



OETA

Local Content & Service Report
To the Community

2021



Our Mission

OETA provides essential educational content and services that inform, inspire and connect Oklahomans to ideas and information that enrich our quality of life. OETA does this by consistently engaging Oklahomans with educational and public television programming, providing educational training and curriculum, outreach initiatives, virtual events, and online features that collectively encourage lifelong learning.



Local Value

OETA provides free access to educational programming on-air and online to all Oklahomans.

Local Life

OETA improves Oklahomans' quality of life through connecting viewers to ideas, history, education, and information in local productions and PBS programming.

Local Inspiration

OETA produces award-winning local productions—highlighting Oklahoma news, arts and culture, history, and more which ignites curiosity, encourages exploration and promotes innovation.

Local Source

OETA delivers hundreds of hours of local content to urban and rural Oklahomans, providing essential information and emergency communication services.



Key Services

OETA serves Oklahoma's communities with educational opportunities for learners of all ages.

Content Delivery

OETA's four television channels delivered **35,040** hours of educational content across **4** broadcast channels and its myriad streaming platforms.

Education Resources

OETA provides free educational content and programming for students, teachers, caregivers, and community stakeholders.

Statewide Infrastructure

As Oklahoma's statewide public broadcasting network, OETA is responsible for maintaining **4 high-powered transmitters and 14 translators**. This equipment ensures the success of the PBS Warning, Alert and Response Network (WARN). This system provides a path between the Federal Emergency Management Agency and cellular service providers to relay critical emergency information via cellular networks.



Local Impact

OETA enhances Oklahomans' quality of life.

Reach

OETA reaches people in Oklahoma and surrounding states with broadcast and streaming programming and educational resources.

Use

OETA is one of America's most watched PBS networks (whole day). On average, OETA had about **1,300,550** monthly users across PBS digital platforms. In 2021, OETA increased its social media reach. OETA's Twitter population organically increased by **27%** and OETA's Instagram population organically increased by **39%**. Throughout 2021 traffic to OETA.tv increased by **45%**.

Engagement & Community Outreach

Throughout 2021, OETA hosted **5** events reaching over **3,095** attendees. Events covered diverse topics such as mental health, criminal justice reform and racial injustice.



COVID-19 and Mental Health Response

OETA's staff worked passionately in the form of a hybrid system throughout 2021, with employees working two days from home and three days in the office. The dedication from each employee as OETA safely transitioned back into the office kept OETA's engine running and provided new services to Oklahomans both on-air and online.

OETA adjusted its daytime schedule on OETA WORLD to provide free, curriculum-based programming for students and teachers. Each episode or series directly correlates to lessons and resources made available through PBS LearningMedia which have been designed to meet federal and state standards for grades six through twelve. PBS LearningMedia is a valuable resource made available through OETA which provides free, digital curriculum designed to improve teacher effectiveness and student achievement.

Additionally, OETA collaborated closely with the Oklahoma State Department of Education, the Oklahoma State Department of Health, the National Affiliation of Mental Health Oklahoma (NAMI Oklahoma), and Well Beings to provide up to date COVID-19 guidelines, testing and vaccination information. As well as mental health resources and virtual events focused on mental health for adults, youth, and preventing teen suicide in Oklahoma.

The Oklahoma News Report has continued OETA's news coverage of COVID-19 and its spread throughout Oklahoma and its impact on mental health. Subsequent episodes have reported on topics like education, economy, healthcare, government, and supply shortage.

Throughout 2021, OETA has provided COVID-19 and mental health resources on our website and social media platforms, including a Q&A with our reporters on COVID-19, a re-entry anxiety interview with Marie Abraham-Robinson (MS, LMFT), a live virtual event and panel discussion on preventing teen suicide, and more.

OETA's swift action has been critical in providing quality learning opportunities for children and adults in keeping all Oklahomans informed with crucial information.



Digital Content



FINAL FRIDAY

Introducing Final Friday

Each month, *Gallery America* featured an online Oklahoma art discussion called *Final Friday* that highlighted the previous months arts in Oklahoma to keep our state informed on all things art and exhibitions across our social platforms with this online only series.



OETA Launches Podcast Network

The Oklahoma News Report Podcast is released every Saturday morning at 8 am, with an “InDepth” focus featuring topical information and meaningful stories to educate and engage every citizen across the state. Each episode comes out the morning after our on-air broadcast of *The Oklahoma News Report*, which airs every Friday night at 7 pm on OETA.



Art Minute With Gallery America

Art Minute is *Gallery America*’s on-air monthly look at art goings-on around Oklahoma that appears between programs on OETA’s broadcast channel throughout each month. *Gallery America* host Robert Reid handpicks a few exhibits at museums and galleries that can be enjoyed all month, with the goal to get more of Oklahoma involved in the arts.



The Oklahoma News Report Continues to Grow

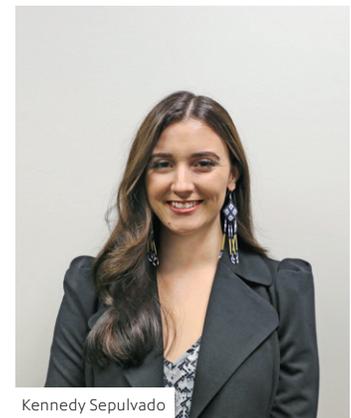
The OETA newsroom continued to grow in 2021. *The Oklahoma News Report* added two new young, enthusiastic reporters, Taelyr Jackson and Kennedy Sepulvado, and that is enabling the news team to further enhance our goal of covering all 77 Oklahoma counties. With their addition, plus moving Rory Taylor into the role of producing our long-form interview segment, “InDepth” gives *The Oklahoma News Report* one of the most diverse newsrooms in the nation.

