



**OETA** 

**2017**

LOCAL CONTENT & SERVICE REPORT  
TO THE COMMUNITY

# OETA



## Meet Polly Anderson, the new Executive Director of OETA.



Polly Anderson is OETA's fifth Executive Director and the first woman to lead the organization. She has worked in public broadcasting for twenty years. She has served in a variety of roles, including CEO positions at WUCF TV in Orlando, FL, at New Mexico PBS based in Albuquerque, and at KWBU TV & FM in Waco, TX. Additionally, Polly served on the board of America's Public Television Stations, a Washington DC-based advocacy organization, for six years, including one year as Chair. She has also served as Vice-Chair and Chair of the National Educational Telecommunications Association (NETA), a professional development and content distribution organization.

“OETA has a great reputation throughout the country and is one of the most watched stations. Oklahomans should be proud.

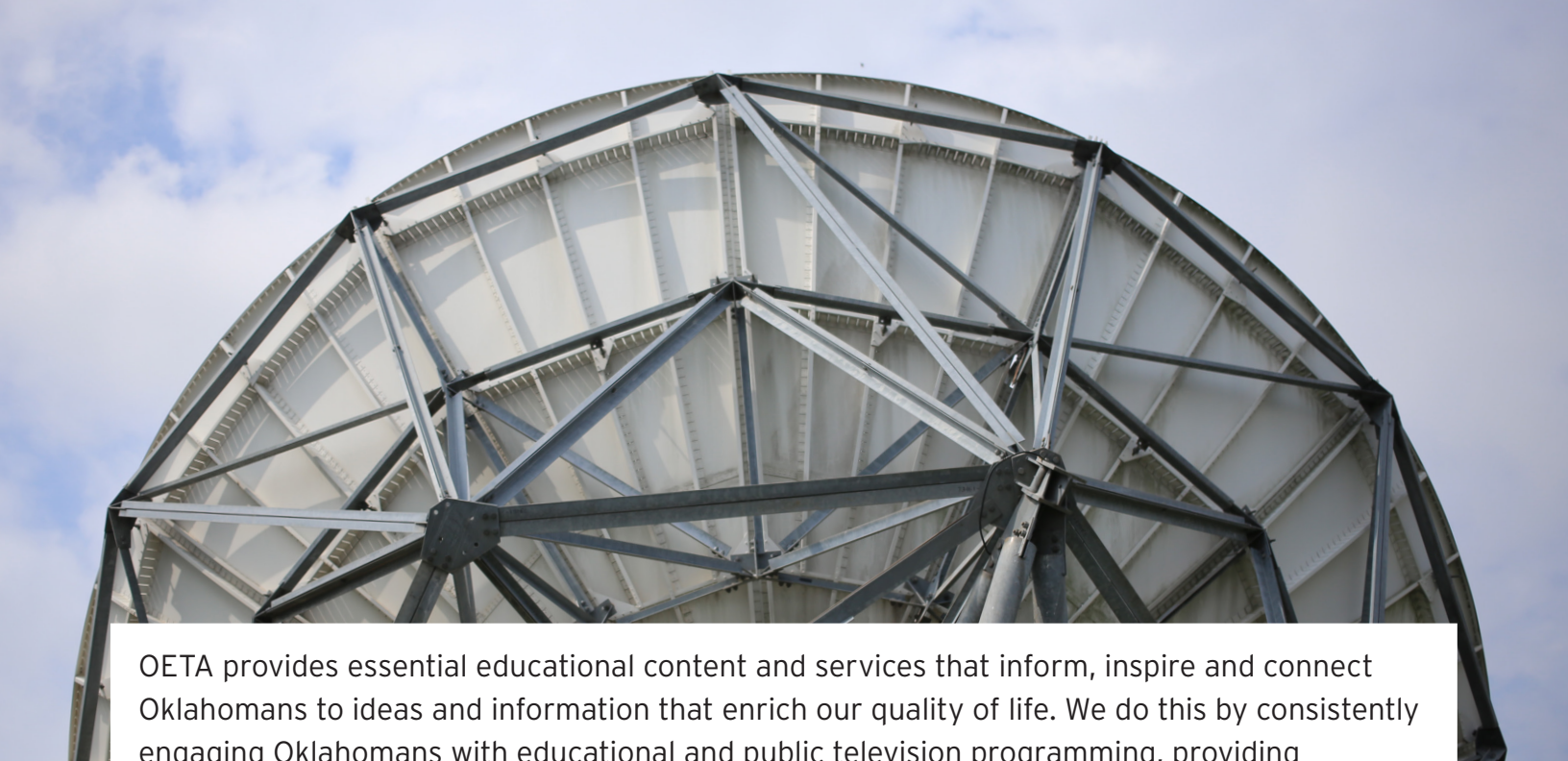
I am honored to be the new executive director of OETA, an organization that has been serving Oklahomans for over 60 years. Everyone at OETA is committed to providing the best in educational and inspirational programming and services to all Oklahomans. Indeed, OETA's mission is to “...provide essential educational content and services that informs, inspires and connects Oklahomans to ideas and information that enrich our quality of life.” That's a big job, but you can be sure the hard working professionals here at OETA are up to it. We are all committed to quality and service in everything we do.

