

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

1:00 p.m., Tuesday, October 24, 2023
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
Terri Cornett
Lisa Greenlee
Kara Hall
Bryan Harwell
James Isaacs
Diana Lovell

DIRECTORS ABSENT:

Joseph Harroz, Jr
Kayse Shrum
Ryan Walters

VISITORS PRESENT: Friends of OETA state capitol consultant Luke Martin; Tyler Talley of Quorum Call; Assistant Attorney General Madalynn Martin; and President Garrett King of the Friends of OETA Board of Directors; Speaker Pro Tempore Kyle Hilbert; Representative Anthony Moore; and Minority Leader Cyndi Munson.

STAFF PRESENT: Executive Director Polly Anderson; Vice President of Engineering & Technology Lawson Adams; 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; and Executive Assistant Brandy Kennedy.

The Oklahoma Educational Television Authority Board of Directors met in person at 1:00 p.m. on Tuesday, October 24, 2023. 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 members, guests and board members were introduced.

Item #4

King announced the Champions of OETA who were present in the meeting: Speaker Pro Tempore Kyle Hilbert, Representative Anthony Moore, and Minority Leader Cyndi Munson. King explained these awards are given to celebrate and honor those in the public eye who truly saved OETA in 2023 with their support. King also thanked three other OETA Champions who could not be present but who are also receiving the award: Senator Kay Floyd; Senator Bill Coleman; and, Representative Gerrid Kendrix.

Item #5 (Action)

The Board reviewed the minutes for the regular meeting of August 22, 2023. The Chair entertained a motion to approve the minutes. Cornett made the motion to approve and Hall seconded the motion. Seeing there were no comments or discussion requested, the Chair called for a roll call vote. With one abstention, the motion carried at 1:12 p.m.

Item #5

The Chair thanked OETA staff and board members for their dedication to service. The Chair expressed that she is proud to also serve with such exemplary people who put serving Oklahomans first.

Item #7

Anderson reported that fundraising revenue is up 37%, while the donor retention rate is up to 75%. For news, Anderson noted their department will be relocated in the building, but that there is a delay for the construction permit process. In Documentary, Anderson informed the Board that *Back In Time* created a companion piece called *Where the Buffalo Roam* to go along with the airing of Ken Burns' *The American Buffalo*. She noted that *Where the Buffalo Roam* was picked up by the South Dakota network and has aired a few times on their channels. Anderson explained that there are thirteen Black Frontier Towns in Oklahoma, and that the OETA news program named after them will wrap up in February 2024. In addition, Anderson noted that OETA's digital short series called *Aqui en Oklahoma*, which is produced by production operator Luis Rendon, has been highly successful on social media. Anderson also detailed to the Board that OETA had the highest Nielsen rating in the country in August and was rated number three in September for *Antiques Roadshow*.

Regarding education, Anderson noted that the *PBS LearningMedia* site has almost 42,000 subscribers, many of which are Oklahoma teachers, parents and students who use the K-12 educational assets, which include not just assets from PBS, but also from institutions such as NOAA and NASA. Anderson also clarified OETA's involvement with the "Jobs Explained Initiative," a two-year workforce development grant that OETA is participating in, which reaches out to middle schoolers who would like to learn more about pursuing Aerospace jobs.

Anderson informed the Board that she has recently been elected to serve as Vice Chair to the group of state networks called the Organization of State Broadcasting Executives (OSBE). She specified that there are few state networks that receive state funding while still seeking to have autonomy in programming decisions, so OSBE meets to deliberate over the unique challenges of state networks.

Item #8 (Action)

Black relayed to the Board the financial reports and the personnel report. He explained the expenditure report. Black noted the personnel changes and took questions. Greenlee made a motion to approve the financial and personnel reports, and Argenbright seconded the motion. A roll call vote was conducted and the motion carried unanimously at 1:22 p.m.

Item #9 (Action)

The Chair reviewed the proposed meeting dates for the regularly scheduled meetings for 2024. There being no questions, Harwell made a motion to approve the 2024 schedule. Cornett seconded the motion. Anderson called the roll and the motion carried unanimously at 1:24 p.m.

Item #10

King discussed the proposed updated general agreement to inform the Board and discuss additional changes. He thanked the Board for the opportunity to speak with them regarding the upcoming proposed changes and how they will benefit OETA as a whole.

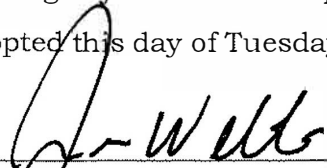
Item #11

The Chair announced the next regular meeting is tentatively set for Tuesday, December 26, 2023 at 1 p.m. at the OETA network headquarters in Oklahoma City, OK.

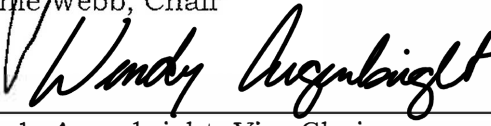
Adjournment

There being no further business to come before the Authority, Chair Webb called the meeting adjourned at 1:25 p.m.

Adopted this day of Tuesday, March 5, 2024 as amended.



Jeanie Webb, Chair



Wendy Argenbright, Vice Chair