In the past year, *The Oklahoma News Report* produced several hours of coverage on the centennial of the Tulsa Race Massacre, producing content that was thorough, nuanced and far superior to anything that aired on commercial TV stations.

In addition, Steve Shaw and Aaron Byrd produced a two-part series on the resurgence of cockfighting in Oklahoma that has now been viewed over 750,000 times on social media and shared thousands of times. It has drawn incredible praise from animal rights groups in Washington D.C. The executive director of one group called in the finest reporting on the subject he’s ever seen and promised to share it with the Justice Department and other law enforcement officials.

The Oklahoma News Report newscast is unique in that each week we produce one full hour of fresh content that covers every aspect of life in Oklahoma. Politics, the economy, social issues, growth, education, agriculture, you name it.

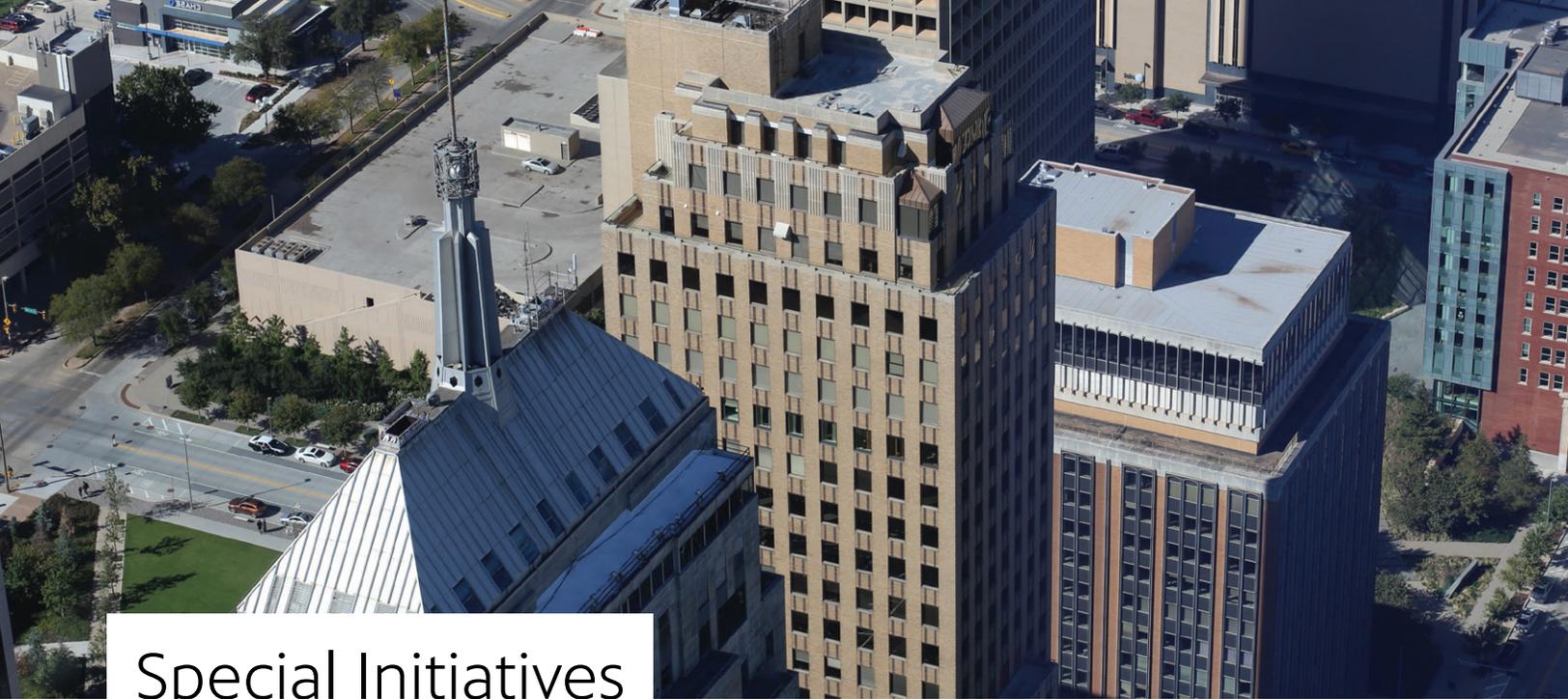
Lastly, we have expanded our online content with a weekly Podcast, *The Oklahoma News Report Podcast*, that has proven to be popular with our listeners since it’s launch in November.



Kennedy Sepulvado



Taelyr Jackson

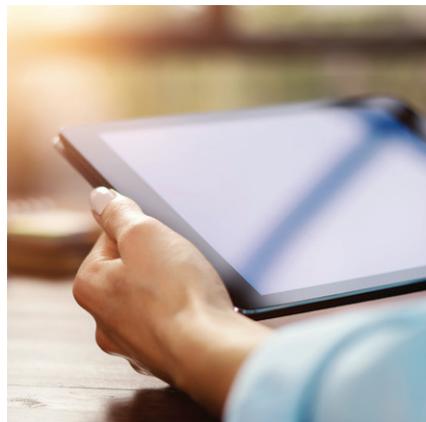


Special Initiatives



Learning at Home on OETA

Until September 3, 2021, OETA provided curriculum-based programming for students over the air on our broadcast channel, OETA WORLD. Programming directly correlates to lessons and resources made available through PBS LearningMedia which have been designed to meet federal and state standards for grades 6 through 12.