We here at OETA pledge to continue to bring the best that PBS has to offer as well as quality local productions that tell the stories of Oklahoma to the world. Stories like “Oklahoma Martyr” which chronicles the struggles of Father Stanley Rother, a missionary who committed his life to serving the people of a small farming community in Guatemala. He was murdered in the 1980's and is now the first American, and first Oklahoman, to be beatified.

We're proud of our dedicated news staff who have been producing “Oklahoma News Report” for decades and of course the thirty years of “OETA Movie Club” with B.J. Wexler—a staple in so many Oklahoma households. “Gallery America” recently won an Oklahoma Association of Broadcasters award, and OETA's Lis Exon was inducted into the Oklahoma Journalism Hall of Fame.

Our education department continues to reach out across the state providing valued services to teachers, students, parents and caregivers. From workshops to digital learning resources, we pledge to continue our long-standing tradition of supporting education in the state.

OETA continues to be among the most-watched PBS networks in the nation with nearly 1.8 million viewers every week. We're so proud of our history of service to all the communities of Oklahoma, and I'm proud to lead this stellar organization as new technology allows us to provide more essential programs and services. Our talented staff and volunteers will continue to work hard to fulfill our vision of creating more knowledgeable, civically engaged and productive citizens of Oklahoma.



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 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 2017, 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 classroom resources to teachers and our Ready to Learn program provides free events and activities for families, parent workshops and professional development events. 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, and OETA's Writers Contest.



## LOCAL IMPACT

OETA's local services had deep impact across Oklahoma.

