



OETA 

Local Content & Service Report
To the Community

2020

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

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 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 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 based on local and other 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

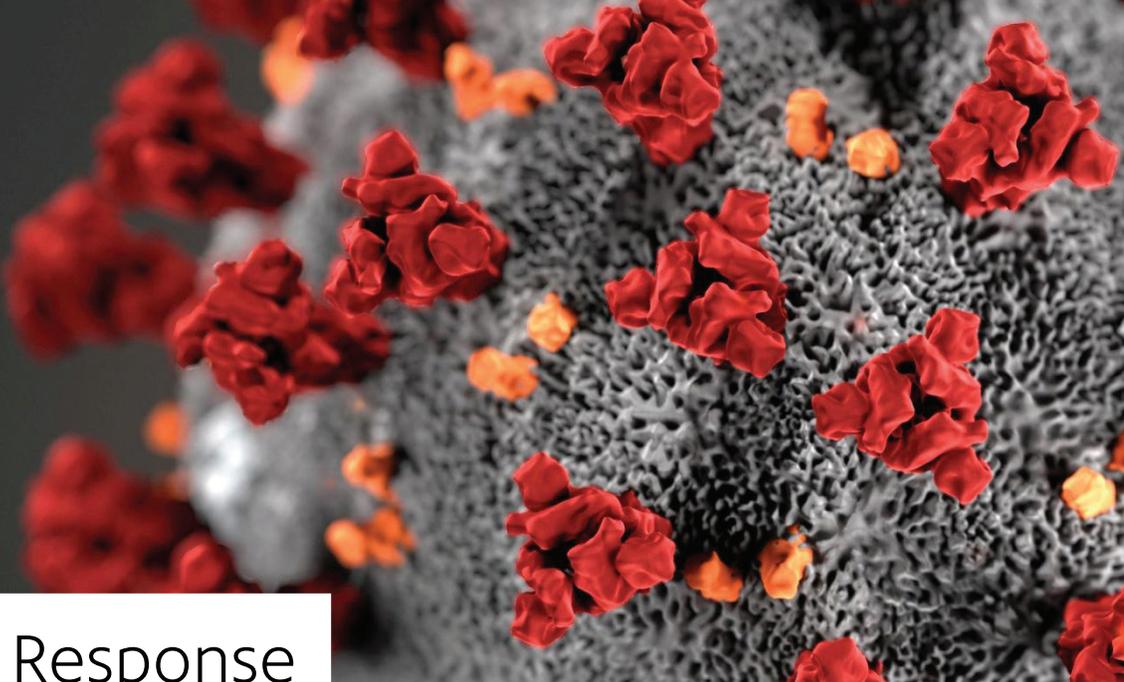
OETA reaches people in Oklahoma and surrounding states with broadcast and streaming programming and educational resources.

Use

OETA is one of America's most watched PBS networks (whole day). On average, OETA had about **1,347,235** monthly users across PBS digital platforms. Throughout 2020 traffic to OETA.tv **increased by 35%** and there was a **15% increase** in Facebook likes.

Engagement & Community Outreach

OETA responded quickly to provide virtual events and teacher training due to the pandemic. OETA connects with Oklahomans at special events for viewers, educators and members.



Coronavirus Response

As of March 19, 2020, OETA’s staff has worked passionately from their kitchen tables to not only keep OETA’s engine running, but to also provide new services to Oklahomans.

Within a month, 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. A series of two instructional webinars, as well as an online training module, were made available to Oklahoma to help teachers understand and implement OETA/PBS resources in the context of distance learning. The education department also compiled discussion guides for parents and teachers to help facilitate helpful conversations with children about COVID-19.

The March 20th episode of *The Oklahoma News Report* began OETA’s news coverage of COVID-19 and its spread throughout Oklahoma. Subsequent episodes have reported on topics like education, economics, healthcare, government and personal accounts as they relate to COVID-19.

Throughout the epidemic OETA aired several PSAs regarding COVID-19 including two original PSAs. The first directed people to public health information centers like the Oklahoma State Department of Health. The second featured well known Oklahomans encouraging Oklahomans to wear masks. OETA’s swift action has been critical in providing quality learning opportunities for children and keeping all Oklahomans informed with crucial information.



