

"Your programming is excellent, from the music to the arts and science. It serves as reminders and new knowledge to most of us. OETA has lifted the interests and intellect of many. Television continues to be the only contact with the outside world for many people and also of high value to the little ones. OETA has helped so many pre-schoolers and home schooled children and has quality programming that is worthy of support from every viewer."

Joyce Gray-Ritchie
Bartlesville



2015 LOCAL CONTENT & SERVICE REPORT TO THE COMMUNITY

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

LOCAL VALUE

OETA is an integral part of Oklahoma's advancement.

LOCAL LIFE: OETA continues to utilize its statewide reach, content development and educational outreach services for all ages in order to build stronger communities.

LOCAL UNIFIER: OETA's impact is valuable, meaningful and progressive as a result of strong local partnerships.

LOCAL INSPIRATION: OETA provides enriching educational 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 2015, OETA provided these essential local services.

CONTENT DELIVERY: OETA's four television channels delivered 35,000 hours of educational content. OETA also delivers its content online, via mobile, tablet, streaming and gaming devices.

EDUCATION RESOURCES: OETA provides resources to teachers and our Ready to Learn program provides free books to children, events, activities, parent workshops and educator trainings. These programs work to increase student performance and improve the connection between home and school.

COMMUNITY OUTREACH: Our events include Read Across Oklahoma, Explore the Outdoors, Young Writers Contest, OETA Day and community screenings.

LOCAL IMPACT

OETA's local services had deep impact across Oklahoma.

REACH: OETA reaches more than 4.2 million people.

USE: OETA is America's most watched PBS network (whole day). We increased digital engagement in 2015 by more than 45%. More than 7,100 Oklahoma educators use the online PBS LearningMedia library.

ENGAGEMENT: OETA specifically impacts 1,500 children in five regions across Oklahoma through its Ready to Learn program. More than 75,000 users engage with OETA on social media. More than 20,000 people attended OETA community events in 2015.



EDUCATIONAL RESOURCES

OETA/PBS Learning Media

OETA provides more than 100,000 FREE digital educational assets to all Oklahoma educators through the OETA/PBS LearningMedia website, with all 77 counties represented. More than 7,100 Oklahoma teachers and home educators utilize OETA/PBS LearningMedia resources in pre-kindergarten through 12th grade 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.

COMMUNITY ENGAGEMENT

Explore the Outdoors

OETA partners 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 at screening events in locations throughout the state that showcase content to build community connections.

OETA Day at the Capitol

OETA's annual content engagement event 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.

2015 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 preschool 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, a record attendance. Student volunteers from area high schools and career tech centers participated as classroom guides and activity leaders. The events are part of OETA's Ready to Learn program.



OETA DAY: THE ULTIMATE EXPERIENCE

OETA increased impact of its annual showcase by 50%, 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, story time with legislators, 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 OETA/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.





2015 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY



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, Ready to Learn empowers teachers, parents and caregivers with tools and training while maximizing every opportunity for children to excel in traditional and non-traditional learning environments.

"I love the Ready to Learn program because my students get a book each month, and I'm able to tailor lessons and activities around those books. We use the books for individual and group reading. The program also helped prepare my students for the annual writing contest."

Christine Toy, second-grade teacher
Sunset Elementary (Edmond)

COMMUNITY ENGAGEMENT

Partnering with organizations across the state, OETA has successfully expanded and developed Ready to Learn with fully developed training courses, workshops and events, plus activities such as the Young Writers 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.

IMPACT

Ready to Learn impacts 1,500 children and their families and 150 educators in five Oklahoma regions. OETA distributed 150,000 free books in 2014-2015.

MOST USED

OETA/PBS 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 Ready to Learn student receives one free book per month from pre-kindergarten through third 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 participate in professional development opportunities for teaching pre-kindergarten through third grade students in literacy, STEM and instructional technology. Trainings include free access to additional tools to ensure school readiness and student success.

PARENTS

Ready to Learn 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 Ready to Learn concepts and content into non-traditional environments with activities to help strengthen the parent-teacher partnership.

2015 LOCAL CONTENT AND SERVICE REPORT
STORIES OF IMPACT

OETA provides essential educational content and services that inform, inspire and connect Oklahomans to ideas and information that enrich our quality of life. We do this by consistently engaging Oklahomans with educational and public television programming, providing educational training and curriculum, outreach initiatives and online features that collectively encourage lifelong learning. In 2015, OETA:

- Engaged more than 20,000 Oklahomans at OETA educational and community events.
- Directly provided 1,500 children, their teachers and parents educational tools to build literacy and STEM skills through the Ready to Learn program.
- 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.



PBS LearningMedia™

OETA's digital classroom provides Oklahoma educators with FREE access to more than 100,000 digital resources.

- Assets for hundreds of subjects for pre-kindergarten through age 16.
- Cultivates curriculum-aligned content from more than 200 educational media producers.
- More than 7,100 educators use PBS LearningMedia.
- OETA offers more than 50 interactive whiteboard games for classroom use.
- OETA's LearningMedia grew 400% in the last year.



What's the Deal? Tales of the Tower host Jessi Crino explores pre-construction factors such as the effects of weather on the tower as well as taking into consideration the process of deconstructing such a massive structure and analyzing the functions of the antenna.

"What's the Deal?" examines how the concepts of science, technology, engineering, art and mathematics (STEAM) merge to develop, construct and ultimately deconstruct a television tower.

Teachers are highly encouraged to utilize this free, **STEAM** academic resource. Teachers are able to access the series and curriculum guide that comes complete with student activities at oeta.tv.



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.



