnell. Without objection, the August meeting minutes were approved.

II. Station Business

- i. KUOW TikTok Presentation
 - i. Mrs. Gianotti Boyle introduced Ms. Popescu to present on KUOW's launch of TikTok and a one-month update on the platform. Included in the presentation was KUOW's following numbers and demographics, marketing and audience priorities, and video production timeline. Ms. Popescu and Mrs. Gianotti Boyle then took questions from the Committee regarding growth, content, and strategy on TikTok.

- ii. Deep Dive: Digital Strategy
 - i. Mr. Al-Kabra introduced Ms. Cosgrove to present on the KUOW FY23 Digital Strategy. The Committee took time to review the document and leave feedback and questions within the document. Included in the presentation was: the Digital Product Division's (DPD) goals including growth and revenue, tenets, and how the strategy relates and upholds the Strategic Impact Framework.

III. Committee Business

- i. Caryn's 2023 Goals
 - i. Ms. Mathes presented her 2023 CEO goals to the Committee. Topics highlighted in the presentation were: execution of the SIF, maintaining KUOW fiscal solvency and maintaining KUOW's national leadership within the news industry. Ms. Mathes concluded the presentation by taking questions.

IV. Additional Topics

- i. Items for Executive Committee Agenda/Full BOD Meeting
 - i. Shortened versions of the DPD and TikTok presentations and showing of a KUOW TikTok video.

V. Public Comment/ Executive Session

- i. Mr. McGovern asked if there were any members of the public present and if there was any public comment. There was none.

- ii. Executive Session
 - i. Mr. McGovern adjourned the public portion of the Committee meeting and called for an Executive session to discuss proprietary station business regarding employees at 4:55 pm.

VI. Adjournment

- i. Mr. McGovern adjourned the executive session at 5:07 pm.