



# Oklahoma Educational Television Authority

**FY 2027 Budget Hearing Presentation**

Submitted by: Shawn Black, Executive Director

# Shawn Black

## Executive Director



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**The Oklahoma Educational Television Authority (OETA) is the statewide public broadcast network hub dedicated to making high-quality educational, cultural, and informational programming accessible to all citizens of Oklahoma.**

**OETA's history dates to 1953, when it was established by the Oklahoma State Legislature. This made Oklahoma the first state in the nation to create a statewide educational television network. The goal was to harness the then-new medium of television to bring learning resources and cultural enrichment to every corner of the state, regardless of location.**

**Today, OETA functions as the curator and distributor of content, coordinating the efforts and supervising the output of various educational and cultural agencies across the state to ensure a unified, compliant, and consistently high-quality broadcast service.**

**The agency's operations are managed through its various departments, including Administration, Education, Engineering, Fundraising, Marketing and Communications, Programming, Operations, and Information Technology.**

# Agency Vision, Mission and Core Values

**Vision:** OETA will help create more knowledgeable, civically engaged and productive citizens of Oklahoma.

**Mission:** 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.

**Core Values:** OETA values the following:

- **Education** – Encourage lifelong learning through the development and delivery of content that inspires reflection, inquiry, and innovation for all Oklahomans.
- **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, and fairness.
- **Diversity** – Be inclusive in our workforce, services, and content.
- **Collaboration** – Work with others to help Oklahomans thrive.



# Accomplishments

## Top accomplishments for FY 2025 – FY 2026

- 1) At the end of FY26, all OETA transmitters (18) will be upgraded.
- 2) At the end of FY26, all transmitters will be transitioned to fiber.



# Analysis of Agency Challenges

	<b>Challenge Description</b>	<b>Current Actions</b> (Briefly describe how the agency is currently addressing the challenge.)	<b>Planned Actions</b> (Briefly describe how the agency plans to address the challenge going forward.)
1	<b>Loss of Corporation for Public Broadcasting Funding</b>	<b>Identify agency savings and rely on additional funds from Friends of OETA.</b>	<b>Continue advocacy to explain the use of the funds and generate revenue to replace the loss funding.</b>
2	<b>Growth of Streaming and the Streaming Landscape</b>	<b>Increase awareness of OETA's streaming capabilities.</b>	<b>Continued promotion of OETA's streaming offerings.</b>
3	<b>Growth of Digital Content.</b>	<b>Expanding OETA's digital offerings.</b>	<b>Continued promotion of OETA's digital offerings.</b>
4	<b>Aging Staff/Retirements</b>	<b>Exploring ways to recruit and train RF engineers.</b>	<b>Exploring internship program.</b>
5	<b>Changing Media Landscape</b>	<b>OETA is focused on serving all Oklahomans and adapting to media changes.</b>	



# Savings & Efficiencies (Current or Planned)

Savings or Efficiency Name	Brief description of how savings were achieved	Savings in Unit of Measurement*	FY 2025 (Actual \$ Savings)	FY 2026 (Projected \$ Savings)	FY 2027 (Projected \$ Savings)
<i>Electricity</i>	<i>Installation of new transmitters has enabled OETA to save electricity and other maintenance costs.</i>	<i>Dollars</i>	<i>Minimal</i>	<i>\$10,000</i>	
<b>Outsourced maintenance</b>	Outsourced maintenance position	Dollars	<b>\$7,558</b>	<b>\$22,674</b>	

\* Hours, FTE, square feet, etc.