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Race in Oklahoma

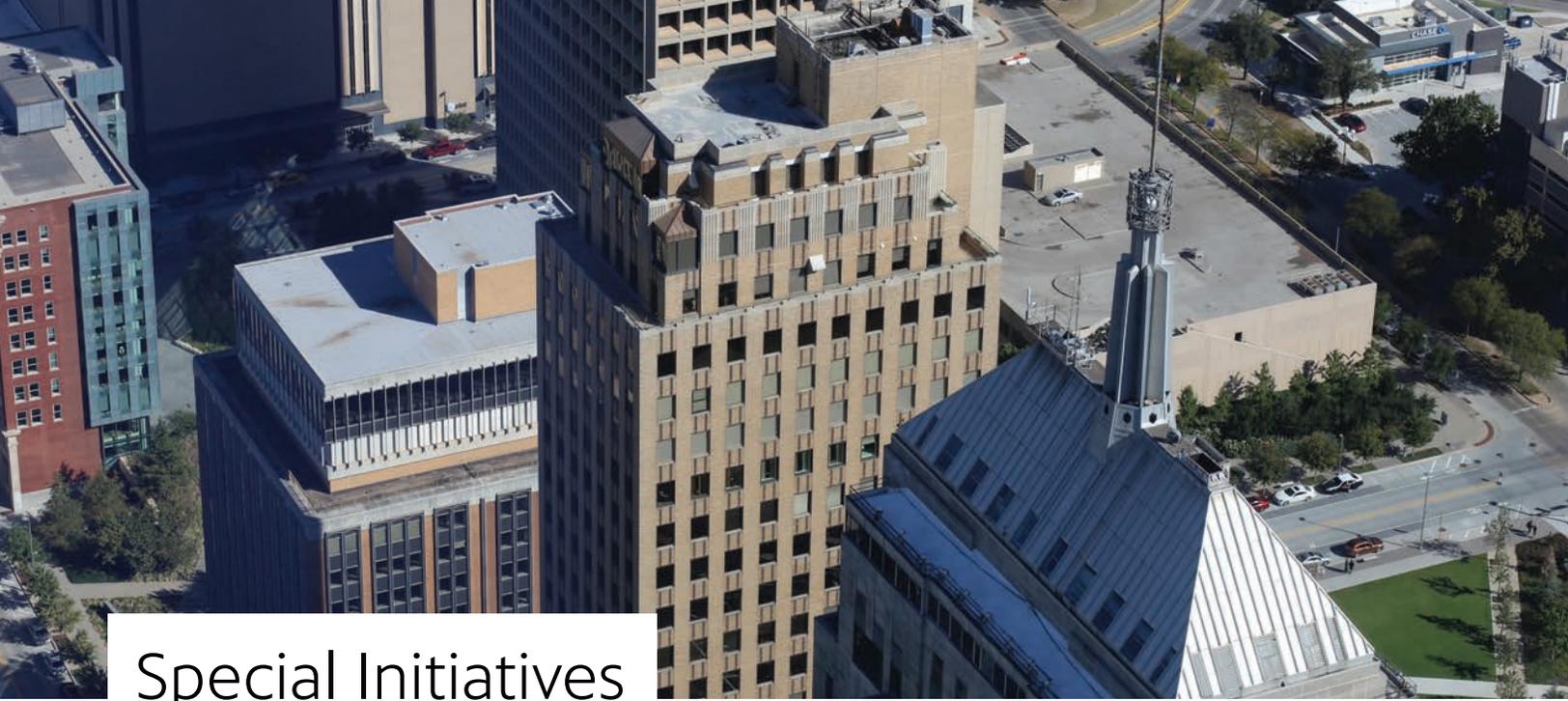
In response to the protests following the murder of George Floyd by Minneapolis police, OETA produced a half-hour special, *Race in Oklahoma*. The special production explored the history of racism in Oklahoma, policing, systemic issues (health, education and the economy) and set a tone for the future.

