



**OETA** 

**2018**  
LOCAL CONTENT & SERVICE REPORT  
TO THE COMMUNITY

7403 North Kelley Avenue • OKC, OK 73111 • (405) 848-8501 • OETA.tv



# OETA



## A Letter from Polly Anderson

“ When I became the new Executive Director of OETA last year I was both excited and honored to work for an organization with such a storied history.

Now, with a year under my belt, I can honestly say I’m both impressed and inspired by the people who make up this station. Everyone at OETA puts so much care and heart into everything they do. And I’m also very fortunate to have a passionate Board of Directors who have provided the kind of leadership and support needed to weather any storm.

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. Programs like the Emmy-winning series *Gallery America* showcase incredibly imaginative art created by Oklahomans, sometimes using photography, sculpture, paint on canvas, repurposing found objects or telling emotional stories through dance. The Oklahoma history series *Back in Time*, is often recognized with local and regional awards for educational episodes such as “Talking Leaves”, the fascinating story of Sequoyah, who spent many years of his adult life creating, perfecting and sharing a syllabary that allowed his tribal members to communicate in written form. A language still being written and spoken by the Cherokee tribe today. This episode recently won the 2018 Outstanding Achievement award by the Oklahoma Association of Broadcasters in the “Long-form Program” category.

Regional Emmy honors continued in 2018 for OETA. Producer, writer and on-air talent Susan Cadot was inducted into the prestigious Silver Circle of the Heartland Emmy Chapter. It is a recognition reserved for those who have achieved quality broadcasting work for at least 25 years. At that same ceremony, OETA was recognized with two Emmy Awards. One was for a *Gallery America* profile of prominent Oklahoma sculptor Paul Moore, who has spent much of his adult life creating a spectacular series of larger-than-life statues depicting the land-run that established Oklahoma as a new state. The other OETA Emmy was for an exceptionally creative OETA program image spot called *Welcome to Summer*. It was conceived and produced by OETA Digital Media Specialist, Aaron Morvan.

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. As OETA moves forward with award-winning programming, clear funding goals and an eye toward the future, I can’t wait to see what’s next.



# OUR MISSION

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 take advantage 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 2018, 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 & COMMUNITY OUTREACH

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.



## 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). In 2018, OETA increased its social media reach. The OETA Facebook population increased by 5% and Twitter increased by 3%. Throughout 2018 over 200,000 users visited OETA.tv.

### ENGAGEMENT

Through a series of trainings with 320 early childhood professionals, OETA impacted 9,600 children with Ready to Learn tools and resources.



# ANTIQUES ROADSHOW VISITS TULSA

Consistently, one of the most watched ongoing series on OETA is *Antiques Roadshow*. And in the spring of 2018, Oklahomans had an opportunity to bring their heirlooms and treasures to the national stage when *Antiques Roadshow* made a stop in Oklahoma.

As part of *Antiques Roadshow's* focus on holding events at historic locations, their Oklahoma stop was held at the historic Philbrook Museum of Art in Tulsa.

WGBH Boston created three episodes of *Roadshow* from the Tulsa event that saw more than 2,300 Oklahomans make the trek from across the state for the opportunity to find out what value, other than sentiment, their items may hold.

The event was a huge success and has made *Antiques Roadshow* more popular in Oklahoman than ever.

**FROM LEFT TO RIGHT**  
 Polly Anderson  
 Aaron Morvan  
 Janette Thornbrue  
 Janet Lane  
 Bill Perry



# OETA CELEBRATES 30 YEARS OF THE OETA MOVIE CLUB

## OETA MOVIE CLUB ON SET AND OVER THE YEARS



BJ Wexler poses with the infamous Movie Club popcorn bucket during the original opening sequence of 1988.

Citizen Kane was the first film featured on OETA Movie Club. A poster of the film can be found in the background of the current Movie Club set as an homage.



The original prop remote is still being used by new Movie Club host, Robert Burch.

