

# Oklahoma's Largest Classroom

For Teachers



For Parents



For Day Care Providers



For Home Schoolers



**OETA**   
THE OKLAHOMA NETWORK

**Annual Report  
FY 2012**

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## OUR MISSION

At OETA, we work each day to provide life-changing programs and services that benefit everyone in Oklahoma.

As a public service, we depend on the community for support. We succeed to the extent that our children learn, our viewers become engaged in matters that concern them, and those within our communities join together in a common cause.

## OETA FOUNDATION BOARD OF TRUSTEES

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## A Message from the Executive Director...



OETA-The Oklahoma Network serves as Oklahoma's Largest Classroom, delivering essential educational content and community

services for all Oklahomans.

This report demonstrates the success of OETA's literacy content and initiatives, reaffirming the vital role that OETA plays in educating Oklahoma's children.

Our state's economic and social prosperity depends on a highly literate population. OETA provides literacy programs and resources for all Oklahomans, regardless of age or location. Our programs encourage, establish and sustain lifelong learning of countless interests – from science to history, from engineering to the arts and beyond.

Today, OETA is the number one media content source for preschool teachers and the undisputed leader in children's programming. It documents and preserves our shared history, shines a light on our people and showcases our Oklahoma culture.

Only with sustained public-private support can OETA continue to provide these vital educational programs and services to Oklahomans across the state.

Everyday OETA strives to make a difference in Oklahoman's lives. Thank you for making these efforts possible.

Dan Schiedel, Executive Director  
OETA-The Oklahoma Network

# OKLAHOMA'S LARGEST CLASSROOM



**OETA Bridges the Achievement Gap**  
Preparing children for kindergarten means lower high school drop-out rates.

**46% Higher Scores on Standardized Tests**  
Children who watched PBS KIDS' SUPER WHY! out-scored those who did not.



**OETA Learning Media Used By More Than 1,000 Oklahoma Educators**

OETA provides more than 20,000 FREE Digital Tools for Pre-K-12 Educators: Videos and Interactives, Audio and Photos, & In-depth Lesson Plans.



**Parents: OETA Is the Most Educational Media Brand for Children**

OETA reaches nearly 99% of Oklahoma families, providing nearly all children access to what is often their only source of educational TV. In September 2012, OETA had the 6 top-rated series for children ages 2-5.

**"Whole Child" Education**

Children learn best when their academic, emotional, physical, and social needs are met. Each weekday from 7 a.m. to 5 p.m., OETA children's programming builds their foundation for success in school. OETA's content curriculum addresses core needs in the areas of Math & Engineering, Social-Emotional, Literacy, Natural Science & Nature, Science, Music & Language.

# OKLAHOMA'S LARGEST CLASSROOM



## OETA Provides Educational Resources for Classrooms, Parents, Homeschoolers & Day Care Providers

### OETA LEARNING MEDIA

OETA is a leading source of FREE digital learning tools for homeschoolers, pre-school teachers and K-12 classrooms with resources to help build Science, Math, and Literacy skills. Our online Learning Media site houses more than 20,000 multi-platform educational assets designed for classroom use including lesson plans, videos, games, worksheets and more.

### READY TO LEARN

OETA children's programming is based on countless hours of research to ensure kids build literacy skills and develop understanding of science and math concepts. Our on-air curriculum prepares Oklahoma children for school and life, with supplemental learning opportunities online and through mobile devices.

### WORKFORCE DEVELOPMENT

OETA adult literacy programs prepare adults for employment and encourage them to complete their high school education — ensuring stronger families and a more capable workforce.

### 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. These live broadcasts provide Oklahoma students an opportunity to call toll-free and speak



Dozens of empirical studies and rigorous research have proven that OETA children's programs result in dramatically improved literacy skills, and the impact on preparing preschoolers for school is nothing less than astounding.

All of these resources belong to the Oklahoma people. Virtually everything that OETA provides can be accessed for free on television and the Internet. Parents, teachers, and other caregivers – no matter where they live or how tight their budgets – know that they can find excellent educational tools and materials from OETA, all of which are appealing to children, grounded in research, and aligned with state and professional academic standards.



For CHILDREN, OETA is a trusted guide, story-teller and teacher.



For FAMILIES, OETA is the channel they trust and shares their values.



For ADULTS, OETA is a source of childlike wonder and lifetime learning.



For TEACHERS, OETA provides the tools they need to educate our children.