# Agency Goals and Key Performance Metrics

Goal			Metric	FY 25 Target	FY 25 Actuals	FY 26 Target
1	Maintain low overhead.	Keep administrative overhead percentage rate below 10% compared to overall agency cost.	10%	7%	6%	6%
2	Maintain sustainable local production.	Hours of local content produced by OETA.	120	120	121	125
3	All source locally produced content aired.	Hours aired of local content from all sources.	463	463	465	470
4	Maintain on air dependability.	Airtime Dependability	1,710	1,710	1,710	1,710
5	Maintain on-air hours.	Maintain current on-air hours of four channels for 100% of the time.	35,040	35,040	35,040	35,040
6						
7						
8						



# Projects for FY 2026

- 1) Complete new transmitter installations in Cheyenne and Oklahoma City.
- 2) Install fiber to the Velma transmitter site.



# Projects for FY 2027

For the Fiscal Year 2027, the Oklahoma Educational Television Authority (OETA) is not requesting an increase in state appropriation levels.

The FY27 request is focused on sustaining OETA's core operations at its long-standing base funding level of approximately \$2.95 million. The significant increase in FY25, totaling \$5.8 million, represented a strategic, one-time investment by the Legislature to replace aging broadcast transmitters across the state. That funding was specifically designated for infrastructure modernization and was not intended to create an ongoing increase in OETA's operating budget.

As the modernization project concludes in FY 2026, OETA is prepared to return to its standard funding level for FY 2027. OETA anticipates limited projected savings of \$10,000 in electricity and up to \$22,000 in reduced outsourced facility costs will be used to offset anticipated inflationary pressures.

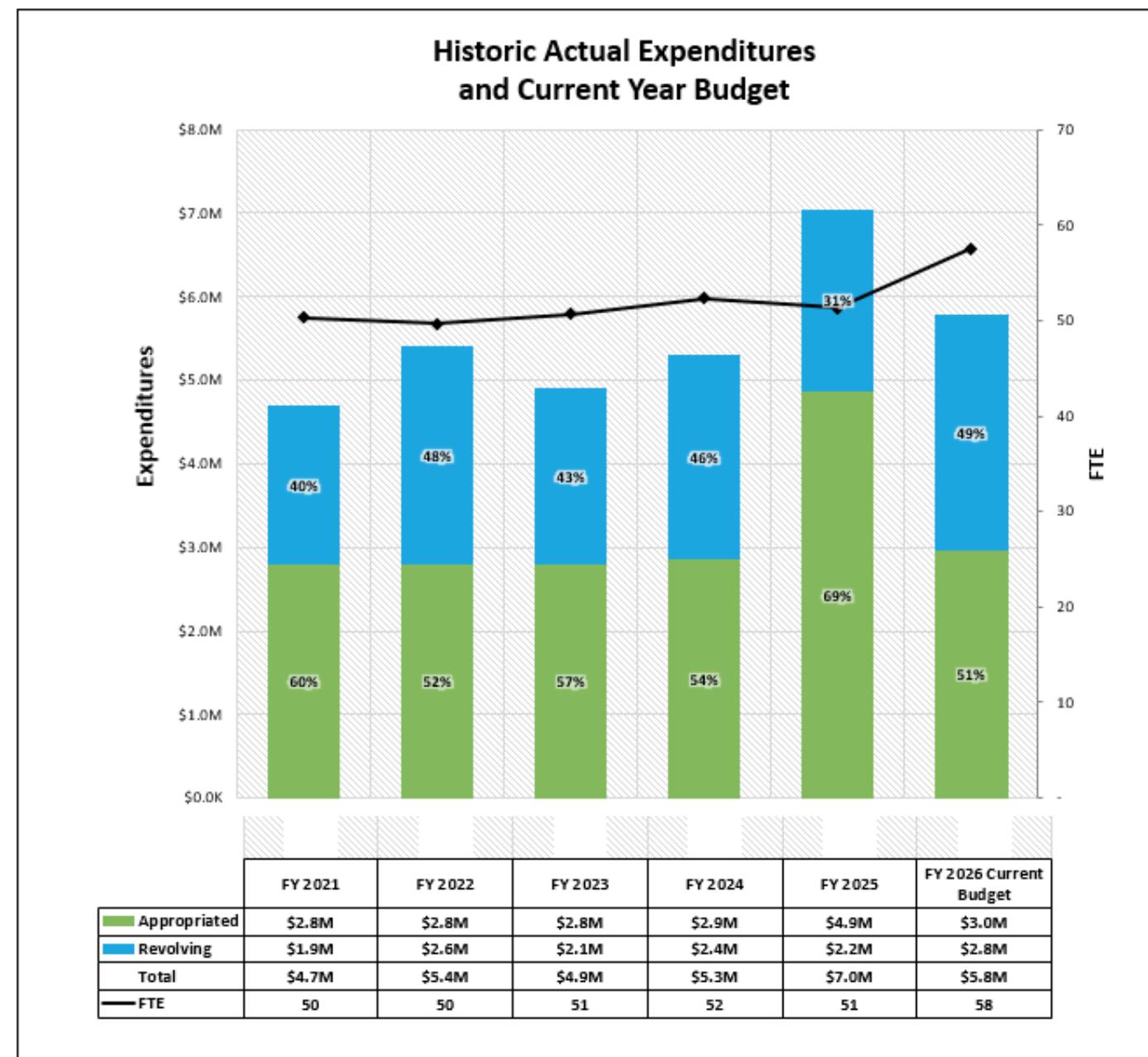
In addition, OETA is proactively identifying internal efficiencies, relying on private support from Friends of OETA, and developing new partnerships and revenue strategies to help address federal funding uncertainties without increasing the state's financial burden.



