

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

1:00 p.m., Tuesday, June 28, 2022
OETA Media Center Conference Room
7403 N. Kelley Ave.
Oklahoma City, Oklahoma

DIRECTORS PRESENT:

Terri Cornett, Chair
Larry Rice, Vice Chair
Richard Beck
Allison Garrett
Kara Hall
Joy Hofmeister
Jeanie Webb

DIRECTORS ABSENT:

Wendy Argenbright
Lisa Greenlee
Joseph Harroz, Jr.
James Isaacs
Mike Martin
Kayse Shrum

VISITORS PRESENT: Karen Auer, Assistant Attorney General Sandra LeVenue.

STAFF PRESENT: Executive Director Polly Anderson; Vice President of Engineering & Technology Lawson Adams; Vice President of Finance & Administration Shawn Black; Vice President of Production Susan Cadot; Vice President of Marketing & Communications Jarred Smith; Vice President of Operations Janette Thornbrue, and Director of Development Mairead Todd.

The Oklahoma Educational Television Authority Board of Directors met in person at 1:00 p.m. on Tuesday, June 28, 2022. 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 Cornett 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 visitors were introduced.

Item #4 (Action)

The Board reviewed the minutes for the regular meeting of April 26, 2022. The Chair entertained a motion to approve the minutes. Webb made the motion to approve and Rice seconded the motion. Seeing there were no comments or discussion requested, the Chair called for a roll call vote. The vote was unanimous and the motion carried at 1:04 p.m.

Item #5

The Chair thanked and congratulated the OETA team for producing great programming and for recent Emmy nominations. The Chair conveyed it was an honor to serve on OETA's Board of Directors as Chair.

Item #6

Anderson notified the Board that Griffin Communications has gifted the land to OETA in light of their pending move to another location. Anderson informed the Board that all

transmitters have had their license renewal completed, and she thanked Adams for making sure everything was accurate. Regarding fundraising, Anderson noted that OETA is down less than 3% from last year, but that this is present across the nation. Anderson confirmed that OETA received flat funding for state appropriations, in addition to a one-time approval of \$150,000 to fix air conditioning units. Anderson announced that the Friends Board this morning agreed to match the one-time funds for the air conditioning.

Anderson informed the Board that OETA was notified unofficially about the Idabel tower being in disrepair, so that lease will expire. In the meantime, Anderson noted that OETA is looking for other options to cover the region. That being said, Anderson announced that ratings are terrific, with Antiques Roadshow coming in as number one in the country every week. She emphasized that last week, Tulsa was number one in the country for *Nature: Sharks in Hawaii*. Then in the next hour, she specified that for *NOVA*, Oklahoma City was number one and Tulsa was number two. Anderson concluded that in programming OETA has a lot to be proud of, and that the rating results speaks a lot of the people of Oklahoma and their values in programming.

In Marketing & Communications, Anderson noted that Smith has redone the donate button on the global app, and that OETA now has a TikTok account, “@oetaok.” She noted that OETA has been airing and streaming the January 6 hearings, and as such, OETA received many thankful comments from viewers as well as inquiries on future hearings.

Anderson emphasized that since the pandemic, OETA has gone from 11,000 users to over 31,000 users on the *PBS LearningMedia* site, which contains free digital curriculum service for students, teachers and parents. Furthermore, she noted that in Education OETA has 6 middle and high schools participating in the *PBS NewsHour Student Reporting Labs*.

Anderson reminded the Board that OETA won three Oklahoma Association of Broadcasters awards. She indicated one award was for investigative reporting on cockfighting on *ONR*; one was for Graphic Designer Langham’s graphics for *ONR* as well as the *Tulsa Race Massacre* documentary for civil discourse and social change.

Anderson apprised the Board of 5 Emmy nominations coming up in July: *Gallery America: Matt Goad*, *Tulsa Race Massacre: 100 Years Later*, *Back in Time: The Oklahoma City Bombing Investigation*, *Back in Time: Reign of Terror*, and Ryan Lorg in Graphics for the *Back in Time* open. She also included that Dave Tamez, the Documentary Director, is being inducted into the Silver Circle for 25 years of exemplary service in the industry.

Item #7

The Chair then welcomed Adams to report on engineering and technology. Adams indicated that thanks to the recent funds from the state and Friends, OETA will be in a much healthier position. He noted that within the operations center alone, there are 32 separate air conditioning units, most of which are 20 years old.

He detailed that the Idabell Tower from Altice Communications, will be decommissioned as the foundation is irreparable. Adams noted that in Broken Bow about 1.5 miles away there is another tower that is the only promising lead. Another potential he indicated is to reach out to the FCC and allow OETA to raise power in Hugo.

Adams concluded that OETA has four full-power transmitter sites, where two have been replaced recently; however, all others are aging and parts are scarce, like many technical components.

Item #8 (Action)

Black reviewed the financial and personnel reports with the Board. Black noted that the

projection shows OETA will be under budget. He detailed that OETA has hired five employees, had two terminations, and had three resignations. Anderson noted that this covers February through May. The Chair entertained a motion to approve the financial report. Rice made a motion to approve the financial report. Garrett seconded the motion. A roll call vote was conducted and the motion carried unanimously at 1:26 p.m.

Item #9

The Chair thanked Argenbright, Beck, Hofmeister and Martin for serving on the Officer Nominating Committee to recommend the officers for fiscal year 2023. Rice announced the recommendation as follows: Webb as Secretary-Treasurer, Rice as Vice Chair, Greenlee as Chair, and Cornett as Past-Chair. The Chair entertained a motion to approve the recommendation for the announced slate of officers. Garrett motioned to approve the slate of officers, and Hall seconded the motion. The Chair called for a roll call vote. The vote was unanimous and the motion carried at 1:28 p.m.

Item #10

The Chair announced the next regular meeting is set for Tuesday, August 23, 2022 at 1 p.m. at the OETA network headquarters in Oklahoma City, OK.

The Chair also announced the reading of a resolution for Beck.

RESOLUTION

WHEREAS, Dr. Richard Beck has been a board member of the Oklahoma Educational Television Authority (OETA) for 7 years, having joined the Board in 2015; and,

WHEREAS, he has served with distinction and has been a vital director of this Board; and,

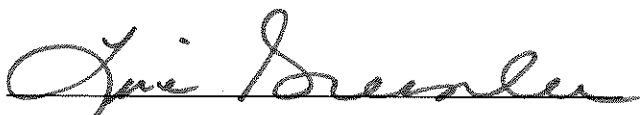
WHEREAS, Dr. Richard Beck helped support the Authority through troubled times and was a director of the Board that brought the organization to the healthy state it remains in today;

THEREFORE, be it resolved, that on this 28th day of June 2022, this Board recognizes his service to OETA and is very grateful for his service.

Adjournment

The Chair entertained a motion to adjourn. Hofmeister made a motion to adjourn and Webb seconded the motion. All were in favor. There being no further business to come before the Authority, Chair Cornett called the meeting adjourned at 1:30 p.m.

Adopted this day of Tuesday, August 23, 2022.



Lisa Greenlee, Chair



Larry Rice, Vice Chair