2015 LOCAL CONTENT AND SERVICE REPORT LOCAL CONTENT

OETA provides locally-produced content across its platforms and is also a quality resource for award-winning original documentary programs unlike any seen on commercial television.

"A Conversation With ..." provided in-depth, thought provoking interviews with well-known Oklahomans, such as Roy Clark in 2015.

OETA has innovative content that is at home both online and as a broadcast element. **"What's The Deal?"** has proven to be both educational and entertaining in 2015. While targeting youngsters, the short episodes also easily engage adults, who often find that they learn something new while they watch this uniquely styled short form program. It was no surprise that **"What's the Deal"** was honored with an Emmy in 2015.

"The OETA Movie Club" has enjoyed a quarter century of extreme popularity, thanks in no small part to its host, the incomparable BJ Wexler. Viewers not only enjoy commercial-free classic movies, but they also learn the back stories or little-known tidbits about the stars and the people who created such terrific films that are always entertaining.

"The OETA Movie Club" is a fountain where interesting film fare and information flows as freely as the popcorn.

"Gallery" explores the arts and culture of Oklahoma, giving viewers an opportunity to see how artistic passion and expression manifests itself through literature, dance, music, stage performance, paintings and sculpture.

In 2015, **"Gallery"** introduced viewers to Rick Sinnett, an artist who is devoted to creating huge murals in public places, such as a grain silo near Bricktown. His story took nearly three years to document.

"Gallery" also gave viewers a glimpse into the pioneer spirit of the people who settled Oklahoma Territory, using the famous Arcadia Round Barn as an example in 2015. Its creation, utilitarian use, decline, and ultimate salvation and preservation reflects the Oklahoma attitude about ancestry and practicality.

"Back in Time" brings Oklahoma history to life with memorable



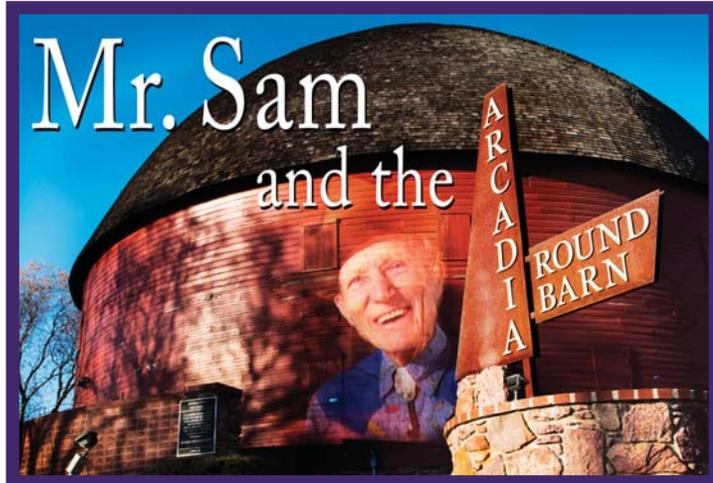
storytelling and visuals. These programs are frequently used as teaching tools in Oklahoma classrooms.

In 2015, **"Back in Time"** explored the Civil Rights Movement as seen through the eyes of those who lived it in Oklahoma, and provided evidence that peaceful protest can provide a positive outcome.

Oklahoma's Western Heritage got a tip of the hat through two episodes in 2015. The long-gone, but amazing "101 Ranch" in north central Oklahoma was showcased in an episode that placed Oklahoma as the one of the final outposts for the Old West as "progress" wiped



2015 LOCAL CONTENT AND SERVICE REPORT
LOCAL CONTENT



stereotype of the young white male on horseback is hardly the norm anymore, as proven in this program that went on to win more awards than any other original program in OETA's history.

OETA programs do win a lot of awards! They are frequently among the most honored of any produced at broadcast facilities in the state, which indicates a high level of quality in OETA's original programs. In the last few years, OETA efforts have earned more than 20 Heartland Chapter Emmy nominations, and have won more than a dozen Emmy Awards.

In 2015 alone, OETA programs won three Emmy Awards. Other competitions, such as Oklahoma Association of Broadcasters (OAB), Society of Professional Journalists (SPJ), Oklahoma Associated Press Broadcasters (OAPB), and National Educational Telecommunications Association, regularly recognize OETA entries, with more than two dozen awards given in 2015 for news and programming entries.

"The Oklahoma News Report" was established to provide viewers access to timely information about current events in Oklahoma. ONR provides in-depth coverage of many activities of interest to the OETA audience. ONR prides itself on comprehensive coverage of the Oklahoma legislature, state election returns, important issues and politics in general.

"Oklahoma Forum" is a studio-based interview program that is a distribution point for serious discussion about topical events. Topics discussed vary as much as the day's headlines in Oklahoma newspapers. The multiple guests expressing their viewpoints on each episode may be newsmakers, politicians, scientists, educators, experts, or average citizens who are feeling the impact of the program's topic.

out the cowboy lifestyle. But Western Heritage will always be preserved here, thanks to the internationally prominent National Cowboy and Western Heritage Museum, which celebrated its 50th anniversary in 2015.

"Back in Time" explored the museum's rocky start on "Persimmon Hill" and followed its development into a world class facility that has awed visitors from around the world.

"Stateline" takes a look at contemporary issues and changes in society.

In April, the program allowed viewers to see how cancer research is progressing in our state. Oklahoma is home to some cutting edge technology and innovations in prevention, treatment, and cure of the dreaded disease.

In July, OETA premiered "Cowboys of Color," a very special episode that clarified the image of just who participates on the rodeo circuit these days. The





OETA 

www.oeta.tv | [@oetaok](https://twitter.com/oetaok)

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

