



## KUOW, EXEC Committee April 13 Meeting RSVP REQUIRED

KUOW

Apr 13, 2023 at 4:30 PM PDT to Apr 13, 2023 at 6:00 PM PDT

### Agenda

#### I. Welcome & Call to Order

4:30 PM

Presenter: Andy McGovern

##### A. Board Engagement Through an Equity Perspective

*We encourage all Board members to consider these guiding questions as they engage in their work:*

- *What would be my default decision or solution in this situation?*
- *Who benefits from this default approach?*
- *Whose perspectives are missing?*
- *What steps will I take to make a more equitable decision or design a more equitable solution?*

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

##### C. Overview of Meeting Purpose

##### D. Invitation for Additional Topics

##### E. Approval of the Executive Committee Meeting Minutes

#### II. Committee Updates

4:33 PM

*Committee Summary for Review*

10 minutes for reading

10 minutes for discussion

##### A. Governance

###### 1. DRAFT March 2nd Governance Committee Meeting Minutes

###### 2. DRAFT March 28th Governance Committee Meeting Minutes

##### B. Strategic Planning

###### 1. DRAFT March 6th SPC Meeting Minutes

##### C. Diversity, Equity and Inclusion

###### 1. DRAFT March 23rd DEI Committee Meeting Minutes

###### 2. High level Overview of TOCA & Key Takeaways

Presenter: scott winn

4:53 PM

##### D. Reach & Resource

###### 1. DRAFT March 30th R&R Committee Meeting Minutes

###### 2. Digital Product Presentation

###### 3. Audience Next Preview Presentation

**4. Revenue Department Summaries**

**E. FIN/FISC**

**1. DRAFT April 4th FIN Committee Meeting Minutes**

**F. Exec Committee Updates**

**III. Retreat Update**

**5:03 PM**

Presenter: Heidi de Laubenfels

**IV. Users, Usage and Money Discussion**

**5:13 PM**

Presenter: Andy McGovern

10 minutes for reading

15 minutes for discussion

**V. Station Business**

**A. FY24 Budget Recap**

**5:38 PM**

Presenters: Caryn Mathes, Kerry Swanson

**B. FY23 YTD Financials**

**C. Racial Equity Team Update**

Presenter: Fieta Robinson

**VI. Additional Topics**

**5:48 PM**

**VII. Upcoming Meetings**

Board Meeting (*in-person*)

- Thursday, April 27th at 4:30pm
- Happy Hour at Earl's on the Ave!

**VIII. Public Comment**

**5:53 PM**

**IX. Executive Session**

**X. Adjournment**

**5:58 PM**

Presenter: Andy McGovern



## APPROVED KUOW, EXEC Committee

### April 13 Meeting Minutes

KUOW – Virtual & In-Person | Apr 13, 2023 at 4:30 PM PDT

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

Virtual Location: Zoom

#### Attendance

**Members Present (Remote):** Irwin Goverman, Randy Hodgins, Christopher Jay, Heidi de Laubenfels, Andy McGovern, Claire O'Donnell, Ian Warner

**Members Absent:** Mark Ashida, Sharon Kioko,

**Staff Present (Remote):** Caryn Mathes, Kerry Swanson, Fieta Robinson

**Staff Present (In-Person):** Shawnteasha Crow

**Guests (Remote):** Scott Winn

#### I. Welcome & Call to Order

- i. Mr. McGovern called the meeting to order at 4:32pm. Mr. McGovern asked the Committee to reflect on the Board Engagement Through an Equity Perspective prompts before moving on with the agenda.
- ii. Invitation to Disclose Possible Conflicts of Interest
  - i. Mr. McGovern asked the Committee to disclose any possible conflicts of interest and none were expressed.
- iii. Overview of Meeting Purpose
  - i. Mr. McGovern gave an overview of the meeting's purpose which included, a presentation from KUOW consultant Scott Winn, Committee Summaries, the Board Retreat, a discussion centered around the infographic outlining KUOW's Users, Usage, and Money, and the FY24 Budget recap.
- iv. Invitation for Additional Topics
  - i. Mr. McGovern asked the Committee if there were any additional topics to add to the agenda and none were expressed.
  - ii. Mr. McGovern did change the order of topics discussed and invited Mr. Winn to present key takeaways from the Transforming Organizational Culture Assessment before the Committee Updates portion of the meeting.
- v. Approval of the Executive Committee Meeting Minutes
  - i. **Motion:** Mr. McGovern called for a motion to approve the February 9, 2023, Executive Committee meeting minutes.
  - ii. Motion moved by Heidi de Laubenfels and motion seconded by Irwin Goverman. The motion was carried and the meeting minutes were approved.
- vi. High Level Overview of TOCA & Key Takeaways

