



Oklahoma's Largest Classroom and
Statewide Producer of Oklahoma
Educational Digital Resources



Be more.



PBS.

OETA 

America's
TEST KITCHEN

NOVA



Be more.



PBS.

Trusted. Valued. Educational.



REACH

OETA provides 3.85 million Oklahomans with free, instant access to educational services.

IMPACT

OETA is America's MOST WATCHED PBS station, with 1.8 million weekly viewers.

GROWTH

OETA continues to see growth in viewership and online views annually.

TRUST

OETA is the most trusted institution in Oklahoma (OU Poll, 2014).

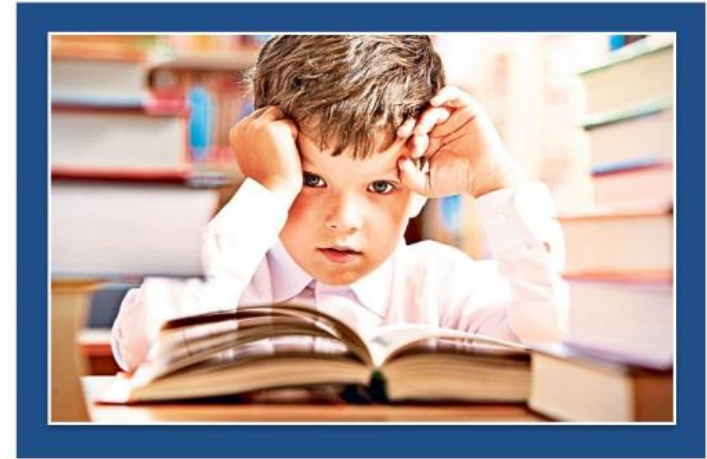
Be more.



PBS.

Closing the Achievement Gap

- OETA KIDS content helps children in each of the **four key areas** of childhood development – cognitive, social, emotional and physical.
- **80% of all kids** age 2 to 8 watch OETA/PBS.
- OETA KIDS had **six of the top 10** programs among mothers of young children in June 2015.
- OETA is the **#1 source of media** content for preschool teachers.
- Series-based **research has proven** that OETA's preschool and early elementary school content helps children succeed in the primary curriculum areas (Annenberg School).



OETA DELIVERS

233 HOURS

**EACH WEEK, PACKED WITH
STEM AND LITERACY CURRICULUM
FOR AGES PRE-KINDERGARTEN
THROUGH THIRD GRADE.**

Be more.



PBS.

OETA Ready to Learn



OETA READY TO LEARN

**impacts 1,500 children
with hands-on learning
opportunities and free
literacy resources.**

- Prepares pre-kindergarten through third grade students for academic success through a variety of content and community-based services.
- Designed to increase student performance and improve the connection between home and school.
- Includes community events, classroom activities, parent workshops and educator trainings.
- Impacts 1,500 children and their families and 150 educators in five Oklahoma regions.
- OETA distributed 150,000 free books in 2014-2015.

The Digital Classroom:

oeta.pbslearningmedia.org



- 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 OETA LearningMedia.
- OETA offers more than 50 interactive whiteboard games classroom use.
- OETA's LearningMedia grew 400% in the last year.

Community Engagement



- Outreach initiatives and events connect Oklahomans of all ages with educational content and resources.
- More than 15,000 Oklahomans attended annual events such as Read Across Oklahoma, OETA Day and Explore the Outdoors.
-
- Additional services include Colonial Williamsburg Field Trips, American Graduate, Community Cinema and the OETA Young Writer's Contest.



Content Delivery Platforms



- Four channels: OETA-HD, OETA OKLA, OETA Create and OETA Kids
- On the web at www.oeta.tv
- Facebook, Twitter, YouTube
- Mobile Apps & Tablets
- Streaming devices like ROKU, Amazon Fire and Apple TV
- Gaming devices like XBox

Innovation and Growth



ON DEMAND

OETA provides **thousands of hours** of educational content through digital platforms, including www.oeta.tv.

