Minutes of Regular Meeting of the
Oklahoma Educational Television Authority

1:00 p.m., Tuesday, June 23, 2026
OETA Media Center Conference Room
7403 N. Kelley Ave.
Oklahoma City, Oklahoma

DIRECTORS PRESENT:
Lisa Greenlee, Chair
Kara Hall, Vice Chair
Sean Burrage, Secretary-Treasurer
Lindel Fields, Superintendent
Dr. Jim Hess
Meyer Siegfried
Jessica Thompson

DIRECTORS ABSENT:
Karen Auer
Dr. Jay Falkner
Dr. Kayla Hale
Joseph Harroz, Jr
James Harwell

VISITORS PRESENT: Madalynn Martin, Oklahoma Office of the Attorney General; Tom Newell, Superintendent Chief of Staff; Melody Nazworth, Instructor at OCCC; Tyler Telley, The Chronicle, and Liza Odom.

STAFF PRESENT: Shawn Black, Executive Director; Janet Jones, Executive Assistant; Zach Roam, Vice President of Finance & Administration; Sally Ray, Vice President of Development; Darryl Strong, Vice President of Education; Lawson Adams, Vice President of Engineering; and Jennifer Mullins, Vice President of Marketing & Communications.

The Oklahoma Educational Television Authority Board of Directors met in person at 1:00 p.m. on Tuesday, June 23, 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 1:12 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 April 21, 2026. Chair Greenlee requested a motion to approve the minutes. A motion was made to approve the minutes by Burrage, and it was seconded by Siegfried. A roll-call vote was conducted; Thompson abstained, and the motion to approve the minutes carried unanimously.

Item #5 {Action} Chair Report Regarding Officers During FY27:

Chair Greenlee reported that the nomination committee, consisting of Chancellor Burrage, Kara Hall, and Chair Greenlee, met via phone conference on May 20th and proposed the following slate of officers for FY2027. Chair, Ms. Kara Hall; Vice Chair, Dr. Kayla Hale; and Secretary-Treasurer, Chancellor Sean Burrage.

Chair Greenlee requested a motion to approve the elected officers. A motion was made to approve by Dr. Hess, and it was seconded by Thompson. A roll-call vote was conducted, and the motion to approve the elected officers carried unanimously.

Item #6 {Action} FY26 Financial and Administrative Reports:

Black introduced Zach Roam, the new VP of Finance and Administration, who shared that he has 10 years of experience as Area Director of Finance at Mercy Rehabilitation Hospital. He's originally from Arkansas but is now here in Oklahoma with his wife.

Black reports, as for finances, cash on hand at the end of May is $1.1 million, with $809,000 remaining from completed transmitter work, which will lapse in November. OETA plans to request that this balance be used for roof repairs at the agency due to damage in the TOC. The May 31st expenditure report shows salaries for 11 months at $2.5 million against a $3 million budget. The significant expenses include $500,000 for salaries and insurance, with some expenditures coming in under budget due to transmitter allocations. Year-to-date expenditures are below $5 million, well under the $6.6 million budget, largely due to the $800,000 in funding for transmitters.

On the HR side, one digital content person was hired in May, and no other hires were made during that time. Chair Greenlee opened the floor for questions, and Vice Chair Hall inquired about state funding. Black confirmed the state money was approved and will start in July, with more details on the roof repair funding process to be determined.

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

Item #7 Chair Report:

Chair Greenlee announced her replacement on the Board. Ms. Cody Suanny from Hobart, Oklahoma. Suanny was unable to attend the meeting due to the weather. Chair Greenlee expressed her gratitude for her time on the Board. She thanked the fellow board members for being such dedicated professionals and for the honor to serve alongside them.