# Total Historic Actual Expenditures (FY 2021-25) and Current Year Budget (FY 2026)

## Explanation of Changes and Trends

In FY25, Funding was provided to replace 14 transmitters across Oklahoma. The project will be completed in FY26.



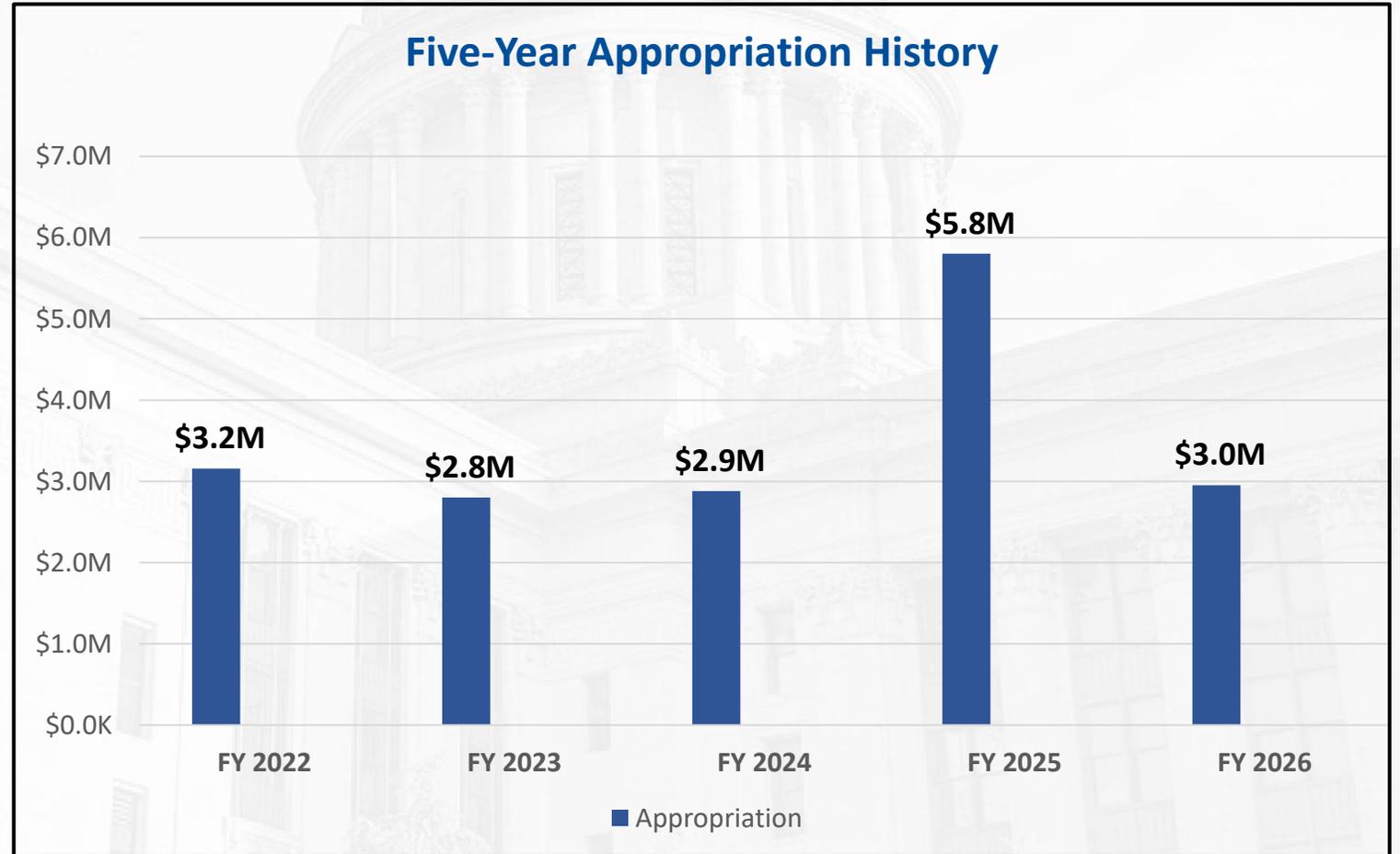


# FY 2026 Budgeted Full Time Equivalents (FTE)

	FY 2026 Budgeted FTE
<b>Total FTE</b>	57.50
<b>Supervisor FTE</b>	13
<b>Supervisors to Total FTE Ratio (%)</b>	23%
<b>Current Budgeted but Unfilled FTE</b>	6

# Appropriation History

Fiscal Year	Legislated Appropriation (\$) <i>(Includes supplementals and SRF/ARPA.)</i>
FY 2022	\$3,157,538
FY 2023	\$2,803,333
FY 2024	\$2,879,004
FY 2025	\$5,804,004
FY 2026	\$2,954,004



# Financial Resource Analysis

Carryover	FY 2022	FY 2023	FY 2024	FY 2025
Total appropriated carryover amount expended (\$)	\$5,533	\$46,441	\$75,573	\$150,000

Historical Cash Balances	FY 2022	FY 2023	FY 2024	FY 2025