## OKLAHOMA'S LARGEST CLASSROOM



At OETA, we work each day to put television to good use for the benefit of everyone in Oklahoma. We succeed to the extent that our children learn, our viewers become engaged in matters that concern them, and those within our communities join together in a common cause.

OETA is not just public television, but quite literally Oklahoma's Largest Classroom, a community resource that is dedicated to serving everyone through our quality television programs, our educational services, our outreach projects, and our involvement in the community.



### THE DUST BOWL

OETA used THE DUST BOWL series as the vehicle to engage Oklahomans to learn about the legacy and impact of the dust bowl. OETA travelled across the state to share how the lessons learned from the dust bowl apply to today's conservation challenges.

OETA partnered with Oklahoma Conservation Groups to host seven screening events across the state, including OKC, Tulsa, Woodward, Stillwater (featuring a discussion with Congressman Frank Lucas), Guymon, Altus and Goodwell. More than 2,500 Oklahomans attended the events, including more than 100 survivors of the dust bowl. Community conversations after each screening focused on topics such as state history, farming, water, and the resiliency of the Oklahoma people.

Oklahoma had record ratings for the premiere of Ken Burns' THE DUST BOWL, with more than 1 million tuning in for the various broadcasts. Classroom resources are being distributed to further enhance the project's educational impact.



### READ ACROSS OKLAHOMA

OETA's annual Read Across Oklahoma events in Oklahoma City and Tulsa hosted thousands of children as they participated in interactive literacy activities and received free books. The theme, Bow Wow for Reading, was inspired by Charlie the Ranch Dog, a new children's book written by Oklahoma author Ree Drummond. Drummond, also known as the Pioneer Woman, was on hand to read the story of the family basset hound that lives on her ranch near Pawhuska. Musical performances by Spaghetti Eddie had teachers, moms, dads and care providers clapping, dancing, and stomping their feet in celebration of reading.

Held at the OKC Zoo and the Tulsa Metro Library, the events featured literacy activities for more than 2,000 children. In OKC, 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.



### STORYBOOK CONTEST

OETA's annual Young Writer's Contest provides Oklahoma children in grades K through 3 to write and illustrate their own storybooks. The statewide competition was developed to foster creativity and literacy engagement among Oklahoma kids. The initiative is also used in classrooms as a school project and in homes as an engaging family activity that brings parents and children together to explore reading and storytelling.

Since the project's inception in 2007, more than 1,000 Oklahoma kids have submitted their original storybooks. Each child receives a special certificate designed to honor their creativity and foster future literacy engagement.

A blue ribbon panel of judges that consists of educators and parents select three winners from each grade, who are invited to a special celebration where they receive free books and educational materials, plus their works are submitted to a national contest for consideration.

# OKLAHOMA'S LOCAL PRODUCTIONS

OETA is the only source for in-depth Oklahoma-focused news and public affairs, current events, history, culture and arts programming covering the state not only in content, but in reach. Our award-winning content keeps Oklahomans informed about the people, places, events and communities that comprise this great state, instilling civic and cultural awareness and pride.



**An Oklahoma Focus:** OETA provides more than **500 hours annually** of original Oklahoma content covering state government, history, business, nature, agriculture, arts, culture and more.

### A Conversation With...

Interviews with the people who have shaped the state of Oklahoma.

### Ask a Lawyer

Annual opportunity for Oklahomans to ask and receive free legal advice.

### Capitol Connection

A weekly profile of legislators taking viewers inside their districts.

### Explore Ada

Emmy Award-winning series capturing Ada's people, places and history.

### Found Causes

Inspiring profiles of Oklahoma's renowned non-profit organizations.

### Gallery

Emmy Award-winning documentary series exploring Oklahoma's arts and culture.

### OETA Movie Club

Host and Emmy Award winner B.J. Wexler presents classic movies and trivia.

### Oklahoma Forum

Weekly in-depth roundtable discussions about statewide issues.

### Oklahoma Foundation for Excellence

Annual showcase of the state's top high school students.

### Oklahoma Gardening

Research-based, informative segments on Oklahoma horticulture and cultivation.

### Oklahoma Hall of Fame

Annual celebration of Oklahoma's leaders, innovators and icons.

### Oklahoma Horizon

A showcase of people and businesses that contribute to the state's economic success.

### Oklahoma News Report

Each Friday, in-depth information from around the state with a legislative focus.