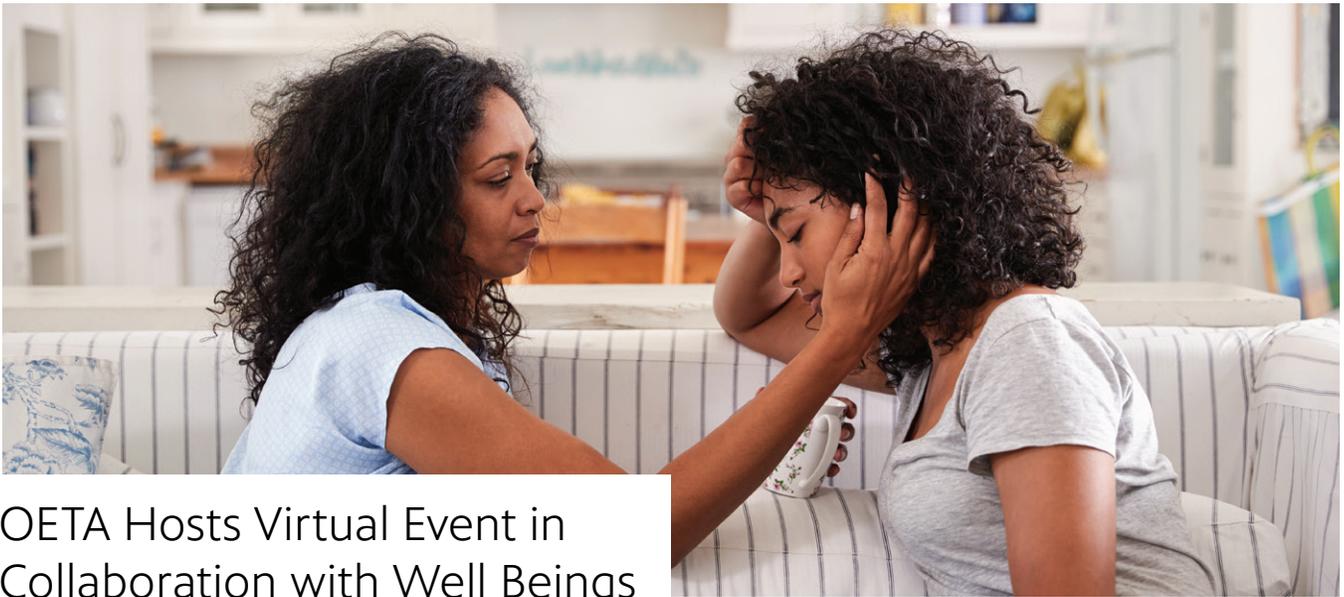
Local Live Streaming

In 2020 OETA launched a free 24/7 livestream of its primary channel across OETA and PBS digital platforms. In 2021 this special initiative continues to provide Oklahomans with free access to our livestream—anytime, anywhere—with no sign-up or registration required.



New Eufaula Transmitter

In October of 2021 OETA updated its Eufaula high-powered transmitter. This improvement to the statewide infrastructure directly benefits viewers with a more reliable broadcast signal to the eastern part of the state, covering over 13,109 sq. mi. and reaching over 752,000 viewers.



OETA Hosts Virtual Event in Collaboration with Well Beings

In 2021 OETA and Well Beings hosted a virtual event, “Oklahoma in Crisis: Identifying and Preventing Teen Suicide.” In this virtual presentation, panelists broke down commonly used mental health terms and methods to identify and prevent teen suicide. As Oklahoma’s teenagers return to school, it’s more important than ever for parents, caretakers, and educators to recognize and support their mental health needs. 825 participants were shown a collection of videos from the national Well Beings tour, heard from Oklahoma teenagers, and were part of a frank discussion about terms, warning signs, resources, and tips on how to discuss suicide in an open and healthy way.

The virtual event was Presented by Well Beings, OETA, and the National Alliance on Mental Illness of Oklahoma (NAMI). Well Beings, created by WETA, brings together partners from across the country, including people with the experience of health challenges, families, caregivers, educators, medical and mental health professionals, social service agencies, private foundations, filmmakers, corporations and media sponsors, to create awareness and resources for better health and well-being.



OETA Continues Testing Datacasting

Over the course of 2021, OETA has continued testing datacasting technology. Datacasting (data broadcasting) uses a portion of the television broadcast signal to securely transmit IP data that can be received by a computer wherever a television signal can be received. This technology has been around for many years, the concept of using datacasting for remote learning is relatively new. This technology provides access to learners without broadband internet the ability to receive educational files for free.



