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2014 LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY

“OETA sparks imagination and creativity. It provides children with a window to the world - a chance to dream big and the educational tools to achieve those dreams.”

MELVIN MORAN
CO-FOUNDER

JASMINE MORAN CHILDREN'S MUSEUM

Every day, OETA fulfills an essential mission to Oklahomans, providing trusted content that is uniquely educational and designed to serve our communities with services that improve the quality of life across the state. In fact, OETA has been rated as the most trustworthy institution among Oklahoma organizations (OU Poll, 2014).

LOCAL VALUE

OETA is an integral part of Oklahoma's advancement.

LOCAL LIFE: OETA continues to build stronger communities by leveraging our statewide reach, content development and educational outreach services for all ages.

LOCAL CONVENER: Strong local partnerships provide boots on the ground that ensure success and guarantee OETA's impact is valuable, meaningful and progressive.

LOCAL INSPIRATION: OETA provides enriching 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 2014, OETA provided these essential local services:

CONTENT DELIVERY: OETA delivers 35,000 hours of educational content via four channels, plus we deliver our first class educational content online, and on mobile, tablet, and streaming devices and gaming devices.

EDUCATION RESOURCES: OETA Ready to Learn provides free books, events, activities, parent workshops and educator trainings that increase student performance and improve the connection between home and school.

COMMUNITY OUTREACH: Events include Read Across Oklahoma, Explore the Outdoors, Young Writer's Contest, Day at the Capitol and Community Screenings.

LOCAL IMPACT

OETA's local services had deep impact across Oklahoma:

REACH: OETA reaches 3.8 million people – ranking first among all PTV stations in full day audiences. OETA averages a 2.3 rating, an increase of 16% over the same time period in 2013.

USE: Most watched PBS network (whole day). Increased digital engagement in 2014 by more than 45%. More than 6,500 Oklahoma educators use the online Learning-Media library.

ENGAGEMENT: OETA specifically impacts 1,500 children in five regions across Oklahoma. More than 75,000 users engage with OETA on social media. Plus, more than 20,000 people attended OETA community events in 2014.

Educational Resources

OETA/PBS LEARNING MEDIA

Through the OETA/PBS LearningMedia website, OETA provides more than 100,000 FREE digital educational assets to all Oklahoma educators, with all 77 counties represented. Close to 7,000 Oklahoma teachers and home educators utilize LearningMedia resources in PreK-12 public, private and homeschool classrooms. Partnerships with the Oklahoma Department of Education, plus Tulsa and Oklahoma City Public Schools ensure teachers are aware of and utilizing these invaluable classroom tools.

READY TO LEARN

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

EDUCATOR DEVELOPMENT

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

FIELD TRIP PROGRAM

OETA ensures Oklahoma ranks in the top five states participating in Colonial Williamsburg Electronic Field Trips, bringing early American history to life. Any school can access the programs. Each year, OETA partners with the Oklahoma Foundation for Excellence to provide more than 90 scholarships to schools, giving students additional interactive opportunities.

Community Engagement

EXPLORE THE OUTDOORS

Partnered with Oklahoma State Parks to provide hands-on STEM learning activities at two state parks, with more than 800 families attending.

COMMUNITY SCREENINGS

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

OETA DAY AT THE STATE CAPITOL

OETA's annual content engagement event at the Oklahoma State Capitol enjoyed record attendance, with more than 1,500 Oklahomans attending to interact with OETA's content and educational services.

READ ACROSS OKLAHOMA

OETA's annual Read Across Oklahoma event hosted more than 6,000 children at the Oklahoma City Zoo, providing interactive literacy activities that inspire the joy of reading.

2014 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT



READ ACROSS OKLAHOMA: ENHANCING PRE-K LITERACY SKILLS

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

Held at the OKC Zoo, the event featured literacy activities for more than 6,000 - record attendance. Student volunteers from area high schools and vo-tech centers participated as classroom guides and activity leaders. The events are part of OETA's Ready to Learn program, in partnership with the Oklahoma Department of Libraries.

OETA DAY AT THE STATE CAPITOL: THE ULTIMATE OETA EXPERIENCE

OETA increased impact of its annual State Capitol showcase by 50% over 2013, with more than 1,500 Oklahomans attending to participate in OETA activities for all ages.

The event's activities delivered something for everyone, including: meet and greets with PBS KIDS characters, free book distribution, storytime and educational song and dance, and other free educational activities. The public networked with OETA journalists and a national PBS Experience exhibit showcasing the value of national content. OETA also provided live demos of PBS LearningMedia and PBS KIDS learning apps and games.



EXPLORE THE OUTDOORS: BUILDING STEM STUDENTS

OETA, Oklahoma State Parks, PBS KIDS and the National Recreation and Park Association (NRPA) partnered for the annual Explore the Outdoors initiative, encouraging families to embrace nature and the outdoors. Centered around Earth Month, the project included themed on-air programming and digital content. More than 800 kids and families enjoyed their explorations with OETA at various state parks. The day of discovery and exploration included hands-on activities, nature tours with park guides, picnic areas, play areas and OETA educational prizes.



impact:

- **MOST USED:** OETA is the #1 source of media content for preschool teachers.
- **REACH:** OETA Ready to Learn specifically impacts 1,500 children and their families and 150 educators including homeschool educators in five regions across Oklahoma.
- **STUDENTS:** Each RTL student receives one free book per month for participating children in Pre-Kindergarten through 3rd grade to help build literacy and stem skills. OETA Ready to Learn distributes 150,000 free books to Oklahoma children.
- **TEACHERS:** Hundreds of Oklahoma educators have participated in professional development opportunities for teaching Pre-Kindergarten through 3rd grade students in literacy, STEM and instructional technology. Trainings include free access to additional tools to ensure school readiness and student success.
- **PARENTS:** RTL provides parent workshops that help empower parents with tools and resources to support their child's education by maximizing every out-of-class learning opportunity.
- **COMMUNITY:** More than 5,000 children and families attended OETA's community-based learning events that take RTL concepts and content into non-traditional environments. with activities to help strengthen the parent-teacher partnership.