Year End Revolving Fund Cash Balances ( <i>All Revolving Funds</i> )	\$81,412	\$278,082	\$124,147	\$94,407

Revolving Class Fund # ( <i>Unrestricted only</i> )	Revolving Class Fund Name ( <i>Unrestricted only</i> )	Current cash balance (\$)	Projected FY 2026 year-end cash balance (\$)
200	Revolving Fund	\$194,890	\$75,000
#		\$	\$
#		\$	\$
#		\$	\$
#		\$	\$
#		\$	\$
Total Unrestricted Revolving Fund Cash balance:		\$	\$



# FY 2024 – 2025 Appropriation Change Review

<i>Purpose of appropriation increase or decrease</i>	<i>Amount FY 2024</i>	<i>Amount FY 2025</i>	<i>Total amount received FY 2024 - 25</i>	<i>Total amount expended by 11/1/2025</i>	<i>Included in FY 2026 approp? (Yes/No)</i>	<i>If not expended fully, please explain.</i>
Transmitter System Replacement	\$	\$2,850,000	\$	\$1,986,886	No	Funds are still being expended for the project.
	\$	\$	\$	\$		
	\$	\$	\$	\$		
	\$	\$	\$	\$		
	\$	\$	\$	\$		
	\$	\$	\$	\$		
	\$	\$	\$	\$		
	\$	\$	\$	\$		
	\$	\$	\$	\$		
<b>Totals</b>	\$	\$2,850,000	\$	\$1,986,886		