### REACH

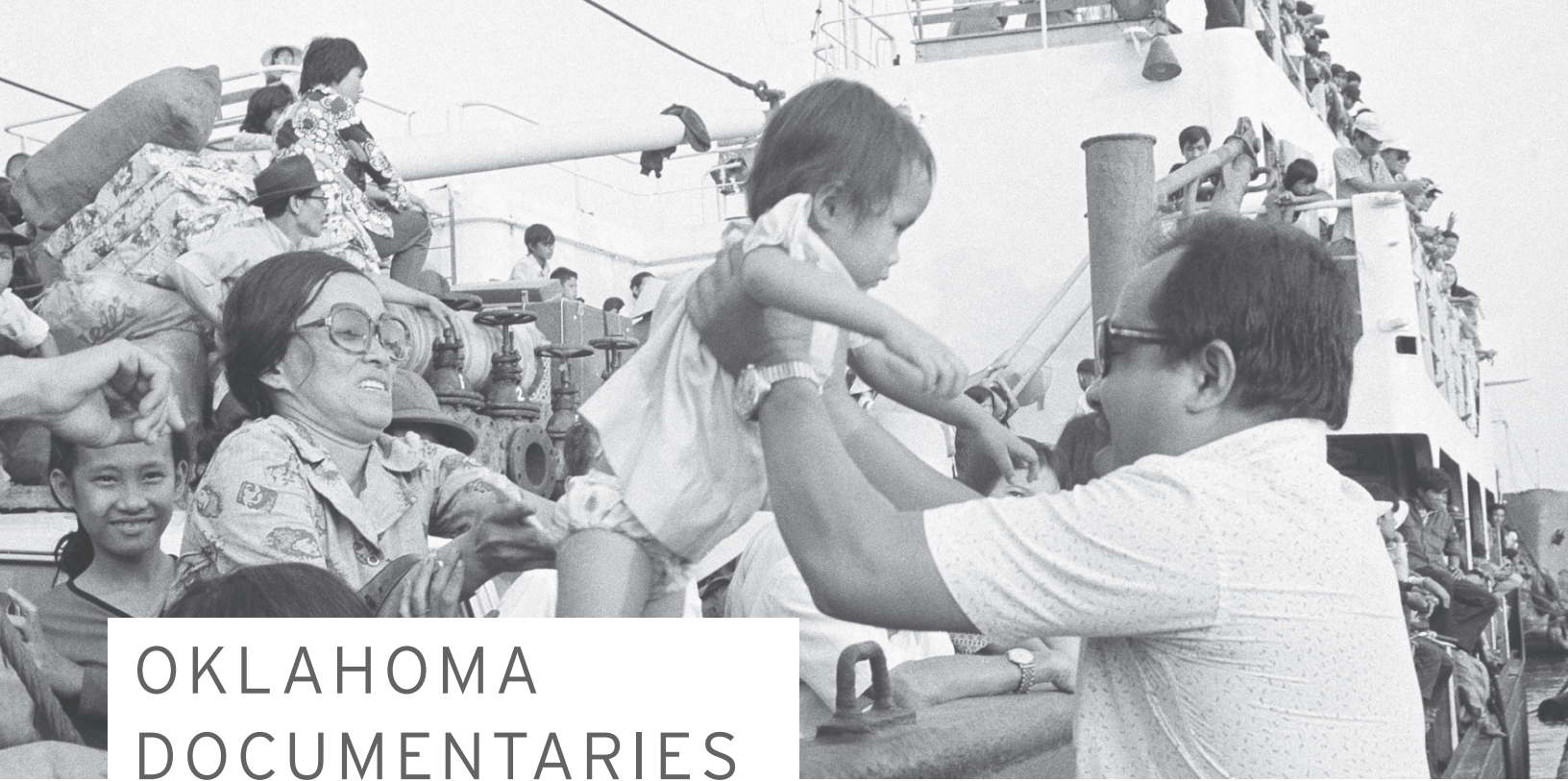
OETA reaches more than 4.2 million people in Oklahoma and surrounding states.

### USE

OETA is one of America's most watched PBS networks (whole day). Digital engagement in 2017 increased by 16% on Facebook and 8.4% on Twitter. Website traffic increased by 44%.

### ENGAGEMENT

OETA specifically impacts 1,500 children in five regions across Oklahoma through its Ready to Learn program.



## OKLAHOMA DOCUMENTARIES

*Vietnam to Oklahoma* shares the strength and dedication of Oklahoma's vibrant Vietnamese immigrant community.

*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 2017, *Back in Time* produced four half-hour documentaries about Oklahoma through the stories of its citizens.

The past year was especially exciting for OETA and PBS stations across the country. The premiere of Ken Burns' and Lynn Novick's latest ten-part documentary, *Vietnam*, inspired OETA to produce a documentary based on the lives of Vietnamese refugees. *Vietnam to Oklahoma* tells three stories of refugees escaping the mayhem of the war in Vietnam.