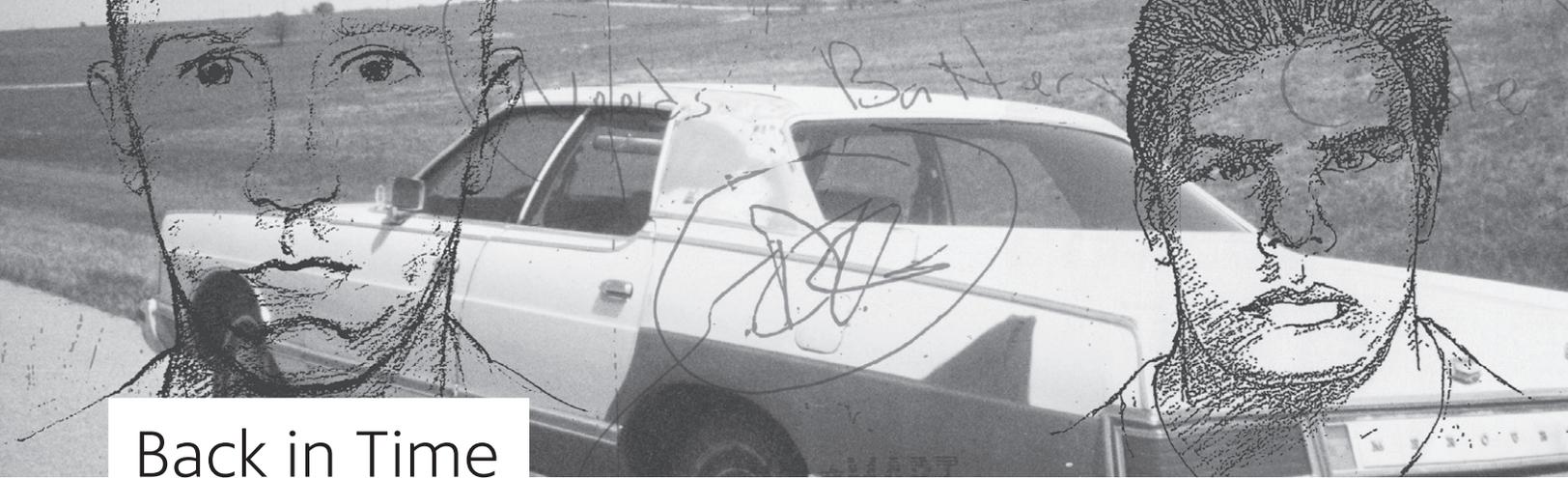
Tulsa Race Massacre: 100 Years Later

Tulsa Race Massacre: 100 Years Later premiered Monday, May 31, 2021 at 7 p.m. with an encore at 10 p.m. on OETA and the PBS app. The documentary was created in partnership with Oklahoma Humanities and blends historical accounts of the massacre and the art of local creatives to paint a full picture of Greenwood—from the past, present and aspirations of a thriving future.

“OETA is in the business of telling stories of importance for all Oklahomans. And, for too long, the story of the 1921 Tulsa Race Massacre has gone untold” says Polly Anderson, executive director of OETA. “As Oklahoma’s storyteller, we are driven by our mission—and consider it a great privilege—to make this story known.” The program is hosted by author, poet and historian, Quraysh Ali Lansana. Lansana is the author of twenty books in poetry, nonfiction and children’s literature. He is currently a Tulsa Artist Fellow and serves as Acting Director of the Center for Truth, Racial Healing & Transformation at Oklahoma State University-Tulsa. Along with our broadcast airings, OETA held a virtual event to preview the documentary and hosted a panel discussion that included 241 attendees, moderated by Lansana, on Monday, May 25, 2021 at 7 p.m. Many event participants had high praise, including this viewer comment: “Excellent panel! I appreciate the views of the articulate and well-informed panelists who are invested in uncovering the truth. Hats off to Oklahoma Humanities and OETA!” Additionally, OETA provided free community screenings of *Tulsa Race Massacre: 100 Years Later* to schools, theaters, and organizations across the state, and will continue to do so in 2022.

“Partnering with OETA on a project of this magnitude is a win-win, ensuring our mission to serve the general public with meaningful, educational humanities programming. OETA’s documentary project to commemorate the Tulsa Race Massacre Centennial, coupled with complementary material in Oklahoma Humanities magazine, gave citizens a clear-eyed view of our troubled past through the lenses of history and the informed, varied perspectives of scholars and community leaders. The feedback we’ve had tells us that the materials created in the OH-OETA partnership will have impact far into the future. OETA helps us reach the wider Oklahoma audience, especially rural audiences that look to our organizations for cultural and educational programming they can experience right where they are—at home, at school, in the public library, in veterans centers, and more. We look forward to future projects and partnerships with OETA.”

**Caroline Lowery, Executive Director,
Oklahoma Humanities**



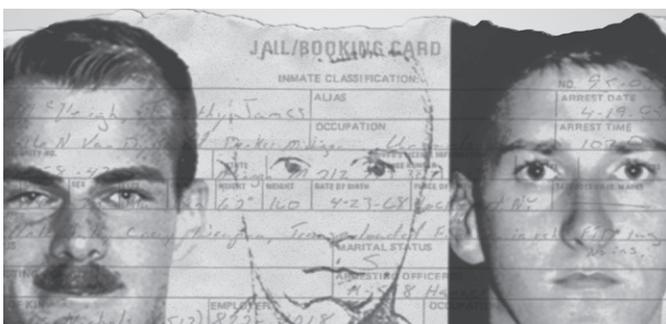
Back in Time

Back in Time is OETA's Emmy® award-winning documentary series that showcases significant people, places and events that helped shape the history of the state of Oklahoma. OETA uses extensive research, archival photographs and film, recreations, along with interviews with historical experts and descendants of the people profiled in each program. *Back in Time* videos are a useful tool for History teachers to give life to the Oklahoma story.



