



## OKLAHOMA EDUCATIONAL TELEVISION AUTHORITY

7403 North Kelley Avenue, Oklahoma City, OK 73111

### BOARD MEMBERS

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*Joy Hofmeister, Chair*  
(Videoconference)

*Terri Cornett, Vice Chair*  
(Videoconference)

*Wendy Argenbright*  
(Videoconference)

*Richard Beck*  
(Videoconference)

*Cheryl Evans*  
(Videoconference)

*Lisa Greenlee*  
(Videoconference)

*Kara Hall*  
(Videoconference)

*Burns Hargis*  
(Videoconference)

*Joseph Harroz, Jr.*  
(Not attending)

*James Isaacs*  
(Videoconference)

*Glen D. Johnson*  
(Videoconference)

*Mike Martin*  
(Videoconference)

*Larry Rice*  
(Videoconference)

*\*If the meeting connection is lost, proceedings will be stopped and an attempt to reconvene will be made.*

### AGENDA

#### SPECIAL BOARD MEETING

Zoom virtual meeting held in compliance with Open Meeting Act as amended by SB661

June 23<sup>rd</sup>, 2020, 1:00 P.M.\*

Facebook Live Location: <https://www.facebook.com/OETAOK>

Chair Joy Hofmeister, Presiding

- 1. Announcement of filing of meeting notice and posting of the agenda in accordance with the Open Meeting Act, 25 O.S. § 311(11) and 307.1(2).**
- 2. Determination of Quorum and Call to Order.**
- 3. Roll Call and Introduction of guests.**
- 4. Report from the Executive Director.**
- 5. Report from the Chair.**
- 6. Minutes of the Previous Meeting:** Possible discussion of and/or action concerning the minutes for the virtual special meeting of April 28, 2020.
- 7. Review and Acceptance:** Possible discussion of and/or action concerning the financial and personnel reports.
- 8. Executive Session:**
  - a. Possible discussion and vote to enter into executive session regarding legal matters pursuant to Okla. Stat. tit. 25, § 307 (B) (4), for confidential communications between a public body and its attorney(s) concerning a pending investigation, claim, or action if the public body with the advice of its attorney, determines that disclosure will seriously impair the ability of the public body to process the claim or conduct a pending, investigation, litigation, or proceeding in the public interest.
  - b. Enter into executive session.
  - c. Open session resumes.
  - d. Vote to exit executive session.
  - e. Possible voting on any action items from executive session.
- 9. Announcement of the Next Meeting: The next regular meeting is scheduled to be held Tuesday, August 25<sup>th</sup> at 1:00 PM at OETA.**
- 10. Adjournment.**

## **Minutes of Virtual Special Meeting of the Authority**

1:00 p.m., Tuesday, April 28, 2020

Facebook Live Location: <https://www.facebook.com/OETAOK>

### **DIRECTORS PRESENT BY VIDEOCONFERENCE:**

Joy Hofmeister, Chair  
Terri Cornett, Vice Chair  
Wendy Argenbright  
Richard Beck  
Cheryl Evans  
Lisa Greenlee  
Kara Hall  
Glen Johnson  
Suzanne Lair  
Mike Martin

### **DIRECTORS ABSENT:**

Burns Hargis  
Joseph Harroz, Jr.  
Larry Rice

**VISITORS PRESENT:** Assistant Attorney General Marc Pate; Patricia Sawyer of Whitten and Burrage Law; and, Michael Burrage of Whitten and Burrage Law.

**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, April 28, 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.

The Chair called the meeting to order and 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 Chair recognized Anderson for the Executive Director's report. Anderson informed the Board that as of March 18, 2020, OETA staff began telecommuting. Some staff did take a little longer to fully telecommute, such as the News Department, due to the time needed to install and transition to various technology capabilities. Master Control Operators have been at OETA every day so that all four channels remain on the air. Also, members of the Engineering Department have physically gone in occasionally to work on equipment. Now all staff are working from home, staying safe, staying connected, and communicating well through the use of Slack Channels, Zoom meetings, and emails.

