



"Oklahoma's Largest Classroom"



Annual Report
FY 2011

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A Message from the Executive Director...

OETA-The Oklahoma Network provides educational and public television programming to Oklahomans statewide. OETA is fully committed to the creative use of telecommunications technologies to deliver essential educational and public media and value-added services to enrich the quality of life for all Oklahoma citizens and children.

As a result of that mission, OETA-The Oklahoma Network consistently engages Oklahomans across the state with educational and public television programming, outreach initiatives and online features that collectively encourage lifelong learning.

OETA relies on the funding partnership between the State of Oklahoma and the OETA Foundation, a proven model of an efficient and effective funding model. Without this exceptional public-private support, OETA could not continue to provide vital educational programming and services to Oklahomans across the state.

In an increasingly cluttered media environment, it is more important than ever to ensure that Oklahomans continue to receive the unique programs and services that only OETA can provide.

*John McCarroll, Executive Director
OETA-The Oklahoma Network*

OETA FOUNDATION BOARD OF TRUSTEES

"Providing Nearly Three Decades of Private Support."

Chair: Dr. Edwin Vineyard

Vice-Chair: Terri Taflinger

Secretary/Treasurer: Juanita Kidd

Robert L. Allen **Sue Healey**
President

Jean Hendrickson **Randy Everest**

Dr. James Utterback **Dr. James Cook**



A PUBLIC-PRIVATE PARTNERSHIP MODEL



This Agreement is made and entered into this 26th day of February, 1992, by and between the Oklahoma Educational Television Authority, a public board licensed by the Federal Communications Commission ("FCC"), (hereinafter known as "OETA"), and the Oklahoma Educational Television Authority Foundation, Inc., a corporation organized under the laws of the State of Oklahoma (hereinafter known as "Foundation").

RECITALS

WHEREAS, OETA and the Foundation have developed a successful funding partnership between public and private financing resources to insure the proper and steady growth of educational and public television services to all the citizens of Oklahoma; and

WHEREAS, pursuant to Title 70 O.S., §23-101, the Oklahoma Legislature stated its intent and purpose to make educational television services available to all Oklahoma citizens on a coordinated statewide basis under the direction and supervision of the Oklahoma Educational Television Authority; and

WHEREAS, the OETA Foundation, Inc. is a private, non-profit organization and was established in 1983 as a result of S.B. 454 passed by the 1982 Oklahoma Legislature, which expressed legislative intent that the Oklahoma Educational Television Authority seek ways to encourage contributions in the private sector by cooperating with a non-profit foundation; and

WHEREAS, since its inception in 1983, the Foundation has operated for the exclusive purpose of receiving, investing and expending privately donated non-state appropriated funds for educational and eleemosynary purposes related to the support, promotion, development and growth of educational and public broadcasting in Oklahoma; and

WHEREAS, the Foundation has been and continues to be an excellent model of a private, non-profit organization created to support the growth of educational and public broadcasting; and

WHEREAS, the Foundation has established relationships of mutual trust and confidence with its many private contributors and, to insure financial accountability, has annually been audited by an independent certified public accountant; and

WHEREAS, the inherent reason for the Foundation's success has been the ability of the Foundation to assure its many private contributors that their donations will enhance the quality of public programming and will not merely be considered as replacement funds for legislative appropriations; and

WHEREAS, the Foundation has successfully raised private funds from citizens, corporations and foundations to pay for programming and programming related expenses and such programming purchases on behalf of OETA have resulted in more and better offerings to the public; and

WHEREAS, both OETA and the Foundation reaffirm their long-standing commitment to autonomy and independence of judgment in programming and broadcast matters and in the belief that this agreement further accomplishes that end; and

WHEREAS, the OETA and the Foundation are separate legal entities, both existing for the purposes of support, promotion, development and growth of educational and public broadcasting in Oklahoma, it is the desire of the respective parties to enter into this Agreement to delineate mutually supportive obligations and responsibilities, while maintaining separateness of function and accountability to the public hereby served; and

NOW, THEREFORE, for adequate and sufficient consideration

of which are acknowledged, it is hereby agreed, understood and acknowledged by and between OETA and the Foundation that:

1. The Foundation will provide to OETA designated public programming, including programming development and promotion, all to be paid for by Foundation funds derived from private contributions from individuals, corporations, and foundations.

