



KUOW, R&R Committee August 15 Meeting RSVP REQUIRED

KUOW

Aug 15, 2023 at 3:30 PM PDT to Aug 15, 2023 at 5:00 PM PDT

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

DEI Lens Qs (Pre-Meeting Reading)

DEI Lens Questions

Encourage all Board members to consider these guiding questions as they engage in their work:

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

I. Welcome & Called to Order

3:30 PM

A. Welcome New C-Suite Staff Members!

B. Invitation to Disclose Possible Conflicts of Interest

C. Approval of Reach & Resource Committee May 2nd Meeting Minutes

D. Overview of the Meeting

II. Station Business Report

3:35 PM

A. R&R Staff Departments & Upcoming Opportunities for Engagements

B. Membership- Quarterly Pledge Drive Updates

1. June Quarterly Pledge Numbers

a. Successes/Challenges

2. September Quarterly Pledge Plan

a. What are we trying differently?

III. Committee Business

4:35 PM

A. 2023 Engagement Updates & Newsletter with Steve

IV. Other Business

4:50 PM

A. Topics for Exec & Board Meeting Agenda

V. Public Comment/Executive Session

4:55 PM

VI. Adjourn

VII. Next Meeting: Tues October 17, 2023



APPROVED KUOW, Reach & Resource Committee

August 15 Meeting Minutes

KUOW – Virtual & In-Person | Aug 15, 2023 at 3:30 PM PDT

In-Person Location | Rita Koontz Community Center

Virtual Location | Zoom

Attendance

Members Present: Claire O'Donnell, David Iyall, Enrique Cerna, Connie Kravas, Andy McGovern, Caryn Mathes

Members Absent: Michelle Merriweather

Staff Present: Shawnteasha Crow, Fieta Robinson, Kerry Swanson, Ryleigh Brimhall, Steve Alexander, Zaki Hamid, Jemma Hovance, Annette Promes

Members of the Public: n/a

I. **Welcome and Call to Order** | Ms. O'Donnell called the meeting to order at 3:32 PM.

- a. Welcome New COO & CMO
 - i. Ms. Mathes gave a brief introduction of the new C-Suite members, Marshall Eisen (Chief Content Officer) and Annette Promes (Chief Marketing Officer).
- b. Invitation to Disclose Possible Conflicts of Interest
 - i. Directors were invited to disclose any conflict of interest. There were none.
- c. Invitation for Additional Agenda Topics
 - i. Ms. O'Donnell asked the Committee for additional agenda topics, but none were expressed.
- d. Approval of May 2nd Reach & Resource Meeting Minutes
 - i. Ms. O'Donnell asked for a motion to approve the May 2nd Meeting Minutes.
 - ii. **Motion** moved by David Iyall and motion seconded by Connie Kravas. With no objections, the May Minutes were approved.

II. **Station Business**

- a. Staff Department Updates
 - i. The Committee reviewed the Department Summaries from the Marketing, Philanthropy, Community Engagement, Business Support, and Membership departments. The Committee discussed the upcoming Fall Membership Drive. The focus of the Drive would be on diversifying the messaging around giving and becoming an Evergreen member. Community Engagement focused on recruiting and establishing the Community Advisory Board to get feedback from the community on the Station's content and storytelling. Community Engagement had recruited ten members to join and wanted to add three more members to complete the board.

III. **Committee Business**

- a. 2023 Engagement Updates & Newsletter Updates
 - i. Mr. Alexander briefly updated the committee on the lack of engagement in the past quarter. The Committee discussed different strategies for engagement events and what benchmarks would potentially need to be met for hosting an event where board members are expected to attend. The discussion also led to what has been successful so far with the upcoming September 14th event that has been hosted by another board member for their community.

IV. **Other Business**

- a. Topics for Exec & Board Meeting Agenda
 - i. The Committee wants to bring forward announcements and reminders for the September 14th Robinson's Event and the Upcoming Pledge Drive.

V. **Public Comment** | Ms. O'Donnell asked if any members of the public were in attendance wanting to comment virtually via Zoom or in person. There was no public comment made.

VI. Adjournment | Ms. O'Donnell adjourned the meeting at 4:34 PM.