

Local Content & Service Report to the Community 2022



Who We Are

OETA provides essential educational content and services that inform, inspire and connect Oklahomans to ideas and information that enrich our quality of life. OETA does this by consistently engaging Oklahomans with educational and public television programming, providing educational training and curriculum, outreach initiatives, virtual events, and online features that collectively encourage lifelong learning.



Local Value

OETA provides free access to educational programming on-air and online to all Oklahomans.

Local Life

OETA improves Oklahomans' quality of life through connecting viewers to ideas, history, education, and information in local productions and PBS programming.

Local Inspiration

OETA produces award-winning local productions—highlighting Oklahoma news, arts and culture, history, and more which ignites curiosity, encourages exploration and promotes innovation.

Local Source

OETA delivers hundreds of hours of local content to urban and rural Oklahomans, providing essential information and emergency communication services.



Key Services

OETA serves Oklahoma's communities with educational opportunities for learners of all ages.

Content Delivery

OETA's four television channels delivered 35,040 hours of educational content across 4 broadcast channels and its myriad of streaming platforms.

Educational Resources

OETA provides free educational content and programming for students, teachers, caregivers, and community stakeholders.

Statewide Infrastructure

As Oklahoma's statewide public broadcasting network, OETA is responsible for maintaining 4 high-powered transmitters and 14 translators. This equipment ensures the success of the PBS Warning, Alert and Response Network (WARN). This system provides a path between the Federal Emergency Management Agency and cellular service providers to relay critical emergency information via cellular networks.



Local Impact

OETA enhances Oklahomans' quality of life.

Reach

OETA reaches people in all 77 counties of Oklahoma and its surrounding states with free broadcast and streaming programming and educational resources. Our station can be streamed anytime on phones, tablets, computers and more.

Use

OETA is one of America's most watched PBS networks (whole day). On average, OETA had about 400,000 monthly users across PBS digital platforms. In 2022, OETA increased its social media reach. OETA's Twitter population organically increased by 4%, OETA's Instagram population organically increased by 25% and our Facebook page visits organically increased by 53%. Throughout the year traffic to OETA.tv increased by 49%.

Mission

OETA provides essential educational content and services that 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

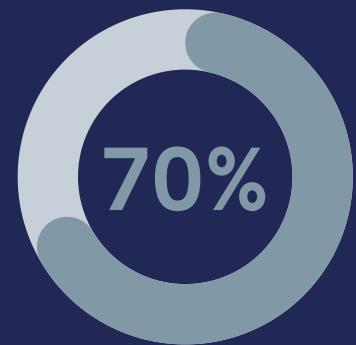
Be inclusive in our workforce, services and content.

Collaboration

Work with others to help Oklahomans thrive.

**#1 most
trusted
network.**

In a recent survey our viewers voted OETA as the most trusted network. Ranked against ABC, CBS, NBC, FOX News, MSNBC and CNN.



Seventy percent of our survey participants rated Public Television as most important, compared to; web/streaming services, cable television and social media.

**“Responsible
& informative
programming.”**

- Viewer feedback

“OETA is a safe space for my kids, I never have to worry about the content they are consuming as all of the children’s shows have an aspect of learning; whether that’s reading, math, or social and emotional.”
- Viewer feedback

2022 Awards

Silver Circle Inductee

Dave Tamez, Director of Documentary OETA

APTS National Advocacy Award

Polly Anderson, Executive Director OETA

Oklahoma Journalism Hall of Fame Inductee

Susan Cadot, V.P. of Production OETA

Western Heritage Wrangler Award

Outstanding Western Lifestyle Programming

Back in Time: Cow Town

Public Media Awards (NETA)

Historical Documentary

Back in Time: Reign of Terror

Integrated Media

Tulsa Race Massacre: 100 Years Later

Visual Arts

Gallery America: Matt Goad

Oklahoma Association of Broadcasting (OAB)

Civil Discourse & Social Change

Tulsa Race Massacre: 100 Years Later

Investigative Reporting

Oklahoma News Report: Cock Fighting

Graphic Design

Kallie Langham

NATAS Heartland Emmy Awards

Documentary Program (Cultural)