Osage Murders: The Reign of Terror

Just below the tall grass of the Osage reservation was an ocean of oil, it made every member of the tribe a millionaire and a target. In the 1920's, hundreds of Osage Indians were dying in mysterious circumstances. Shady characters from all over came to strip it from them any way they could. It took the birth of the FBI to end what was called "The Reign of Terror."

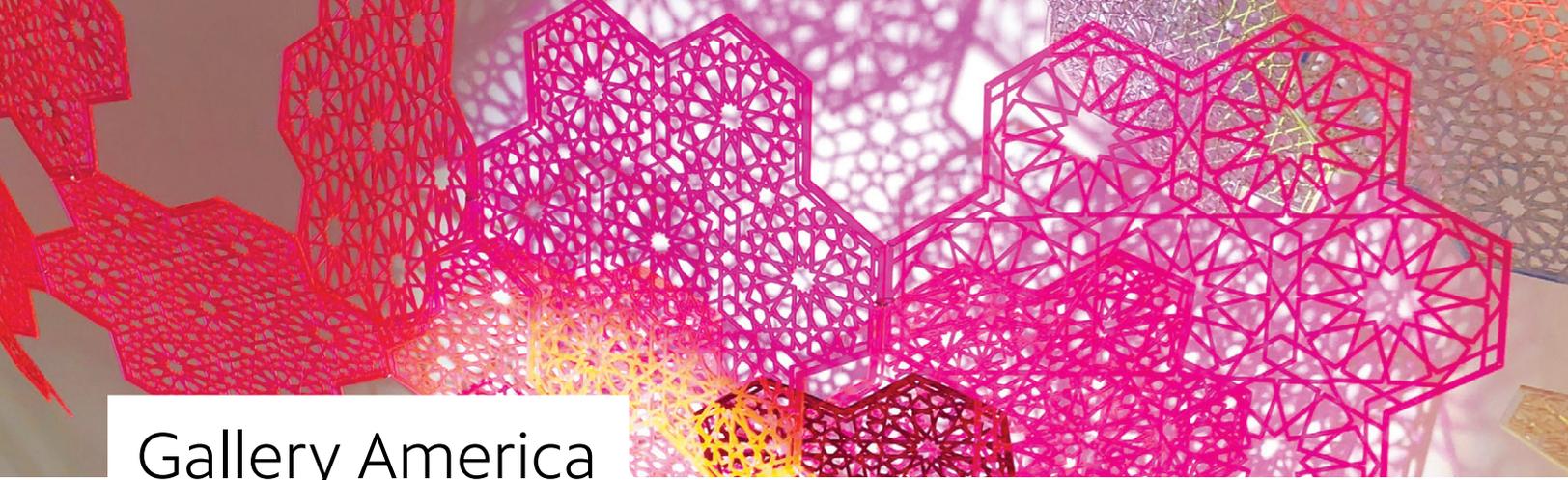


Oklahoma City Bombing: The Investigation

Follow the events which transpired after the worst act of domestic terrorism in the nation's history. Look into the FBI files, meet the investigators who tracked McVeigh and Nichols, and learn about wild conspiracy theories surrounding the deadly 1995 Oklahoma City bombing.

OETA Receives Western Heritage Award Best Western Lifestyle Program

OETA was awarded a Western Heritage Award® in the category of Best Western Lifestyle Program for its production of *Cow Town*. The half-hour documentary highlights the perilous journey of the cowboys on the historic Chisolm Trail, the demand for a reliable source of food during a time of change and the beginning of Oklahoma's City's stockyards. The program was produced by Robert Burch and edited by Ryan Lorg as a part of OETA's Oklahoma history series, *Back in Time*.



Gallery America

OETA's Emmy® award-winning *Gallery America* series is dedicated to showcasing the best in the visual and performing arts & culture from Oklahoma and around the nation. *Gallery America* captures the best artists in all forms of art, including dance, sculpture, education, music, painting, photography, performances and so much more from every part of America. Hosted by Oklahoma native, Robert Reid.



Jerry Yarnell: A Master's Touch

Jerry Yarnell has won millions of fans for his naturalist art. He's a painter, teacher and TV show host, whose program "Paint This with Jerry Yarnell" has been shown across the US and Canada the past couple decades. *Gallery America* visits his Skiatook, Oklahoma studio to see how he passes on his magic to others. As he says, "art is the thing that gets people through life."



Where Are They Now?

Gallery America celebrates its 20th anniversary by returning to a few past episodes and reconnecting with artists. We see where sculptor David Phelps' biggest piece, *American Beauty*, ended up and how he caught the attention of golfer Greg Norman; and learn how Hollywood actor Timothy Fall's 2009 film *Bootcamp* changed his career – and inspired one of his 14-year-old students to make her own movies.

OETA Wins a Heartland Chapter Emmy® Award Best Arts and Entertainment Award

OETA has been honored with a Heartland Chapter EMMY® Award for its arts/entertainment program, *Gallery America: Joe Slack, Iron Man*. The recipients of the award are Robert Reid (writer/host) and David Tamez (producer). The segment features Oklahoma City artist Joe Slack. His large, abstract sculptures of steel transform public spaces across the city. Slack's latest and largest project—a mural of steel birds and dancers—fills a median wall in Midtown that stretches over two football fields.



