



**PUGET SOUND PUBLIC RADIO  
STRATEGIC PLANNING COMMITTEE MEETING  
MONDAY, AUGUST 12, 2019  
4:00 PM – 5:30 PM**

Location: KUOW, Conference Room 269 A&B  
 Dial-In: US: 1 408 638 0968 or 1 646 876 9923  
 Meeting ID: 182 980 368  
 Zoom Meeting: <https://washington.zoom.us/j/182980368>

**COMMITTEE TOP THREE GOALS**

- I. Revisit status on six core strategic initiatives -- improve local content, increase digital presence, expand community engagement, develop marketing and comms, advance organizational excellence/leadership, revenue growth).
- II. Evaluate and updates on progress toward what we hoped the investments would deliver: Content, MarCom, and Infrastructure.
- III. Planning for and setting the state for the next strategic business plan

**AGENDA**

4:00 – 4:05 PM	1. <b>Welcome and Call to Order</b>		Shauna/Nick
	2. <b>Invitation to Disclose Possible Conflicts of Interests</b>		Caryn and Atlantic57
	3. <b>Meeting Overview and Introduction</b>	Exhibit 1	Atlantic57
4:15 – 5:00 PM	4. <b>Atlantic57 Presentation</b>	Exhibit 2	
5:00 – 5:20 PM	5. <b>A57 Q/A &amp; Wrap-Up</b>		
5:20 – 5:30 PM	6. <b>Committee Business</b>		Shauna/Nick
5:30 PM	7. <b>Adjourn</b>		Shauna/Nick

**SUPPORTING DOCUMENTS**

- Exhibit 1 – Atlantic57 Team Bios
- Exhibit 2 – Atlantic57 Presentation

**Next meetings:**

- Thursday, September 12, 2019: Board of Directors Meeting; 4:30 – 6:30 PM
- Friday, October 4, 2019: \*Special\* Strategic Business Plan Meeting; 4:00 – 5:30 PM
- Wednesday, October 16, 2019: SPC Meeting; 4:00 – 5:30 PM

*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.*

# FINAL MEETING MINUTES

## PUGET SOUND PUBLIC RADIO AUGUST 12, 2019 STRATEGIC PLANNING COMMITTEE 4:00 PM – 5:30 PM

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Upon notice duly given, the **STRATEGIC PLANNING COMMITTEE** (the “Committee”) of KUOW, Puget Sound Public Radio (PSPR) meeting was held at on August 12, 2019 at the offices of KUOW at 4:00 PM.

**PRESENT:** Shauna Causey (SPC Co-Chair), Nicholas Patrick (SPC Co-Chair), Mark Ashida (Board Chair), Andy McGovern, Hanson Hosein and Heidi de Laubenfels

**ABSENT:** Haeryung Shin, Indranil Ghosh, Caitlin Duffy and Weir Harman

**ALSO ATTENDING:** (BOARD) Irwin Goverman, Aaron Rocke, Sharon Kioko (STAFF): Caryn Mathes (President & GM), Stewart Meyer, Maurice Rankin and Fieta Robinson (Executive Assistant & Board Liaison)

**GUEST(S):** Jason Tomassini, Karine Bailly and Merrill Wasser

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I. **Meeting Called to Order**

Mr. Patrick welcomed the Committee members and guests; and called the meeting to order at 4:01 PM. Caryn Mathes gave a brief introduction of the agency and guest speakers; she provided an overview of the objectives and purpose of the meeting.

II. **Conflict of Interests**

There were no conflict of interests.

III. **Approval of Minutes**

There were no previous minutes to approve.

IV. **2022-2025 Strategy Development**

*Presentation from Atlantic57*

KUOW is in the process of seeking a consultant to help develop the 2002-2025 Strategic Business Plan (SBP). Atlantic57 presented their roadmap and approach for developing a SBP for management’s consideration.

Committee members briefly discuss the proposal and will provide additional feedback before the next scheduled SPC meeting.

V. **Adjournment**

There being no further business, Mr. Patrick adjourned the Joint meeting of the Strategic Planning Committee meeting at 5:30 PM.

Respectfully Submitted by  
Nicholas Patrick and Shauna Causey, SPC Co-Chairs  
Fieta Robinson, Board Liaison



KUOW PUGET SOUND PUBLIC RADIO  
STRATEGIC PLANNING COMMITTEE MEETING  
WEDNESDAY, OCTOBER 23, 2019  
4:00 PM – 5:30 PM

Location: KUOW, 2<sup>nd</sup> Floor Conference Room  
Dial-In: US: 1 669 900 6833 or 1 646 876 9923  
Meeting ID: 376 735 141