### Oklahoma Votes

Statewide coverage of Oklahoma races with results and analysis.

### On the Record

Interviews with journalists on the state of the press.

### Outdoor Oklahoma

Review of outdoor recreation policies and programs and updates on fish and wildlife resources.

### The People's Business

Call in program giving constituents an opportunity to speak directly with legislators.

### Preserving Oklahoma History

In-depth vignettes covering the colorful tapestry of Oklahoma history.

### State of the State

LIVE coverage of the Governor's annual address to the Oklahoma Legislature.

### Stateline

Emmy Award-winning documentary series focusing on state history and current issues.

### Sunup

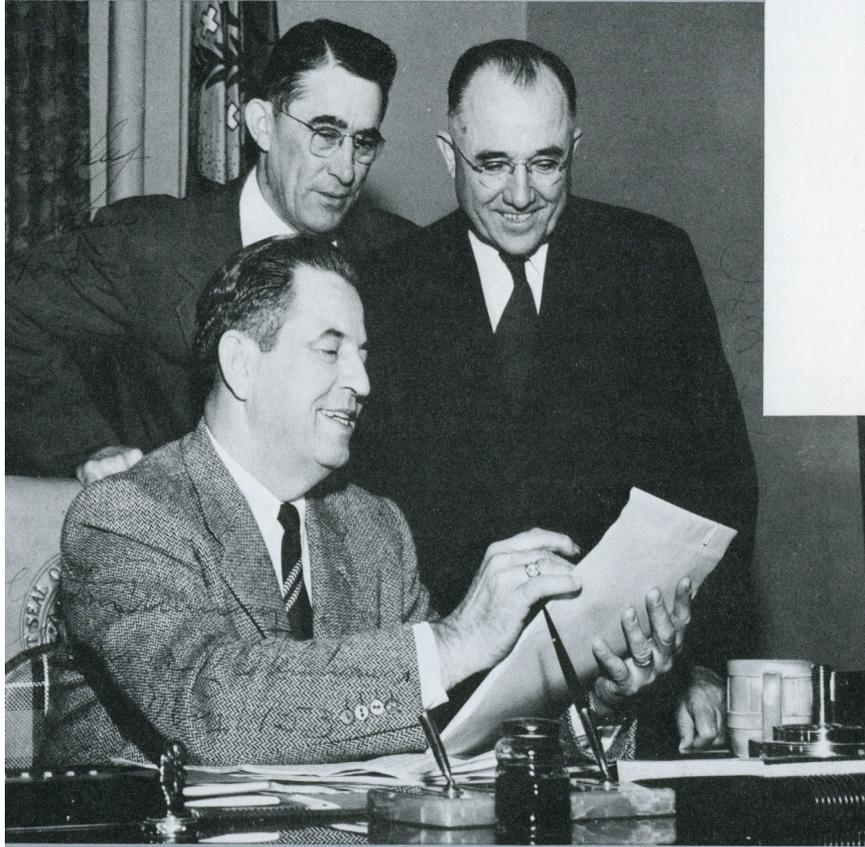
Weekly information for Oklahoma farmers and ranchers and agriculture operations.

### Writing Out Loud

Weekly interview program features in-depth discussions with writers.

# CELEBRATING 60 YEARS OF EDUCATIONAL SERVICE

Oklahoma was the first state to pass a law providing for statewide educational television. Today, OETA-The Oklahoma Network reaches 3.8 million and serves 1.8 million viewers weekly, ranking first among all state networks.



## Engrossed House Bill No. 1033

ENGROSSED HOUSE BILL NO. 1033—By LANGLEY of the House, and DACUS of the Senate.

