



2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“OETA is essential in helping us reach children all over the state of Oklahoma with their Ready to Learn educational content and digital resources that reach parents, daycare providers and teachers...”

- Kerri McLinn, RTL and TANF Administrator, Oklahoma Department of Libraries

OETA is 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.



OETA is an integral part of Oklahoma’s advancement.

We work each day to put our statewide communication system, educational content and community services to good use for the benefit of everyone in Oklahoma. OETA works to ensure that our children learn, our viewers become engaged in matters that concern them, and those within our communities join together in a common cause.

By combining Oklahoma-focused content with statewide partnerships, OETA serves as Oklahoma’s trusted, community-based information provider and public convener. We leverage our local content to help raise statewide awareness and address local issues. And, our educational programs and services provide life-changing benefits to everyone in Oklahoma, regardless of age or income.

In 2012, OETA provided these essential local services:

OKLAHOMA CONTENT: More than 500 hours of original Oklahoma content covering state government, history, business, agriculture, arts, culture and more.

FREE CLASSROOM TOOLS: Learning Media website houses more than 20,000 educational assets, including lesson plans, videos, games, worksheets and more.

COMMUNITY ENGAGEMENT: Our projects leveraged on-air content, statewide partnerships, free public events and educational resources to address severe drought and promote literacy.

WORKFORCE DEVELOPMENT: OETA adult literacy programs prepare adults for employment and encourage them to complete their high school education.

OETA’s local services had deep impact across Oklahoma.

Among the top-rated public television networks in the United States, our on-air content reached an average of 1.8 million Oklahomans weekly. Our outreach events, community partnerships, online library, and other educational services leverage our on-air content for maximum impact.

Combining our content library and online educational assets with strategic statewide partnerships, our DUST BOWL community engagement initiative reached millions through national and local content, numerous community events that shared survivor experiences and explored lessons learned from state history, and free conservation resources dedicated to combating the most severe consequences of drought.

Educational Resources

OETA LEARNING MEDIA

OETA is Oklahoma's leading source of FREE digital learning tools for more than 1,000 homeschoolers, preschool 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. Partnerships with the Oklahoma Department of Education, Oklahoma A+ Schools 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 science and math concepts. Through professional development opportunities for daycare providers, teachers and parents, plus annual literacy events attended by 5,000 students, including 2,000 at-risk preschoolers, and a statewide contest that encourages creativity, OETA's suite of children's educational services provides learning opportunities for each Oklahoma child. Our RTL 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. 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.

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. A partnership with the Oklahoma Foundation for Excellence, these live broadcasts provide thousands of Oklahoma students an opportunity to call toll-free and speak directly to historians and character interpreters.

Community Engagement

THE DUST BOWL

OETA partnered with Oklahoma Conservation Groups to host seven DUST BOWL events across the state, including OKC, Tulsa, Woodward, Stillwater (featuring a discussion with Congressman Frank Lucas), Guymon, Altus and Goodwell. More than 3,000 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.

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. Held at the OKC Zoo and the Tulsa Metro Library, the events featured literacy activities for more than 5,000 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.

2012 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

READ ACROSS OKLAHOMA: BUILDING PRE-K LITERACY SKILLS

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. Celebrity guests, children's author Ree Drummond and musical performers engaged children, teachers, parents and care providers to celebrate reading.

Held at the OKC Zoo and the Tulsa Metro Library, the events featured literacy activities for more than 5,000 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.



OKLAHOMA VOTES 2012: STATEWIDE ELECTION COVERAGE

OETA's continuous election night coverage featured the latest results, instant analysis and in-depth reporting. The effort also included reports about candidates, issues, strategy, and behind-the-scenes views of the campaigns on programs including ONR (Oklahoma News Report) and Oklahoma Forum, and online at www.oeta.tv/elections. Drawing on collaborations with The Journal Record, eCapitol, the PBS NewsHour and StatelImpact Oklahoma through the Oklahoma Public Media Exchange, OETA delivered rich, in-depth election information that aimed to educate Oklahoma citizens.