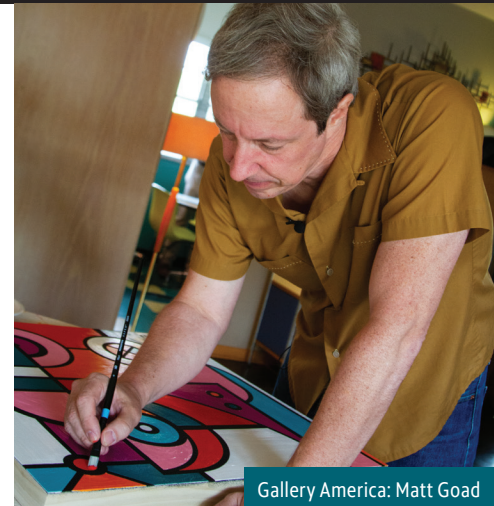
Tulsa Race Massacre: 100 Years Later

Historical & Cultural Program

Back in Time: Reign of Terror

Arts & Entertainment

Gallery America: Matt Goad



Gallery America: Matt Goad



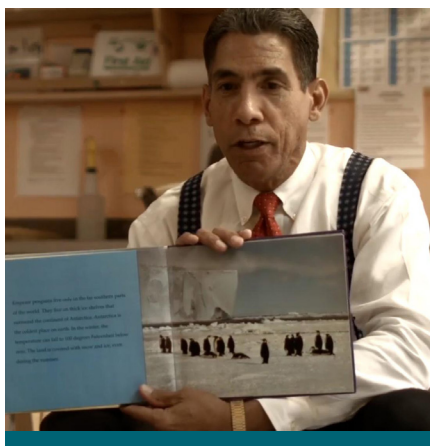
The Tulsa Race Massacre



Back in Time: Reign of Terror

Digital Content

OETA provides a variety of digital initiatives throughout the year. Whether you're a podcaster, a digital nomad, or a movie enthusiast, OETA has something for everyone! Our digital initiatives can easily be found across the world wide web and connects viewers to inspiring and informative Oklahoma content.



Meet the Community

Meet the Community is a weekly series that highlights the unsung heroes of our great State of Oklahoma. Each week viewers can watch and hear the stories of their neighbors and community, specifically spotlighting those that are making a difference in non-profits across the state.



Movie Club Podcast

The OETA Movie Club Podcast is a deep dive into the classic films shown every Saturday night on OETA. Our hosts Robert Burch and Jeff Morava share all the little known facts, trivia, and movie knowledge that only they seem to know. OETA Movie Club has been a Saturday night staple on OETA for 35 years.



Odyssey Goes Digital

In 2022, OETA announced that their members only magazine *Odyssey* would also be available as a digital magazine. This new initiative helps reduce paper use, lowers CO2 emissions over time, and gives our readers more interactivity when reading our magazine. The digital version is an optional opt-in for members.



Digital Newsletter

Each week, OETA sends out a digital programming newsletter to over **51.6K** subscribers. These newsletters outline upcoming premieres, blog posts, local events and giving opportunities. In 2022, we sent over **2,494,880** programming newsletters and related digital content.



Art Minute

Art Minute is Gallery America's monthly look at art goings-on around Oklahoma. Gallery America host Robert Reid handpicks a few exhibits at museums and galleries that can be enjoyed all month, with the goal to get more of Oklahoma involved in the arts.

