



OKLAHOMA EDUCATIONAL TELEVISION AUTHORITY
7403 North Kelley Avenue, Oklahoma City, OK 73111

AGENDA

SPECIAL BOARD MEETING

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

August 25th, 2020, 1:00 P.M.*

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

Chair Joy Hofmeister, Presiding

BOARD MEMBERS

Joy Hofmeister, Chair
(Videoconference)

Terri Cornett, Vice Chair
(Videoconference)

Wendy Argenbright
(Videoconference)

Richard Beck
(Videoconference)

Cheryl Evans
(Videoconference)

Lisa Greenlee
(Videoconference)

Kara Hall
(Videoconference)

Burns Hargis
(Videoconference)

Joseph Harroz, Jr.
(Not attending)

James Isaacs
(Videoconference)

Glen D. Johnson
(Not attending)

Mike Martin
(Videoconference)

Larry Rice
(Videoconference)

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

- 1. Announcement of filing of meeting notice and posting of the agenda in accordance with the Open Meeting Act, 25 O.S. § 311(11) and 307.1(2).**
 - 2. Determination of Quorum and Call to Order.**
 - 3. Roll Call and Introduction of guests.**
 - 4. Report from the Executive Director.**
 - 5. Report from the Chair.**
 - 6. Minutes of the Previous Meeting:** Possible discussion of and/or action concerning the minutes for the virtual special meeting of June 23rd, 2020.
 - 7. Review and Acceptance:** Possible discussion of and/or action concerning the financial and personnel reports.
 - 8. Review and Acceptance:** Possible discussion of and/or action concerning the election of officers.
- Executive Session:**
- a. Possible discussion and vote to enter into executive session regarding a personnel matter and legal matters pursuant to Okla. Stat. tit. 25, § 307 (B) (4), for confidential communications between a public body and its attorney(s) concerning a pending investigation, claim, or action if the public body with the advice of its attorney, determines that disclosure will seriously impair the ability of the public body to process the claim or conduct a pending, investigation, litigation, or proceeding in the public interest.
 - b. Enter into executive session.
 - c. Open session resumes.
 - d. Vote to exit executive session.
 - e. Possible voting on any action items from executive session.
- 9. Old Business.**
 - 10. New Business.**
 - 11. Announcement of the Next Meeting: The next regular meeting is scheduled to be held Tuesday, October 27th at 1:00 PM at OETA.**
 - 12. Adjournment.**

Minutes of Virtual Special Meeting of the Authority

1:00 p.m., Tuesday, June 23, 2020

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

DIRECTORS PRESENT BY VIDEOCONFERENCE:

Terri Cornett, Vice Chair

Wendy Argenbright

Richard Beck

Lisa Greenlee

Kara Hall

James Isaacs

Glen Johnson

Mike Martin

Larry Rice

DIRECTORS ABSENT:

Burns Hargis

Joseph Harroz, Jr.

Joy Hofmeister

Cheryl Evans

VISITORS PRESENT: Assistant Attorney General Marc Pate.

STAFF PRESENT: Executive Director Polly Anderson; Vice President of Finance Shawn Black; Vice President of Production Susan Cadot; Vice President of Operations Janette Thornbrue; Vice President of Educational Outreach Curtis Calvin; Vice President of Engineering and Technology Lawson Adams; External Relations Director Chad Haney; Marketing and Communications Manager Aaron Morvan; and, Executive Assistant Brandy Kennedy.

The Oklahoma Educational Television Authority Board of Directors met virtually through Zoom and Facebook Live in special session at 1:00 p.m. on Tuesday, June 23, 2020. A Notice of Meeting had been filed with the Secretary of State and copies of the Agenda and meeting documents were posted in accordance with provisions of the Open Meeting Act as amended by SB661.

Vice Chair Cornett called the meeting to order and noted that Chair Hofmeister is unable to join today's meeting. Anderson called the roll. It was determined that a quorum was present and the meeting was called to order at 1:03 p.m.

Item #4

The Vice Chair recognized Anderson for the Executive Director's report. Anderson reminded the Board that staff have been working from home since mid-March. She informed the Board that in the Friends of OETA, Inc. board meeting, the slate of officials were re-elected earlier that day to a second term as advised by counsel to assist with continuity of organization. Dr. Robert Spinks is President; Ms. Jennifer Eve Fish is Vice President; Dr. Sharon Neuwald is Secretary; and, Mr. Ken Ferguson is Treasurer.