# FY 2026 Appropriation Change Review

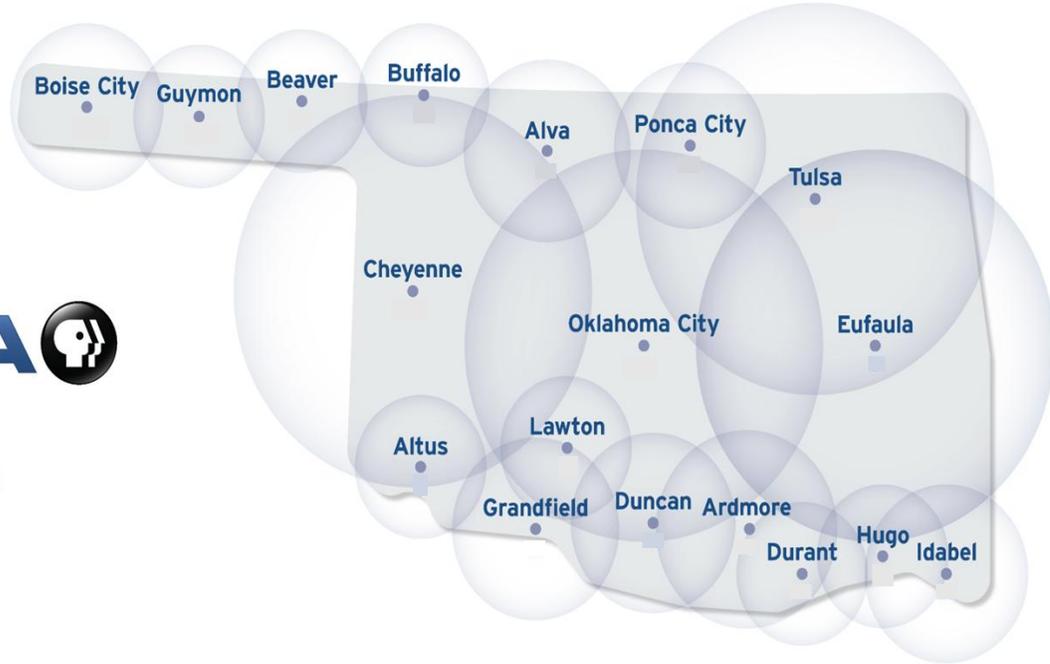
<i>Purpose of appropriation increase or decrease</i>	<i>Amount of increase or decrease (\$)</i>	<i>Does this need to be included in your FY 2027 appropriation? (Yes/No)</i>	<i>If yes, included in appropriation for same purpose? (Yes/No)</i>	<i>If not included for same purpose, please explain.</i>
Transmitter System Replacement	(\$2,850,000)	No		
	\$			
	\$			
	\$			
	\$			
	\$			
	\$			
	\$			
<b>Total adjustment</b>	(\$2,850,000)			





# Appendix

# OETA: The Last Line of Defense in Public Safety



18 ANTENNAS  
ALL OF OKLAHOMA

**PBS WARN:** Your essential, fail-safe alert network for Oklahoma.

**24/7 Reliability:** Delivers severe weather, AMBER Alerts, and critical emergency messages.

**System Resilience:** Ensures communities stay informed and protected even if cell or internet systems fail.

## **OETA: Always On. Always Essential.**

OETA's dedicated infrastructure is the one system guaranteed to deliver life-saving warnings and emergency information across all 77 counties, even when other communication networks have failed.



