



2013 LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY

“Whenever I work with OETA on a project, I know that when it reaches the people of Oklahoma, we’re creating shared memories that span generations. It’s all part of the Oklahoma story.”

DR. BOB BLACKBURN
EXECUTIVE DIRECTOR
OKLAHOMA HISTORICAL SOCIETY

OETA’s mission is to provide essential educational television content and multimedia services that inform, inspire and connect Oklahomans to ideas and information that enrich our quality of life.



OETA is an integral part of Oklahoma’s advancement.

OETA undertook an intensive strategic planning process in order to better meet citizen and community needs. We asked citizens from all regions of the state “What can OETA do to make Oklahoma or your community a better place to live?” The resulting plan focuses on building a stronger service for local communities by leveraging our statewide reach, content development and educational outreach services.

For all Oklahomans, OETA provides lifelong learning opportunities that open up new worlds and new ideas, enabling EVERY OKLAHOMAN to experience things they may never have the opportunity to experience otherwise. OETA creates enriching content that broadens our horizons, introduces new ideas, explores new worlds and promotes learning.

In 2013, OETA provided these essential local services:

CONTENT DELIVERY: Oklahoma’s only over-the-air statewide communication system now provides four channels to 3.8 million Oklahomans: OETA, OETA OKLA, OETA CREATE and OETA KIDS, plus online, mobile, tablet and gaming devices.

EDUCATION RESOURCES: Provides Ready to Learn workshops, teacher trainings, and the OETA/PBS LearningMedia online library of more than 35,000 free classroom tools and teacher resources.

COMMUNITY OUTREACH: OETA provides community outreach initiatives and events to better connect Oklahomans of all ages with educational content and resources, including Read Across Oklahoma, OETA Day at the Capitol and Community Cinema.

OETA’s local services had deep impact across Oklahoma.

OETA’s local and national content, outreach events, partnerships, online features, and other educational services reach deep into our statewide communities, making extraordinary contributions to the quality of life in Oklahoma:

REACH: OETA reaches 3.8 million people and serves 1.8 million viewers weekly – ranking first in the nation among all state networks and FIRST among all PTV stations in full day audiences.

USE: Increased LEARNING MEDIA usage by more than 400%. More than 5,500 Oklahoma educators use the online library.

ENGAGEMENT: In 2013, more than 15,000 Oklahomans attended OETA community events and educational opportunities.

Educational Resources

OETA/PBS LEARNING MEDIA

Through the OETA/PBS LearningMedia website, OETA provides more than 35,000 FREE digital educational assets to all Oklahoma educators, with all 77 counties represented. More than 5,500 Oklahoma teachers and home educators utilize LearningMedia resources in PreK-12 public, private and homeschool classrooms and more than 10,000 teachers were provided with on-site access to OETA educational resources for classrooms. Partnerships with the Oklahoma Department of Education, plus Tulsa and Oklahoma City Public Schools ensure teachers are aware of and utilizing these invaluable classroom tools.

READY TO LEARN

OETA partners with the Oklahoma Department of Libraries to leverage our children's programming and ensure children build literacy skills and develop understanding of STEM concepts. Through professional development opportunities for daycare providers, teachers and parents, literacy events and submissions of more than 1,000 stories written and illustrated by children in grades K-3, OETA's suite of children's educational services provides learning opportunities for each Oklahoma child.

WORKFORCE DEVELOPMENT

OETA's weekday adult literacy programs provide adults with tools and resources to secure employment and complete their high school education, with 260 hours each year dedicated to Oklahoma workforce development. OETA partners with various local and state literacy organizations to provide content dedicated to raising Oklahoma's high school graduate level and expanding/adapting the skill sets for workers in the changing job market. OETA events have engaged more than 100 high school students, parents and community leaders to join OETA in a discussion of the dropout crisis in their communities.

FIELD TRIP PROGRAM

OETA ensures Oklahoma ranks in the top five states participating in Colonial Williamsburg Electronic Field Trips, bringing early American history to life. Any school can access the programs. Each year, OETA partners with the Oklahoma Foundation for Excellence to provide more than 90 scholarships to schools, giving students additional interactive opportunities.

Community Engagement

AFTER THE STORM

Launched a series of relief efforts in response to the devastation caused by the 2013 May tornados, leveraging our statewide reach and resources on-air, online and on the ground.

COMMUNITY CINEMA

OETA events have engaged more than 100 high school students, parents and community leaders to join OETA in a discussion of the dropout crisis in their communities.

OETA DAY AT THE STATE CAPITOL

OETA's annual content engagement event at the Oklahoma State Capitol enjoyed record attendance, with more than 1,000 Oklahomans attending to interact with OETA's content and services.

READ ACROSS OKLAHOMA

OETA's annual Read Across Oklahoma event hosted more than 5,000 children as they participated in interactive literacy activities and celebrate the joy of reading.

2013 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT



READ ACROSS OKLAHOMA: BUILDING PRE-K LITERACY SKILLS

OETA's annual Read Across Oklahoma event hosted thousands of pre-school children, teachers and parents as they participated in interactive literacy activities, engaged with OETA/PBS KIDS characters and received free OETA stickers and books. Celebrity guests, children's author Tammi Sauer and musical performers engaged children, teachers, parents and care providers to celebrate reading.

