

**Minutes of Regular Meeting of the
Oklahoma Educational Television Authority**

1:00 p.m., Tuesday, April 21, 2026
OETA Media Center Conference Room
7403 N. Kelley Ave.
Oklahoma City, Oklahoma

DIRECTORS` PRESENT:

Lisa Greenlee, Chair
Karen Auer
Sean Burrage, Secretary/Treasurer
Dr. Jay Falkner
Lindel Fields, Superintendent
Dr. Kayla Hale
Meyer Siegfried

DIRECTORS` ABSENT:

Kara Hall, Vice Chair
Joseph Harroz, Jr
James Harwell
Dr. Jim Hess
Jessica Thompson

VISITORS PRESENT: Madalynn Martin, Oklahoma Office of the Attorney General, and Jesse Guardiola, Director of Government Relations at the State Department of Education.

STAFF PRESENT: Executive Director/Chief Operating Officer Shawn Black; Susan Cadot, Vice President of Local Content; Jennifer Mullins, Vice President of Marketing & Communications; Sally Ray, Vice President of Development; Janette Thornbrue, Vice President of Operations; and Janet Jones, Executive Assistant.

The Oklahoma Educational Television Authority Board of Directors met in person at 1:00 p.m. on Tuesday, April 21, 2026. Notice of Meeting was filed with the Secretary of State, and copies of the agenda and meeting documents were posted in accordance with the Open Meetings Act.

Chair Greenlee called the meeting to order. Jones called the roll. It was determined that a quorum was present, and the meeting was called to order at 1:00 p.m.

The Chair welcomed the Board, recognized all visitors, and acknowledged the OETA Staff.

Item #4 {Action} Previous Meeting Minutes:

The Board reviewed the minutes of the regular meeting of February 24, 2026. Chair Greenlee requested a motion to approve the minutes. A motion was made to approve the minutes by Hale, and it was seconded by Burrage. A roll-call vote was conducted, and the motion to approve the minutes carried unanimously.

Item #5 Chair Report:

Chair Greenlee began by highlighting the passing of Mr. Robert Allen, who was fondly known as Mr. OETA, and called for a moment of silence in his honor. Chair Greenlee emphasized that he served as the Executive Director of OETA from 1977 to 1999 and continued his leadership as President of the OETA Foundation until 2014. Chair Greenlee acknowledged that OETA will present to the family a copy of a resolution that will also hang in the lobby to continue his support and determination for OETA.

Item #6 Executive Director Report:

Director Black emphasized that he and the staff collaborated with Bob Allen's family for the funeral at the Oklahoma History Center. Noting it will not be live-streamed, his story will be aired on that Friday.

Black reported that Senate Bill 1491, the OETA Sunset Legislation, passed the Senate and was on the House floor. It is expected to be heard sometime in the week. This bill would extend OETA's Sunset to five years instead of three. Black also acknowledged another bill that would eliminate all sunsets in the state. This bill has passed the House and is waiting in the Rules Committee.

Director Black highlighted OETA's six nights of live pledge and the goal to actively engage with supporters both on air and in the studio. The success of this event increased the funding for March by 29%.

In March of 2025, "All Creatures Great and Small" was the most-streamed show with 9,600 streams. The "Count of Monte Cristo" is leading this year with 26,345 streams, noting that all top five shows in March surpassed 9,600 streams. With an audience reach of 762,000, streaming is experiencing significant growth and audience engagement.

The RFP for the audits FY26-FY31 cycle has been submitted to both vendors and posted on the OETA website, and we expect to get some applications.

PBS has made its app available on various platforms, including LG TV, Roku, Samsung, Vizio, Apple, and Comcast, making it easier for more people to stream content. Also, they have created a Bridge Fund sustainability program for collaborations and are exploring potential partnerships. PBS has reached a new revenue-sharing agreement with YouTube to earn from ad views on its stories. The PBS dues will increase by 5% to \$1.7 million next year, and the Friends of OETA will fund it.

Item #7 {Action} Chief Operating Officer:

Black reported that there is currently \$317,000 available in the operating funds. And \$809,000 in one-time funds that are being used to complete the Tower Projects. With about two more projects to be completed, the balance in this fund should be around \$400,000. The goal is to secure legislative approval to use the balance for roof repairs that will cost around \$500,000. The Operating and Revolving Fund is expected to have \$162,000 by the end of the month, with a budget balance of \$1,290,000, partially due to unfilled positions. The year-to-date budget and expenditure include salary revenue from unfilled positions and the \$144,418 allocated to the tower project. With an ending balance of \$800,000 by year-end, OETA will be under budget.

Black announced that the search for the new Vice President of Finance is nearing completion and will hopefully be introduced at the next meeting. OETA has hired a new Education Program Manager, a Strategic Marketing and Events Planner, and a Digital Content Producer.

Chair Greenlee called for a motion to approve the Financial Reports. Falkner motioned, and Auer seconded. A roll-call vote was conducted, and the motion to approve the Financial Reports carried unanimously.

Item #8 {Action} Nominating Committee:

Chair Greenlee appointed Vice Chair Kara Hall. Secretary Treasurer Chancellor Sean Burrage, and herself, Chair Lisa Greenlee, as the nomination committee that will come back in June with a slate of officers for the new fiscal year.

Hale called for a motion to approve, and Siegfried seconded. A roll call vote was conducted, and the motion to approve the nominating committee carried unanimously.

Item #9 Announcement of the Next Meeting:

Chair Greenlee announced the next regular meeting is scheduled for Tuesday, August 25, 2026, at 1:00 p.m. at OETA Headquarters.

Adjournment

There being no further business to come before the Authority. Chair Greenlee called the meeting to a close at 1:21 p.m.

Adopted this day on June 23, 2026.



Lisa Greenlee, Chair



Sean Burrage, Secretary/Treasurer