Special Initiatives

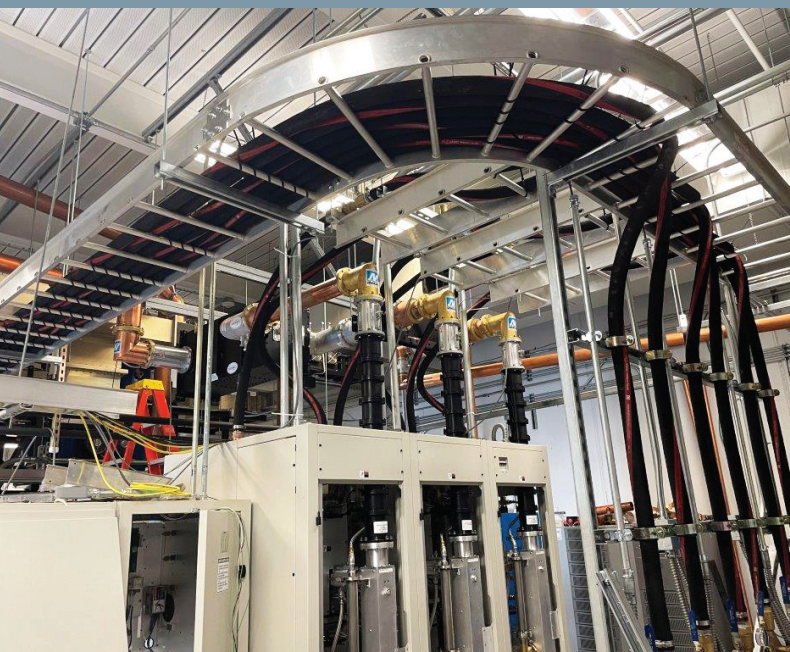


PBS Kids 24/7 Stream

Families and educators all across the state of Oklahoma can now stream the PBS Kids live feed from any device at OETA.tv. This new feature connects our youth and families to the best of PBS Kids. In 2022, our live feed and on-demand content had over **67 million** streams. Our live stream organically increased by **3%**.

The OETA Producers Club

The OETA Producer's Club is an additional giving opportunity for OETA members to take their giving to the next level and further strengthen the power of public television for all of Oklahoma. We are thrilled to offer this program for our members.



New Tulsa Transmitter

In April of 2022, OETA updated its Tulsa high-powered transmitter. This improvement to the statewide infrastructure directly benefits viewers with a more reliable broadcast signal to the northeastern part of the state, covering over **18,000 sq. mi.** and reaching over **1,500,000 viewers.**



Local Live Streaming

OETA continues to provide a free 24/7 livestream of its primary HD channel across OETA and PBS digital platforms. We are happy to continue this special initiative, and to provide Oklahomans with free access to our livestream—anytime, anywhere—and with no sign-up or registration required.



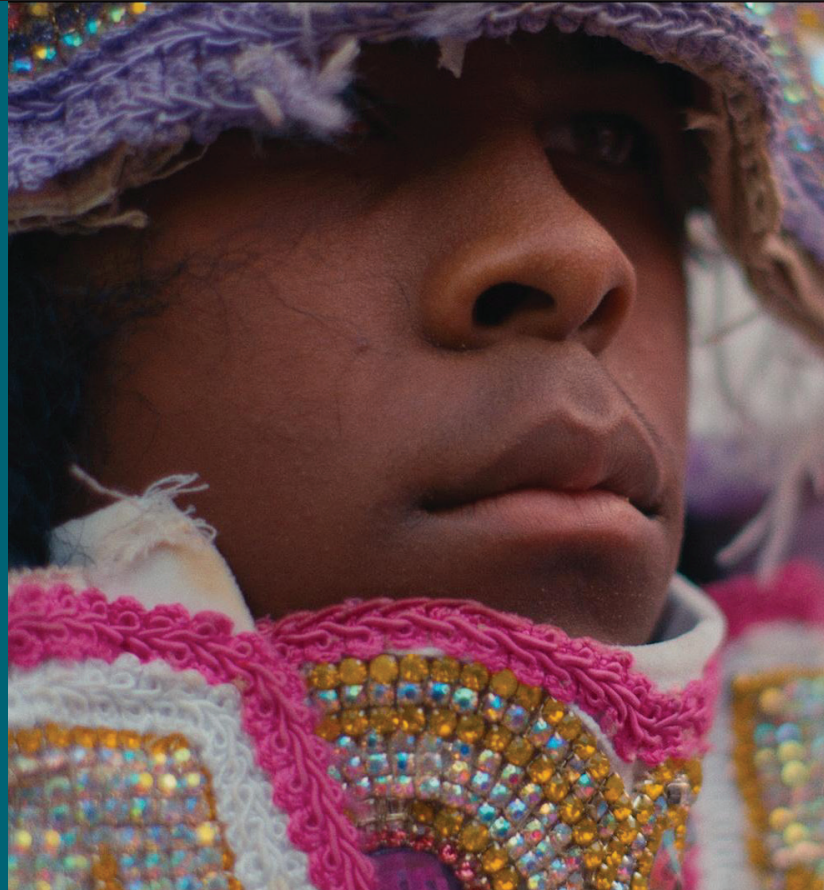
Donation Matching

In partnership with *Double the Donation*, employees can now give a financial donation to OETA and their company will match it, sometimes dollar-for-dollar. This means that employees can make an even bigger impact with their donation, and help support the important work that OETA does all year round.