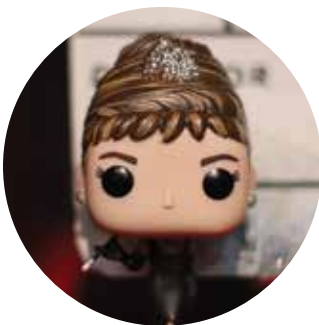


We keep a photo of BJ in the bookshelf on set for nostalgia.



Viewers are encouraged to send in their photos with celebrities. Here are a few keepers.

We also keep figurines from a few of favorites on set. A few are Audrey Hepburn from *Breakfast at Tiffany's*, Gene Wilder from *Willy Wonka & the Chocolate Factory*, and Marlon Brando from *The Godfather*.





OKLAHOMA NEWS REPORT

Oklahoma's only statewide news broadcast, the *Oklahoma News Report (ONR)*, airs 7 pm CST, every Friday night on OETA. This award-winning broadcast offers an in-depth exploration of news and issues affecting all Oklahomans.



BACK IN TIME

Written and produced by Robert Burch, *Back in Time* is OETA's Emmy award-winning documentary series that showcases significant people, places and events that helped shape the history of the state of Oklahoma. OETA uses extensive research, archival photographs and film, along with interviews with historical experts and descendants of the people profiled in each program.



GALLERY AMERICA

Hosted by Susan Cadot, *Gallery America* is OETA's Emmy award-winning arts and culture series. *Gallery America* captures the best Oklahoma has to offer in all forms of art, including dance, sculpture, education, music, painting, photography and performances.



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 expungement, estate planning, and mental health court. Additionally, viewers are able to 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.





## OETA BRINGS HOME THE GOLD

OETA walked away with two Emmy Awards during the National Academy of Television Arts and Sciences (NATAS), Heartland Chapter awards ceremony.

The ceremony was held Saturday, July 14 at the Oklahoma History Center, Oklahoma City. This year's winners from OETA are: Susan Cadot, Ryan Lorg, Bill Perry and Paul Moore won in the Arts/Entertainment Feature Segment category for the *Gallery America* segment, "Paul Moore—Monument Man."

Aaron Morvan won in the Program Promo category for the spot titled, "OETA Welcome to Summer!"

"We're very proud of OETA's Emmy winners," said Polly Anderson, executive director, OETA. "OETA has a tradition of bringing Oklahomans award-winning original content about the people and places around our state."

### SILVER CIRCLE

Susan Cadot, *ONR* news anchor and producer of *Gallery America*, was inducted into the Heartland Emmy's Silver Circle society of honor. The Silver Circle is an elite group of professionals recognized by the Emmy Heartland Chapter for making a significant contribution to television over a time period of at least 25 years. Cadot has worked in television news for 30 years. She's been with the OETA for 18 years. Prior to joining OETA, Cadot worked as a news reporter and anchor at an ABC affiliate station. She has received four Emmy Awards and 15 nominations.

### FROM LEFT TO RIGHT

Polly Anderson, Bill Perry, Susan Cadot, Robert Burch, Ryan Lorg, Aaron Morvan



**SHAWN BLACK**  
VP OF FINANCE



**DUSTIN PYEATT**  
DIRECTOR OF COMMUNICATIONS

## THE NEW FACES OF OETA

OETA recently named Shawn Black as the new Vice President of Finance.

“We are so fortunate to have someone with Shawn’s experience serving in this role,” said Polly Anderson, executive director, OETA. “Shawn brings with him extensive experience in accounting, budgeting, auditing, grants administration and human resources management.”

Prior to coming to OETA, Black served for 15 years as the Executive Director for Oklahoma Association of Youth Services (OAYS). Before that, he served for 12 years as a legislative fiscal analyst for the Oklahoma State Legislature.

“I’m proud to work for an organization with such high ethical standards,” said Black. “OETA works diligently to ensure we are good stewards of all funds, both allocated and donated.”

Black earned his bachelor’s in Marketing and later his Master of Business Administration in Finance from the University of Central Oklahoma (UCO).

When he’s not at work, Black devotes his time to his wife and four children.