INTERACTIVE

User engagement with OETA content **online doubled**.

ONLINE AUDIENCE

More than a **70,000 people** have visited more than 320,000 pages on the OETA website in the last six months.



SOCIAL ENGAGEMENT

OETA has **more than 27,000 combined followers** across **seven different social networks and digital platforms**, including Facebook, Twitter, Instagram and YouTube.

OETA Digital Studios

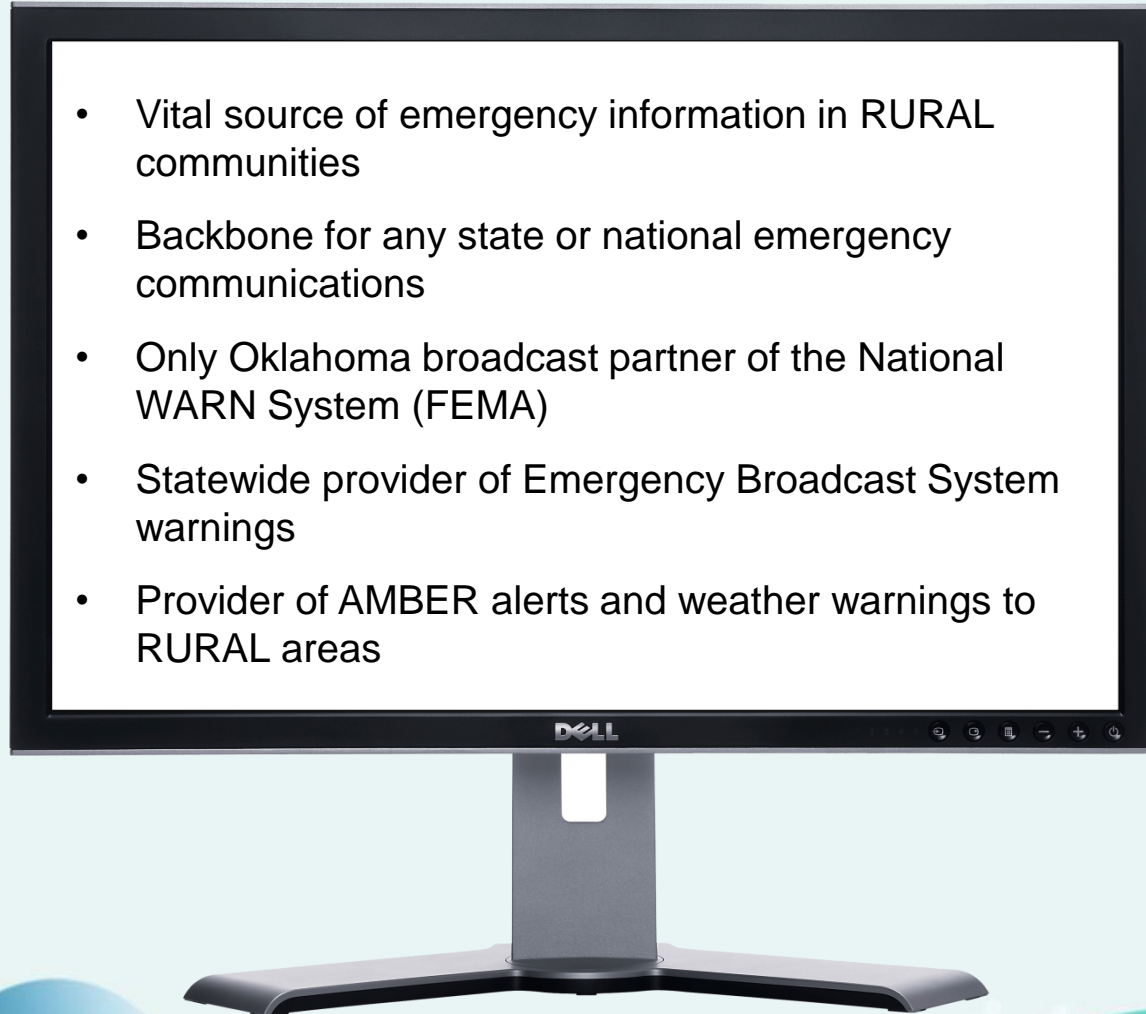


OETA's exclusive digital series "What's the Deal?" *Tales of the Tower* examines how the concepts of science, technology, engineering, art and mathematics (STEAM) merge to develop, construct and ultimately deconstruct a television tower.