A quick report for fundraising year-to-date, OETA is ten percent over in terms of dollars raised compared to last year. With the number of new donors, OETA is forty percent over last year at this time. Although last year particularly at this time in April and May, it was a really trying time for OETA. So those numbers go in the right direction. Also, Friends of OETA, Inc. purchased a subscription to the Nielsen ratings service. In the first quarter, OETA's highest rated program was Ken Burns' documentary *Country Music*. As the narrative he put together said, it was a "staggering" 6.9 rating. That really is a staggering number. OETA's numbers are about 20% higher compared to last year, which is amazing considering the uptick in streaming services. Most places are under where they were last year. For the most recent ratings period, which was March 26 through April 22, Oklahoma City was the highest rated station among all media markets. And OETA's top ten for that same period was *Garth Brooks: Gershwin Prize*. Seven of the top ten programs were various episodes of *Antiques Roadshow*, one episode of *This Old House*, and one episode of *Nature*, so OETA has a good array of top programs.

OETA has an upcoming pledge period May 29 through June 7. Beginning May 29, there will be a Downton Abbey marathon, where every episode of all six seasons will be aired over sixty hours through the Memorial Day weekend. After that OETA loses rights to Downton Abbey. Lastly, we are very proud to have partnered with the Oklahoma State Department of Education (OSDE) to provide at-home learning opportunities for all Oklahoma students, pre-K through twelfth grade, Monday through Friday 6 a.m. to 6 p.m., twelve hours per day, broadcasting on the OETA World Channel, which we repurposed. OETA is planning to continue this programming through May 15, and may continue with a scaled back version after that date. OETA and OSDE has had a great partnership. There are also assets on *PBS LearningMedia*. This is a free service for parents, students and teachers, and it is linked to each of the programs OETA is showing over the air so that families that do not have internet access will still be able to access the same resources for distance learning.

#### **Item #5**

The Chair thanked the work Anderson and her OETA team have done in conjunction with the Department of Education Office of Curriculum and Instruction in providing so many resources and programming opportunities for children pre-K through twelfth grade in a variety of disciplines, including Math, Reading, Social Studies, as well as Science and the Arts. The Chair noted that it has been very meaningful. OSDE now has 15,000 unique teacher users who have a log in and are participating in PBS' digital learning, and she hopes to see those numbers continue to grow. The Chair included the plan to use the summer months to think of innovative partnerships as OSDE thinks about arts camp and science camp needs, including some possible programming that OETA can provide in conjunction with these camps. As a result, OSDE is in discussion with the Oklahoma Arts Council and OETA to partner together with OSDE in order to address learning loss over the summer.

### **Action Item #6**

The Board received and reviewed the minutes for the special meeting of February 18, 2020. The Chair entertained a motion to approve the minutes. Cornett made a motion and Evans seconded the motion. Seeing there were no comments or discussion requested, the Chair called for a roll call vote. Anderson conducted roll call to adopt the minutes. All were in favor and the motion carried. The Chair announced the minutes as adopted at 1:14 p.m.

### **Action Item #7**

Anderson stated that “OETA is entering into executive session on the advice of their attorney and because of disclosure it would significantly impair litigation.” Kennedy provided instructions on how to enter the virtual executive session.

Chair Hofmeister entertained a motion to go into executive session. Johnson made the motion and Martin seconded the motion. Anderson called the roll to enter executive session. The vote was unanimous and the Board entered executive session at 1:18 p.m.

At 1:58 p.m., Anderson noted there was a quorum present, so the Chair entertained a motion to come out of executive session. Johnson made a motion to exit executive session and Martin seconded the motion. Anderson conducted a roll call vote. All were in favor and the motion passed; the Board came out of executive session at 2:00 p.m. The Chair noted that no votes were taken during executive session, and that the Board received notes from council.