Dustin Pyeatt joined OETA as the new Director of Communications as of May 21st.

Pyeatt began his career as a communications manager with the Oklahoma Department of Human Services before serving as the Media Relations Manager for the Oklahoma Blood Institute. He later served as a communications manager and an outreach program manager for the Oklahoma Department of Commerce. Pyeatt also served as the director of development and communications and then as the interim executive director for Upward Transitions. Most recently, he served as the development and outreach manager for the American Banjo Museum.

According to Polly Anderson, OETA Executive Director, “We are so pleased to have someone with Dustin’s character and experience join OETA. His knowledge of Oklahoma and the media and communications landscape is a big asset for us.”

Pyeatt earned his associate degree in Liberal Arts from Seminole State College, Seminole. He earned a bachelor’s degree in Political Science from East Central University, Ada and a second bachelor’s degree in Public Relations from the University of Central Oklahoma, Edmond.

“I’m honored to be joining an organization that has made a positive impact on generations of Oklahomans,” said Pyeatt. “OETA is re-energized with new leadership and an exciting future.”



## OKLAHOMA VOTES

November 6, 2018 marked the first time in two years that OETA was able to provide live mid-term election coverage to Oklahomans.

ONR reporter Jason Doyle was live from the Oklahoma Democratic watch party and ONR co-anchor Robert Burch covered the state's Republican watch party. ONR co-anchor Susan Cadot was joined at the news desk by ONR producer Bob Sands and Shawn Ashley, news director, eCapitol.net, along with former Oklahoma state Sen. A.J. Griffin and former state Rep. Vicki White-Rankin.

Live analysis was provided by an expert panel, including Dr. John Wood, associate professor of political science, University of Central Oklahoma; Nate Webb, president, Oklahoma Credit Union Association; Amanda Ewing, associate executive director & legislative liaison, Oklahoma Education Association and Arnold Hamilton, editor, Oklahoma Observer.

OETA's live election coverage was also streaming on the station's Facebook page and on the OETA website. Viewers could submit questions to the expert panel through the station Facebook page or on Twitter. Viewers were also encouraged to share their "I Voted" selfies through social media.

### **BACK ROW, LEFT TO RIGHT**

Bob Sands, Shawn Ashley, Susan Cadot, Vicki White-Rankin, AJ Griffin, John Wood

### **FRONT ROW, LEFT TO RIGHT**

Arnold Hamilton, Amanda Ewing, Nate Webb



## OETA IN THE CLASSROOM

Ready to Learn is a part of PBS' national initiative to provide low-income families, communities and educators with Early Learning Media tools in support of school readiness and successful outcomes for children ages two through eight. OETA has taken an active role with the initiative since the inception in 1996 through a variety of ways—statewide book distribution programs, large-scale events, etc. With a variety of new educational tools and resources from PBS, 2018's Ready to Learn program was focused on building the capacity of community partners who serve Ready to Learn populations. In 2018, through a series of trainings with 320 early childhood professionals, OETA impacted 9,600 children with Ready to Learn tools and resources. Sunbeam Family Services of Oklahoma City partnered with OETA to provide Early Learning Media Resource training to its staff of fourteen early learning center directors. Kelly Ramsey, Early Childhood Services Coordinator said, “Engaging our parents, program-wide, at Sunbeam is our main goal. The flexibility of the Ready to Learn program helps us provide one-on-one opportunities for parents, foster care and grandparents who are a part of a our headstart program. We appreciate this opportunity to partner with OETA to make it possible to reach our goal.”

Also as a part of the Ready to Learn initiative, OETA provided a variety of community educational services under the Community Collaboratives for Early Learning Media grant. The funds provided allowed OETA to introduce new Early Learning Media resources to a specific low-income community in support of building the community's capacity to support student learning outcomes and improve attitudes towards learning through a concentrated collaborative effort. OETA in cooperation with a 30-member collaborative group was able to provide support to 204 children, caregivers, and educators in the Thelma Parks Elementary School community of Northeast Oklahoma City. Provided services included:

- An early STEM afterschool program and summer camp that provided 80 kindergarten through third grade students with access to enrichment experiences with engineering design and science inquiry processes as well as math remediation presented in television programming such as Ruff Ruffman, Odd Squad, and Scratch Jr. (interactive computer coding app by PBS and MIT).
- A family engagement program with local community partners such as the Greater Oklahoma City Urban League and Ice Event Center engaged 124 caregivers and their children in 16 engineering design and science workshops in their community.
- A one-day educator professional development conference with 26 attendees who participated in four workshops to help them maximize the use of early learning media tools in the classroom.



