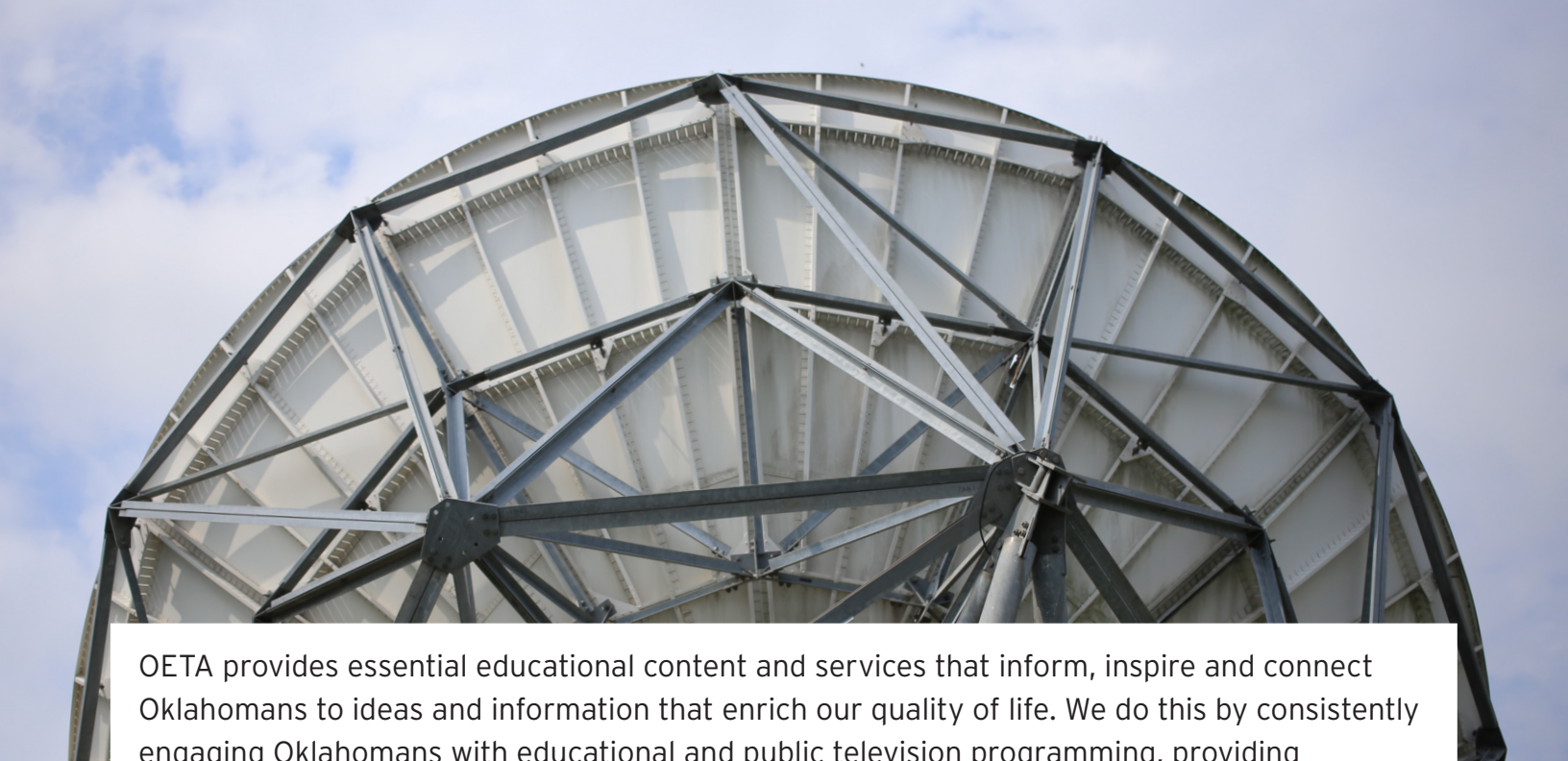




2016

LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY

7403 North Kelley Avenue • Oklahoma City, OK 73111 • (405) 848-8501



OETA provides essential educational content and services that inform, inspire and connect Oklahomans to ideas and information that enrich our quality of life. We do 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 is an integral part of Oklahoma's advancement.

LOCAL LIFE

OETA continues to utilize its statewide reach, content development and educational outreach services for all ages with a goal to build stronger communities.