“Our team acted swiftly to produce *Race in Oklahoma*—a direct response to the protests which took place across the state,” said Polly Anderson, OETA executive director. “My personal hope for this special is that all communities come to understand the daily and systemic racism our Black neighbors face. I encourage our viewers to approach this program with an open heart and a sense of understanding.”

Due to the pandemic, the special was recorded via Zoom. The special was moderated by Yamiche Alcindor, White House Correspondent for PBS NewsHour. Alcindor was recently named the recipient of the Aldo Beckman Award for Overall Excellence in White House Coverage by the White House Correspondents’ Association. Guests included Laron Chapman, filmmaker; Oklahoma State Representative Regina Goodwin, Chair of the Oklahoma Legislative Black Caucus; Deborah Hunter, writer and poet; Bethanie Jae, reporter for The Black Chronicle; Donnie Nero, Ed.D, retired president of Connors State College; Jabee Williams, hip-hop artist and activist.



“I think what we’re seeing is years and years of injustices being manifested from years of silenced voices. When we see these protests it’s definitely—while there’s rage, anger—there’s so much that’s unspoken that needs to be heard. I’m glad people are listening.” —Laron Chapman, Filmmaker



Special Initiatives



Learning at Home

OETA adjusted its daytime schedule to provide 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

OETA launched a free 24/7 livestream of its primary channel across OETA and PBS digital platforms. The new livestream mirrors OETA's primary channel. Oklahomans can access the livestream for free—anytime, anywhere—with no sign-up or registration required.



OETA.tv Redesign

The all-new version of OETA.tv features a robust, responsive design focusing on accessibility and ease of use. The website serves as a hub for OETA original content, programming information, information regarding current events and educational resources.



Oklahoma Institute for Child Advocacy Organizational Advocate of the Year

In 2020, OETA was named as the Organizational Advocate of the Year by the Oklahoma Institute for Child Advocacy for its outstanding efforts in providing distance learning opportunities to Oklahoma’s students as schools closed early due to COVID-19. “‘Education’ is in our middle name,” says Polly Anderson, executive director. “Our team acted swiftly to provide educational programming and free corresponding curriculum to Oklahoma’s students and teachers. It is our privilege to continue supporting the educational needs our state faces as we face a new school year. We are very proud and grateful to be named Organizational Advocate of the Year and we will continue to serve Oklahoma’s youngest learners as we have for the past 64 years.”



OETA Lays the Way For Datacasting

Over the course of 2020, OETA has laid the groundwork and tested 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 will provide access to learners without broadband internet the ability to receive educational files for free. OETA hopes to broadly implement datacasting in 2021.



The Oklahoma News Report Celebrates 40 Years

For 40 years, *The Oklahoma News Report* has served as Oklahoma’s only statewide newscast. OETA marked the 40-year-anniversary on Friday, October 16 by expanding *The Oklahoma News Report’s* weekly newscast from a half-hour to a full hour. In addition to its regular reporting, the new format features a panel discussion titled “InDepth,” composed of the state’s top thought leaders, journalists and investigative reporters.

“It is certainly a highlight of my thirty-eight year career in television news to be given the opportunity to expand and in some ways reimagine *The Oklahoma News Report*, while still honoring the foundation and integrity of the newscast that has been built over the last forty years”, says Rich Lenz, OETA news director.

The Oklahoma News Report also covered local and state elections with the special *Oklahoma Votes*, along with hosting a live debate between Oklahoma State Senator Stephanie Bice (R) and incumbent Congresswoman Kendra Horn (D) to represent Oklahoma’s 5th Congressional District in the U.S. House of Representatives.

As OETA’s local news program, *The Oklahoma News Report* is Oklahoma’s widest source for member-supported, independent journalism.

Best Feature Report Oklahoma Association of Broadcasters (OAB)

Ed Murray, reporter for *The Oklahoma News Report*, earned this award for his segment titled, “A Soldier’s Funeral,” wherein a small Oklahoma town rallies together to give a deceased veteran, without living family, the burial he deserved.



