



PUGET SOUND PUBLIC RADIO BOARD
STRATEGIC PLANNING COMMITTEE MEETING
WEDNESDAY, OCTOBER 13, 2021
3:30 PM – 5:00 PM

Register in advance for this meeting:

https://washington.zoom.us/meeting/register/tJEoduqvqT8tHtSqw6oNSwn_-JO878B0ykrP

Strategic Planning Committee Purpose

Continually analyze and discuss the media landscape and industry trends to help ensure sustainability of the station, its mission, vision, values and future.

- A. Ensure the SBP and Goals advance the mission and purpose of the station
- B. Identify external changes, trends, opportunities and threats that may affect the station's strategic direction and/or near-term operational planning
- C. Work with Finance Committee to allocate funding for SBP Initiatives
- D. Work closely with Management to monitor current year initiatives and goals (provide status updates at Board meetings)
 - Is the station on track to meet its strategic objectives?
 - Are the initiatives still relevant to identified goals in the SBP?
 - Are there any special circumstances that may impact the overall plan or stated FY initiatives?
 - What are the challenges for management?
 - Where does management believe SPC members can be of assistance?

Meeting Objectives

- Station Business: meet Rami, discussion retreat actions

Requests for Committee Members

Get to know and engage with Rami
Engage with the retreat actions

AGENDA

3:30 – 3:45 PM	1. Welcome and Call to Order 2. Overview of Meeting 3. Invitation to Disclose Possible Conflict of Interests 4. Approval of August 9, 2021 SPC Committee Minutes 5. What's New with KUOW	Exhibit 1	Andy McGovern Caryn Mathes
3:45 – 4:20 PM	6. <u>WELCOME SENIOR DIRECTOR OF DIGITAL PRODUCT</u> A. Intros B. Initial assessment of digital gaps and opportunities in KUOW C. Discuss collaboration with SPC D. Open Q&A		Rami Al-Kabra
4:20 – 4:50 PM	7. <u>STATION BUSINESS</u> A. Discuss Retreat Action Proposals a. Quiet doc review and comments b. Live discussion	Exhibit 2	Caryn Mathes
4:50 – 4:55 PM	A. <u>ADDITIONAL BUSINESS</u> ➤ Agenda Items for BOD Annual Meeting		Andy McGovern

**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.*



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➤ **Public Comments**

4:55 – 5:00 PM	B. Executive Session*	Andy McGovern
5:00 PM	C. Adjourn	Andy McGovern

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APPROVED MEETING MINUTES

KUOW PUGET SOUND PUBLIC RADIO

October 13, 2021

STRATEGIC PLANNING COMMITTEE (SPC)

3:30 PM – 5:00 PM

Upon notice duly given, the **STRATEGIC PLANNING COMMITTEE** (the “Committee”) of KUOW, Puget Sound Public Radio (PSPR) virtual meeting was held on October 13, 2021 at 3:30 PM via Zoom conference.

PRESENT: Andy McGovern (SPC Chair), Irwin Goverman (SPC Vice Chair), Claire O’Donnell, Wassef Haroun, and Lisa Nitze

ABSENT: Shauna Causey, Robert Palmatier, Mark Ashida and Nicholas Patrick

ALSO ATTENDING: Caryn Mathes, Fieta Robinson, Rami Al-Kabra and Ryleigh Brimhall

I. **Meeting Called to Order**

Mr. McGovern called the meeting to order at 3:35 PM. He provided an overview of the objectives and purpose of the meeting.

II. **Conflict of Interests**

There was no conflict of interests.

III. **Approval of Minutes**

Mr. McGovern called for the approval of the minutes of August 9, 2021, Strategic Planning Committee Meeting. A motion was duly made by Mr. Goverman and seconded by Mr. Haroun. With no objections, the minutes were approved as presented.

IV. **Station Business**

What’s New with KUOW?

Ms. Mathes provided an update on station’s activities. There was nationwide cyber-attack on Marketron and KUOW, in abundance of caution, did the Marketron’s function by hand during the day of September 18. Ms. Mathes highlighted on how the “Great Quit” has affected KUOW’s hiring of new employees. She also presented on the current efforts on the continuing improvement of On-Site security. Gigi Douban, KUOW’s New News Director implemented “Weekly News Round Up” to celebrate and spotlight the work of the content team.

Welcome Senior Director of Digital Product

Mr. Al-Kabra introduced himself to the committee and provided a history of his professional experience. He discussed his current plans and priorities using the results of the Point B consulting on KUOW’s current digital media strategies.

Board Retreat Action Items

Mr. McGovern facilitated a deeper dive of Board Retreat Action items based on the discussion of Ms. Mathes’ responses at the recent board meeting.

APPROVED MEETING MINUTES

KUOW PUGET SOUND PUBLIC RADIO

October 13, 2021

STRATEGIC PLANNING COMMITTEE (SPC)

3:30 PM – 5:00 PM

V. **Adjournment**

There being no further business, Mr. McGovern adjourned the Strategic Planning Committee meeting at 5:02 PM.

Respectfully Submitted by
Andy McGovern, SPC Chair
Fieta Robinson, Board Liaison