The Chair also requested to let the record show that the Board is very grateful for Anderson and recognizes her leadership in building a strong organization that is reflected in both the ratings that the Board is seeing and the confidence that the public is demonstrating with increased fundraising.

### **Item #8**

Anderson announced the next regular meeting is set for Tuesday, June 23, 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, Chair Hofmeister called for a motion to adjourn the meeting. Johnson moved to adjourn the meeting and Evans seconded the motion.

The Chair thanked Lair for her many years of service, commenting that “She has been the epitome of an engaged board member, and one who has devoted so much time, intellect and heart in the service of OETA. And at one time, she had served on the OETA Foundation Board as well. We appreciate you so much Suzanne, your leadership, and again we are just eternally grateful for your work leading through this time especially.”

Lair addressed the Board, responding that “It’s been a pleasure. I actually have had the opportunity to serve since 2003, finishing out a term for someone and then was reappointed twice. So I feel very blessed in the situation I’ve been in with OETA, for just years to grow up within this organization and to learn about it from all aspects. As a public school administrator, I value and appreciate what OETA brings to the table across the state, and it’s just been really exciting. I can’t compliment OETA enough in conjunction with the State Department of Education. Particularly at this time where OETA has provided distance learning all over the state. So I will always be a supporter of OETA and I look forward to supporting in another way outside of boardmanship.”

The Chair thanked Lair, then called for a roll call vote to adjourn. All were in favor and the motion passed. The meeting was adjourned at 2:07 p.m.

Adopted this day of June 23, 2020.