DocSCALE & Too Tough

OETA is consistently one of the most watched stations in the country. Viewership is especially impressive for independent documentaries from *Independent Lens*. Because of this, OETA has been selected to be one of a few stations to test a new survey tool from the Independent Television Service (ITVS), called DocSCALE. Initial testing centered around two virtual screenings featuring an OETA original short-form documentary, *Too Tough*.

DocSCALE is a web and text-based audience feedback tool that invites people to share insights with one another. What emerges is a collective wisdom of the crowd: what viewers are thinking, where they agree and disagree, and what they are most interested in going forward. “Testing this tool is a great opportunity for OETA and Oklahomans to shape the future of documentary filmmaking,” remarked Polly Anderson, OETA executive director. “Through our participation, we provide valuable feedback to the ITVS team before the national launch of DocSCALE. Long term, however, this tool will provide OETA and other PBS member stations with insightful qualitative information from viewers. With this feedback we can craft relevant documentaries and measure their direct impact on Oklahoma communities.”

OETA’s *Too Tough* catches up with women who were recently released from prison as a part of Governor Stitt’s mass commutation. “OETA is focusing on Oklahoma’s criminal justice system, which has been called the prison capital of the world.” says Susan Cadot, VP of production. “Our cameras catch up with women who were recently released from state prisons. They share the path that put them behind bars and the obstacles they face after release.”



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–Executive Director of OETA, Polly Anderson



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.



A Piece of Home

Nearly 600-hundred thousand Oklahomans fought in WWI and WWII, many making the ultimate sacrifice for freedom. Most of these soldiers were laid to rest in beautiful cemeteries on foreign soil, too far for loved ones to visit. One Oklahoma man’s mission is to make sure they aren’t forgotten, he visits their graves, and he always leaves behind “A Piece of Home.”



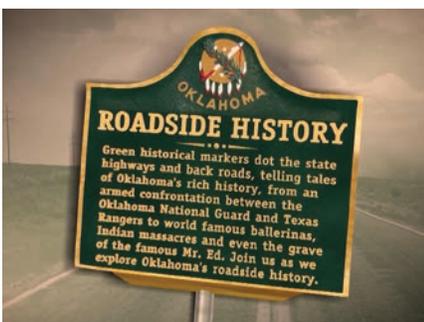
The Abernathy Boys

Jack ‘Catch’em Alive’ Abernathy, an Oklahoma man who captured wolves alive with his bare hands, fascinated Teddy Roosevelt. Abernathy’s young sons, Bud and Temple, inherited Jack’s adventurous spirit and made epic journeys across the growing country—meeting American icons of the day. Bud and Temple developed fame of their own; yet, most have never heard the lost adventures of the “Abernathy Boys.”



Names You Should Know III

Oklahoma history is filled with events and people that changed the world. Like the pioneering woman who fought for prisoners and the poor, a wild west lawyer they called the ‘Murderer’s Messiah’ and a traditional Kiowa woman who keeps the old ways alive.



Roadside History

After months of staying inside, many Oklahomans are dying to get out and enjoy the summer sun. Back in Time took a road trip to visit the many historic sites across the state, while staying safe. Green markers dot the state highways and backroads, telling the complex and fascinating tales of our state’s past.

Gallery America

OETA's Emmy® award-winning *Gallery America* series dedicated to showcasing the best in the visual and performing arts & culture from Oklahoma and around the nation. New host and Oklahoma native, Robert Reid, joined OETA in April bringing a new perspective and short-form digital content to OETA.



Mapping the Mother Road

Gallery America hit Route 66 in an episode that explored the art and culture of the modern-day 'Mother Road.' Featured in this episode was Chandler artist/author Jerry McClanahan who grew up eyeing Route 66 roadside attractions during family trips. He'd doodle and dream, and eventually turned that obsession into a life-long career.



Tyson Meade: Finding Home

The incomparable Tyson Meade is Oklahoma's 'Godfather of Alternative Rock' and abstract artist. This episode of Gallery America visits Tyson's 'art house' in Oklahoma City, where most days he wakes to "beat the heck" out of his plywood canvases with twigs, his boots or thrown paints. Reid discussed Meade's rock'n'roll past with the grunge-era band Chainsaw Kittens, as well as his years teaching in Shanghai.