LOCAL UNIFIER

OETA's impact is valuable, meaningful and progressive as a result of strong statewide partnerships.

LOCAL INSPIRATION

OETA provides enriching educational content that ignites curiosity, encourages exploration and promotes innovation.

LOCAL SOURCE

OETA delivers hundreds of hours of local content, thousands of educational resources and invaluable emergency communications services.



KEY SERVICES

In 2016, OETA provided these essential local services.

CONTENT DELIVERY

OETA's four television channels delivered 34,944 hours of educational content. OETA delivers its content online, via mobile, tablet, streaming and gaming devices.

EDUCATION RESOURCES

OETA provides resources to teachers and our Ready to Learn program provides free events and activities for families, parent workshops and educator trainings. These programs work to increase student performance and improve the connection between home and school.

COMMUNITY OUTREACH

Our events include Read Across Oklahoma, Explore the Outdoors, Writers Contest, OETA Day and community screenings.



LOCAL IMPACT

OETA's local services had deep impact across Oklahoma.

REACH

OETA reaches more than 4.2 million people in Oklahoma and surrounding states.

USE

OETA is one of America's most watched PBS networks (whole day). We increased digital engagement in 2016 by more than 340%, including a 75% increase on Instagram and 435% increase on Facebook. More than 8,070 Oklahoma educators use the online PBS LearningMedia library.

ENGAGEMENT

OETA specifically impacts 1,500 children in five regions across Oklahoma through its Ready to Learn program. More than 20,000 people attended OETA community events in 2016.

EDUCATIONAL RESOURCES

PBS LEARNING MEDIA

OETA's digital classroom provides Oklahoma educators with FREE access to more than 100,000 digital resources.

- Assets for hundreds of subjects for pre-kindergarten through age 16.
- Cultivates curriculum-aligned content from more than 200 educational media producers.
- More than 8,070 educators use PBS LearningMedia.
- OETA offers more than 50 interactive whiteboard games for classroom use.

SUMMER LEARNING PROGRAM

In partnership with a variety of community organizations and a local school district, OETA offered three summer learning experiences for children in Oklahoma City and Tulsa. The Odd Squad camp focused on exposing STEM skills and careers to 35 participating children in Oklahoma City. The summer learning camps allowed 50 children to engage with OETA resources in half-day summer camps in Oklahoma City and Tulsa.

READY TO LEARN

OETA's Ready to Learn initiative prepares Oklahoma children for academic success through a variety of content and community-based services such as events, activities, parent workshops and educator trainings that increase student performance and improve the connection between home and school.

FIELD TRIP PROGRAM

OETA ensures Oklahoma ranks in the top five states participating in Colonial Williamsburg Electronic Field Trips, bringing early American history to life. Any school can access the programs.

EDUCATOR DEVELOPMENT

OETA provides hands-on professional development trainings for hundreds of Oklahoma educators at community partner locations across the state. The trainings are designed to integrate OETA content and resources into the classroom, sharing instructions and best practices for augmenting learning through OETA's educational assets.



DANA PARISH

6th Grade Teacher, Bristow Middle School

As winner of the *Get Your Tech On* sweepstakes, she received Chromebooks for her entire class.

EDUCATION EVENTS

FALL LITERACY FESTIVAL

OETA partnered with the Oklahoma City Metro Literacy Coalition and the Oklahoma City Parks Department to provide an interactive, hands-on literacy based community engagement event. The event, held at Will Rogers Park, was attended by 225 families.

WINTER WRITERS FAIRS

In partnership with the Oklahoma City and Tulsa Zoos, OETA sponsored a community engagement event series focused on helping children develop valuable literacy skills through writing. More than 550 families attended the two events to help prepare children for participation in the OETA Writers Contest.

OETA KIDS WRITERS CONTEST

Approximately 190 kindergarten through third grade children submitted entries for the OETA Writers Contest. Children wrote and illustrated their own storybooks on a variety of fiction and non-fiction topics. Winning stories were published on the internet.

EXPLORE THE OUTDOORS

OETA, Oklahoma State Parks, PBS KIDS and the National Recreation and Park Association (NRPA) partnered for the annual Explore the Outdoors initiative, encouraging families to embrace nature and the outdoors. Centered

around Earth Month, the project included themed on-air programming and digital content. More than 800 kids and families enjoyed their explorations with OETA at various state parks. The day of discovery and exploration included hands-on activities, nature tours with park guides, picnic areas, play areas and OETA educational prizes.