National Productions

World Channel

At WORLD Channel you can experience the personal stories behind the headlines. Devoted to telling stories that humanize complex issues, WORLD shares the best of public media in news, documentaries, and fact-based informational programming that helps us understand conflicts, movements and cultures that may be distinct from your own.



Create TV

More often called “do-it-yourself”, the genres seen on Create TV include viewers’ favorite public television series and specials on food, travel, home and garden, arts and crafts, fitness and other lifestyle interests. Programs featured on Create TV come from American Public Television, The National Educational Telecommunications Association (NETA), PBS, and a handful of local public television stations across the country.



Local Productions

Our local productions highlight the rich history, cherished stories, local news, and creative pursuits all across the state. In addition, our station is proud to collaborate with local creators and provide them with opportunities to tell their story.





Production and News Celebrate Wins and Welcome New Hires

The Oklahoma News Report won first place for Investigative Reporting for the Oklahoma Association of Broadcasters for its two-part series on cock fighting. Reporter Steve Shaw, Videographer Aaron Byrd, and News Director Rich Lenz accepted the award for OETA. 2022 also saw the news team fully staffed. *The Oklahoma News Report* is a one-hour weekly news program that airs statewide every Friday at 7:00 pm. The focus is on state government and the policies that affect all Oklahomans. Our teams travel the state to find the impact.

Throughout 2022 *The Oklahoma News Report* was often our #1 local program. In November, *The Oklahoma News Report's* special program *Oklahoma Votes 2022* was our #1 local program and #2 across all public television stations.

The newsroom also welcomed three new employees. Reece Wetzel is the ONR Digital Journalist and *InDepth* Producer. Reece started in June and is already an asset to the team. He comes to us from the University of Oklahoma. Cortez Colbert joins us as a news videographer and Cory Keenan joins us as our newest videographer.

The team is fast becoming a cohesive group, dedicated to their work and to supporting one another, executing Oklahoma's only statewide broadcast of the 2022 Mid-Term Election returns. News Director/Anchor, Rich Lenz led on-air complemented with a team of journalists and panelists, both in the studio and in the field.

Graphic Designer, Kallie Langham was recognized by the Oklahoma Association of Broadcasters for her outstanding work. Production has hired a new part-time production assistant named Luis Rendon. Luis is bilingual (Spanish), and an OU graduate with a Master's Degree, who has worked as a reporter for *El Nacional de Oklahoma*, *Sooner Vision*, and as a production assistant.

OETA Documentary programs, *Back in Time* and *Gallery America* won several awards from both the Oklahoma Association of Broadcasters, the NATAS Heartland Emmy Chapter and the National Education Telecommunications Association for each, individual program and for a special project on which producers for both shows collaborated. See page 4 for full award details.

OETA Documentary Department Director, Dave Tamez was inducted into the Heartland Regional Emmy Silver Circle for over 25 years of significant contributions to the television broadcast industry.

Additionally, OETA VP of Production, Susan Cadot, was inducted into the Oklahoma Journalism Hall of Fame for over 30 years of significant contributions to the state.

Back in Time

Back in Time is OETA's Emmy® award-winning documentary series that showcases significant people, places and events that helped shape the history of the state of Oklahoma. OETA uses extensive research, archival photographs and film, recreations, along with interviews with historical experts and descendants of the people profiled in each program. *Back in Time* videos are a useful tool for History teachers to give life to the Oklahoma story.





Big Top Town

The first circus decided to wait out the winter in Hugo, Oklahoma in 1941. Since then, 22 circuses have called Hugo home. Under the big top we hear their stories of growing up in Hugo, life on the road and the thrill of excitement in children's eyes. After the final curtain, "Showman's rest," an elaborate cemetery plot with headstones carved for clowns, elephant trainers and snake charmers.



Carl Albert: Little Giant

Standing at five feet four inches Carl Albert was mighty in stature. Born in a mining camp he became second in line to the presidency, twice. In 1947 he realized his dream when he was elected to serve alongside John Kennedy, Lyndon Johnson, and Richard Nixon. The "Little Giant from Little Dixie" rose to Speaker of the U.S. House of Representatives.