Anderson acknowledged that OETA won a prestigious national award called the

Western Heritage Award from the Cowboy & Western Heritage Museum for “Cowtown,” an episode from OETA’s Oklahoma history program *Back in Time*. Also winning this award was Ken Burns’ *Country Music*, which Anderson has been asked to accept in his place. In addition, OETA has also been nominated for four Emmy awards: two nominations are for *This is Oklahoma Country*, which is OETA’s companion piece to Ken Burns’ *Country Music*; and, two nominations are for *Back In Time*’s “Cowtown.” OETA also won two Oklahoma Association of Broadcasters awards for *Back in Time*’s “Space Pioneers” and for *ONR*’s feature story, “Veteran Going Home.”

Anderson reported on the June pledge drive goal for OETA, which was \$300,000. OETA realized \$307,000. She explained that PBS is losing exclusive rights to *Downton Abbey*, so OETA along with many PBS member stations aired a marathon over Memorial Day weekend. She calculated that the June pledge plus the marathon resulted in revenue of \$437,000. OETA’s current fundraising from all sources is approximately \$3.4 million for fiscal year 2020, which ends June 30. The unrestricted \$1 million private donation from the Richison Family Foundation is not included in this total.

In terms of membership, Anderson noted that despite 2019 being OETA’s rebuilding year, OETA has an equal number of donors in 2020 as it did in 2018. In regards to total funds raised, OETA is now at \$3.4 million whereas in 2018 OETA fundraising had resulted in \$4.1 million.

Anderson updated the Board on the partnership with the Oklahoma State Department of Education (OSDE) to provide at-home learning opportunities for all Oklahoma students through the summer in order to further address summer learning loss. OETA is continuing the at-home learning programming, which airs on the WORLD channel from 12-6 p.m. on a shortened schedule for fourth through twelfth graders. She explained that the programs are paired with *PBS LearningMedia*, the free digital curriculum service. Anderson noted that staff at OETA and OSDE collaborated to create the at-home learning program in seven days while also working from home.

Anderson informed the Board that she met with staff to discuss what OETA’s role is in the conversation about race in America. In approximately one week OETA then created and aired the program *Race in Oklahoma*, which also is available for viewing online. OETA reached out to *PBS NewsHour*’s White House correspondent Yamiche Alcindor, who via Zoom videoconference moderated the program with five Oklahoman panelists. Anderson reported that feedback from viewers was overwhelmingly positive.

Anderson also noted that in conjunction with the Oklahoma Arts Council and OSDE in part to address summer learning loss, OETA launched a new program called *OETA Art Club*, which is eight episodes and repurposes content from OETA’s *Gallery America*. OETA has approximately 250 student registrants who will learn about art and art history, as well as complete an art project each week.

Anderson reviewed the Nielsen program ratings, indicating that OETA has over a quarter of a million viewers per week. Furthermore, Anderson noted that viewership has increased year over by eight percent.

Martin commented that on the education side, after attending several Zoom meetings across the nation, he is proud of how OETA stepped in and helped students' distance learning. He added that it is unprecedented and that it was a tremendous amount of work to undertake that responsibility. He commented that students learn differently in this generation, and based on the feedback from teachers, they have been using these tools more than he had anticipated. With that, Anderson also reported that because of support for OETA programming such as the distance learning efforts in this time of need, OETA received a \$1 million gift from the Richison Family Foundation.

The Vice Chair also commended OETA on their educational collaborations, the awards, the viewership totals, and also on overachieving a fundraising goal in such difficult times.

Item #6 (Action)

The Board reviewed the minutes for the virtual special meeting of April 28, 2020. The Vice Chair entertained a motion to approve the minutes. Rice made the motion to approve and Johnson seconded the motion. Seeing there were no comments or discussion requested, the Vice Chair called for a roll call vote. Anderson conducted roll call to adopt the minutes. All were in favor and the motion carried. The Vice Chair announced the minutes as adopted at 1:15 p.m.

Item #7 (Action)

Black reviewed the personnel and financial reports with the Board. He noted that OETA is currently looking for one salesperson underwriting sales position. Regarding the financial reports, Black explained OETA has been trending under budget this year and he reviewed the status of funds. Seeing there were no questions, the Vice Chair entertained a motion to approve the personnel and financial reports. Rice made the motion to approve, and Greenlee seconded the motion. The Vice Chair called for a roll call vote. Anderson conducted the roll call vote. All were in favor and the motion carried at 1:19 p.m.

Item #8

Due to the Chair being absent in the meeting, the Vice Chair tabled the executive session. The Vice Chair inquired if Johnson could report on the election of officers. Johnson announced he would defer it until the August 25 board meeting. Pate acknowledged that the current officers of the Board will remain in place until the next board meeting.

Item #9

The Vice Chair announced the next regular meeting is set for Tuesday, August 25, 2020 at 1 p.m. at the OETA network headquarters in Oklahoma City, OK.