OETA SUMMERFEST

The culminating event for each school year is the OETA Summerfest held in Tulsa at the Greenwood Cultural Center. Just under 1,100 people gathered to participate in a celebratory day of fun and learning in STEM, literacy, health and wellness and social emotional development. All participants were encouraged to continue their learning throughout the summer in order to help maintain the skills gained watching OETA and in school during the school year.

STEM FAIR COMPETITION

Fifty parent-child teams gathered from areas across the state to compete in the OETA STEM Fair competition. Teams took an innovative approach to engineering by using common materials to solving everyday problems. Parents and children created prosthetic limbs and motorized hands from household items such as plungers, sponges, plastic spoons, etc.





OETA DAY
 OETA's annual content engagement event enjoyed record attendance, with more than 2,500 Oklahomans attending to interact with OETA's content and educational services.

READ ACROSS OKLAHOMA

OETA's annual Read Across Oklahoma event hosted thousands of preschool children, teachers and parents as they participated in interactive literacy activities, engaged with PBS KIDS characters and received free OETA books. Children's authors, interactive storytellers and musical performers engaged children, teachers, parents and care providers to experience joy in reading.

Held at the Oklahoma City Zoo, the event featured literacy activities for more than 6,000, a record attendance. Student volunteers from area high schools and career tech centers participated as classroom guides and activity leaders. The event is part of OETA's Ready to Learn program.



COMMUNITY SCREENINGS
 OETA event engaged more than 1,000 people at screening events in locations throughout the state that showcase content to build community connections.



OETA's Ready to Learn program is a community engagement and outreach initiative designed to support the education of Oklahoma's early learners. Leveraging OETA's world-class educational content, Ready to Learn empowers teachers, parents and caregivers with tools and training while maximizing every opportunity for children to excel in traditional and non-traditional learning environments.

COMMUNITY ENGAGEMENT

Partnering with organizations across the state, OETA has successfully expanded and developed Ready to Learn with advanced training courses, workshops and events, plus activities such as the OETA Writers Contest, Read Across Oklahoma, Explore the Outdoors, Winter Writer Fairs and more.

PARTNERSHIPS

OETA partnered with the Oklahoma State Department of Education, Oklahoma Department of Libraries, Oklahoma Literacy Coalition, Oklahoma State Parks, Smart Start Oklahoma and various local community organizations.

IMPACT

Ready to Learn impacts 1,500 children and their families and 150 educators in five Oklahoma regions. Ready to Learn leverages OETA's world-class educational content to empower teachers, parents and caregivers with tools and training.

MOST USED

OETA/PBS is the #1 source of media content for preschool teachers.

REACH

OETA Ready to Learn specifically impacts 1,500 children and their families and 150 educators including homeschool educators in five regions across Oklahoma.

PARENTS

Ready to Learn provides parent workshops that empower parents with tools and resources to support their child's education by maximizing every out-of-class learning opportunity.

STUDENTS

Each Ready to Learn student has the opportunity to attend events outside of the school setting to build literacy and STEM skills. These events also help to bridge a bond between parent and child to enhance the educational engagement at home.

COMMUNITY

More than 5,000 children and families attended OETA's community-based learning events that take Ready to Learn concepts and content into non-traditional environments with activities to help strengthen the parent-teacher partnership.

TEACHERS

Hundreds of Oklahoma educators participate in professional development opportunities for teaching pre-kindergarten through third grade students in literacy, STEM and instructional technology. Trainings include free access to additional tools to ensure school readiness and student success.



PURPOSEFUL PROGRAMMING

OETA provides essential educational content and services that inform, inspire and connect Oklahomans to ideas and information that enrich our quality of life. We do 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. In 2016, OETA:

- Engaged more than 20,000 Oklahomans at OETA educational and community events.
- Directly provided 1,500 children, their teachers and parents educational tools to build literacy and STEM skills through the Ready to Learn program.
- Developed digital exclusive content for a new generation of learners, with more than 30,000 views of local digital-only series.
- Provided statewide election and governmental content to connect Oklahomans to the legislative process and ensure a better informed citizenry.



In season three of our Emmy award-winning series *What's the Deal?*, host Jessi Crino is hitting the road to visit towns throughout the state of Oklahoma. Topics range from the geological history of Black Mesa in far northwestern Oklahoma, to the chemistry of fall leaves changing color along the Talimena drive in southeastern Oklahoma, and the physics that drive Doppler radar systems at the National Weather Service in Norman.