Hell's Half Acre

Oklahoma City was founded in a single day, April 22, 1889. Thousands of desperate people descended upon the 320 chaotic acres. Merchants, bankers, saloon keepers and madams fought for city lots in "Hell's Half Acre."



Hispanic Oklahoma

From conquistadors looking for gold to migrant workers looking for a better life, many travelers from South and Central America have made Oklahoma their home. From a Congressional Medal of Honor winner to the one man responsible for bringing Mexican restaurants to Oklahoma City, *Back in Time* is celebrating "Hispanic Oklahoma."

Gallery America

OETA's Emmy® award-winning *Gallery America* series is dedicated to showcasing the best in the visual and performing arts & culture from Oklahoma and around the nation. *Gallery America* captures the best artists in all forms of art, including dance, sculpture, education, music, painting, photography, performances and so much more from every part of America. Hosted by Oklahoma native, Robert Reid.





Age of Opportunity with Brad Brauser

Oklahoma City artist Brad Brauser quit painting at 17, then picked it up again... at 82. A former science teacher, he uses his road-tested knowledge of geology to paint landscapes. Driven by daily goals, he thinks about painting three days a week, then paints two. "I don't believe in the word old," he says. "I prefer age of opportunity." Meet Brad and his wife, Annis, on *Gallery America*.



Archives Unlocked

The *Gallery America* team travels back in time to revisit (and reclaim) past episodes from over 20 years. This episode features excerpts of stories of great Oklahoma artists who use unexpected, alternative materials to create their works. See how YouTuber Cowboy Cook Kent Rollins first found love for poetry, as well as art made from car parts, bones and fire.



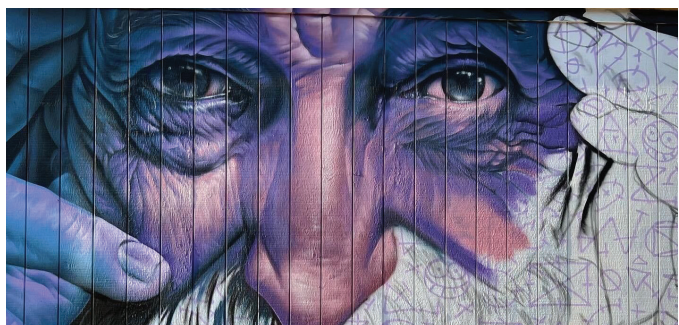
Irmgard Geul: My Hometowns

Oklahoma embroidery artist Irmgard Geul grew up in a Dutch artist colony, then relocated to Pauls Valley, Oklahoma to run a horse farm. She balances her "hometowns" with her work, using threads to capture small-town scenes from her rural studio -- as seen in an exhibit of her works that plays off iconic images of both Oklahoma and the Netherlands. *Gallery America* drops in to see how she does it.



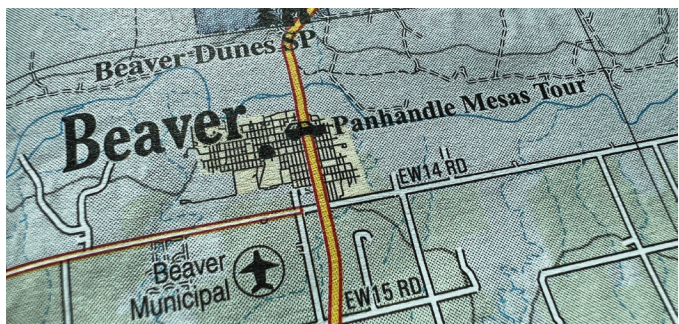
Is This Real? Starring Joel Daniel Phillips

Tulsa-based artist Joel Daniel Phillips believes a return to realism could help people believe each other again in this era of misinformation. Armed with a pencil, he creates life-size drawings of censored WPA-era photograph negatives documenting the Great Depression. His series "Killing the Negative" recently won him honors from the Smithsonian. OETA's *Gallery America* goes inside Joel's studio.



Miami Mural Fest

Since 2017, the Miami Mural Fest 66 in Northeast Oklahoma has made an impact on the town that goes beyond art for art's sake. OETA's *Gallery America* spends a day in the life of this April festival – taking in art, music, food vendors and a car show right on Route 66 -- to find out how the dozen new murals are bringing back a sense of pride to a town that struggled to find that not long ago.