AN ACT RELATING TO EDUCATIONAL TELEVISION; CREATING THE OKLAHOMA EDUCATIONAL TELEVISION AUTHORITY, DEALING WITH MEMBERSHIP AND OFFICERS AND EXPENSES OF MEMBERS THEREOF, PRESCRIBING ITS POWERS, DUTIES AND FUNCTIONS, PROVIDING FOR THE ACQUISITION OF PROPERTY BY SUCH AUTHORITY, AND EXEMPTING SUCH AUTHORITY FROM PAYMENT OF TAXES AND ASSESSMENTS; PROVIDING FOR AN ADVISORY COMMITTEE; PROVIDING FOR A STATE-WIDE EDUCATIONAL TELEVISION SYSTEM AND THE ACQUISITION AND OPERATION OF EDUCATIONAL TELEVISION FACILITIES, AND AUTHORIZING FEES FOR USE OF SUCH FACILITIES; AUTHORIZING REVENUE BONDS PAYABLE SOLELY FROM DEDICATED REVENUES, AND REFUNDING THEREOF, AND INVESTMENTS THEREIN AND REGULATING THE ISSUANCE, SALE AND PAYMENT OF SUCH BONDS, AND MAKING PROVISIONS FOR APPROVAL OF SUCH BONDS BY SUPREME COURT OF OKLAHOMA; VESTING CERTAIN RIGHTS IN HOLDERS OF SUCH BONDS AND EXEMPTING SUCH BONDS AND INCOME THEREFROM

On May 18, 1953, Oklahoma Gov. Johnston Murray signs House Bill Number 1033, with sponsors Rep. W. H. Langley and Sen. Byron Dacus witnessing the creation of OETA-The Oklahoma Network.

## STATEWIDE REACH

**"In 1953, the State of Oklahoma created the Oklahoma Educational Television Authority (OETA). The agency was developed with a mission to make educational television available to all Oklahoma citizens on a coordinated statewide basis."**



## Significant Achievements 1953-2013

**1953:** House Bill 1033, creating the Oklahoma Educational Television Authority, is passed and signed into law.

**1966:** A federal grant is awarded to OETA for coverage expansion and to provide its first color capability.

**1976:** With the addition of a mobile television unit, OETA can, for the first time, produce programs from the state capitol and other locations throughout Oklahoma.

**1977:** The state legislature appropriates funds for the purchase of a comprehensive curriculum of instructional programs to be telecast on OETA to classrooms across the state.

**1980:** OETA's news and public affairs program "The Oklahoma News Report" provides comprehensive statewide news coverage each weeknight.

**1982:** OETA finalizes construction of six 1,000-watt translator stations, the final step in extending the OETA signal into every area of the state.

**2001:** A total of \$5.6 million in state appropriations is received in connection with the conversion to digital television. This appropriation is matched by the OETA Foundation, making the total commitment \$11.2 million. Demonstrations of the new digital television future are presented all across the state.

**2006:** With the advent of digital broadcasting, OETA expands its programming offering to include three new channels dedicated to specific Oklahoma, children's and adult learning programs.

**2007:** To celebrate the Oklahoma Centennial, OETA produces six new history documentaries and "one hundred stories for one hundred years." OETA is selected to produce the Centennial Parade and the Centennial Spectacular for television.

**2009:** Entire state now receives high definition OETA programming as all 18 transmitters are converted to digital broadcasting.

**2011:** Historic inauguration ceremonies from the State Capitol are broadcast live across Oklahoma and also available worldwide via live streaming on the OETA website.

**2012-2013:** OETA conducts statewide project, THE DUST BOWL, developed to engage Oklahomans to honor survivors, share state history and learn about conservation methods.