Kelly Pennington: Plein View

Kelly Pennington never passes an Oklahoma field without wondering, is that art? She's a plein-air artist, meaning she paints outside. It took years for Pennington, a former art teacher, to admit to herself that she's an artist. In this episode, her impressionistic works come to life—and she explains how she spots beauty in everyday Oklahoma countryside.



Jason Wilson: Painter of Quilts

Surrounded by quilts growing up, McAlester artist, Jason Wilson, paints abstract art that he likens to quilts. His creativity requires a detailed, time-consuming process to build geometric-puzzle pieces that seem to defy dimension. *Gallery America* shows how Qu'aint, an Oklahoma collective of quilters, turns Jason's paintings back into quilts in surprising ways.



Iron Man: Joe Slack

Joe Slack is Oklahoma's 'Iron man.' His enormous, lifelike sculptures of steel are transforming public spaces across Oklahoma City. His latest project, though, is the biggest of all—a mural of steel birds and dancers that fills a median wall in Midtown that stretches over two football fields in length.



OETA Special Productions



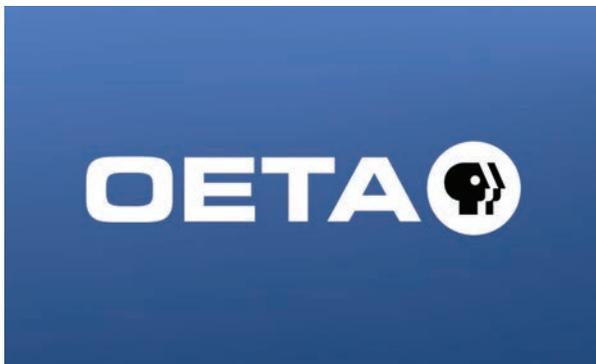
Ask A Lawyer

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 medical marijuana law, military/veteran issues and a spotlight on the TU College of Law legal clinic. Additionally, viewers are able to call in and receive free legal advice throughout the program.



Education Matters

The Oklahoma State Department of Education (OSDE) has joined forces with the OETA to produce a monthly broadcast, *Education Matters*. Hosted by Oklahoma State Superintendent of Public Instruction Joy Hofmeister, *Education Matters* focuses on important topics and key initiatives for public education across the state.



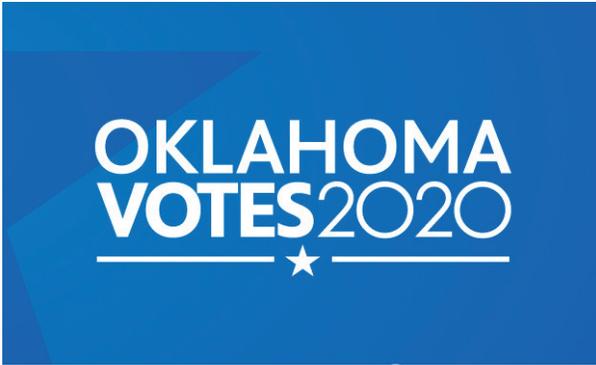
OETA Debate: 5th Congressional District

OETA hosted Oklahoma State Senator Stephanie Bice (R) and incumbent Congresswoman Kendra Horn (D) for a live debate on Thursday, October 8, 7 p.m. The candidates were competing to represent Oklahoma's 5th Congressional District in the U.S. House of Representatives. *OETA Debate: 5th Congressional District Stephanie Bice and Kendra Horn* was moderated by Susan Cadot and Paul Monies.



OETA Movie Club

The *OETA Movie Club* 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.



Oklahoma Votes

On September 13, 2020 we aired *Oklahoma Votes* from 8pm-10pm on-air and online. Local election coverage from *The Oklahoma News Report* featured special guests Shawn Ashley from *eCapitol News*, Neva Hill—Republican political strategist, Scott Mitchell—Oklahoma Political Analyst, former Governor David Walters and more.



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.



Oklahoma Foundation for Excellence

Oklahoma Foundation for Excellence is another program that is produced and broadcast annually by OETA. The program 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 is proud to be a partner in this event.

Independent Local Productions



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.



Children of the 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.