OETA Ready to Learn is a community engagement and outreach initiative designed to support the education of Oklahoma's early learners.

Leveraging OETA's world-class educational content, RTL empowers teachers, parents and caregivers with tools and training while maximizing every opportunity for children to excel in traditional and non-traditional learning environments.

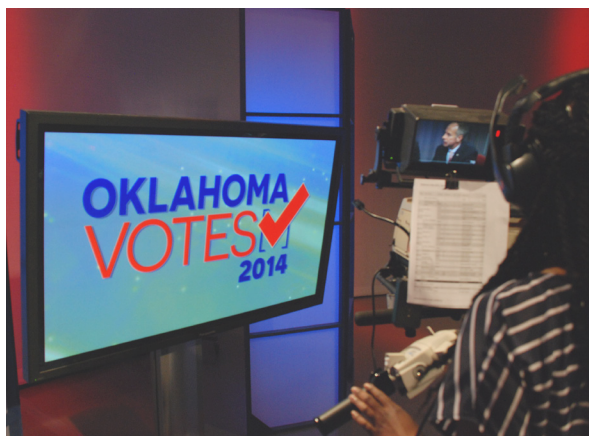
Community Engagement:

Partnering with organizations across the state, OETA has successfully expanded and developed RTL with fully developed training courses, workshops and events, plus activities such as the Young Writer's 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.

2014 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT



“OETA’s statewide election coverage is essential for Oklahomans to understand the democratic process and the impact of elections. You simply cannot find that type of trusted, meaningful information and informed analysis anywhere else on the local level.”

– Dr. Terry M. Clark, Executive Director,
Oklahoma Journalism Hall of Fame

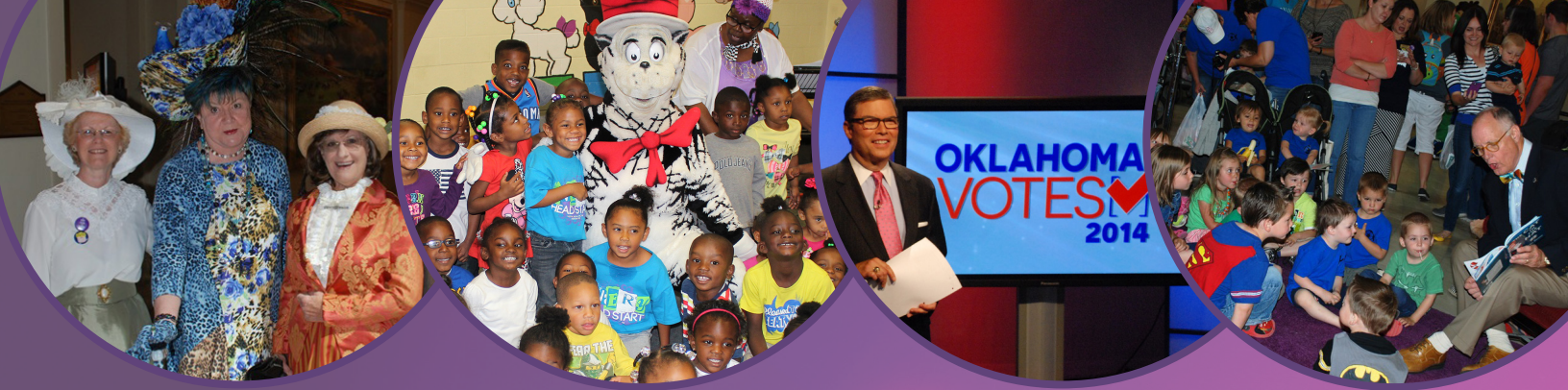
The key elements to OETA’s local content and services combine local content, strong partnerships, educational outreach, innovative digital tools and interactive community events to improve the lives of all Oklahomans. In 2014, OETA:

- Engaged more than 18,000 Oklahomans at OETA educational and community events.
- Directly provided 1,500 children, their teachers and parents to targeted educational tools to build literacy and STEM skills.
- Developed digital exclusive content for a new generation of learners, with more than 30,000 views of local digital-only series.
- Provided statewide election and governmental content to connect Oklahomans to the legislative process and ensure a better informed citizenry.



OETA’s Dick Pryor, Oklahoma House Minority Leader Scott Inman and Speaker of the House Jeff Hickman discuss election results during OETA’s award-winning Oklahoma Votes election coverage.

OETA is Oklahoma’s largest classroom, its greatest stage, the preserver of its heritage and history, and the champion of good citizenship. Through education, we inspire innovation.



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MISSION

OETA provides essential educational television content and multimedia services to 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

CONNECT