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Joy Hofmeister, Chair

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Terri Cornett, Vice Chair

**PERSONNEL REPORT**  
**Full-time and Permanent part-time employees**

For The Period April 1, 2019 to May 31, 2020

**NEW EMPLOYEES**

<u>Name</u>	<u>Position</u>	<u>Salary</u>	<u>Effective Date</u>
None			

**PROMOTIONS**

<u>Name</u>	<u>From</u>	<u>To</u>	<u>Salary</u>	<u>Effective Date</u>
None				

**TERMINATIONS**

<u>Name</u>	<u>Position</u>	<u>Salary</u>	<u>Effective Date</u>
None			

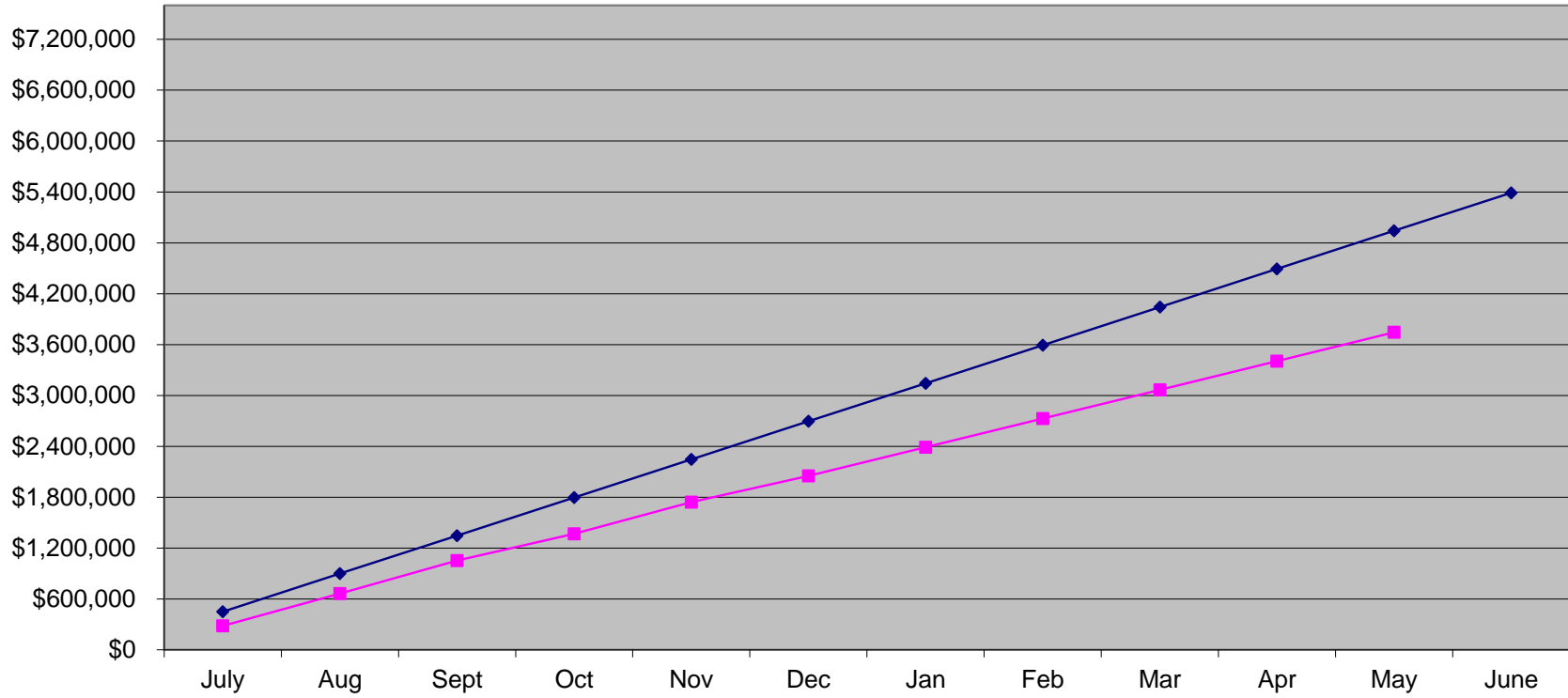
**RETIREMENTS**

<u>Name</u>	<u>Position</u>	<u>Salary</u>	<u>Effective Date</u>
None			

**RECOMMENDATION**

That the personnel report for the period ending May 31, 2020 be approved as submitted.

**Financial Report  
Fiscal Year 2020  
As of May 31, 2020**



	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
YTD Budget	\$449,147	\$898,294	\$1,347,441	\$1,796,588	\$2,245,735	\$2,694,882	\$3,144,029	\$3,593,176	\$4,042,323	\$4,491,470	\$4,940,603	\$5,389,750
YTD Expenses	\$282,249	\$661,640	\$1,051,789	\$1,369,477	\$1,742,918	\$2,052,181	\$2,389,189	\$2,727,770	\$3,065,914	\$3,404,660	\$3,744,377	
Monthly Expenditures	\$282,249	\$379,391	\$390,149	\$317,688	\$373,441	\$309,263	\$337,008	\$338,581	\$338,144	\$338,746	\$339,717	

**FY2020 FINANCIAL REPORT**  
**By Cash Balance**  
**May 31, 2020**

Cash on Hand - FY20	Cash on Hand at May 31, 2020	Projected Revenue through June 30, 2020	Projected Expenses through June 30, 2020	Projected Cash Balance at June 30, 2020
Appropriations:				
Operating	\$90,634	\$236,893	\$275,000	\$52,527
Carry Forward				\$0
Revolving:				
Operating	\$146,851	\$17,000	\$50,000	\$113,851
Totals	\$237,485	\$253,893	\$325,000	\$166,378