2. The Foundation will provide management of the Programming Endowment that was established in 1983 and that funds for the Endowment will continue to come from such funding sources as program underwriting, endowment grants, unrestricted grants, interest earned on investments, carry-over funds, if any, and planned giving.

3. The Foundation will be responsible for paying for programming, promotion and development staff salaries, Foundation facilities, development activities, new program development, as well as specific components of OETA's programming schedule (as described in paragraph 1).

4. In the interest of insuring that OETA funds and Foundation funds remain separate and can be properly accounted for, the Foundation will reimburse actual cost to OETA for employees' time and facilities use during development and fundraising activities.

5. In the interest of insuring that OETA funds and Foundation funds remain separate and can be properly accounted for, the Foundation will reimburse OETA fair market value cost for the utilization of office space on an as-needed basis by Foundation employees in accordance with state procedures and law.

6. All state funding will flow into OETA and that OETA will pay for OETA staff salaries, on-air operations and other operating expenses, OETA facilities and equipment, local productions such as news or coverage of the legislature.

7. OETA has legal responsibility for all operations and programming.

8. OETA retains the ultimate responsibility for anything it broadcasts and, therefore, must retain the right to reject or refuse any programs which OETA believes to be unsatisfactory or unsuitable or contrary to the public interest. OETA retains the right to preempt any and all programs in the event of great urgency or importance to satisfy its public interest standard.

9. Both OETA and the Foundation are governed by their respective separate existing Boards.

10. In the interest of insuring ongoing communication and encouraging cooperation, the OETA and the Foundation agree to create a Joint Coordinating Council consisting of the officers of both Boards to serve as a forum for developing general policy and for making necessary recommendations to the respective Boards of OETA and the Foundation, if needed.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date first written above.

**Ms. Carrie Abernathy Bell, Chairman,
OKLAHOMA EDUCATIONAL TELEVISION AUTHORITY**

**Dr. Edwin E. Vineyard, President,
OETA FOUNDATION**



OETA began with one transmitting station, little money, limited broadcast hours and a small, almost immeasurable audience. Today, with OETA's statewide network of four transmitting stations and 14 translator stations, more than 1.8 million viewers tune into OETA on a weekly basis - making Oklahoma the highest rated public television network in the United States!

A Recent History of Significant Achievement

2007: Centennial Celebrations

To celebrate the Oklahoma Centennial, OETA produced six new history documentaries and a series of two to three minute "one hundred stories for one hundred years." OETA also produced the award-winning Centennial Parade and the Centennial Spectacular for national television. Viewership of these two events set records for public television nationally.

2008: Award-Winning Community Service

OETA wins an Emmy Award for an ambitious statewide story collection project, Oklahoma's World War II Stories. The history preservation project gathered more than 1,000 stories from Oklahoma WWII veterans, featured a companion documentary and a live educational webcast on December 7, broadcast to Oklahoma schools from the memorial celebration at the USS Oklahoma in Hawaii.

2009: Digital Revolution

To meet a federal deadline that ended the analog television system, OETA successfully completed the largest, most efficient transition in its history, rebuilding the entire network across the state and finishing the digital conversion. OETA now offers two channels of programming statewide, with all in-house productions available in stunning high definition. The transition included a statewide outreach effort, informing viewers across the state through workshops, phone banks, instructional programs and hands-on assistance to ensure Oklahomans successfully made the switch to digital.

2010: In-Depth Election Coverage

Award-winning election coverage by OETA places it as the **most-watched public television station in the nation** on the election evening of November 2, 2010. Throughout 2010, the OETA news and public affairs department provided a wide range of legislative and election-dedicated programming to viewers across the state. The Voter Voices engagement project reached out to voters across the state to seek their views and thoughts about the candidates and issues of importance during the election cycle.

2011: Governor Mary Fallin's Historic Inauguration and New Tulsa Studio

OETA was the broadcast partner that provided Governor Mary Fallin's historic inauguration ceremonies from State Capitol, broadcasting live across Oklahoma and worldwide via live streaming on the OETA website. The new OETA Tulsa Studio, a state-of-the-art studio and broadcast facility opened on the Oklahoma State University-Tulsa campus, providing an improved service to Northeast Oklahoma and a training ground for students.

EDUCATIONAL IMPACT

Through quality local content, engaging educational services and emerging technologies, OETA stands as a leading community resource for all Oklahomans. The power of Oklahoma’s statewide network to strengthen families and connect communities is driven by a combination of engaging, efficient and effective services provided on a variety of platforms: on-air, online and on the ground.