Trung and Xuan Pham first met in Vietnam. Xuan was the little sister of Trung's friend and classmate. Trung Pham was born into a royal family who lived a life of power and privilege. As a young man he quit medical school and joined the Vietnamese Armed Forces in fighting against the communists. Xuan Pham was born and raised in Saigon. Before the city fell to chaos, her parents secured her escape to Fort Chaffee, AK, where she would reconnect with Trung. After a series of events the two were married and moved to Tulsa. The couple now operate a thriving osteopathy clinic in Jenks serving a diverse group of patients.

Oklahomans know and love Jimmy's Egg, a diner serving breakfast favorites. Ban Nguyen, originally from Saigon, Vietnam now owns and operates his own Jimmy's Egg franchise. After arriving in America as a child, Nguyen escaped just three days prior to the fall of Vietnam. He and his family received a warm welcome as the first Vietnamese refugees to settle in Tulsa. After a downturn in the economy, Nguyen and his wife moved to Oklahoma City to take a job with his father-in-law, Loc Le who bought Jimmy's Egg from Jimmy Newman. In 1980 the couple had saved enough money to open the second location of Jimmy's Egg. They continue to operate the restaurant and have opened several other locations.

Vihn Nguyen made his way to Oklahoma by way of Huê. He served in the South Vietnamese Armed Forces. He made his escape with twenty others on a boat, spending 34 hours at sea. After earning his M.B.A. from UCO he worked for the IRS for twenty-five years. Shortly after establishing himself in OKC, he and others began the Oklahoma City Vietnam Community Committee which aided refugees and established OKC's thriving Asian District.

These are stories from just one of OETA's award-winning documentary series, *Back in Time*. Kate Barnard, Bertha Teague and Wanda Bass are the three women highlighted in *Names You Should Know*. These pioneers led politics, sports and finance making Oklahoma a better place. Producers also covered the story of Father Stanley Rother, the first American priest to be beatified, in *Oklahoma Martyr*. Another piece titled, *One Big Family* is about the children of Oklahoma who were orphaned by World War I and E.W. Marland, the oilman who provided for them.

## LIS EXON

ONR Anchor & Segment Producer

# NEWS FOR ALL OF OKLAHOMA



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

ONR is OETA's weekly in-depth exploration of news and issues affecting all Oklahomans. The program features topical information and impactful stories that provide context and meaning to educate and engage every citizen across the state. It's also the launching point for the comprehensive legislative coverage that is the hallmark for ONR. When the legislative session is underway, ONR is the primary resource for Oklahomans who want to keep an eye on what is happening at the state capitol and with elected officials. ONR prides itself on comprehensive coverage of the Oklahoma legislature, state election returns, important issues and politics in general.

Lis Exon, anchor and segment producer for ONR, was inducted into the Oklahoma Journalism Hall of Fame at the University of Central Oklahoma in Edmond. Exon has served as producer, reporter and anchor at OETA in Tulsa since 2006. Beginning as reporter and anchor for KXXO and KELI radio in Tulsa, she has worked as a television reporter, producer and anchor at stations

across the country, including KJRH in Tulsa, WESH in Orlando, KUSA in Denver and KTRK in Houston, and has reported for CNN, NBC and ABC. Awards dominate her work. She earned an Investigative Reporters and Editors Award for a series leading to federal indictments and convictions of state Senate President Finis Smith and his wife and the Texas Governor's Award for an investigation leading to the passage of laws reforming the parole process.

Oklahoma Society of Professional Journalism (SPJ) twice honored Exon as having the Best Reporter Portfolio. In 2015 she received the "The Colby Award" for reporting on mental health issues. In 2016, Exon received the most awards for individual stories from SPJ, including five first places. She earned a broadcast journalism degree from the University of Tulsa in 1978.

In addition to her Hall of Fame induction, Exon and her Tulsa colleague, Tim Carson, were both awarded a first place SPJ Award for their coverage of the "Innocence

Project." The duo's reporting covered a Tulsa County district judge in deciding if two men were wrongfully convicted of murder 21 years ago. Attorneys for the Oklahoma Innocence Project presented evidence to try and free DeMarco Carpenter and Malcolm Scott.

