

## Meet the New OETA Executive Director, Dan Schiedel!

Following an extensive nationwide search, the Oklahoma Educational Television Authority (OETA) Board of Directors has unanimously selected Daniel L. Schiedel as the statewide public television network's new executive director.

Schiedel comes to OETA with more than 21 years experience in public broadcasting, including his current post as general manager at KRSC-TV/RSU Public Television in Claremore, Oklahoma. Prior to that, he was general manager of the statewide Wyoming Public Television Network and has served at public television stations in Missouri and South Dakota.

"On behalf of the OETA Board of Directors, I would like to welcome Dan to the OETA family," Dr. James Utterback, Chairman of the OETA Board, said. "We are thrilled to find a highly qualified professional with impressive public broadcasting management experience and an Oklahoma background. We look forward to his furthering OETA's educational mission for Oklahoma's children and citizens."

While serving as general manager for the Wyoming Public Television Network, Schiedel greatly increased state support for its operations and digital conversion. Also, at RSU he significantly increased membership numbers and underwriting revenues, developed award-winning productions and built strategic partnerships. Schiedel also has a strong record of building relationships with elected officials, community leaders and key stakeholders.



"I am humbly honored to be named as the next Executive Director of OETA and I look forward to working with the viewers and the great award-winning staff of OETA. It is my intent to let everyone know about the life-changing programs and services that OETA provides to every Oklahoma citizen. And as one of Oklahoma's prized crown jewels, I believe that OETA has a number of opportunities to prove that it should be a major solution to many of the state's economic and social problems. OETA is one of the state's greatest assets in which all Oklahomans can be very proud to boast about and support."

~ OETA Executive Director, Dan Schiedel

### Underwriting

OETA gratefully acknowledges those whose generous grants help cover the acquisition and/or production costs for programs.

#### Prime Time Partners

Oklahoma Energy Resources Board  
Oklahoma Tobacco Settlement Endowment Trust

#### Great Performances

Charles and Marion Weber Foundation

#### OETA Movie Club, This Old House, Nature, Antiques Roadshow

The Masonic Fraternity of Oklahoma

#### PBS NewsHour

Invest Ed

#### American Experience

Oklahoma Humanities Council  
National Endowment For The Humanities

#### American Experience, History Detectives, Globe Trekker

James D. and Cathryn M. Moore Foundation

#### NOVA

ConocoPhillips  
www.conocophillips.com  
Niemann General Agency/John Hancock Financial Network

#### Washington Week

Krumme Oil Company

#### OETA Movie Club

The Pauline Dwyer Macklanburg and Robert A. Macklanburg, Jr., Foundation  
The Chickasaw Nation

#### Nightly Business Report, Washington Week

Bank of Oklahoma  
www.bankofoklahoma.com

#### Gallery

The Pauline Dwyer Macklanburg and Robert A. Macklanburg, Jr., Foundation  
Jasmine and Melvin Moran  
Ann Simmons Alspaugh

#### Antiques Roadshow

Statuary World Patio & Fireside

#### Biz Kid\$

Oklahoma Credit Union Foundation

#### Sewing Programs

PFAFF Sewing Machine Dealers  
Fun To Sew Creative Centers, OKC

#### Quilting Programs

Sewing Machines of Tulsa  
The Savage Quilter, Oklahoma City

#### Cat in the Hat Knows a Lot About That

Mercy Clinic Children's Services



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The OETA Foundation, Inc. is a private, non-profit organization established in 1983 as a result of S.B. 454, passed by the 1982 Oklahoma Legislature,

which expressed legislative intent that the Oklahoma Educational Television Authority (OETA) seek ways to encourage contributions in the private sector by cooperating with a non-profit foundation. Such foundation would operate for the exclusive purpose of receiving, investing and expending privately donated, non-state appropriated funds for educational and eleemosynary purposes related to the support, promotion, development and growth of educational and public broadcasting in Oklahoma.