OETA’s reach extends beyond the broadcast, using unrivaled educational programming to engage Oklahomans to connect with other communities, to be better informed citizens, to explore the state in greater detail and to ensure lifelong learning opportunities. These community engagement initiatives truly maximize the impact of OETA programming, cultivating an interactive environment for citizens to learn, discuss and grow.

SUSANNAH FENIMAH, LAWTON

“OETA is my source for broadening my knowledge of Oklahoma. It just provides so much in terms of being able to better myself and thus better my community and my state. I think OETA is not only important, it’s essential.”



OKLAHOMA FOCUS, STATEWIDE REACH

One of the most important ways OETA serves the people of Oklahoma is by providing hundreds of hours of solid, in-depth political and governmental coverage, as well as award-winning, inspiring, entertaining, educational and informational programs and documentaries exploring the arts, culture, current issues and history of this great state. The depth, breadth and quality of Oklahoma content provided by OETA to citizens across the state simply cannot be found anywhere else.

OETA annually provides hundreds of hours of local Oklahoma programs and specials. The focus on quality local content and statewide reach has helped propel Oklahoma’s network to be the highest rated statewide network in the country and put Oklahoma on the map with countless national awards.

The digital conversion has enabled OETA to double it’s reach and services with an additional channel of programming: OETA OKLA. This unique channel is packed with Oklahoma-focused programs and a rich, diverse range of programming designed to provide something for each Oklahoman.



DR. TERRY CLARK, EDMOND

“OETA has given us a statewide voice, a statewide forum. We need this more than ever. The coverage of the state Capitol and state government is critical if we as citizens are to understand fully what’s going on. We need information that we can not only rely on, but information that makes sense of everything that happens around us. OETA helps provide that to us in a way that isn’t available anywhere else.”



OETA is committed to providing the highest quality programming and learning environment for children to stimulate their curiosity, encourage interaction and foster their imagination. OETA remains a leader in the industry enriching the lives of children across the state. The real world is full of opportunities to explore and grow. And our Oklahoma children are little people with big potential. That's why OETA provides a safe, age-appropriate and engaging environment for our littlest Oklahomans. OETA programming inspires and nurtures a love of learning from reading and writing to science and math, social and emotional development and much, much more.

OETA optimizes the power of media to help Oklahoma kids reach their potential and discover a world of unlimited possibilities. We partner with parents, teachers and caregivers to ensure that our children grow physically, emotionally and intellectually in a healthy, safe environment.

Children require trusted guides on their journeys of learning and discovery. The children's programming and services provided by OETA engage and educate through beloved – and trusted – characters such as Big Bird, Curious George and WordGirl. Through a child's OETA experience, learning happens naturally as part of a fun and delightful adventure.



BROOKE PUCKETT, TULSA

"For me as a parent, OETA is essential. I think my favorite parts about having OETA in my home is all of the educational programs my children are exposed to and how much they absorb."



The OETA Digital Learning Library



The OETA Digital Learning Library is a free repository of digital media learning objects, including videos, images, interactives, audios and documents. The content is easily searchable, tagged and correlated to state education standards.

Available to Oklahoma teachers (PreK-16) at oeta.pbslearningmedia.org, the service provides thousands of lesson plans, interactive games and simulations, maps, photos, essays and more on all major educational topics:

- Unique access to best-in-class resources from producers and partners tied to Common Core and national curriculum standards.
- A robust content library of thousands of digital core curriculum resources, designed with today's student in mind.
- Carefully created, purpose-built media: videos, interactives, audios, lesson plans, multimedia, professional development, and more.
- Ability for educators to search, save, share and review content.
- A flexible, high-speed platform supported by cutting-edge technology.

It includes thousands of classroom-ready, digital resources such as videos and interactives perfect for the Interactive Whiteboard, plus audio and photos. The OETA service also provides in-depth lesson plans, plus strategies, tools, and professional development resources needed to fully utilize digital learning.

#1 Educational Media Source for Kids and Parents

Studies show that teenagers who watched SESAME STREET in preschool had higher grades in English, math and science, enjoyed reading more and expressed lower levels of aggression than those who did not. Such studies reveal why these programs are so essential – and demanded. These have a infinite educational lifespan – they serve as a time-honored educational source for children, who employ the lessons learned throughout their academic life, then return as adults to share the learning experience with their own families – a direct result of the educational impact of OETA programs.