# STATE FUNDING - OPERATIONS

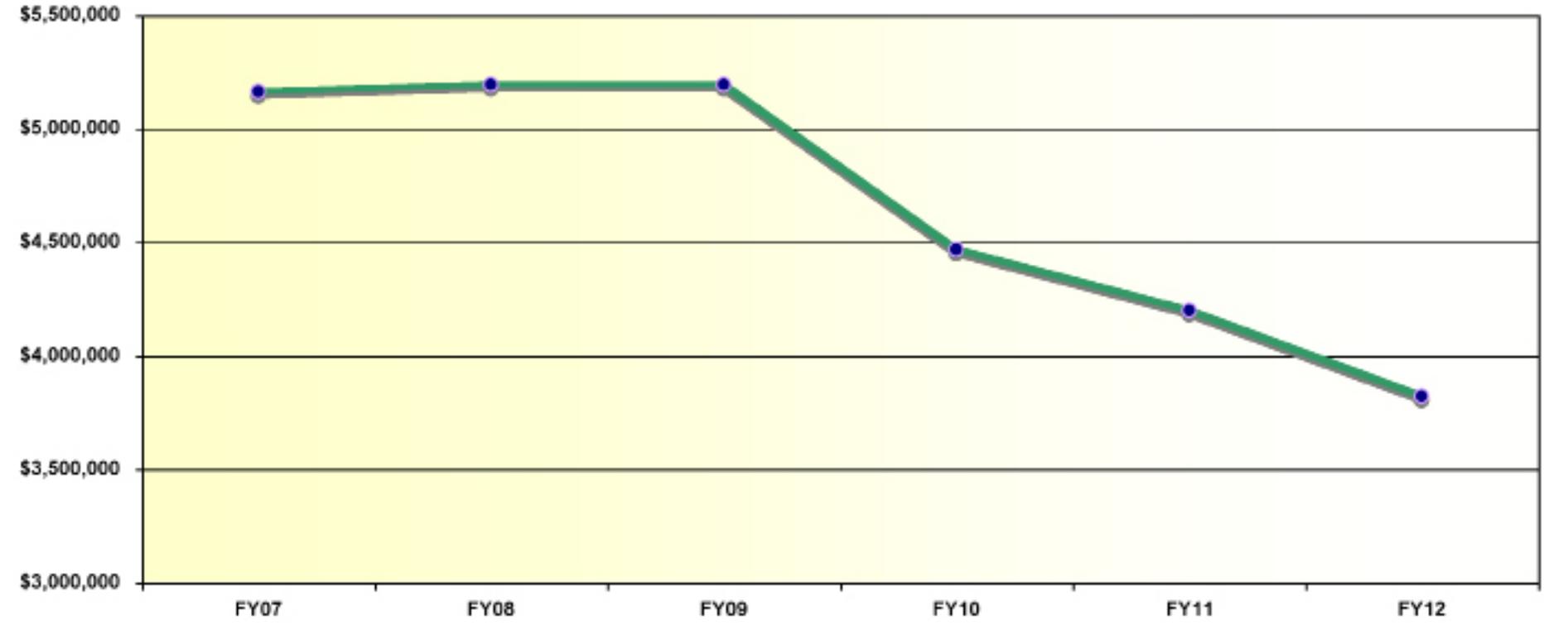
As a state agency, state funding is the most important source of funding for OETA. This funding provides the base for which all other fundraising is achieved.

State funding reductions of 31 percent over the last four years have resulted in a loss of a great number of talented staff. This loss of funding has reduced the weeknight newscast to one night a week and eliminated programs that enrich our great state, including Tulsa Times, Oklahoma City Metro, Legislative Week and other documentary series.

OETA is currently seeking alternative funding as well as increases in state funding to remedy this major shortfall.

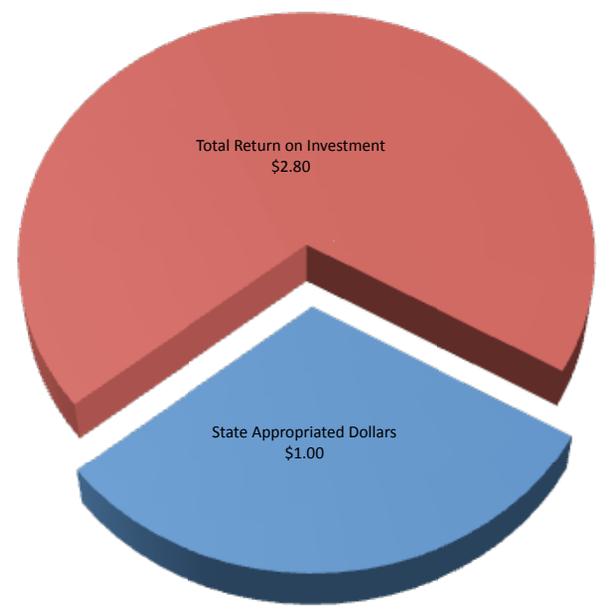
## OETA APPROPRIATIONS FROM THE STATE OF OKLAHOMA

Fiscal Year	FY07	FY08	FY09	FY10	FY11	FY12 & FY13
Appropriation	\$5,164,350	\$5,194,383	\$5,194,383	\$4,468,468	\$4,200,360	\$3,822,328