Adjournment

There being no further business to come before the Authority, Vice Chair Cornett called for a motion to adjourn the meeting. Johnson moved to adjourn the meeting and Hall seconded the motion. All were in favor, and the meeting was adjourned at

1:24 p.m.

Adopted this day of August 25, 2020.

Joy Hofmeister, Chair

Terri Cornett, Vice Chair

OETA
FY21 Budget

		Total
511	Salary Expense	2,557,784
512	Insur.Prem-Hlth-Life,etc	578,583
513	FICA-Retirement Contributions	618,669
515	Professional Services	3,000
519	Inter/Intra Agy Pmt-Pers Svcs	4,500
521	Travel - Reimbursements	1,450
522	Travel - Agency Direct Pmts	900
531	Misc. Administrative Expenses	2,613,000
532	Rent Expense	148,300
533	Maintenance & Repair Expense	97,604
534	Specialized Sup & Mat.Expense	9,800
536	General Operating Expenses	10,600
541	Office Furniture & Equipment	0
	Totals	6,644,190
19001	GRF-Duties	2,729,004
20000	Revolving Fund	3,915,186
	Totals	6,644,190

Misc. Administrative Expenses	
PBS Dues	1,800,000
Electricity	700,000
Telecommunications	150,000

**FY2021 FINANCIAL REPORT
By Expenditure Code
July 31, 2020**

Object of Expenditures	Fiscal 2021 Budget	Expenditures for One Month FY21	Encumbrances	Balance of Budget
11- Salaries	\$2,557,784	\$189,807	\$0	\$2,367,977
12- Employee Insurance, Workers Comp.	\$578,583	\$41,741	\$19,604	\$517,238
13- Retirement-Federal & State	\$623,169	\$44,838	\$0	\$578,331
15- Professional Service	\$3,000	\$237	\$0	\$2,764
21- Travel	\$1,450	\$220	\$0	\$1,230
22- Registration/Pike Pass Fees	\$900	\$93	\$2,152	(\$1,345)
31- Miscellaneous Administrative Expense	\$2,613,000	\$27,844	\$798,267	\$1,786,889
32- Rent Expense (Xerox, Postage, etc.)	\$148,300	\$4,623	\$270,761	(\$127,084)
33- Maintenance & Repairs	\$97,604	\$5,511	\$96,023	(\$3,930)
34- Supplies, Materials & Fuel Expense	\$9,800	\$699	\$18,992	(\$9,891)
36- Office Expense	\$10,600	\$2,377	\$15,000	(\$6,777)
41- Office Furniture & Equipment			\$0	\$0
Totals	\$6,644,190	\$317,989	\$1,220,798	\$5,105,403

Notes:

Major Expenditures (July):

- Account code 31 - \$5,500.00 OneNet
 - \$2,701.58 American Tower - tower & electric
 - \$17,899.35 KJRH - tower rental - Tulsa
- Account code 32 - \$8,752.52 American Tower - tower & electric - OKC
 - \$1,500.00 Mission Broadcasting
- Account code 33 - \$1,145 Goodwill of Tulsa - Tulsa facility cleaning
 - \$1,000 OSU-Tulsa
 - \$2,800.00 Goodwill of Central Oklahoma - OKC Facility cleaning

FY2021 FINANCIAL REPORT
By Cash Balance
July 31, 2020

Cash on Hand - FY21	Cash on Hand at July 31, 2020	Projected Revenue through August 31, 2020	Projected Expenses through August 31, 2020	Projected Cash Balance at August 31, 2020
Appropriations:				
Operating	\$23,866	\$227,417	\$200,000	\$51,283
Carry Forward	\$27,263		\$0	\$27,263
Revolving:				
Operating	\$1,537	\$300,000	\$100,000	\$201,537
Totals	\$52,667	\$527,417	\$300,000	\$280,084

PERSONNEL REPORT
Full-time and Permanent part-time employees

For The Period June 1, 2020 to July 31, 2020

NEW EMPLOYEES

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

PROMOTIONS

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

TERMINATIONS

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

RETIREMENTS

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

RECOMMENDATION

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



Board of Directors List of Officers

Chair – Joy Hofmeister

Vice Chair – Terri Cornett

Secretary-Treasurer – Larry Rice



Operations and Programming Department

August 2020

The Operations staff continues to produce excellent work during this time of teleworking and social distancing. The workflow is getting better as we learn and tweak what works best for both traffic staff and master control operators.

OETA's next membership drive begins on August 28th and runs through September 6th. The Operations staff has prepped all pledge programming for this drive, as well as all of the pledge crawls, pledge phone number, and program timings that are involved.