In total, ONR journalists and photographers garnered six SPJ Awards: one first place award, one second place award and four third place awards. The categories include general news, government reporting, features and diversity coverage.

Steve Bennett, OETA's managing news editor, and photographer Aaron Byrd earned their award for "Immigrant Fears." This segment examines the nuanced immigration policy of then President-elect Trump regarding DACA. Their reporting includes a moving interview with Briza Ladezma, an OU student who was not aware she was an immigrant. She was made aware of her immigration status only after being denied after applying for a driver's license at the age of sixteen.



**SUSAN CADOT**

Host of *Gallery America*

## A SPOTLIGHT ON OKLAHOMA'S ARTISTS

*Gallery America* shares the work of Oklahoma's talented artists across the state.

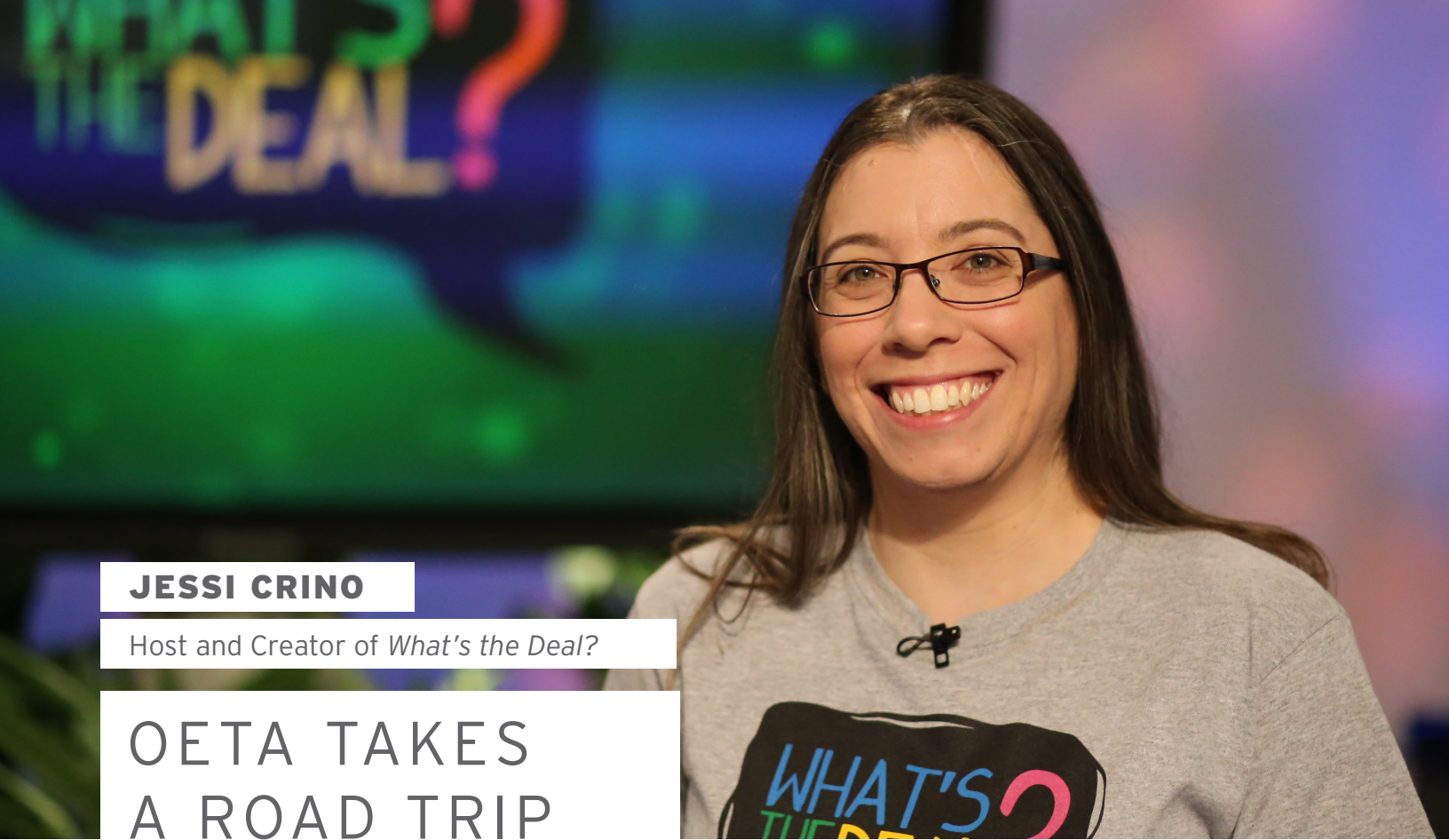
*Gallery* became *Gallery America* in 2016. It is a unique program that explores the arts and culture of the whole nation with special emphasis on Oklahoma. Viewers have an opportunity to see how artistic passion and expression manifests itself through literature, dance, music, stage performance, paintings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