**FY2020 FINANCIAL REPORT**  
**By Expenditure Code**  
**May 31, 2020**

Object of Expenditures	Fiscal 2020 Budget	Expenditures for Eleven Months FY20	Encumbrances	Balance of Budget
11- Salaries	\$2,468,455	\$1,894,786		\$573,669
12- Employee Insurance, Workers Comp.	\$734,409	\$445,020	\$0	\$289,389
13- Retirement-Federal & State	\$616,055	\$489,094	\$0	\$126,961
15- Professional Service	\$0	\$3,246	\$2,652	(\$5,898)
21- Travel	\$13,292	\$1,450	\$0	\$11,842
22- Registration/Pike Pass Fees	\$0	\$1,143	\$1,192	(\$2,335)
31- Miscellaneous Administrative Expense	\$981,341	\$675,267	\$233,955	\$72,118
32- Rent Expense (Xerox, Postage, etc.)	\$291,729	\$140,510	\$17,763	\$133,455
33- Maintenance & Repairs	\$123,525	\$71,852	\$29,564	\$22,110
34- Supplies, Materials & Fuel Expense	\$23,150	\$10,397	\$7,528	\$5,225
36- Office Expense	\$25,336	\$8,612	\$10,637	\$6,087
41- Office Furniture & Equipment	\$6,700	\$3,000	\$0	\$3,700
<b>Totals</b>	<b>\$5,283,992</b>	<b>\$3,744,377</b>	<b>\$303,291</b>	<b>\$1,236,324</b>

**Notes:**

**Major Expenditures (April & May):**

- Account code 31 - \$11,100.00 OneNet (April & May)
  - \$2,479.48 American Tower - (May) tower & electric
  - \$9,167.96 KJRH - (April) tower rental - Tulsa
- Account code 32 - \$19,744.59 American Tower - (April & May) tower & electric - OKC
  - \$6,000.00 Mission Broadcasting (Feb, March, April & May)
- Account code 33 - \$2,290 Goodwill of Tulsa - Tulsa facility cleaning (April & May)
  - \$1,000 OSU-Tulsa (May)
  - \$5,600.00 Goodwill of Central Oklahoma (April & May) - OKC Facility cleaning
- Account code 41 - \$1,000 OSU-Tulsa (April)



## Operations and Programming Department

June 2020

### **Teleworking | COVID19**

Operations Traffic staff began teleworking on March 19. They continue to telework four days each week. Operations Master Control staff continued to come to work during the pandemic as normally scheduled, with the exception that no shifts overlapped in order to maintain social distancing.

OETA's renewed partnership with the Oklahoma State Department of Education was key in implementing At-Home Learning programming on the OETA WORLD channel from 6am to 6pm every weekday.

### **Ratings**

OETA's national ratings remain strong with Monday night's Antiques Roadshow ahead of the rest. May's average rating was 3.52 with one nightly rating at 4.02. The Downton Abbey Marathon premiere night on May 21 took off with a 3.05 rating. OETA's ONR is consistently listed as one of the Top 20 local productions in the nation on Friday evenings.

### **Pledge**

On-Air Operations staff flawlessly executed both fundraising events in June. This included the Downton Abbey Marathon (60 hours) and our June Pledge Drive (10 days).

### **Local Live Streaming**

PBS is continuing to build local live streaming functionality into Public Television (PTV) websites, Over-the-Top (OTT) and Mobile apps. This is directly tied to the recent streaming achievement on YouTubeTV. When fully implemented by OETA, we will be able to livestream our HD channel to all PBS platforms. The timeline for this launch is currently late July or early August 2020.

### **Black Lives Matter Programming**

OETA aired the PBS Black Lives Matter (BLM) programming which included changes on our HD and WORLD channel schedules. These changes began on June 5 with *Race Matters - America in Crisis: A PBS Newshour Special* during the pledge schedule in primetime. BLM programming continued on June 8 and June 15 with the airing of *The Talk - Race in America; America in Black and Blue 2020; and Independent Lens: Black Panthers: Vanguard of the Revolution*.