The inspiration behind this installment was the sixty year-old KWTW tower which at the time of its creation was the tallest "thing" west of the Mississippi River.

Emergency Communications

- Vital source of emergency information in RURAL communities
- Backbone for any state or national emergency communications
- Only Oklahoma broadcast partner of the National WARN System (FEMA)
- Statewide provider of Emergency Broadcast System warnings
- Provider of AMBER alerts and weather warnings to RURAL areas



KANSAS

MISSOURI

ARK

TEXAS



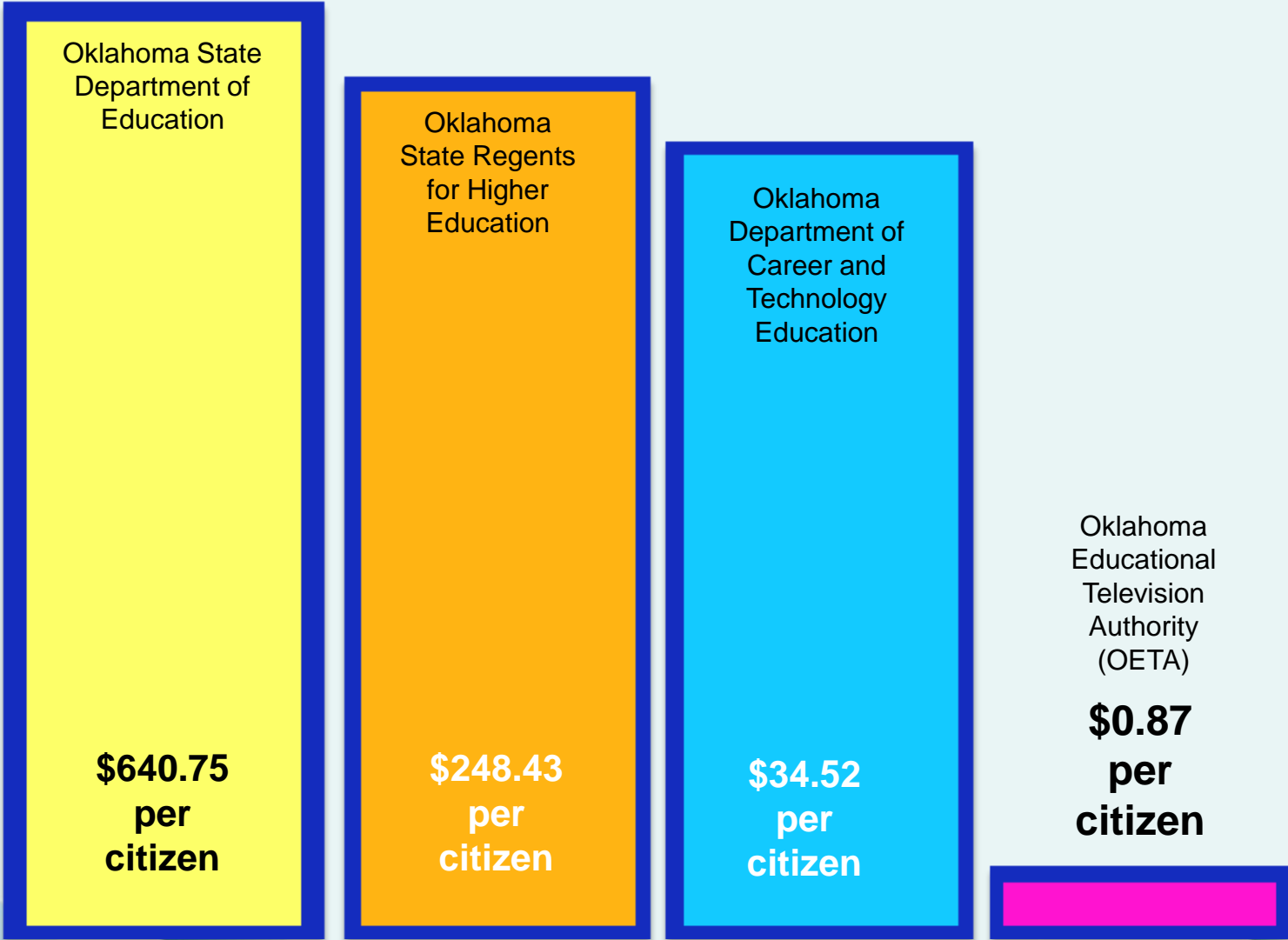
OETA 
 THE OKLAHOMA NETWORK
 HIGH DEFINITION

Oklahoma's Storyteller



- Provides **more than 500 hours annually** of dedicated Oklahoma content.
- OKLA Channel provides **3,000 additional hours.**
