

Minutes of Virtual Special Meeting of the Authority

1:00 p.m., Tuesday, June 23, 2020
Facebook Live Location: <https://www.facebook.com/OETAOK>

DIRECTORS PRESENT BY VIDEOCONFERENCE:

Terri Cornett, Vice Chair
Wendy Argenbright
Richard Beck
Lisa Greenlee
Kara Hall
James Isaacs
Glen Johnson
Mike Martin
Larry Rice

DIRECTORS ABSENT:

Burns Hargis
Joseph Harroz, Jr.
Joy Hofmeister
Cheryl Evans

VISITORS PRESENT: Assistant Attorney General Marc Pate.

STAFF PRESENT: Executive Director Polly Anderson; Vice President of Finance Shawn Black; Vice President of Production Susan Cadot; Vice President of Operations Janette Thornbrue; Vice President of Educational Outreach Curtis Calvin; Vice President of Engineering and Technology Lawson Adams; External Relations Director Chad Haney; Marketing and Communications Manager Aaron Morvan; and, Executive Assistant Brandy Kennedy.

The Oklahoma Educational Television Authority Board of Directors met virtually through Zoom and Facebook Live in special session at 1:00 p.m. on Tuesday, June 23, 2020. A Notice of Meeting had been filed with the Secretary of State and copies of the Agenda and meeting documents were posted in accordance with provisions of the Open Meeting Act as amended by SB661.

Vice Chair Cornett called the meeting to order and noted that Chair Hofmeister is unable to join today's meeting. Anderson called the roll. It was determined that a quorum was present and the meeting was called to order at 1:03 p.m.

Item #4

The Vice Chair recognized Anderson for the Executive Director's report. Anderson reminded the Board that staff have been working from home since mid-March. She informed the Board that in the Friends of OETA, Inc. board meeting, the slate of officials were re-elected earlier that day to a second term as advised by counsel to assist with continuity of organization. Dr. Robert Spinks is President; Ms. Jennifer Eve Fish is Vice President; Dr. Sharon Neuwald is Secretary; and, Mr. Ken Fergeson is Treasurer.

Anderson acknowledged that OETA won a prestigious national award called the

Western Heritage Award from the Cowboy & Western Heritage Museum for “Cowtown,” an episode from OETA’s Oklahoma history program *Back in Time*. Also winning this award was Ken Burns’ *Country Music*, which Anderson has been asked to accept in his place. In addition, OETA has also been nominated for four Emmy awards: two nominations are for *This is Oklahoma Country*, which is OETA’s companion piece to Ken Burns’ *Country Music*; and, two nominations are for *Back In Time*’s “Cowtown.” OETA also won two Oklahoma Association of Broadcasters awards for *Back in Time*’s “Space Pioneers” and for *ONR*’s feature story, “Veteran Going Home.”

Anderson reported on the June pledge drive goal for OETA, which was \$300,000. OETA realized \$307,000. She explained that PBS is losing exclusive rights to Downton Abbey, so OETA along with many PBS member stations aired a marathon over Memorial Day weekend. She calculated that the June pledge plus the marathon resulted in revenue of \$437,000. OETA’s current fundraising from all sources is approximately \$3.4 million for fiscal year 2020, which ends June 30. The unrestricted \$1 million private donation from the Richison Family Foundation is not included in this total.

In terms of membership, Anderson noted that despite 2019 being OETA’s rebuilding year, OETA has an equal number of donors in 2020 as it did in 2018. In regards to total funds raised, OETA is now at \$3.4 million whereas in 2018 OETA fundraising had resulted in \$4.1 million.

Anderson updated the Board on the partnership with the Oklahoma State Department of Education (OSDE) to provide at-home learning opportunities for all Oklahoma students through the summer in order to further address summer learning loss. OETA is continuing the at-home learning programming, which airs on the WORLD channel from 12-6 p.m. on a shortened schedule for fourth through twelfth graders. She explained that the programs are paired with *PBSLearningMedia*, the free digital curriculum service. Anderson noted that staff at OETA and OSDE collaborated to create the at-home learning program in seven days while also working from home.

Anderson informed the Board that she met with staff to discuss what OETA’s role is in the conversation about race in America. In approximately one week OETA then created and aired the program *Race in Oklahoma*, which also is available for viewing online. OETA reached out to *PBS NewsHour*’s White House correspondent Yamiche Alcindor, who via Zoom videoconference moderated the program with five Oklahoman panelists. Anderson reported that feedback from viewers was overwhelmingly positive.

Anderson also noted that in conjunction with the Oklahoma Arts Council and OSDE in part to address summer learning loss, OETA launched a new program called *OETA Art Club*, which is eight episodes and repurposes content from OETA’s *Gallery America*. OETA has approximately 250 student registrants who will learn about art and art history, as well as complete an art project each week.

Anderson reviewed the Nielsen program ratings, indicating that OETA has over a quarter of a million viewers per week. Furthermore, Anderson noted that viewership has increased year over by eight percent.

Martin commented that on the education side, after attending several Zoom meetings across the nation, he is proud of how OETA stepped in and helped students' distance learning. He added that it is unprecedented and that it was a tremendous amount of work to undertake that responsibility. He commented that students learn differently in this generation, and based on the feedback from teachers, they have been using these tools more than he had anticipated. With that, Anderson also reported that because of support for OETA programming such as the distance learning efforts in this time of need, OETA received a \$1 million gift from the Richison Family Foundation.

The Vice Chair also commended OETA on their educational collaborations, the awards, the viewership totals, and also on overachieving a fundraising goal in such difficult times.

Item #6 (Action)

The Board reviewed the minutes for the virtual special meeting of April 28, 2020. The Vice Chair entertained a motion to approve the minutes. Rice made the motion to approve and Johnson seconded the motion. Seeing there were no comments or discussion requested, the Vice Chair called for a roll call vote. Anderson conducted roll call to adopt the minutes. All were in favor and the motion carried. The Vice Chair announced the minutes as adopted at 1:15 p.m.

Item #7 (Action)

Black reviewed the personnel and financial reports with the Board. He noted that OETA is currently looking for one salesperson underwriting sales position. Regarding the financial reports, Black explained OETA has been trending under budget this year and he reviewed the status of funds. Seeing there were no questions, the Vice Chair entertained a motion to approve the personnel and financial reports. Rice made the motion to approve, and Greenlee seconded the motion. The Vice Chair called for a roll call vote. Anderson conducted the roll call vote. All were in favor and the motion carried at 1:19 p.m.

Item #8

Due to the Chair being absent in the meeting, the Vice Chair tabled the executive session. The Vice Chair inquired if Johnson could report on the election of officers. Johnson announced he would defer it until the August 25 board meeting. Pate acknowledged that the current officers of the Board will remain in place until the next board meeting.

Item #9

The Vice Chair announced the next regular meeting is set for Tuesday, August 25, 2020 at 1 p.m. at the OETA network headquarters in Oklahoma City, OK.

Adjournment

There being no further business to come before the Authority, Vice Chair Cornett called for a motion to adjourn the meeting. Johnson moved to adjourn the meeting and Hall seconded the motion. All were in favor, and the meeting was adjourned at

1:24 p.m.

Adopted this day of August 25, 2020.



Joy Hofmeister, Chair



Terri Cornett, Vice Chair