--Janette Thornbrue  
Vice President of Operations

# Education and Outreach Department

## Board Report

June 12, 2020

In response to the COVID-19 pandemic, the Education and Outreach department engaged in a variety of activities to provide support to Oklahoma's education community. At the onset of the pandemic response effort, the department created lessons for teachers and at-home learning modules built from an episode of the Oklahoma News Report (ONR) to assist parents and teachers with discussing the Coronavirus. Later, the Education and Outreach team worked with the Oklahoma State Department of Education (along with OETA Communications and Operations) to create the At-Home Learning program. The At-Home Learning program included a newly offered television programming block, an online resource page, and a training module for teachers. Additionally, department personnel worked with the Oklahoma State Department of Education's family engagement team to host a webinar with the PBS Digital Innovator and PBS Early Childhood Champion. The webinar offered assistance to approximately 85 teachers and school administrators working with families as a part of distance learning as well as a deep dive into PBS Learning Media. As a result of these efforts, PBS Learning Media registrations have grown to 15,238 users representing a 15% increase from the onset of the pandemic.

While work under the Community Collaboratives for Early Learning Media (CC-ELM) grant was placed on hold by CPB due to the pandemic, OETA was able to expand related services by taking part in the Bright-by-Text initiative. As a part of the current Ready to Learn/CC-ELM work, the texting initiative shares PBS Kids information with parent enrollees by text message. OETA is partnering with Smart Start Oklahoma County (having 81 enrollees) to operate the texting initiative under the CC-ELM grant. The department has also partnered with communications and production departments as well as the Oklahoma State Department of Education and the Oklahoma Arts Council to provide a summer Arts program derived from the OETA docu-series, *Gallery America*. The program entitled "Art Club" will officially launch on June 15<sup>th</sup> with 209 participants and will run for eight weeks through the summer.

Curtis Calvin  
Vice President of Education & Outreach

**OETA Local Content Production  
Board Report  
May 15, 2020  
Prepared by Susan Cadot**

The Oklahoma News Report not only kept the ship on course during the COVID-19 quarantine and restrictions, they went the extra mile to make sure to provide Oklahoma with the news it needed during such a tumultuous time. They did not miss a beat while also trying to figure out new technology that would enable them to work from home. Working from home included recording package introductions, recording voice-overs, editing stories, and editing the entire newscast together without setting foot into the station.

This required great help from OETA's engineering crew and we certainly kept them busy at the beginning of the crisis.

Production worked from home as much as possible, but did rotate production assistants who would each come in to work for one week to edit promos. At the beginning of the COVID crisis, we contemplated the possibility that we might have to run generic promos, but that never happened. OETA's Production Assistants finished every promo submitted to them by Operations quickly.

Documentary gained two new team members, Robert Reid and Boots Kennedy who will work together to produce Gallery America. Reid's first day at work was just two days before quarantine, but that didn't stop him from turning out content for social media using zoom interviews. His work has already won more social media interactions for Gallery America.

Two OETA Documentary productions were nominated for Emmy Awards from the NATAS Heartland Emmy Chapter, they are "This is Oklahoma Country" and a Gallery America segment called "Matt Floyd: Oklahoma's Bat Man".



**Engineering & Technology Department**

June 2020

Having joined the staff on 1/22/20, this is my initial assessment of technical status and facilities.

- Overall operation is reliably functioning but is aged and several systems are either no longer vendor supported or difficult to source parts. Of the four full power stations, two are in need of transmitter replacement;
  - KOET-Eufaula transmitter parts are very difficult to source and extremely expensive
  - KOED-Tulsa transmitter is no longer supported and parts are also difficult to source
- Most facility air conditioning systems are more than 10 years old and carry an above average cost of ownership with repairs and preventive maintenance
- ELECTRONIC FIELD PRODUCTION
  - Cameras are out of date
    - Capture format requires additional workflow and creates inefficiencies
- KETA TECHNICAL OPERATIONS
  - Well maintained and functional despite outdated routing technology
- KETA STUDIO
  - Older studio cameras but well maintained and in good condition
- KOED STUDIO
  - Very good condition, mostly updated technology
- INFORMATION TECHNOLOGY
  - Updated remote access system
  - Updated firewall
  - Updating policies and procedures

Lawson Adams

Vice President of Engineering & Technology