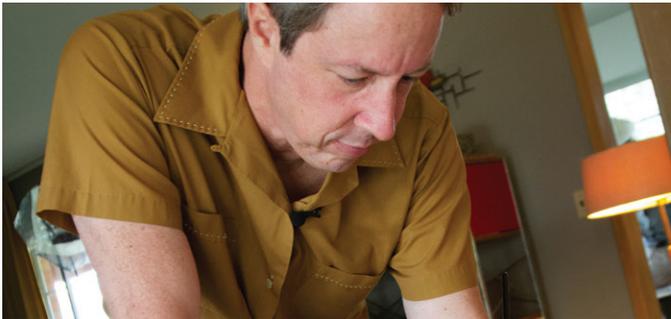
Sarah Ahmad: ‘American Dream’

Tulsa-based artist Sarah Ahmad has created “American Dream,” an outdoor art installation for the Greenwood Art Project to promote racial healing in the centennial of the Tulsa Race Massacre. It combines historic images from 1921 with new marigold garlands created in Pakistan, where Sarah grew up. To see it, visitors must walk through the forest -- a place, Sarah says, that everyone belongs.



James Coplin: Body of Art

Edmond-based artist/teacher James Coplin has created all his life -- and then he became a bodybuilder champ. On *Gallery America*, James explains how he viewed bodybuilding as an art, how he transitioned into being a lifelong teacher at Edmond’s Santa Fe High School, and where he walks us through the process of painting Oklahoma’s Deep Fork River -- from tinted canvas to finished piece.



Matt Goad: Positively Oklahoma

Over the past two decades, Oklahoma City artist Matt Goad has helped create the look of the modern cityscape, with street signs, logos and beer cans. Now he’s tackling his biggest project, a 40,000-square-foot terrazzo flooring at the Will Rogers World Airport expansion. The goal is to tell city history and inspire visitors to see the city as a great modern metropolis bounding with possibility.



Lil’ Mike & Funny Bone: Dream Bigger

Oklahoma City rappers Lil’ Mike and Funny Bone woo audiences with their high-energy and high-positive music. Now they’ve appeared on *America’s Got Talent* and become star actors on Hulu’s “Reservation Dogs,” a Native American coming-of-age series that’s drawn international acclaim. *Gallery America* revisits its 2013 profile of the brothers’ “crunk” music and now reconnect to talk TV and the future.

OETA Special Productions



Ask a Lawyer

Ask A Lawyer is an annual production which provides Oklahomans a better understanding of the rights and freedoms offered by our legal system. Co-produced by the Oklahoma Bar Association (OBA), the program presents information about legal issues in easy-to-understand language. In the most recent production of *Ask A Lawyer*, expert panelists discussed issues surrounding landlord/tenant law, the Oklahoma Innocence Project and divorce. Additionally, viewers are able to call in and receive free legal advice throughout the program. Advice is provided by attorneys throughout the state as a community service effort in conjunction with the national celebration of Law Day.