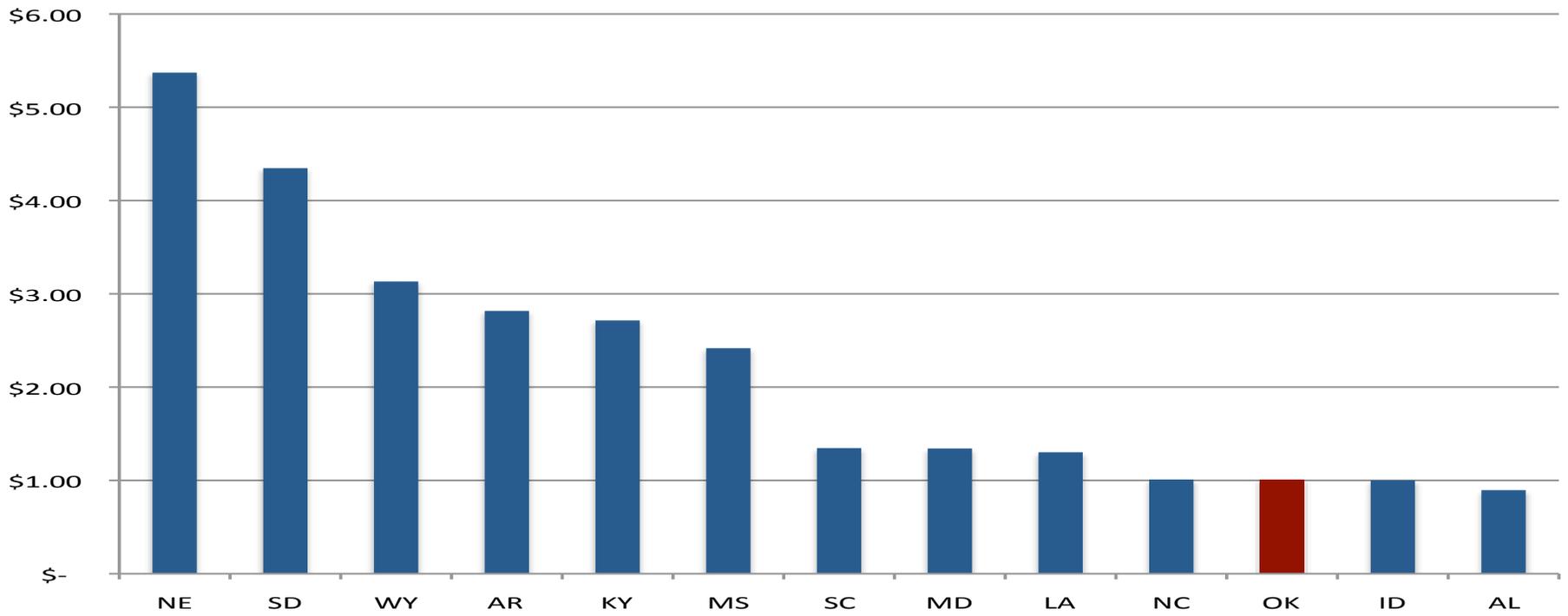
### OETA Return on State Appropriated Dollars: ROI = \$2.80 to every \$1.00 in FY 2012

State Appropriated Dollars \$3,822,328  
 Other Dollars \$6,892,869  
 Total Generated Dollars \$10,715,197