The prestigious Roper Poll in 2011 ranked public media including OETA as the "Most Educational Media Brand" and the children's programs provided by OETA as the "Most Important to Have" for children ages 2 through 8. Public television also topped the list – by more than 40 percent – as the media provider that prepares kids for school and life, as well as essential math, reading and other skills.

Tools for Teachers, Parents, Homeschoolers and Day Care Providers



Oklahoma teachers provide knowledge and guidance to our state's young people and support the well being of our culture. That's why OETA's primary mission is to inform and inspire Oklahomans with multi-platform content of unparalleled educational quality.

OETA has produced a vast array of educational programs available online such as STATELINE and GALLERY. OETA, through PBS, provides high-quality preK-16 free educational resources at pbs.org/teachers, including thousands of classroom materials suitable for a wide range of subjects and grade levels.

Professional development for educators is also available through PBS TeacherLine. As the premier provider of high quality online professional development, the service enables teacher connection and sharing best practices, as well as offers graduate level courses span the

entire curriculum: Reading/Language Arts, Mathematics, Instructional Technology, Instructional Strategies, and Science.

Electronic 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. OETA plays a critical role by airing a series of live broadcasts that provide Oklahoma students an opportunity to call toll-free and speak directly to historians and character interpreters. In partnership with the Oklahoma Foundation for Excellence, 112 Oklahoma elementary schools are participating in the program this year. Also, the popularity of the program has placed Oklahoma second only to California in the number of teachers attending the Colonial Williamsburg Summer Institute,

which expands their skill set in the classroom through "on location" development in Williamsburg, Virginia.

Today's parents face many challenges and OETA provides a safe educational environment for Oklahoma families. From expert advice on the latest parenting issues to an age-by-age guide to a child's development from birth to age nine, OETA helps families navigate today's world. Plus, parents can access strategies for building literacy and math skills and access safe interactive games that educate and entertain. And, the highly regarded Child Development Tracker tracks a child's development at a specific age or stage and suggests supporting activities.



Oklahoma Kids Are Ready to Learn

OETA is a center of discovery, using the power of educational media to connect with curious minds at any age, from classroom to community. This focus on anytime learning goes beyond the broadcast and includes statewide initiatives that prepare little ones for school. OETA delivers critical learning tools to teachers and care providers, strengthens Oklahoma families and empowers adults looking to resume or further their education.

The Ready to Learn initiative links OETA with the Oklahoma Department of Libraries to train Oklahoma teachers, parents, homeschoolers and day care providers on how to use OETA programming as an educational tool. The program provides workshops across the state to help those educating our littlest Oklahomans with the tools necessary to ensure all of our children excel in reading, math and science. Through Ready to Learn, OETA partners with public and private organizations each year for Read Across Oklahoma, an annual literacy celebration for at-risk children at the Oklahoma City and Tulsa Zoos. Plus, the annual Oklahoma Young Writer's Contest encourages kindergartners through third-graders statewide to create and write their own storybooks, culminating in an awards celebration at the State Capitol.

Ready to Learn workshop materials and OETA programs are also used in adult literacy classrooms. Adult literacy programs, including TV411 and GED Connection, prepare adults for employment and encourage them to complete their high school education — ensuring stronger families and a more capable workforce.