The Oklahoma Votes 2012 website included election-related news and features, and engaged Oklahomans to share their thoughts on the issues.



OKLAHOMA NEWS REPORT: CARING FOR OKLAHOMA VETERANS

OETA's weekly statewide news program, the Oklahoma News Report, in partnership with The Journal Record newspaper, conducted a yearlong investigation into abuse and neglect at Oklahoma's long term care facilities for veterans. The series of reports resulted in Oklahoma Governor Mary Fallin and Oklahoma Secretary of Veterans Affairs Major General Rita Aragon developing and proposing policy and process solutions to protect aging veterans and their families.



Lessons from The Dust Bowl

OETA leveraged Ken Burns' Dust Bowl film, primarily set in Oklahoma, to share the stories of the state's Dust Bowl survivors, using their experiences to bring attention to the severe drought currently facing communities across the state. OETA covered conservation partners to provide resources for drought prevention and engaged local communities to host events that combined OETA content, conservation experts, historians and and local survivors.

Community Reach:

OETA hosted 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.

Oklahoma had record ratings for the premiere of Ken Burns' THE DUST BOWL, with more than 1 million tuning in for the various broadcasts.

Partnerships:

PRIMARY: OETA partnered with the Oklahoma Association of Conservation Districts, Oklahoma Conservation Commission and the USDA to provide promotion, funding, resources and volunteers for each event.

COMMUNITY: The Oklahoma City Museum of Art, Oklahoma State University, Guymon High School, Woodward Conference Center, Southwestern Oklahoma College, and OSU-Tulsa provided free venues and staff for the various event locations.

STATEWIDE: The Oklahoma State Department of Education and Oklahoma Department of Libraries helped promote the initiative and educational content.



IMPACT:

- Community Events: More than 3,000 Oklahomans attended seven Dust Bowl events hosted in regions across the state.
- Oklahoma News Report Features: OETA featured weekly in-depth stories of the current drought crises facing Oklahomans due to dust bowl era-like drought.
- Interview with Ken Burns: OETA interviewed filmmaker Ken Burns about The Dust Bowl, focusing on Oklahoma's experience, survivors and the solutions available to prevent another catastrophe.
- Oklahoma Forum: OETA's public affairs program devoted an episode to the project, featuring an in-depth roundtable with conservation partners and experts on the importance and impact of the project.
- Ken Burns Promos: OETA produced a series of promos to promote the project with filmmaker Ken Burns.
- Online/Social Media: Record social media engagement resulted in participation in a statewide conversation about The Dust Bowl documentary and related events/content.

2012 LOCAL CONTENT AND SERVICE REPORT SUMMARY



“Without OETA, these incredible Oklahoma stories of survival would not be told. OETA’s leadership on the Dust Bowl project is essential in teaching how conservation practices can prevent another disaster.”

– Clay Pope, Executive Director,
Oklahoma Association of Conservation Districts

The key elements to OETA community engagement initiatives combine educational on-air/online content, community resources and outreach events to support and promote our efforts across Oklahoma. OETA is uniquely positioned through its content, statewide reach and strategic partnerships to help build awareness of and solve community problems. In 2012, OETA:

- Hosted more than 5,000 children at events that celebrate literacy and provide the foundation for a lifelong love of reading.
- Connected Oklahomans to essential voter and election information and resources.
- Built awareness of the consequences of drought, drawing more than 3,000 Oklahomans to conservation events in eight communities.
- Provided content that resulted in policy changes that resulted in better care for aging veterans.



Dr. Pauline Hodges, a dust bowl survivor and participant in Ken Burns’ The Dust Bowl film, listens as U.S. Congressman Frank Lucas (R-Oklahoma) discusses conservation issues during a Dust Bowl community event at Oklahoma State University in Stillwater, OK.

OETA-The Oklahoma Network educates and enriches the lives of Oklahomans statewide with compelling content, community engagement initiatives and community resources.