## STATE FUNDING - COMPARISON

### STATE PUBLIC TELEVISION NETWORK FUNDING PER PERSON



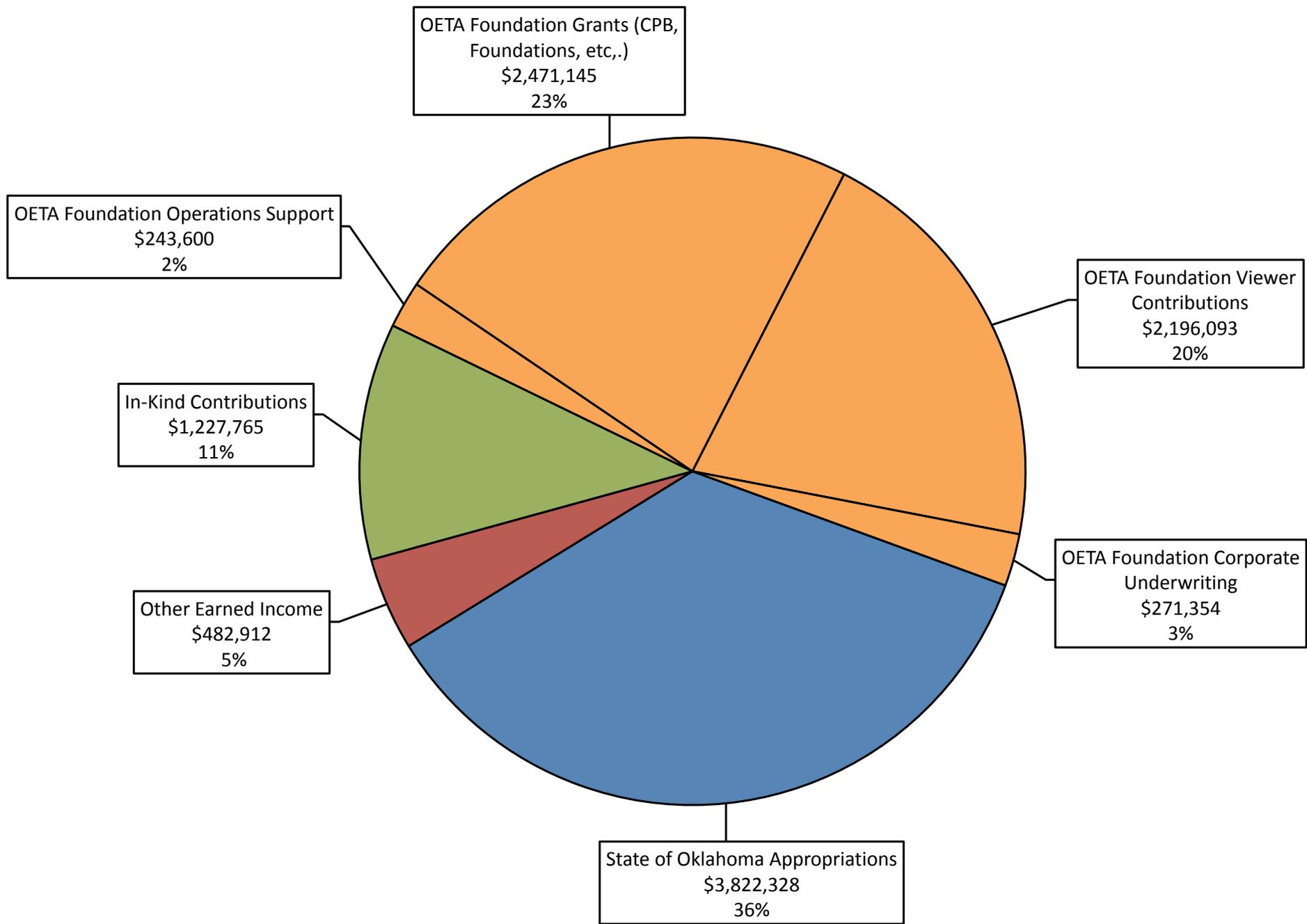
State	2012 Appropriation	Population	State \$ per person
Nebraska	\$9,896,463	1,842,641	5.37
South Dakota	\$3,582,174	824,082	4.35
Wyoming	\$1,779,493	568,158	3.13
Arkansas	\$8,275,000	2,937,979	2.82
Kentucky	\$11,861,000	4,369,356	2.71
Mississippi	\$7,200,000	2,978,512	2.42
South Carolina	\$9,630,000	4,679,230	1.35
Maryland	\$7,820,823	5,828,289	1.34
Louisiana	\$5,955,376	4,574,836	1.30
N. Carolina	\$9,750,000	9,656,401	1.01
<b>Oklahoma</b>	<b>\$3,822,328</b>	<b>3,791,508</b>	<b>1.01</b>
Idaho	\$1,587,000	1,584,985	1.00
Alabama	\$4,300,000	4,802,740	0.90

OETA is one of the **most efficient** state public television networks in America.

Information supplied by the National Educational Television Association, the Organization of State Broadcast Executives (OSBE) and the U.S. Census Bureau.