Oklahoma Outback: Western Oklahoma Roadtrip

This episode aims to expand the understanding of a region often seen only from the interstate. Aiming for backroads, the hosts visit art co-ops in Clinton and burgeoning mural districts in Woodward. Local lore is turned too often (from windmills to Bruce Goff and WPA-era Kiowa murals) as are natural attractions like the Black Mesa.



Slow Ride: Lowriding Oklahoma City

Gallery America explores South Oklahoma City's lowrider community and finds out that vintage cars is not just a hobby. This tradition is a way of life, where car clubs meet for weekly cruises for friends and family. On the show, car clubs like Rollerz Only 'hit the switches' to make the cars dance -- and explains how lowriding is a positive for all generations.



Tulsa's Bob Dylan Center

The new center opened in Tulsa in May 2022, transforming the Oklahoma into the global headquarters of "Dylanology." It's half archives for scholars, half gallery space for visitors keen on learning about the legendary singer/songwriter/artist/film-maker, still going in his ninth decade. *Gallery America* meets with writers, scholars and collectors at the opening of the new site.



Who is Mark Sisson?

Stillwater-based Mark Sisson is a printmaking legend, creating storytelling lithographs and woodcuts through layers of painstaking color. He's also an Oklahoma State legend, having taught printmaking there for 32 years. This year, Mark's retiring. *Gallery America* sits in on one of his final classes, while Mark shares the secrets behind some of his life's artworks at a recent exhibit at OSU.

Special & Independent Local Productions

These special and independent local programs provide viewers with more content that connects them to differing perspectives and ideas throughout the State. From programs like *InDepth*, *The OETA Movie Club*, and *OSIYO: Voices of the Cherokee People*, we provide Oklahomans with the best in local!



Special & Independent Local Productions



InDepth

InDepth is a weekly segment of *The Oklahoma News Report* consisting of a round table panel discussion with the state's top thought leaders, journalists, and investigative reporters, hosted by Susan Cadot, OETA's V.P. of Production. *InDepth* provides us with the chance to really delve deeply into the most important stories of the week.

Special & Independent Local Productions



Children of Civil Rights

No one knew that a group of children in Oklahoma City were heroes, not even the children themselves. For six years, a group of kids went into restaurants and asked for service. It never got violent; it never made national news; but together, they turned around every restaurant except one before the 1964 Civil Rights Act. Sixty years later we share their six year odyssey to freedom.



Dust to Eat

The hour-long film takes the viewer through the drought and ensuing dust storms of the thirties from the perspective of Caroline Henderson, who, with her husband, stayed behind to save the family farm. Through poignant narration and imagery, the film explores the lasting impact of one of the worst natural disasters in our nation's history 85 years after it occurred.



Oklahoma Foundation for Excellence

This program is produced and broadcast annually by OETA. It features an evening of inspirational speeches and recognition of those who promote educational excellence in the state of Oklahoma. The organization behind the event was founded in 1985, when Oklahoma's U.S. Senator David Boren brought together a group of Oklahoma business and community leaders with the common goal of improving public education in the state.



Oklahoma Gardening

Oklahoma Gardening provides some of the best research-based information in Oklahoma. Each show includes beautiful and informative segments on gardening, lawn care, tree care, and landscaping design and maintenance. Along with segments from our studio garden, we will introduce you to gardeners from around the state and tour their gardens.

Special & Independent Local Productions



The OETA Movie Club

The OETA Movie Club, hosted by Robert Burch features classic films, celebrity photos submitted by Oklahomans from across the state, little-known movie trivia, and fan-favorite fresh popcorn. The show has been a Saturday night staple on OETA for more than 35 years and is among the most popular of all OETA programs. In addition, *Movie Club* produces a weekly podcast discussing upcoming film premieres.

Special & Independent Local Productions



Oklahoma Hall of Fame 2022

The 2022 Class was formally inducted into the Oklahoma Hall of Fame at the Cox Business Convention Center in Tulsa. In addition, the Inductees were recognized on granite monuments in the Heritage Plaza at the Oklahoma State Fairgrounds. Being inducted into the Oklahoma Hall of Fame is Oklahoma's Highest Honor. Since its inception in 1927, 722 accomplished individuals have received this commendation.