Held at the OKC Zoo, the event featured literacy activities for more than 5,000 - record attendance. Student volunteers from Capitol Hill High School and Metro Technology Center participated as classroom guides and activity organizers. The events are part of OETA's Ready to Learn program, in partnership with the Oklahoma Department of Libraries.

OETA DAY AT THE OKLAHOMA STATE CAPITOL

OETA packed the Capitol with more than 1,000 Oklahomans who view the statewide public television network as a valuable service.

The event's activities delivered something for everyone, including: a meet and greet with favorite PBS KIDS characters, along with special giveaways and storytime on the rotunda floor with state legislators and free books, stickers and photos with the PBS KIDS characters. The public engaged in Photo Booths with OETA personalities and journalists and a Downton Abbey Experience. OETA also provided live demos of PBS LearningMedia and many attendees shared their testimonials about OETA's impact in their lives, organizations and communities.



COMMUNITY CINEMA: HIGH SCHOOL DROPOUT CRISIS

As part of the Community Cinema Series and the American Graduate Initiative, OETA hosted two free screening events of THE GRADUATES and produced a public affairs special featuring inspiring high school students and community leaders who are challenging the Latino dropout crisis in Oklahoma. The film profiled a female student from an Oklahoma high school. More than 100 attended the screenings and discussions with students, teachers and administrators participating in audience discussions immediately following the screenings. OETA also continued the conversation on-air, producing a special program with panelists following the premiere of THE GRADUATES.



impact:

- Two-day Red Cross phone bank at OETA studio raised over \$200,000 for tornado victims and relief efforts; raised another \$6,000 for the Salvation Army.
- OKC Thunder and NBA all-star player Kevin Durant helped with the phone bank, sharing the importance of OETA and partner efforts with a statewide audience.
- Used Sesame Street Toolkits to connect families with online resources for helping children cope with tragedy and well-received spots from Mister Rogers on dealing with scary news.
- Aggregated resources and content into After the Storm website, a portal packed with tools to help families deal with tragedy, connect victims to relief opportunities and communities with needed supplies and information. The site had more than 45,000 hits, with 53% new visitors.
- Rick Bayless Promos: OETA produced a spot with OKC native and PBS chef Rick Bayless to engage Oklahomans in contributing messages of hope to victims - #InspireOK.
- Highest Social Media Engagement: Record social media engagement resulted in participation in a statewide call to action for an immediate community need, reaching hundreds of thousands on social media sites Facebook, Twitter and Tumblr.



In May 2013, OETA launched a series of relief efforts in response to the devastation caused by tornados, including the destruction of two elementary schools. The Oklahoma Network leveraged statewide reach and local/national resources to aid teachers, parents and caregivers in helping children cope with the tragedy and provide help to relief organizations in connecting victims to resources and volunteers to opportunities to aid in the effort to help communities recover and rebuild.

Community Reach:

OETA mobilized its on-air fundraising infrastructure to become home base for the Red Cross and Salvation Army to collect donations for victims, reaching out across platforms to connect in record numbers with social media followers, online users and statewide audience that relies on OETA for local information.

Partnerships:

OETA partnered with the Oklahoma Red Cross, CBS affiliate KWTU, and the Salvation Army to provide promotion, resources and volunteers.

2013 LOCAL CONTENT AND SERVICE REPORT
SUMMARY



“OETA gives us a statewide voice, a statewide forum. We need this now more than ever – information that we can rely on. Because of OETA, we are bonded together as Oklahomans.”

– Dr. Terry M. Clark, Executive Director,
Oklahoma Journalism Hall of Fame

The key elements to OETA community engagement initiatives combine educational on-air/on-line content, community resources and outreach events to improve the quality of Oklahoma life. OETA is uniquely positioned through its content, statewide reach and strategic partnerships to provide lifelong learning opportunities that enrich lives. In 2013, OETA:

- Engaged more than 15,000 Oklahomans at OETA educational and community events.
- Provided more than 10,000 teachers with on-site access to OETA educational resources for classrooms.
- Connected countless Oklahomans to essential disaster relief information and resources.
- Travelled across the state to five regional communities to engage Oklahomans in helping craft OETA’s roadmap for the future.



Oklahoma Lieutenant Governor Todd Lamb reads “Clifford Goes to the Capitol” to a group of children and parents during OETA Day at the State Capitol.

OETA-The Oklahoma Network is Oklahoma’s largest classroom, its greatest stage, the preserver of its heritage and history, and the champion of good citizenship.



www.oeta.tv | [@oetaok](https://twitter.com/oetaok)

MISSION

OETA provides essential educational television content and multimedia services to inform, inspire and connect Oklahomans to ideas and information that enrich our quality of life.

VISION

OETA will help create more knowledgeable, civically engaged and productive citizens of Oklahoma.

VALUES

EDUCATION

Encourage lifelong learning with continuous, equal access to quality content

COMMUNITY FOCUS

Serve and be accountable to Oklahomans

CREATIVITY

Encourage imagination, innovation and expression

EXCELLENCE

Achieve best quality results and be effective

INTEGRITY

Adhere to the highest standards of conduct, performance & fairness

DIVERSITY

Be inclusive in our workforce, services and content

COLLABORATION

Work with others to help Oklahomans thrive

CONNECT