# OETA: Connecting Our Communities & Preserving Our Heritage

## **Trusted Civic Reporting (Oklahoma News Report):**

**Non-Partisan:** Provides fact-based, commercial-free statewide coverage.

**Civic Engagement:** Connects urban and rural communities with information on state decisions and local impact.

## **Celebrating Oklahoma's Arts & Heritage:**

**Original Programming:** Gallery America and Back in Time showcase Oklahoma's unique culture and history.

**Civic Access:** Live, unedited coverage of the Gubernatorial Inauguration and the State of the State Address.

## **State Agency & Other Partnerships:**

**Serving Oklahomans through collaboration:** Cherokee Nation, Outdoor Oklahoma, SUNUP, Oklahoma Gardening.

## **OETA: The State's Trusted Gateway to Knowledge.**

We are the only platform providing commercial-free, non-partisan coverage of state government, celebrating Oklahoma arts and heritage, and delivering trusted information to every community.



# OETA: Empowering Oklahoma Education

## Massive Reach & Engagement

**OETA serves as the state's official distance learning agency, providing:**

- Free, non-commercial research-based content
- Standards-aligned classroom resources
- Professional development for educators
- Civic engagement and lifelong learning
- Literacy, STEM, and workforce readiness

**286,735**

Monthly Active Users (Avg)

PBS Kids	214,393
PBS Learning Media	72,342

**4,000,000+**

Monthly Streams  
via PBS Kids App

**10,000+**

Hours of Children's Programming  
Broadcasted Each Year

**OETA: Oklahoma's Largest Classroom.**

We provide essential, standards-aligned educational content and services that inform, inspire, and connect Oklahomans to lifelong learning



# OETA: NATIONAL BENCHMARK: OUTPERFORMING PBS AVG

OETA is not only growing but is also a top broadcast over the air public media performer nationwide, demonstrating exceptional connection with our core audience segments.

## METRICS WEEKLY PRIME TIME



## OETA vs. PBS AVG.

**5.4% Higher Prime Time Impressions**



**4,200 More Adults Reached Weekly**

**111% More Low-Income Households Reached**

## MEANING FOR OKLAHOMA

OETA delivers superior reach and engagement during the Weekly Prime Time with the overall viewing audience compared to the national average.

OETA connects with more adults across Oklahoma than the typical PBS station reaches in its market.

OETA provides essential, highly utilized programming to the most economically vulnerable citizens, fulfilling our public mission.

## OETA: A National Benchmark for Public Service.

OETA delivers superior engagement across all demographics, reaching 111% more low-income households and achieving 5.4% greater prime-time impressions than the national average PBS station.



# OETA: Our Audience is Moving. We've Met Them There

The way Oklahomans consume media is rapidly shifting to streaming devices (OTT). OETA is successfully adapting its delivery, ensuring that educational and public media services remain accessible and relevant for the next generation.

## THE VALUE METRIC: EXPLOSIVE DIGITAL GROWTH

Our Over-the-Top (OTT) streaming platform is the fastest-growing part of the OETA network, demonstrating that the demand for our trusted content is higher than ever when delivered on modern platforms. Our general audience (adult or broad-interest programming) data is highlighted below.

### PEAK YEAR-OVER-YEAR INCREASE

**62.87% Year-over-Year (YoY) Growth**  
in OTT Streaming Users.

**9.09% YoY Growth** in Mobile Users.

**1.3 million streams** (Jan – June 2025).

### OETA: Future-Proofing the Mission.

OETA's digital success proves our content is thriving on modern platforms, delivering 1.3 million streams annually while ensuring our mandate to serve citizens across all 77 counties remains secure.

### MEANING FOR OKLAHOMA

**Reaching the Future Audience:** We are connecting with Oklahomans who have cut the cord, securing OETA's long-term relevance across the state.

**Accessibility:** Content is available anytime, anywhere, supporting students and families on the go.

**Maximum Statewide Service:** Our digital infrastructure is ensuring OETA fulfills its mandate to inform, inspire, and connect citizens across all 77 counties.