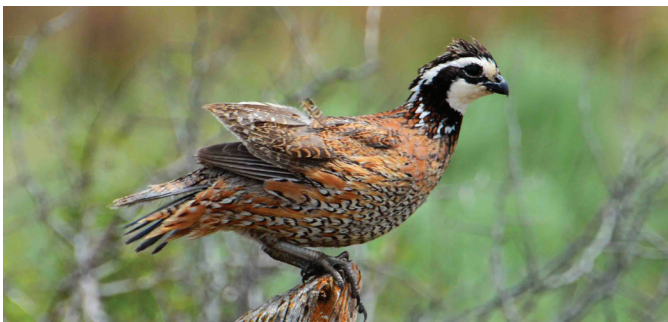
Oklahoma Votes 2022

This production is in collaboration with *The Oklahoma News Report* and provides communities with extensive coverage of the 2022 local elections. During the program, reporters gave live updates and provided real time polling data as it became available. Our team of reporters and crew worked hard to provide this service. On the night of its broadcast it was the number one program across all public stations!



OSIYO: Voices of the Cherokee People

Osiyo: Voices of the Cherokee People is an award winning and ground breaking series inviting you to discover the rich traditions and compelling modern advancements of the Cherokee people told through a documentary lens. The edutainment show features the people, places, history, language and culture of the Cherokee Nation, the largest federally recognized tribe in the US with more than 380,000 citizens.



Outdoor Oklahoma

Oklahoma Department of Wildlife Conservation's TV show, *Outdoor Oklahoma*, showcases the best of hunting, fishing, and wildlife diversity across the state. The department documents the state's stories of hunting, fishing, or just enjoying the outdoors, where you, the outdoor enthusiast, is the star. The series also features ODWC's expert biologists, game wardens, and employees making the state an outdoor destination and a pinnacle in conservation.

Special & Independent Local Productions



Sherwood Forest: Top-Secret

In 1943, a team of Oklahoma roughnecks were sent on a top-secret mission to Sherwood Forest to drill for oil -- a mission that saved Britain and the entire world from collapsing to Hitler's 3rd Reich. This true story captures the best of what we are capable of in the worst of times.



State of the State

OETA is the primary producer for the broadcast of the governor's annual State of the State Address—providing video and audio resources to news organizations throughout the state. The address is typically given on the first Monday of February, outlining the governor's goals. OETA recognizes the value of this important event and for years has made it accessible to all Oklahomans.



SUNUP

Produced by the Oklahoma State University agriculture department, *SUNUP* focuses on production agriculture in Oklahoma and beyond. This program shares research-based expertise and timely information on farming and ranching topics including crops, livestock, wildlife, natural resources, weather and much more.

Education Programs



Student Reporting Labs

Student Reporting Labs is a program that creates opportunities for OETA to engage with youth around media experiences as they learn to craft their stories and hone the journalistic skills gained in school or extracurricular environments. OETA is supporting youth's navigation of the complex media landscapes as they create and consume information relevant to them. Through partnership with PBS Newshour's Student Reporting Lab initiative, students participate in projects, lessons, and challenges to amplify their voices on State and National scales.



Ready to Learn

OETA's Ready to Learn initiative employs PBS Kids content to engage families, teachers and communities in the lives of their children from an early age. Television, online and app based technology is coupled with media literacy principles and practices to help children start school ready to learn and ultimately be successful, lifelong learners. While the Ready to Learn initiative actively supports low-income families, schools and communities with children ages 2 through 8, associated programs and resources are available to all Oklahomans. The Ready to Learn initiative works within Oklahoma's educational ecosystem to support families access to quality learning experiences, strengthen the educational foundation of early aged children, and to increase the capacity of education providers.



OETA Art Club

The OETA Art Club is a media-based program for middle school students. Art Club builds on OETA's locally created and produced documentary series "Gallery America" that highlights the various art worlds and artistic approaches artists are using across the State. Excerpts from the series are shown to introduce students to the art worlds and stimulate discussion immediately after watching to uncover how art plays a role in their lives and how it can be used to change communities. Students develop artwork based on their examination of their community culminating in public presentations and events that are geared toward raising awareness. Ultimately, students participating are using art as a vehicle for storytelling. Since its launch during the summer of 2020, Art Club has reached students in all 77 counties (virtual and in-person).

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