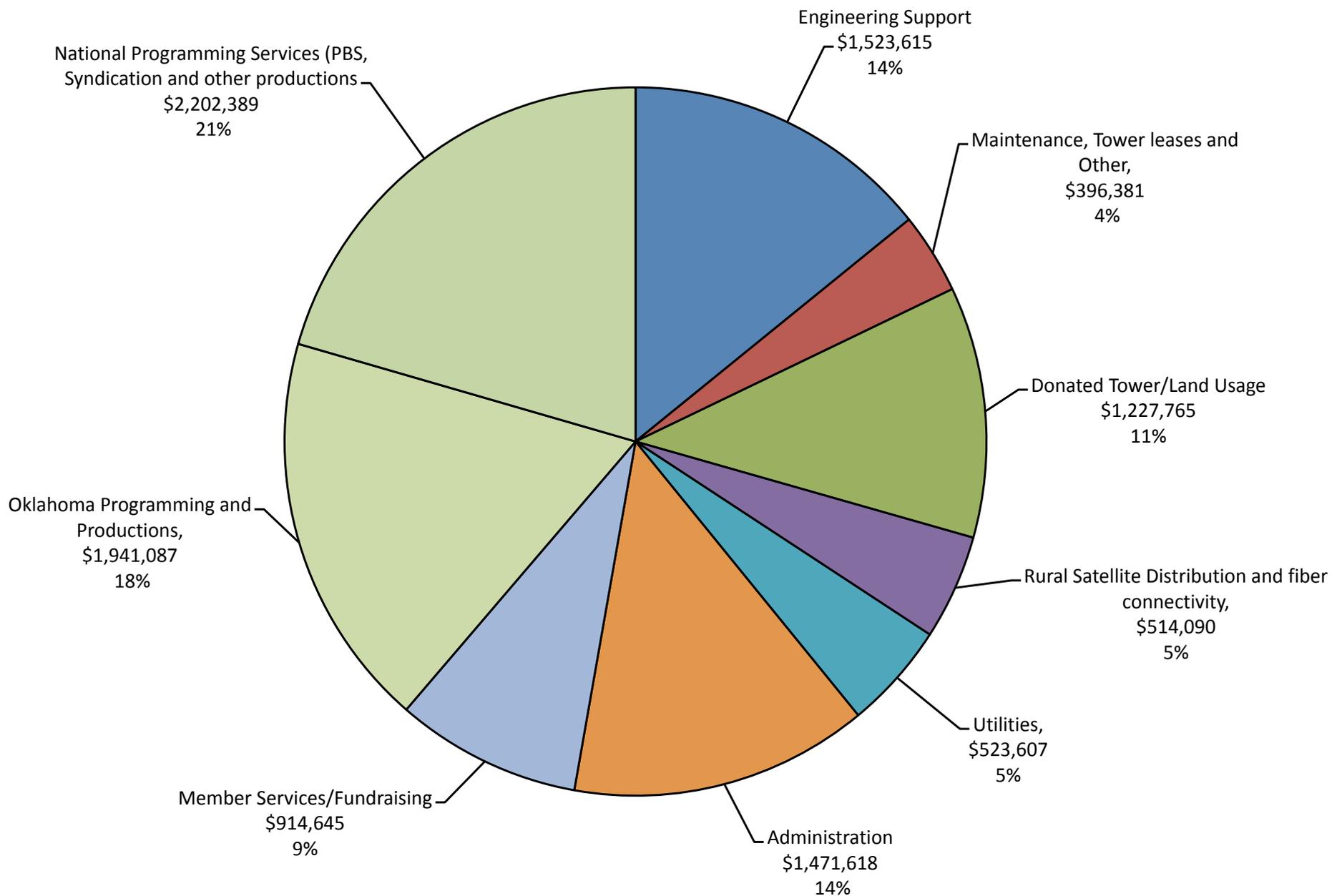
# OETA and Foundation Operating Revenue for FY 2012

## \$10,715,197



# OETA and Foundation Operating Expenses for FY 2012

## \$10,715,197



Oklahoma Educational Television Authority  
7403 N. Kelley Avenue, P.O. Box 14190  
Oklahoma City, OK 73113-0190

Nonprofit Organization  
U.S. Postage  
**PAID**  
Oklahoma City,  
Oklahoma  
Permit No. 886

# LEGACY FOR EXCELLENCE TRUST FUNDS

## \$50 Million Endowment Goal

In 1983, the OETA Foundation established a permanent Programming Endowment to solicit and receive endowment donations for the long-term support of OETA and public television in Oklahoma. The principal or corpus of the endowment is invested and not available for expenditure. However, five (5) percent of the corpus' value each year is available for expenditure in support of OETA and public television programming.

In later years, as the Endowment grew, the Foundation expanded this purpose to include operations and facilities. Today, the expanded permanent Endowment is known as "Legacy for Excellence Trust Funds."

The Foundation has set an ambitious goal of raising \$50 million through its planned giving and major gift campaign for its three permanently endowed trust funds - Trust Fund A - Operations; Trust Fund B - Programming; Trust Fund C - Facilities. The Foundation is a little more than half-way to its goal.