LIZ SCHMEES, OKLAHOMA CITY

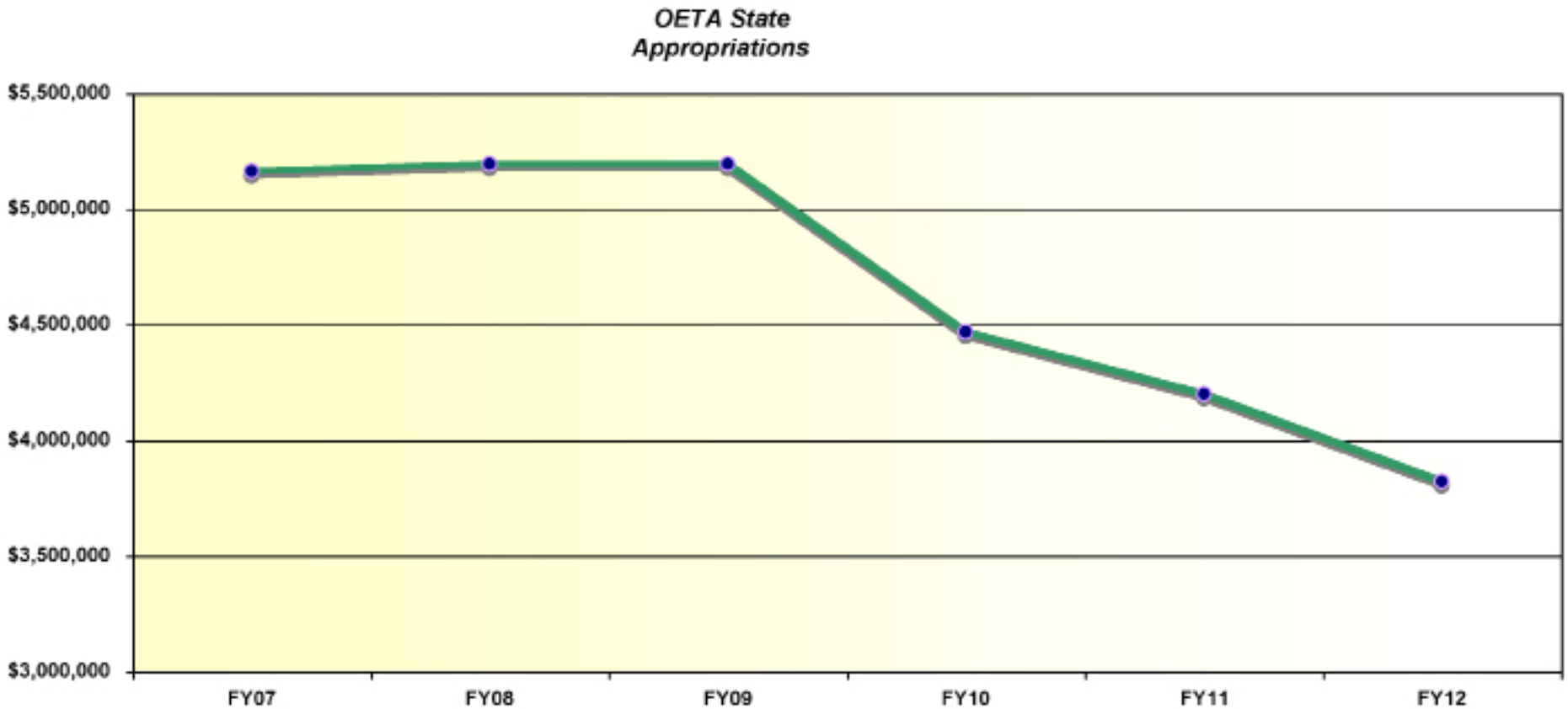


"We want to be very careful about what our children learn and what they're exposed to. OETA's Ready to Learn program, helps child care specialists who work with your children everyday, learn how to use television safely and wisely. They can come to a workshop, receive training about brain development, about how to safely view television – no matter what is on, children are learning. That's how strong television can be. We want it to be strong for all the right reasons."