Zoom Meeting: <https://washington.zoom.us/j/376735141>

**AGENDA**

4:00 – 4:05 AM	1. <b>Welcome and Call to Order</b>		Shauna/Nick
	2. <b>Invitation to Disclose Possible Conflicts of Interests</b>		
	3. <b>Approval of September 18, 2019 Committee Minutes</b>	Exhibit 1	
4:05 – 4:25 PM	4. <b>Station Business – What’s Next Strategically</b>		Stewart Meyers Jennifer Strachan
4:25 – 4:45 PM	5. <b>Strategic Planning Consultant Update and Discussion</b>		Caryn Mathes
	> Intentional Futures		
	> Atlantic 57		
4:45 – 4:55 PM	6. <b>FY20 Dashboard/KPI Report</b>	Exhibit 2 (hand out at mtg.)	Caryn Mathes
4:55 – 5:00 PM	7. <b>Digital Roadmap Progress Report</b>		Stewart Meyers
5:00 – 5:05 PM	8. <b>Revenue Innovation Project Update</b>	Exhibit 3	Caryn Mathes
5:05 – 5:10 PM	9. <b>Review of Work Plan and SPC Charter</b>	Exhibit 4	Shauna/Nick
5:10 – 5:15 PM	10. <b>Update Foundational Work on Racial Equity and Inclusion</b>		Caryn Mathes
5:15-5:20 PM	11. <b>Agenda for Next Meeting</b>		Group
5:20 - 5:25 PM	12. <b>Recommendations for Executive Committee Meeting Agenda</b>		Shauna/Nick
5:30 PM	13. <b>Adjourn</b>		

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**NEXT COMMITTEE MEETINGS**

Monday, January 27, 2020

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# APPROVED MEETING MINUTES

KUOW PUGET SOUND PUBLIC RADIO

OCTOBER 23, 2019

STRATEGIC PLANNING COMMITTEE (SPC)

4:00 PM – 5:30 PM

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Upon notice duly given, the **STRATEGIC PLANNING COMMITTEE** (the “Committee”) of KUOW, Puget Sound Public Radio (PSPR) meeting was held at on October 23, 2019 at the offices of KUOW at 4:00 PM.

**PRESENT:** Shauna Causey (SPC Co-Chair), Caryn Mathes, Andy McGovern, and Heidi de Laubenfels

**ABSENT:** Haeryung Shin, Indranil Ghosh, Caitlin Duffy Weir Harman, Nicholas Patrick (SPC Co-Chair), Irwin Goverman, Hanson Hosein, Mark Ashida

**ALSO ATTENDING:** Stewart Meyer, Jennifer Strachan, Michele Patience Staal Board Liaison (temporary),

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**I. Meeting Called to Order**

Ms. Causey welcomed the Committee members and called the meeting to order at 4:10 PM. She also provided an overview of the objectives and purpose of the meeting.

**II. Conflict of Interests**

There were no conflict of interests.

**III. Approval of Minutes**

There were no previous minutes to approve.

**IV. Station Business – What’s Next Strategically**

Stewart Meyer and Jennifer Strachan provided the Committee with the Station’s long term strategic planning goals. Mr. Meyer’s presentation focused on the topic of listener centric segmented audio. Ms. Strachan focused on the topic of listener content trends and preferences.

**V. Strategic Planning Consultant Update and Discussion**

The SPC on behalf of the Station, is in the process of identifying a consultant to help develop the 2002-2025 Strategic Business Plan (SBP). Ms. Mathes shared that while the two agencies the Committee had already met were still under consideration, she had been given names of additional consulting agencies from industry colleagues and would like to interview other agencies as well. She will provide an update of her findings to the Committee during the next regularly scheduled meeting in January 2020.

**VI. FY20 Dashboard/KPI Report**

Ms. Mathes presented to the Committee the FY20 dashboard and KPI report. To date the Station has either met or exceeded all established metrics and goals.

**VII. Digital Roadmap Progress Report**

Mr. Meyer provided the Committee with an overview and key findings by an outside consulting group, Point B, on the Station’s current and future digital products and services needs. The key findings included recommendations on technology, strategy, staffing and process changes.

## APPROVED MEETING MINUTES

KUOW PUGET SOUND PUBLIC RADIO

OCTOBER 23, 2019

STRATEGIC PLANNING COMMITTEE (SPC)

4:00 PM – 5:30 PM

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**VII. Revenue Innovation Project Update**

Ms. Mathes provided an overview of the Station's Revenue Innovation Project. The project will span three years with a goal of trying to find innovative ways to reduce the reliance on pledge drives.

**VIII. Review of Work Plan and Charter**

The Committee decided to move the discussion regarding the work plan and charter to the first Committee meeting in 2020.

**IX. Update Foundational Work on Racial Equity and Inclusion**

Ms. Mathes presented a power point presentation discussing the Station's foundational work around racial equity and inclusion. She shared that she had been asked to present at an industry conference and had received positive feedback about the Station's work to date.

**X. Agenda for Next Meeting**

The Committee recommended the following topics move forward for discussion at the next Strategic Planning Committee meeting to be held in January, 2020. The SPC Committee agenda items are: review and update dashboard; review the master strategic plan; do a deep dive into culture issues; review Gallup Survey results; and discuss narrowing the selection of strategic planning consultants.

**XI. Recommendations for Executive Committee Meeting Agenda**

The SPC Committee recommended submitting the following topics to the Executive Committee for consideration to be presented to the full board during the annual meeting to be held on November 14, 2019. The topics include: State of the Station - What's New Strategically; an update on the strategic planning consultants; and the Station's foundational work on racial equity and inclusion.

**Adjournment**

There being no further business, Ms. Causey adjourned the Strategic Planning Committee meeting at 5:37 PM.

Respectfully Submitted by  
Shauna Causey, SPC Co-Chair  
Fieta Robinson, Board Liaison  
Michele Patience Staal Board Liaison, temporary