Programming | Ratings

Antiques Roadshow is the series for OETA viewers. It is consistently our number one program in Oklahoma and OETA is consistently number one on Monday evenings across the nation. Here are the top three ratings so far this year:

Date	Day	Time	Title	Rating
8/10/2020	Mon	7:00 PM	Antiques Roadshow	5.98
8/10/2020	Mon	8:00 PM	Antiques Roadshow	5.47
6/29/2020	Mon	7:00 PM	Antiques Roadshow	5.27

Other top national series from week to week have been *NOVA*, *Nature*, *This Old House*, *Rick Steves' Europe*, *PBS Newshour* and *Masterpiece*.

Top three rated children's series this year:

Date	Time	Day	Title	Rating
4/2/2020	9:00 AM	Thu	Daniel Tiger's Neighborhood	1.52
3/30/2020	10:00 AM	Mon	Sesame Street	1.50
7/9/2020	11:30 AM	Thu	The Cat in the Hat Knows a Lot	1.46

Top four rated OETA productions this year:

Date	Day	Time	Title	Rating
4/3/2020	Fri	7:00 PM	Oklahoma News Report	2.32
3/20/2020	Fri	7:00 PM	Oklahoma News Report	2.16
5/16/2020	Sat	5:00 PM	Back in Time: The Abernathy Boys	2.01
1/30/2020	Thu	7:30 PM	This Is Oklahoma Country	2.00

--Janette Thornbrue
Vice President of Operations



Local Content Production Department

August 2020

Just two weeks ago, “The Oklahoma News Report” was the highest rated local program on PBS nationwide. This news was great validation that even though we create much of the newscast from home, we still deliver the content Oklahomans want to see.

We continue with plans to expand “The Oklahoma News Report” from a 30-minute, weekly program to a one-hour weekly program. We plan to launch the new look on October 16, 2020.

The new newscast will contain more pre-produced content thanks to the addition of two new positions: an investigative reporter and a booker/social media news expert to improve our digital content. We will also add a 15-minute panel discussion, which may be on Zoom initially until COVID-19 numbers go down further, each week addressing timely issues facing Oklahoma.

OETA graphics designer, Kallie Langham came up with a new logo for the new “Oklahoma News Report” and is currently building out the graphics package. Production and Administration are working together to create a new set.

Finally, in the area of news, we have bid a fond farewell to reporter Ed Murray since the last board meeting. Life-long broadcast journalist, Steve Shaw, joined the news team on August 17, 2020 to replace Mr. Murray. He brings a wealth of experience to OETA.

Documentary also continues to produce content while being COVID safe in the field. The next Gallery America program will feature Ada landscape artists who paints outdoors. While the next Back in Time will take a look at historical markers that dot the Oklahoma landscape with producer, Robert Burch, making an appearance in this episode to tell us all about what the markers commemorate. This will be the first time Mr. Burch, who produces and writes this award winning series, has been on camera as “host” for Back in Time.

Education Matters is on hiatus until January of 2021 due to the impact of COVID-19.

--Susan Cadot
VP of Local Content Production



Education Department

August 2020

As a result of recent distance learning efforts in the spring PBS Learning Media has been reinvigorated. Registrations are currently at 15,500 people with access to the digital learning platform. Education Department staff prioritized Art Club as a primary focus over the summer months. Art Club was an 8 week virtual summer camp experience where participants were delivered weekly activity packs by email. Participants did have the option (and were encouraged) to return pictures and video journals after completing the activities. Most did not return the activities but we had an average open rate of 34% with a standard deviation of 19.8%. We took the open rate to mean that the participants either attempted or completed the activities but did not return them since it was the same people opening the emails from week to week. Staff also became participants in PBS' Early Childhood Education Design Challenge project. The purpose of the design challenge is to collectively (in consortium with other member stations) create a digital professional development platform for childcare providers and formal early childhood educators. Lastly, under the Community Collaboratives for Early Learning Media (CC-ELM) staff worked with the Urban League of Greater Oklahoma City to incorporate PBS Kids (Ready to Learn) resources into their instructional program according to the grant's focus for the final year. The Urban League included the Ruff Ruffman Sensational Science camp and the Ready to Learn Activities Guide into their summer camp program serving 50 children from the Oklahoma City metro area.

--Curtis Calvin
VP of Education



Engineering & Technology Department

August 2020

Engineering has focused on facilities and preventive maintenance.

- Aging HVAC system issues have spiked as a result of warmer temperatures
- Intermittent issues with outdated transmitters in Eufaula and Lawton continue
 - Replacement cost
 - Eufaula- \$950,000.00
 - Lawton- \$75,000.00

As part of a PBS/Amazon Web Solutions partnership, OETA was provided an IP encoder to facilitate local live streaming of our primary HD channel at no cost to OETA.

- The equipment has been installed and is in the final phase of commissioning
 - Estimated go live--early September 2020

--Lawson Adams

VP of Engineering & Technology