- Online Oklahoma library preserves and **shares more than 3,000 hours.**
- Only source for **in-depth coverage of state government.**
- **Collaborates with educational institutions** across the state to produce local content.
- Content about Oklahoma instills **civic and cultural awareness and pride.**

Compared Cost Per Citizen

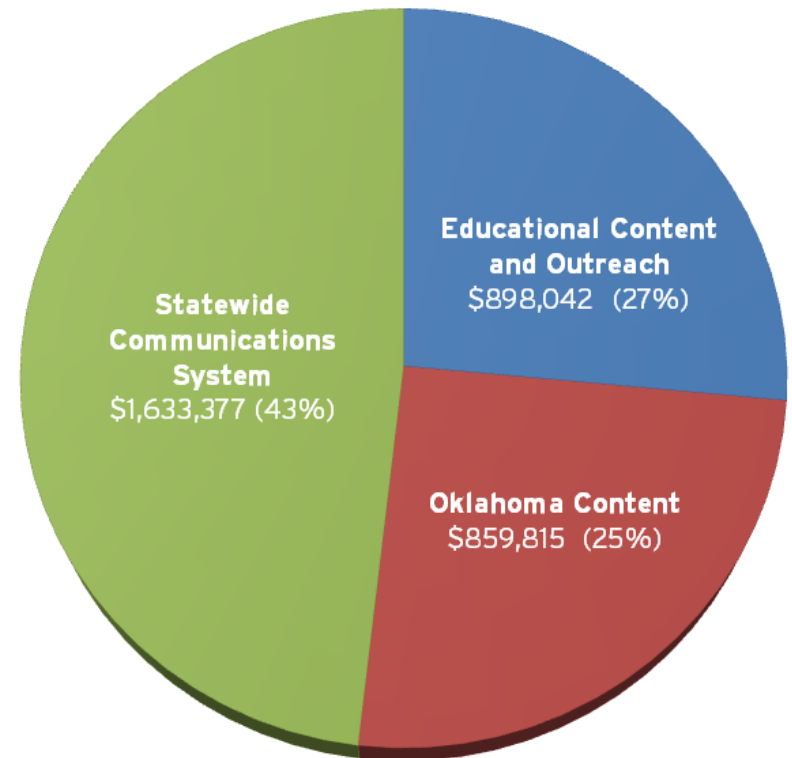


Information from FY 2016 Appropriations Bill

What the State Pays For

93%
of Oklahomans
believe state
funding on OETA
is
WELL SPENT.

Current State Funding: \$3,391,234



What's Next?



- Listening/Content/Strategic Plan
- Celebrating our 60th Anniversary
- New Local Content
- Educator Training Program
- Digital Content and Engagement

Because while serving today's generations, we're planning for the next.



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