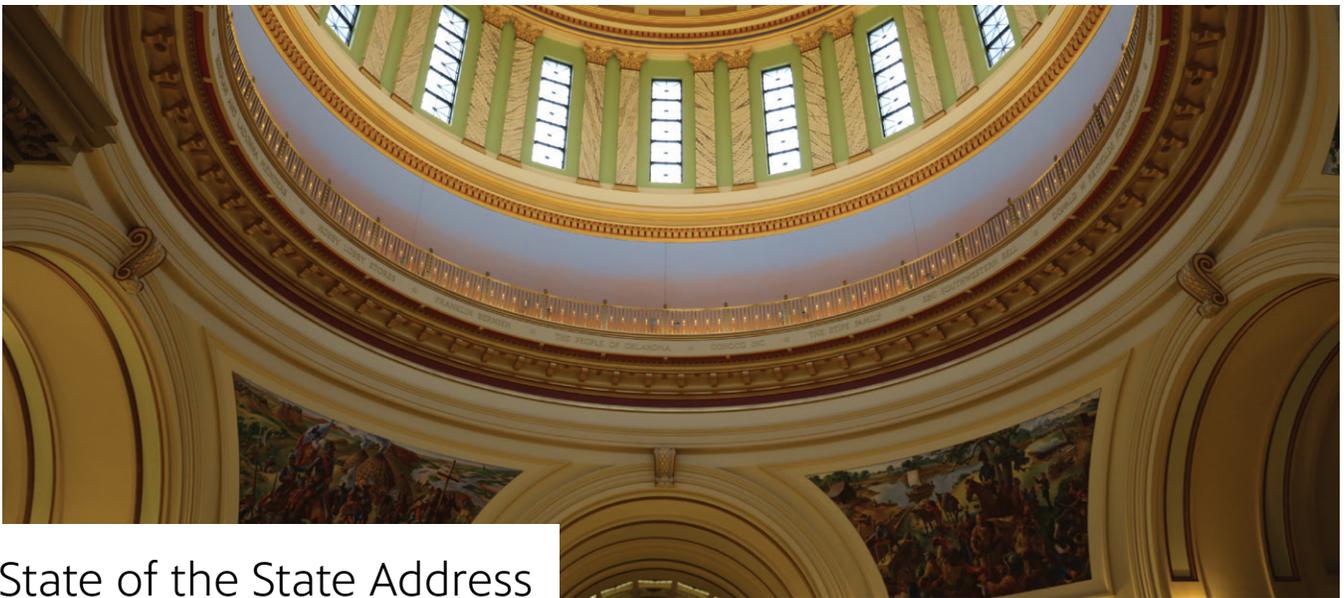
Oklahoma Foundation for Excellence

The program, produced and broadcast by OETA is an evening of inspirational speeches and recognition of those who promote educational excellence in the state of Oklahoma. The organization behind the event was founded in 1985, when Oklahoma's U.S. Senator David Boren brought together a group of Oklahoma business and community leaders with the common goal of improving public education in the state. All agreed that private investment was crucial to the success of public schools. The result was the establishment of a statewide, nonprofit organization, the Oklahoma Foundation for Excellence, with the mission of recognizing and encouraging academic excellence in Oklahoma's public schools.



OETA Movie Club

The OETA Movie Club, hosted by Robert Burch features classic films, celebrity photos submitted by Oklahomans from across the state, little-known movie trivia and fan-favorite fresh popcorn. The show has been a Saturday night staple on OETA for more than 30 years and is among the most popular of all OETA programs. A few favorites from 2021 are; *Misfits*, *Fiddler on the Roof*, *Good Night, and Good Luck* and *Invasion of the Body Snatchers*. In 2021, long time host and community favorite BJ Wexler passed away. His legacy lives on and he will be deeply missed.

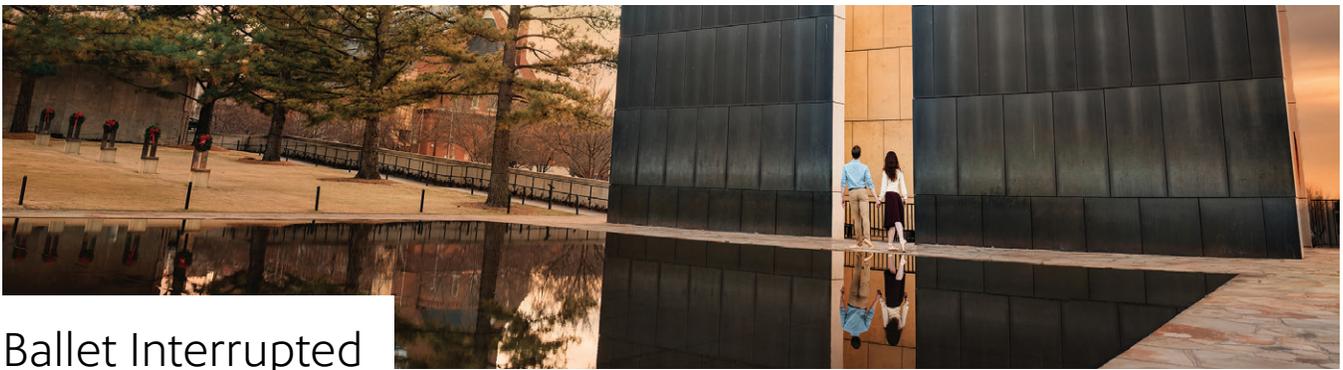


State of the State Address

OETA is the primary producer for the broadcast of the governor's annual State of the State Address—providing video and audio resources to news organizations throughout the state. The address is typically given on the first Monday of February, outlining the governor's goals. OETA recognizes the value of this important event and for years has made it accessible to all Oklahomans. Whether the governor's address is broadcast live on OETA, streamed on OETA's digital platforms, or shared with commercial stations so it can be excerpted for newscasts, OETA's effort is what gets the information delivered to the public. This important address is the focus of the first joint session of the annual Oklahoma Legislature, and provides insight into the sitting governor's legislative and policy agendas that will be debated and pursued in the following months.



Independent Local Productions



Ballet Interrupted

The Oklahoma City Ballet set out to create an original ballet, “A Little Peace,” toward the end of 2019. The ballet was designed to commemorate the bombing and celebrate the community which perseveres. Unfortunately, this ballet, as originally intended, may never be seen. It was set to debut before an audience on April 19, 2020, in commemoration of the 25th anniversary of the bombing. As COVID-19 spread through Oklahoma, the company made the painful decision to cancel the premiere. The hard work, dance craft and dedication the Oklahoma City Ballet put into this production is felt. The care, optimism and passion for healing is apparent. *Ballet Interrupted* premiered on OETA Thursday, April 15 at 7 p.m.



Behind the Lens with Oklahoma’s Future Filmmakers

Six short films by students in the award-winning Jenks High School film program. *Second Chance*: An artist “brushes aside” her darkest challenge. *Aftermath*: A firefighter recalls the photograph that changed his life. *Margo’s Wine Glass*: A senior citizen tells the story behind a cherished object she displays in her home. *A Colorful Life*: A student filmmaker details the inspirations behind her award-winning work. *Swerve*: How one man’s childhood jump-started a philanthropic program for kids. *Sound and Silence*: A fictional film in which a teen girl learns empathy for her younger sister.

Independent Local Productions



Children of Civil Rights

No one knew that a group of children in Oklahoma City were heroes, not even the children themselves. For six years, a group of kids went into restaurants and asked for service. It never got violent; it never made national news; but together, they turned around every restaurant except one before the 1964 Civil Rights Act. Sixty years later we share their six year odyssey to freedom.