## COMMUNITY PARTNERSHIPS AND AFTER SCHOOL LEARNING

The *Ruff Ruffman* deliverable was quite an exciting experience for OETA. In working through the Northeast Oklahoma City Community Collaborative, we were able to capitalize on some great partnerships and wonderful experiences with the area kids by using the camp to create an afterschool experience with PBS. One of the kids we met was Arnell, a third grader at Thelma Parks Elementary. A young man with the intellectual capacity and focus that Arnell has is a rare find in the school's chaotic environment. We found him reading and patiently waiting to experience the Ruff Ruffman camp among a sea of 50 rambunctious and boisterous kids.

Once we started, Arnell was completely engaged in both Ruff Ruffman television content and the hands-on activities. By the time we reached the session where the kids employed the engineering design process to build a ramp, Arnell had totally taken the lead among the other children – functioning almost like a junior facilitator. While teachers worked with other groups of children, Arnell took on a group of his own to help kindergarteners who were struggling with the concepts. It was really amazing how he helped them make connections of prior learning from the television program with statements like “remember what Ruff did when...” and “think about what Ruff said...”

At the end of the camp, we asked Arnell about his experience. He said “I like Ruff Ruffman. I watch his show at home and we don't get to do fun stuff like this at school. I had fun and I learned a lot.” Arnell's experience was generally representative of the entire camp. Teachers who worked with us said that they could tell the difference in the kids during the school day. They also reported that since they have seen that the Ruff Ruffman resource improves STEM learning and kids' attitude towards learning, they are now using the *Ruff Ruffman* camp in class with their other students.



## OETA IN THE COMMUNITY

2018 saw OETA making impactful outreach into communities across the state. A great example of that outreach came in the form of *Native America*, the four-part series that aired in October–November. *Native America* wove history and science with living indigenous traditions. The series brought to life a land of massive cities connected by social networks spanning two continents, with unique and sophisticated systems of science, art and writing. One of the tribal nations examined in this series was the Comanche, now based in Lawton, Oklahoma.

OETA's outreach and education department and the station's office of communications put together two screening events.

The first event was held at the University of Oklahoma's (OU) Sam Noble Museum, Norman, Oklahoma. Two episodes of the series were screened during two evening events. Each screening was followed by a panel discussion that included producer and director Gary Glassman; producer Juilanna Brannum (Comanche); Amanda Cobb-Greetham (Chickasaw), Coca-Cola Professor of Native American Studies and chair of the Native American Studies Department at OU and Amanda Cuellar, graduate student of English. Both evening events were free and open to the public.

Prior to the first night's screening there was a reception at the Sam Noble Museum where attendees could mingle with the panel, as well as OU faculty members Gabriela Rios, assistant professor of English and Raymond Orr, associate professor of Native American Studies.

The second screening event took place on two evenings at the Webb Building at the Northeastern State University (NSU) Tahlequah campus. These screenings were also free and open to the public. This event was hosted by the NSU Center for Tribal Studies and co-sponsored by OETA.



## 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.

## WE ASKED VIEWERS TO SHARE THEIR FAVORITE MEMORIES OF MR. ROGERS ON OETA.

**" 20 years ago, watching the show with my young children after a really hard day, I recall sitting cross-legged with my kids as we ate our PB&Js. He was saying that it's okay to be in a bad mood, or be sad sometimes and I burst out crying, nodding, and saying, "Ok, thank you," to the TV. My kids just wrapped me in hugs. One of my favorite mom moments."**

**MJ H., OKC**

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