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 Banquet and Induction Ceremony

The 2020 Class was formally inducted into the Oklahoma Hall of Fame on Thursday, November 12 in a virtual broadcast of the Induction ceremony. OETA was proud to air the Induction Ceremony on Saturday, November 14 at 3:00 pm and Sunday, November 15 at 10:00 am.



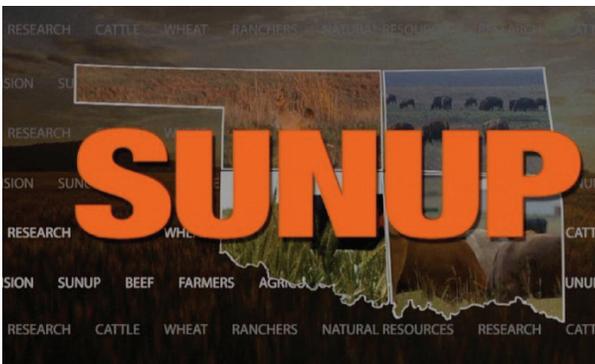
Outdoor Oklahoma

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 warden's, 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 an Emmy-winning, documentary-style program featuring the people, places, history and culture of the Cherokee Nation.

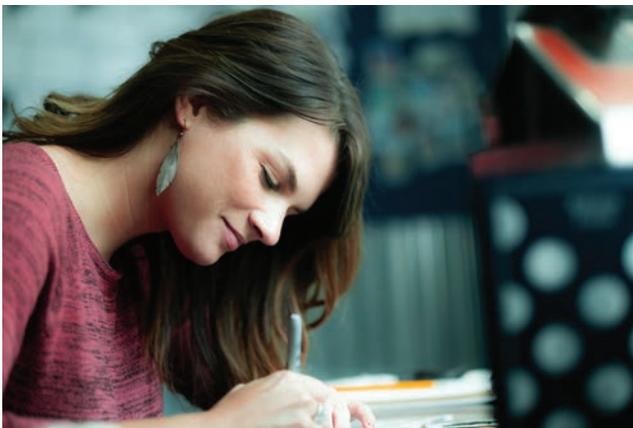


SUNUP

This program covers Oklahoma agriculture—explaining the latest research, providing updates for current crops or covering the issues that matter most.



Education Programs



Public Library Family Engagement Project

OETA partnered with Oklahoma Partnership for School Readiness (OPSR) and the Oklahoma Department of Libraries to help 29 libraries, in urban and rural areas. The goal of the partnership was to build capacity in public libraries to support early literacy for infants and toddlers via the Public Library Family Engagement Project. OETA hosted four events and produced a video to introduce and train librarians on PBS Ready to Learn (RTL) resources. The events were hosted at OETA's studio in Tulsa, Great Plains Technology Center in Lawton, Ada Public Library, and Moore Public Library. The training video guides potential users through the initial phases of planning and implementing a family community learning workshop. 100% of attendees reported their exposure to the early childhood Ready to Learn resources increased value-added options for target audience. Additionally, participants reported having experienced an increase in knowledge regarding media based integration.



Ready to Learn & CCELM

OETA provides free educational media resources to the Urban League of Greater Oklahoma City, including parents, children and educators. Through the Ready to Learn Community Collaboratives for Early Learning Media (CCELM) program, OETA is able to provide and deliver in-school and out-of-school programming to service providers that meet local needs/support local education goals and outcomes. Throughout the year OETA directly reached 78 families, 39 educators, and 76 children.

Education Programs



Bright By Text

OETA teamed up with Smart Start Central Oklahoma and Bright By Text to deliver free activities, games, advice, and PBS KIDS content to parents and caregivers of children ages 0-8 via text. Messages are targeted to age and include information on child development, language and early literacy, health and safety, behavioral tips and more.



OETA Art Club

OETA Art Club is a new summer arts program designed to engage students in the arts as traditional summer programs were being canceled. The program combines clips from OETA's award-winning arts series, Gallery America, with discussion guides and activities for students in grades 6-12. OETA Art Club was developed in partnership with the Oklahoma State Department of Education and the Oklahoma Arts Council.



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.