In 2017, *Gallery America* profiled seven Oklahoma artists, plus others from around the country. From early in the season, "Monument Man" is the story of Paul Moore, a sculptor based in Norman, OK. Moore's *Centennial Land Run Monument* has been a work in progress since 2001. He has been sculpting for decades and has had sculptures displayed at the U.S. Capitol and the Smithsonian in Washington D.C. His monument, located at the south end of the Bricktown Canal, is one of the largest bronze sculptures in the world. The installation includes detailed cattle, work dogs, covered wagons, majestic horses, and expressive pioneers; all of which are 50% larger than life. He's expected to place the final pieces of the monument in the year 2020.

From Edmond, OK, Reian Williams' paintings have made their way to Hollywood by way of the Academy Awards. Every year, Oscar-nominated actors receive a swag bag full of luxury and bespoke items. In 2017, Williams' had the opportunity to place gift certificates, worth \$10,000, in each of those bags. Although he already has work displayed all over the country, this opportunity has been a launching pad for his career. Now, his sights are set on displaying work at the Smithsonian.

Known as the godmother of the Oklahoma City art scene, Laura Warriner is an artistic visionary who saw potential in her city. In 1994 Warriner set out to do bring that potential to life. She opened an art gallery on the wrong side of the tracks and brought contemporary art to her hometown. Today, the gallery, [Artspace] at Untitled, is a hub of creativity for local, regional, and national artists. The gallery also serves as an arts education center for high school students with limited access to the arts.

OETA is proud to produce a show like *Gallery America* which shines a light on the talent and inspiration buzzing in Oklahoma.



**JESSI CRINO**

Host and Creator of *What's the Deal?*

## OETA TAKES A ROAD TRIP

An educational series for kids  
(and kids at heart) trying to find out how things work.

OETA's innovative digital series, *What's The Deal?*, has proven to be educational and entertaining. While targeting children in fourth through eighth grades, the short episodes are also popular among adults. No matter the age, viewers often find they learn something new in each episode of OETA's short-form digital series.

In season two of our Emmy award-winning series *What's the Deal?* host Jessi Crino, hits the road to visit towns throughout the state. Topics range from the geological history of Black Mesa in the far northwestern corner of Oklahoma, to the chemistry of fall leaves changing color along the Talimena drive in southeastern Oklahoma. Lessons also center on the physics that drive Doppler radar systems at the National Weather Service in Norman and the Archimedes principle which explains the buoyancy of barges at the Port of Catoosa.

Each episode in this series focuses on the real life applications of science, technology, engineering and math concepts. *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.



OETA also provides free curriculum guides with lessons and activities developed for each episode. Since the launch of season two, the curriculum guide is being used by teachers and homeschooling parents across Oklahoma.

The series is available to stream at home or in the classroom by visiting [OETA.tv/watch/whatsthedeal](http://OETA.tv/watch/whatsthedeal).