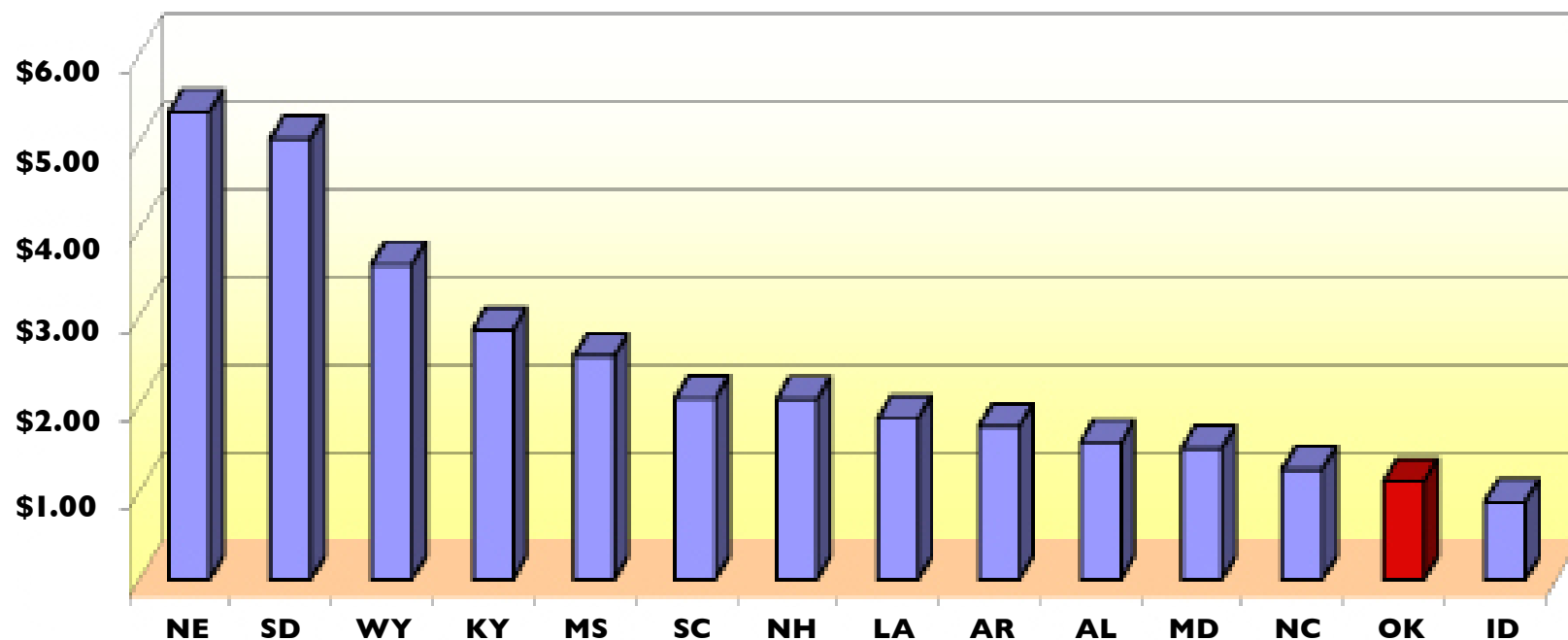
As a state agency, state funding is the most important source of funding for OETA. This funding provides the base for which all other fundraising is achieved. State funding reductions of 26 percent over the last three years have resulted in a loss of a great number of talented staff. This loss of funding has reduced the weeknight newscast to one night a week and eliminated programs that enrich our great state, including Tulsa Times, Oklahoma City Metro, Legislative Week and other documentary series. OETA is currently seeking increases in state funding to remedy this major shortfall.

OETA APPROPRIATIONS FROM THE STATE OF OKLAHOMA

Fiscal Year	FY07	FY08	FY09	FY10	FY11	FY12
Appropriation	\$5,164,350	\$5,194,383	\$5,194,383	\$4,468,468	\$4,200,360	\$3,822,328



