

**Minutes of Special Meeting of the  
Oklahoma Educational Television Authority**

1:00 p.m., Tuesday, March 5, 2024  
OETA Media Center Conference Room  
7403 N. Kelley Ave.  
Oklahoma City, Oklahoma

**DIRECTORS PRESENT:**

Jeanie Webb, Chair  
Wendy Argenbright, Vice Chair  
Allison Garrett, Secretary-Treasurer  
Karen Auer  
Lisa Greenlee  
Kara Hall  
Diana Lovell

**DIRECTORS ABSENT:**

Terri Cornett  
Joseph Harroz, Jr  
Bryan Harwell  
James Isaacs  
Kayse Shrum  
Ryan Walters

**VISITORS PRESENT:** Assistant Attorney General Madalynn Martin; and President Garrett King of the Friends of OETA Board of Directors; Dan Bledsoe; Governor Bill Anoatubby of Chickasaw Nation; and Shane Jemison of Chickasaw Nation.

**STAFF PRESENT:** Executive Director Polly Anderson; Vice President of Finance & Administration Shawn Black; Vice President of Local Content Susan Cadot; Vice President of Educational Outreach Darrell Strong; Vice President of Operations Janette Thornbrue; Vice President of Development Mairead Todd; and Executive Assistant Brandy Kennedy.

The Oklahoma Educational Television Authority Board of Directors met in person at 1:00 p.m. on Tuesday, March 4, 2024. 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.

Chair Webb called the meeting to order. Anderson called the roll. It was determined that a quorum was present and the meeting was called to order at 1:00 p.m. Staff and guests present were introduced.

**Item #4**

King announced the Champion of OETA Governor Bill Anoatubby. King explained these awards are given to those who have accomplished incredible work advocating for OETA during the turbulence of last spring. King noted that one of the first to publicly support OETA was the governor of the unconquered and unconquerable Chickasaw Nation.

**Item #5 (Action)**

The Board reviewed the minutes for the regular meeting of October 24, 2023. It was noted that the minutes would be amended to include President Diana Lovell on the attendance. A motion was made to approve the minutes by Garrett, and it was seconded by Argenbright. A roll call vote was conducted, and the motion to approve the minutes as amended carried at 1:10 p.m.

## **Item #6 (Action)**

Auditor Dan Bledsoe was introduced to present the OETA audit findings. Bledsoe specified that Finley & Cook found no issues with management correspondence with staff and no illegal acts or fraud. He confirmed that OETA had cleared the previous material weakness and that OETA's accounting processes have improved. Bledsoe indicated that overall OETA has a clean audit result. The Board discussed the funding details; and, seeing there were no further questions, the Chair inquired about a motion to approve. Greenlee called for a motion to approve the audit, and Argenbright seconded the motion. A roll call vote was conducted and the motion carried at 1:25 p.m.

## **Item #7**

The Chair thanked Black and his staff for their dedication to extraordinary service. The Chair requested Anderson to continue with her report on OETA this quarter.

## **Item #8**

Anderson informed the Board that she and King attended the Public Media Summit last week, which included meetings with legislators regarding support of OETA.

Regarding department reports, Anderson pointed out that in development, the gross fundraising revenue is over 30% from last year, while donor retention rate is at 74.7%. Anderson noted that Giving Tuesday raised \$40,000 from 270 donors. She also stated that OETA is currently recruiting a Major Donor and Planned Giving Manager as the department grows.

Anderson explained that the *PBS LearningMedia* site is now at 44,258 registrants, indicating a great need for the education materials on the site for teachers, parents and others in education. Anderson noted that the ESSER grant is continuing through the OETA Art Club at schools. Anderson confirmed that the Education Department is also continuing efforts with the Jobs Explained grant that focuses on aerospace in Oklahoma.

Relating to the News Department, Anderson announced that OETA is receiving a highly prestigious OAB award for the "Black Frontier Towns" feature on the *Oklahoma News Report*. She noted that on December 29, 2023 the *Oklahoma News Report* received a 1.3 rating in the Tulsa market, which was the highest rating of all PBS stations for that night. For the Production and Documentary Departments, Anderson reported that the State of the State was successfully aired on OETA recently. She noted that Back In Time is submitting for carriage by other public media stations their most recently successful episode on the life of Will Rogers. She informed the Board that a screening at the Will Rogers Museum in Claremore also received excellent reviews.

In the Marketing & Communications Department, it was announced that Vice President Julie Shuttlesworth was resigning from her position, while OETA's part-time Graphic Designer Chris Martin was starting full-time. Anderson noted that she has appreciated the terrific data that Shuttlesworth has been providing regarding social media and events impacts.

Anderson announced that the Engineering and Technology Department has been working on a new and more expansive newsroom. Anderson also informed the Board that the transmitter in Cheyenne had to have a part replaced that cost about \$10,000.

In the Operations Department, Anderson noted that OETA in the Oklahoma City market was number three overall thanks to Antiques Roadshow. Anderson indicated another improvement is that as of February 27, 2024, Oklahomans now have access to the World Channel livestream on the OETA website. Within the next couple of months, Anderson

believes OETA will have the fourth and final OETA Channel, Create, livestreaming as well.

Chancellor Garrett inquired if there has been any progress relating to the challenge of staff salaries for recruitment and retainment purposes. Anderson responded that for the first time in her tenure, last year OETA received approval from the legislature to increase all staff salaries by 5%. She acknowledged that state funding remains flat; but donations have gone up under Todd's direction, so management will continue to look at that as the budget is put together.

**Item #9 (Action)**

Black relayed to the Board the financial reports and the personnel report. He noted that property insurance through OMES significantly increased from last year. He explained the expenditure report. Black noted the personnel changes and took questions. Auer made a motion to approve the financial and personnel reports, and Greenlee seconded the motion. A roll call vote was conducted and the motion carried unanimously at 1:46 p.m.

**Item #10 (Action)**

King explained to the Board the proposed updated changes in language to the General Agreement between OETA and the Friends of OETA, Inc. There being no questions, Hall motioned to adopt the General Agreement. Garrett seconded the motion. Anderson conducted a roll call vote and the motion carried at 1:48 p.m.

**Item #11 (Action)**

King discussed the proposed updated Friends of OETA bylaws. There being no questions, Argenbright motioned to adopt the General Agreement. Greenlee seconded the motion. Anderson conducted a roll call vote. Lovell abstained. The motion carried at 1:50 p.m.

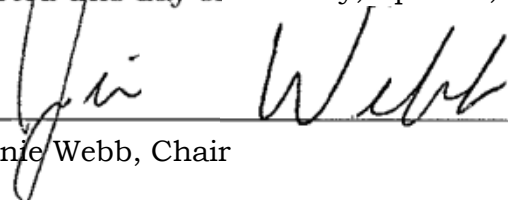
**Item #12**

The Chair announced the next regular meeting is set for Tuesday, April 23, 2024 at 1 p.m. at the OETA network headquarters in Oklahoma City, OK.

**Adjournment**

There being no further business to come before the Authority, Chair Webb called the meeting adjourned at 1:51 p.m.

Adopted this day of Tuesday, April 23, 2024.

  
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Jeanie Webb, Chair

  
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Wendy Argenbright, Vice Chair