Each episode in this series focuses on the real life applications of science, technology, engineering and math (STEM), specifically tailored to meet academic standards for grades four through eight. *What's the Deal?* encourages curiosity and inquiry based learning by asking questions about how the world works, creating connections between scientific concepts and how they actually work in our daily lives.

Free curriculum guides provided with the *What's the Deal?* series are used in classrooms across the state. Teachers in classroom and homeschool environments are highly encouraged to utilize this free, STEM academic resource.

A portrait of Susan Cadot, a woman with shoulder-length brown hair, wearing a bright yellow blazer over a black top. She is smiling slightly and looking towards the camera. The background is dark with some out-of-focus lights.

SUSAN CADOT

Host of *Gallery America*

Recipient of 2016 Governor's Arts Award

LOCAL CONTENT

OETA provides locally-produced content across its platforms and is also a quality resource for award-winning original documentary programs unlike any seen on commercial television.

OETA has innovative content that is at home both online and as a broadcast element. *What's The Deal?* has proven to be educational and entertaining. While targeting youngsters, the short episodes also easily engage adults, who often find that they learn something new while they watch this uniquely styled short form program. It was no surprise that *What's the Deal?* was honored with another Emmy nomination in 2016.

The OETA Movie Club has enjoyed nearly three decades of extreme popularity, thanks in no small part to its host, the incomparable B.J. Wexler. Viewers not only enjoy commercial-free classic movies, but they also learn the back stories or little-known tidbits about the stars and the people who created the terrific films that are screened for OETA viewers. *The OETA Movie Club* is a fountain where interesting film fare and information flows as freely as the popcorn.

Gallery became *Gallery America* in 2016. It is a unique program that explores the arts and culture of the whole nation with special emphasis on Oklahoma. Viewers have an opportunity to see how artistic passion and expression manifests itself through literature, dance, music, stage performance, paintings and sculpture in all parts of the USA.

In 2016, *Gallery America* introduced viewers to several Oklahomans who share special talents: Klair Larason, an artist who creates using an unusual medium: chewing gum wrappers; Wade Tower, who seems to be a singer reincarnated from another era – close your eyes and you're back in the days when Frank Sinatra made females swoon; John Hargrove, whose longtime love for Route 66 prompted him to create a home-made museum in tribute to the "Mother Road," and Tony Morton, an entrepreneur who explains the business (and hard labor) that goes into creating an art gallery that puts money in the pockets of artists. In November, *Gallery America* producer and host Susan Cadot was given a prestigious Governor's Arts Award medallion for her years of shining a light on the arts and culture in Oklahoma.

Back in Time brings Oklahoma history to life with memorable storytelling and visuals. These programs are frequently used as teaching tools in Oklahoma classrooms. In 2016, *Back in Time* explained the origins of Langston University, an all-black higher education institution which continues to thrive in a world that has seen a lot of changes in race relations. Other topics addressed in 2016 include: the story behind the 1980s era failure of Penn Square Bank, and the impact that collapse had on procedures followed at banks across the country; a comprehensive biographical profile of Wiley Post, the reformed criminal, daredevil one-eyed pilot and inventor who perished in a plane crash with Will Rogers; and the program also revisited the days when Oklahoma territory became a state following several land runs which gave settlers a chance to own their own land by racing across the prairie and *Staking A Claim*.

A portrait of Robert Burch, a man with short brown hair, wearing a dark suit, white shirt, and a blue and black striped tie. He is smiling slightly and looking towards the camera. The background is a blurred studio setting with warm lighting.

ROBERT BURCH

ONR Anchor & Segment Producer

LOCAL CONTENT

Oklahoma News Report (ONR), is OETA's weekly news program covering politics, public affairs and business statewide.

Oklahoma News Report, OETA's news program, incorporates coverage of the State of the State and reactions to it in its program for that week. It's also the launching point for the comprehensive legislative coverage that is the earmark for *ONR*. When the session is underway, *ONR* provides the primary resource for Oklahomans who want to keep an eye on what is happening at the state Capitol and with elected officials. *ONR* was established to provide viewers access to year round timely information about current events in Oklahoma, with in-depth coverage of many activities of interest to the OETA audience. *ONR* prides itself on comprehensive coverage of the Oklahoma legislature, state election returns, important issues and politics in general.

OETA programs continue to win numerous awards. They are frequently among the most honored of any produced.