She emphasized special thanks to the Friends of OETA Board, whose support has been invaluable over the years. To Janet, I appreciate her professionalism and timely support in preparing for these meetings—behind every great organization is a great Administrative Assistant. To Madalynn, you have been the best in guiding us with sound counsel, and I can't thank you enough for your responsiveness. To Shawn, your leadership has kept me informed, and I believe OETA is in great shape under your direction. To the VPs and staff, thank you for your patience and persistence during leadership changes and other challenges. Your work is where the magic happens at OETA. I appreciate all of you, and I'm excited to cheer for OETA from afar.

Item #8 Executive Director Report:

Black reported the Friends of OETA Board recently shared on social media about their support for OETA and upcoming activities before the legislative session. Jeanette and I are considering adding FNX (First Nations Experience), a streaming platform for Indigenous tribes that features shows from the Cherokee and Chickasaw tribes, to our current streaming services. This would involve a five-year agreement and would primarily expand our bandwidth without incurring additional costs.

Additionally, Black requested Lawson provide a brief update on the recent issues with the Avid system.

Lawson highlighted the challenges the news and production teams faced last week. The post-production editing system experienced multiple drive failures in the core disk array, resulting in a compromised database and data loss. Currently, edit bays have been set up as standalone systems and re-indexed all the media content. The array has now been mechanically and electronically restored, and the rebuilding process is expected to take about five to seven business days. We anticipate being back to normal operations by next Friday.

Black highlighted that last Friday's broadcast, the team had to adopt an old-school approach because they weren't using the same editing system. While we've had Avid for years, many college students are coming out trained in Adobe. We need to decide whether to transition to Adobe or continue with Avid, especially since the reauthorization is approaching. Transitioning could cost around $754,000.

We've also been analyzing our viewership data. Friends of OETA funds our Nielsen ratings, providing insights into our audience across Tulsa and Oklahoma City, but these ratings don't cover all counties in Oklahoma. We're aiming for a clearer picture of our actual reach, currently estimated at 762,000 for streaming and broadcast. After speaking with Nielsen, we found that surveying both the Tulsa and Oklahoma City DMAs would cost about $30,000, which we're hesitant to spend. We will continue to explore more options to gain a complete understanding of our viewership in Oklahoma.

The Louis R. Vineyard Award is nominated by the staff and presented to a staff member for their personality qualities. This year's winner will be announced during the all-staff meeting.

Black reported OETA received $37,000 from CPB; this is the final distribution and due to be spent by September 30th. Black confirmed with the auditor that this timeline still stands. Currently, we have about $400,000 in final ARPA funds from CPB and an additional $300,000 to $400,000 in our CSG, with a total of about $700,000.

The PBS dues have been finalized, and a 5% increase, totaling $1.475 million, has been paid by Friends of OETA for programming. Black recently participated in a 45-minute interview discussing these dues. PBS plans to reconfigure the dues structure since CPB no longer exists, removing the consistent standards previously enforced across stations. This change challenges our ability to evaluate stations equally as we move forward.

Ready to Learn was reauthorized with funding for at least one year. This program supports the creation of educational TV shows like Weather Hunters, PB&J, and Sesame Street, ensuring they're educationally focused.

Black emphasized that OETA has three goals for FY27. **IMPROVE** OETA's operational excellence and modernization; **ENGAGE** more with the libraries, educators, and partners across the state; and **GROW** our sustainability and expansion. We're moving forward to ensure vital information reaches those who rely on OETA.

Dr. Hess asked if the CPB funds have spending restrictions. Black responded that there are no restrictions, and no response from the legislature would shift the CPB/CPB ARPA funding to allow payments for repairs.

The marketing committee has re-imagined the Odyssey with a cleaner magazine-style cover and larger fonts for better visibility. The content has been expanded to provide more information, and we've received positive feedback on these changes.

Black presented Chair Greenlee with a dozen roses and a plant, sharing that his grandmother always taught him the importance of giving flowers as gestures of appreciation and plants as lasting reminders of the people who gifted them. Thank you for your outstanding leadership at OETA; it's been a pleasure!

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 1:45 p.m.

Adopted this day on August 25, 2026.

Kara Hall

Kara Hall, Chair

Kayla Hale

Kayla Hale, Vice Chair