- i. Mr. McGovern welcomed Mr. Winn to present to the Committee findings and insights regarding the annual Transforming Organizational Culture Assessment (TOCA). Mr. Winn shared that the TOCA is a tool with the goal of understanding internal organizational workplace culture by promoting racial equity and examining and addressing white dominate culture. A few key takeaways from the TOCA included that positive progress has been made since the first TOCA in 2020, giving and receiving feedback is a continued priority for staff, and Senior Leadership decision-making process is a growth area as outlined by staff.
- ii. During the Q&A portion of the Mr. Winn's presentation it was raised by Ms. de Laubenfels if the TOCA or a form of the TOCA would be an applicable survey for the Board to take and engage with. Mr. Warner agreed that the TOCA could be a potential survey for the Board.

## II. Committee Updates

- i. Similar to the pre-read process used at the February Board meeting, Committee Chairs submitted a summary of their committee meeting including topics for conversation at the Executive level, key takeaways, and action items. Mr. McGovern asked for the Committee to silently read the Committee Summary packet for 10 minutes and to draft questions, comments, or thoughts for the Committee to discuss as a whole.
- ii. Points of Conversation by Committee included:
  - i. **Governance:** Board Recruitment & Board Nominations
  - ii. **Strategic Planning:** Strategic Impact Framework and the Station's 'Big Bets'
  - iii. **Reach and Resource:** Board Engagement and Upcoming Events
  - iv. **Finance & Finance Investment Sub-Committee:** Budget Preview
  - v. **Diversity, Equity and Inclusion:** Rescheduling the DEI Training

## III. Retreat Update

- i. Mr. McGovern invited Ms. de Laubenfels to share with the Committee an update on the progress made regarding the May 6<sup>th</sup> Board Retreat. Ms. de Laubenfels shared a draft of the Retreat agenda and information about the facilitators of the day. The Retreat will be facilitated by Karen Hirsch of Ostara for the half the day and then Alex Tibbets of YouTube and Christy Johnson of Artemis Connection, Inc focusing on scenario planning.

## IV. Users, Usage and Money Discussion

- i. Mr. McGovern shared with the Committee a visual diagram of *Users, Usage and Money* to represent potential framework to understand key initiatives of the station. Mr. Swanson will take this draft shared with the Committee further improve upon it and will present it at the full Board meeting on April 27<sup>th</sup>. Mr. McGovern had the Committee review the diagram and draft questions and comments for discussion. Points of conversation included the specificity of the diagram and the need for further distinguished categories to thoroughly represent various audience types and the potential drafting of a micro vs macro version of the diagram.

V. Station Business

- i. FY24 Budget Recap

- i. Mr. McGovern welcomed Ms. Mathes to present to the Committee a brief recap of the FY24 Budget discussion from the April 4<sup>th</sup> Finance Committee Meeting. The Finance Committee highlighted the potential difficult pivot from live listening to digital on demand and the potential impact on revenue and the need to prioritize investing in factors that promote users, usage and money. Each revenue department lead spoke to the forecast of FY24 and the first Budget Hearing will be with the Finance and Strategic Planning Committees on May 25<sup>th</sup>. Mr. Swanson shared with the Committee a spreadsheet of the current modeling forecast of the FY24 after conversations with each internal department.

- ii. Racial Equity Team Update

- i. Ms. Robinson did not give a full update on the Racial Equity Team, however she did share with the Committee a document from the caucus groups for the Committee to review.

VI. Additional Topics

- i. Ms. de Laubenfels asked the Committee about the timeline regarding the CEO Assessment. Mr. Gorman shared that a meeting was set to start the planning and implementation of the CEO Assessment.

VII. Public Comment

- i. There were no members of the public virtually on Zoom or at the UW Tower.

VIII. Adjournment

- i. Mr. McGovern adjourned the Executive Committee at 6:03pm.