OETA is the main visual resource for the State of the State, an annual speech given by the sitting governor that sets the stage prior to the beginning of each Oklahoma legislative session. It is typically given on the first Monday of February.

OETA recognizes the value of this important event and for years has made certain all Oklahomans have access to its content. Whether the Governor's address is broadcast live on OETA, streamed via the Internet via OETA's website, or shared with commercial stations so it can be excerpted for newscasts, OETA's effort is what gets the information delivered every year. 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 agenda that will be debated and refined in the coming months.

The Oklahoma Hall of Fame has been an annual broadcast on OETA for many years. Founded in 1927, the Oklahoma Hall of Fame was created to honor Oklahomans who have given outstanding service to the state (and often, to the whole country) during their lifetime. A new class of inductees is installed each fall, and OETA has been producing and broadcasting the ceremony for many years. Each inductee is accompanied by a video essay that explains the journey of that person's life, and how they have provided positive impact to the whole state. The combination of the profile videos and their acceptance speeches

reveals to OETA viewers the human side of the high profile citizens who earn this honor. It is an unusual program that instills continued pride in being a part of Oklahoma's heritage.

The 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. The publicity that is earned by sharing the organization's efforts on a statewide broadcast verifies that achieving excellence in education has its merits and results in recognition for those who achieve it. OETA is proud to be a partner in this event.



SUNUP by Oklahoma State University

Sunup is the place for Oklahoma agriculture. Whether it's explaining the latest research, providing updates for current crops or covering the issues that matter most, Sunup is the source.

ASK A LAWYER OKLAHOMA BAR ASSOCIATION

In connection with the national celebration of Law Day each year, *Ask a Lawyer* highlights the work done by Oklahoma lawyers and provides information regarding legal services and the legal profession.

OKLAHOMA HORIZON

Oklahoma Horizon is a nationally televised weekly program that explores economic and social trends. Host Rob McClendon and a team of multi-platform journalists cover stories across Oklahoma, the nation and the world showcasing people, organizations, schools and businesses that contribute to our country's economic success and quality of life.

The 30-minute weekly program is produced by the Oklahoma Department of Career and Technology Education in partnership with the Oklahoma Department of Agriculture, Food and Forestry. Oklahoma Horizon is broadcast on a network of stations reaching 150 million homes.

OKLAHOMA GARDENING OKLAHOMA STATE UNIVERSITY

Whether you are a gardener or just enjoy the diverse beauty that Oklahoma has to offer, you will enjoy watching the *Oklahoma Gardening* television program. *Oklahoma Gardening* provides the best research-based information available on television. 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 introduce you to gardeners from around the state and tour their gardens.

CURRENT CONVERSATIONS WITH ROBERT CON DAVIS-UNDIANO UNIVERSITY OF OKLAHOMA

Current Conversations is a television show hosted by Robert Con Davis-Undiano and produced by Video and Media Services in OU Outreach. Each episode covers a new, topical event going on in our world.

This one-on-one lively forum features people who are making a difference in the world—scientists, educators, humanists, writers, and artists. The goal is to focus on people who function as “bridge builders,” or people in the culture who are making important connections between areas of knowledge.

Current Conversations has welcomed famous environmentalists, writers, documentary film makers, political scientists, and many others. Each week the show finds relevant connections between people and areas of knowledge that really matter and gives its viewers a close-up perspective on important developments changing the world around them.

OUTDOOR OKLAHOMA OKLAHOMA DEPARTMENT OF WILDLIFE

In 1976, *Outdoor Oklahoma* began airing its weekly television show on the OETA network across Oklahoma. Forty years later, *Outdoor Oklahoma* continues its relationship with OETA, bringing quality outdoor programming across Oklahoma every week. In this episode, current host Todd Craighead sits down with many of the previous hosts and producers to talk about the successes of the past 40 years and beyond.



BRENDA PERRY, OKC

MISSION

OETA provides essential educational content and services that inform, inspire and connect Oklahomans to ideas and information that enrich our quality of life.

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.

VISION

OETA will help create more knowledgeable, civically engaged and productive citizens of Oklahoma.

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.

“If our society watched more OETA—and I know this might sound a little corny to some people—people would settle down and be a little more conscious, sympathetic, compassionate and seek knowledge. They would enjoy some the intellectual shows. It would get us back to a more sound society.”

KEEP IN TOUCH | OETA.tv

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