STATE PUBLIC TELEVISION NETWORK FUNDING PER PERSON



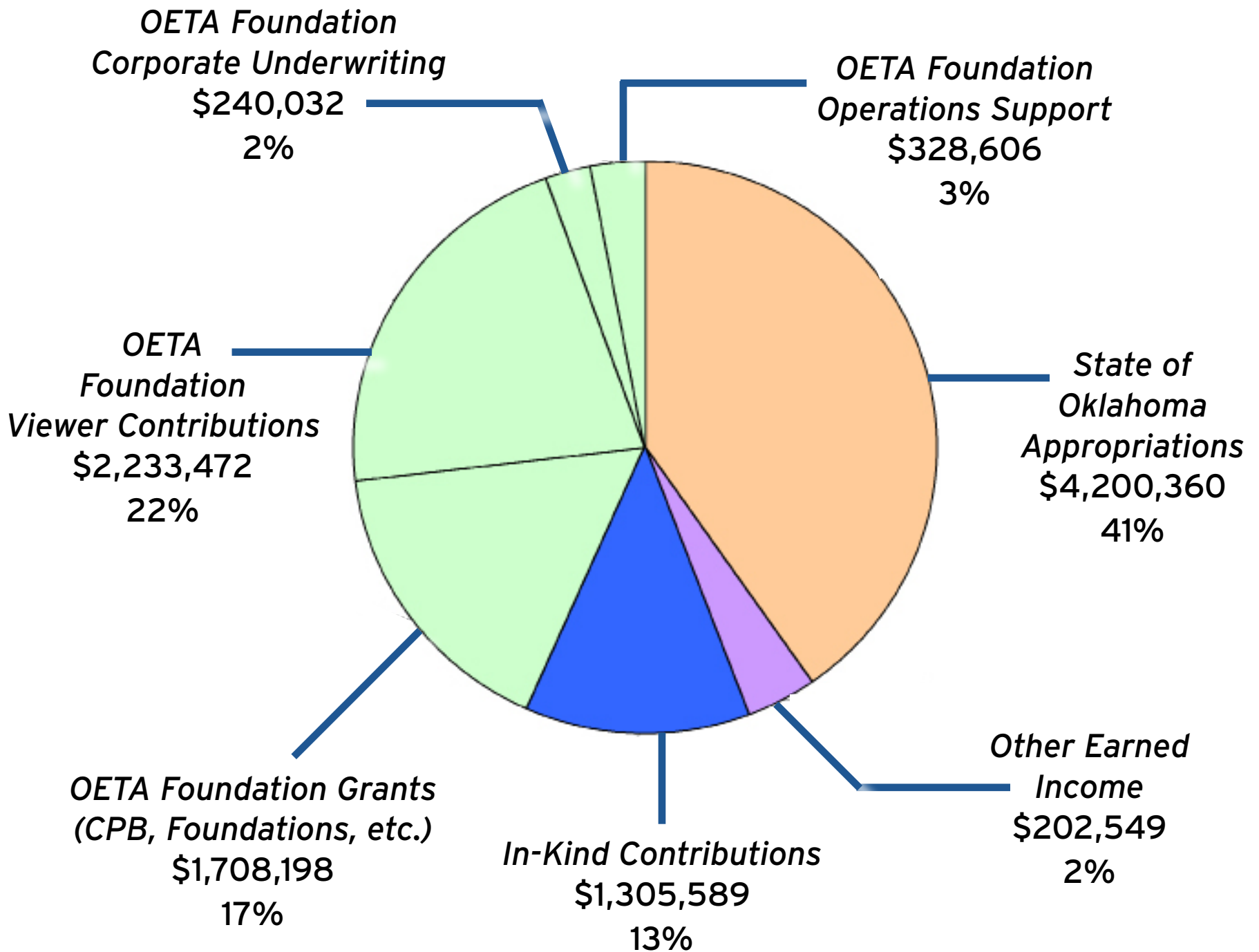
State	2011 Appropriation	Population	State \$ per person
Alabama	\$7,457,978	4,779,738	1.56
Arkansas	\$5,092,413	2,915,918	1.75
Idaho	\$1,390,500	1,567,562	0.89
Kentucky	\$12,381,700	4,339,367	2.85
Louisiana	\$8,328,652	4,533,372	1.84
Maryland	\$8,653,985	5,773,552	1.50
Mississippi	\$7,557,720	2,967,297	2.55
Nebraska	\$9,747,505	1,826,341	5.34
N. Carolina	\$11,997,888	9,535,483	1.26
New Hampshire	\$2,714,000	1,316,470	2.06
Oklahoma	\$4,200,360	3,751,351	1.12
South Carolina	\$9,556,490	4,625,364	2.07
South Dakota	\$4,100,000	814,180	5.04
Wyoming	\$1,779,492	493,782	3.60

NE	\$5.34
SD	\$5.04
WY	\$3.60
KY	\$2.85
MS	\$2.55
SC	\$2.07
NH	\$2.06
LA	\$1.84
AR	\$1.75
AL	\$1.56
MD	\$1.50
NC	\$1.26
OK	\$1.12
ID	\$0.89

Information supplied by the Organization of State Broadcast Executives (OSBE) and the U.S. Census Bureau