STATE OF THE STATE ADDRESS

OETA is the primary producer for the broadcast of the governor’s annual State of the State Address— providing video and audio resources to news organizations throughout the state. The address is typically given on the first Monday of February, outlining the governor’s goals. OETA recognizes the value of this important event and for years has made it accessible to all Oklahomans. Whether the Governor’s address is broadcast live on OETA, streamed on OETA’s digital platforms or shared with commercial stations so it can be excerpted for newscasts, OETA’s effort is what gets the information delivered to the public. 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 agendas that will be debated and pursued in the following months.



ASK A LAWYER

*Ask A Lawyer* is an annual production which provides Oklahomans a better understanding of the rights and freedoms offered by our legal system. Co-produced by the Oklahoma Bar Association (OBA), the program presents information about legal issues in easy-to-understand language. In the most recent production of *Ask A Lawyer*, expert panelists discussed issues surrounding drug court, adoption, debt/bankruptcy and the Fourteenth Amendment. Additionally, viewers can call in and receive free legal advice throughout the program. Advice is provided by attorneys throughout the state as a community service effort in conjunction with the national celebration of Law Day.



FOUNDATION FOR EXCELLENCE

*Oklahoma 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. OETA is proud to be a partner in this event.





# 2,385

Children, parents and educators attended Ready to Learn events in 2017. 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 at least 2,385 children, parents and 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.

#### 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.

#### 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.

#### TEACHERS

Hundreds of Oklahoma educators participate in professional development opportunities hosted by OETA 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.



# OETA IN THE COMMUNITY

## 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 633 children and parents.

## WINTER WRITERS FAIRS

In partnership with the Oklahoma City History Center and the Tulsa Zoo, OETA sponsored a community engagement event series focused on helping children develop valuable literacy skills through writing. More than 200 children attended the two events to help prepare students for participation in the OETA Writers Contest.

## OETA WRITERS CONTEST

Approximately 197 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 and Oklahoma State Parks 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 600 children and parents

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. Over 550 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

35 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. Winners of the competition received a prize pack including educational toys, books and activities, encouraging further interest.



# EDUCATIONAL RESOURCES FOR EDUCATORS & PARENTS

PBS LearningMedia reaches 24% of educators each month and approximately 40 million students across the country.

As a part of OETA's education initiative, educational resources are made available to educators and parents. These tools are meant to be used in conjunction with PBS Kids programs to reinforce learning points. Outlets like PBS LearningMedia, PBS TeacherLine and PBS Parents offer free, innovative, standards-aligned digital resources, compelling student experiences and professional development opportunities.

OETA was honored to present its 2017 Digital Innovator award to Brian Morgan. Morgan teaches science at Clyde Boyd Middle School in Tulsa, OK. He is passionate about including technology into his classroom saying, "My goal as a science teacher is to create a space where students are encouraged to collaborate, think critically, and solve real-world problems. Infusing the classroom with technology is an integral part of achieving that goal." As Oklahoma's 2017 PBS Digital Innovator he was given the opportunity to attend a technology conference centered around classroom education and was given a \$300 cash award to purchase classroom technology. Morgan also led two professional development events demonstrating his approach to classroom technology and how it can be adapted for any classroom.

PBS is the top educational media brand and trusted by educators and caregivers alike. In fact, a recent study confirms that parents overwhelmingly agree no other media brand meets their children's school readiness needs like PBS Kids. The study also found that nine in ten parents are likely to use PBS Kids resources for school preparedness and three-quarters say their child exhibits more positive behavior after engaging with PBS.

In fact, OETA's education efforts are specifically designed to engage parents in their child's education. Parents As Partners was a new program developed to provide educators with a toolkit allowing schools to hold their own event in local classrooms. These local events empowered educators and parents with resources reinforcing family involvement in education. The school with the most involvement was visited by a beloved PBS Kids character.



**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.

## VISION

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

## 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.

### 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 of the intellectual shows. It would get us back to a more sound society.”

**KEEP IN TOUCH | OETA.tv**