Children of Hope

The children of the incarcerated. Three out of four children with incarcerated parents are headed to prison, just like their parents and in some cases their grandparents. It's a generational cycle in Oklahoma and as of this year leads our entire nation in the number of men, women and children it puts behind bars and is dead last in its support of education.



Marvin's Gift

Marvin returns as a guardian angel to help two children deal with the difficult emotions of parental incarceration. The gift given to the children is not material, but one of hope for the future through love and support of each other.



Oklahoma Gardening

Oklahoma Gardening provides some of the best research-based information in Oklahoma. Each show includes beautiful and informative segments on gardening, lawn care, tree care, and landscaping design and maintenance. Along with segments from our studio garden, we will introduce you to gardeners from around the state and tour their gardens.

Independent Local Productions



Oklahoma Hall of Fame

This year's Honorees are: Stanley L. Evans, Oklahoma City - Presented by Andrew M. Coats. Scott Hendricks, Clinton - Presented by Blake Shelton. Hannibal B. Johnson, Tulsa - Presented by Kenneth J. Levit. Yvonne Kauger, Colony - Presented by Steven W. Taylor. Paula Marshall, Tulsa - Presented by Cathy Keating. Harvey Pratt, El Reno - Presented by James R. "Dick" Wilkerson. Jim Stovall, Tulsa - Presented by Terri Cornett. Roscoe Dunjee, Inducted Posthumously. Masters of Ceremonies for the evening will be Oklahoma Hall of Fame Members Governor Bill Anoatubby and Chief Gary Batton.



Outdoor Oklahoma

Oklahoma Department of Wildlife Conservation's TV show, *Outdoor Oklahoma*, showcases the best of hunting, fishing, and wildlife diversity in the state of Oklahoma. The department documents the state's stories of hunting, fishing, or just enjoying the outdoors, where you, the outdoor enthusiast, is the star. The series also features ODWC's expert biologists, game wardens, and employees making the state an outdoor destination and a pinnacle in conservation.



OSIYO: Voices of the Cherokee People

Osiyo, Voices of the Cherokee People is a groundbreaking Emmy-winning series inviting you to discover the rich traditions and compelling modern advancements of the Cherokee people told through a documentary lens. The program features the people, places, history, language and culture of the Cherokee Nation, the largest federally recognized tribe in the US with more than 380,000 citizens.



SUNUP

SUNUP, which airs Saturday mornings at 7:30am and Sunday mornings at 6:00am on OETA, is your place for Oklahoma agriculture. Whether it's explaining the latest research, providing updates for current crops or covering the issues that matter most, *SUNUP* is your source.



Winter Fire: A Chickasaw Storytellers' Series

Winter Fire is a documentary series sharing stories related to Chickasaw history, culture, people and present-day tribal issues. These videos symbolize stories shared within the warm glow of the Chickasaw family, with topics touching on removal, boarding schools and the revitalization of the Chickasaw language. The Season 1 episode, “And Our Mothers Cried,” has been awarded a Regional Emmy® for outstanding historical documentary.



Education Programs



Ready to Learn Initiative

OETA's Ready to Learn initiative employs PBS Kids content to engage families, teachers and communities in the lives of their children from an early age. Television, online and app based technology is coupled with media literacy principles and practices to help children start school ready to learn and ultimately be successful, lifelong learners. While the Ready to Learn initiative actively targets low-income families, schools and communities with children ages 2 through 8, associated programs and resources are available to all Oklahomans. Through the Ready to Learn Community Collaboratives for Early Learning Media (CCELM) program, OETA was able to provide and deliver in-school and out-of-school programming to service providers that met local needs/support local education goals and outcomes. Throughout the duration of the CCELM program, OETA directly reached 1,200 families, educators, and children while creating 50 new educational resources.



Student Reporting Labs

Student Reporting Labs is a program that creates opportunities for Oklahoma Educational Television Authority to engage with youth around media experiences as they learn to craft their stories and hone the journalistic skills gained in school or extracurricular environments. OETA is supporting youth's navigation of the complex media landscapes as they create and consume information relevant to them. Through partnership with PBS Newshour's Student Reporting Lab initiative, students participate in projects, lessons, and challenges to amplify their voices on State and National scales.



OETA Art Club

Art Club is a media-based program for middle school students (Rising 6th graders). Art Club builds on OETA's locally created and produced documentary series "Gallery America" that highlights the various art worlds and artistic approaches artists are using across the State. Excerpts from the series are shown to introduce students to the art world and stimulate discussion immediately after watching to uncover how art plays a role in their lives and how it can be used to solve problems.

Students develop artwork based on their examination of problems facing them and their community culminating in public presentations and events that are geared toward raising awareness. Ultimately, students participating in Art Club are developing a creation or innovation using art as a vehicle to amplify awareness of age-appropriate societal problems.

In partnership with Millwood Arts Academy for its in-person program launch, OETA was able to deliver the Art Club experience to 30 Rising 6th grade students.



Mission

OETA provides essential educational content and services that 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.

7403 North Kelley Avenue • OKC, OK 73111 • (405) 848-8501 • OETA.tv

Executive Director • Polly Anderson Graphic Designer • Danny Rose Lead Writer • David Dean
Assistant Editors • Jay Jacobs and Janette Thornbrue