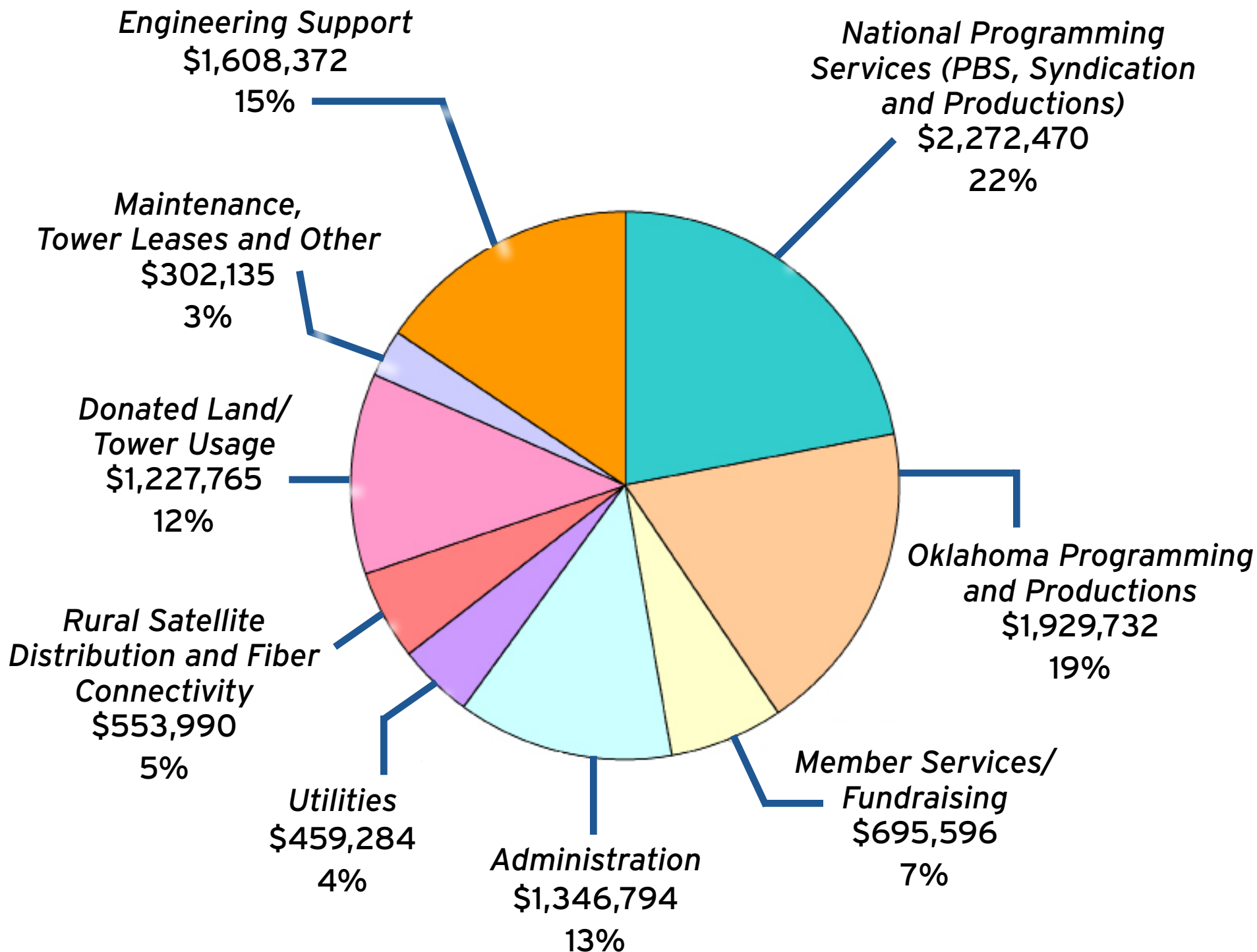
OETA and Foundation Operating Revenue for FY 2011

\$10,396,138



OETA and Foundation Operating Expenses for FY 2011

\$10,396,138



Oklahoma Educational Television Authority
7403 N. Kelley Avenue, P.O. Box 14190
Oklahoma City, OK 73113-0190

Nonprofit Organization
U.S. Postage
PAID
Oklahoma City,
Oklahoma
Permit No. 886

LEGACY FOR EXCELLENCE TRUST FUNDS

\$50 Million Endowment Goal

In 1983, the OETA Foundation established a permanent Programming Endowment to solicit and receive endowment donations for the long-term support of OETA and public television in Oklahoma. The principal or corpus of the endowment is invested and not available for expenditure. However, five (5) percent of the corpus' value each year is available for expenditure in support of OETA and public television programming.

In later years, as the Endowment grew, the Foundation expanded this purpose to include operations and facilities. Today, the expanded permanent Endowment is known as "Legacy for Excellence Trust Funds."

The Foundation has set an ambitious goal of raising \$50 million through its planned giving and major gift campaign for its three permanently endowed trust funds - Trust Fund A - Operations; Trust Fund B - Programming; Trust Fund C - Facilities. The Foundation is a little more than half-way to its goal.



Provided by the Oklahoma Educational Television Authority Foundation, Inc.