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Page 2: Tell us who you are!

**Q1 Contact Information**

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Page 3: Award Categories

**Q2 Select a category.** **Special Achievement**

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Page 7: Special Achievement

**Q21 Project Title**

Mosaic Oklahoma

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**Q22 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)**

Our overall goal was to meaningfully connect more Oklahomans with OETA, the state's only PBS station. This project leveraged our traditional strength in video storytelling with a renewed commitment to personal outreach in Oklahoma communities and a robust social media strategy. We believed this "friend raising" would attract new viewers and lead to increased fundraising success at the membership, major gift, and corporate gift levels. Because the majority of OETA's donors come from the state's two metro areas (Oklahoma City and Tulsa), we are particularly excited about the project's impact in other cities, towns, and rural communities across the state. Pawhuska resident Bill Sweeden let us know that we are making progress, "Thank you OETA and Mosaic Oklahoma for showing the rest of the world just how special "The Osage" and its people are."

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## 2018 Development Awards - Application Form

### **Q23** Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

The OETA Foundation envisioned and began producing a new series of 30-minute documentaries, called Mosaic Oklahoma, which celebrates the communities, people, and landmarks that epitomize Oklahoma's unique culture. The pilot episode, filmed in the northeastern Oklahoma town of Pawhuska (population 3,500), explored the history and heritage of the Osage Nation, which is headquartered in Pawhuska, and the revitalization of the city's downtown, where the Food Network's "Pioneer Woman," Ree Drummond, located her wildly popular deli, bakery, store, and hotel. As viewer Deb Mayo Worten wrote, "you created a beautiful depiction of a unique and authentic town and the passion of those who live in it." Hoping to capture the same magic, upcoming episodes will highlight the trendy Paseo Arts District in Oklahoma City and the town of Tishomingo in the southern part of the state, which is home to country music superstar Blake Shelton, who has committed to participation in the project.

With Mosaic Oklahoma: Pawhuska, we initiated our strategy of connecting with Oklahomans on multiple levels:

1) In person: Our staff and our production team connected with a wide variety of community members, viewers and donors during the months of preparation and filming around Pawhuska. This gave us the prime opportunity to record testimonials, capturing local voices in support of OETA. To celebrate the completion of the program, we partnered with the Pawhuska Chamber of Commerce to host a very popular VIP reception and premiere event at the historic Constantine Theater on the downtown strip.

2) On social media: On Facebook, Instagram, and Twitter, we developed strong Mosaic Oklahoma followings by promoting the current episode and encouraging Oklahomans to post (and tag us in) photos about their personal piece of Oklahoma's mosaic. This included a Facebook Live event featuring Matt Payne, the program's producer. On Instagram, Twitter and Facebook, we shared Oklahoma events, happenings, and historical facts.

3) On air: Because OETA is broadcast free throughout the state, all Oklahomans could watch the first episode, Mosaic Oklahoma: Pawhuska, which premiered during the OETA Foundation produced on-air fundraiser, "Festival," in March, as well as rebroadcasts on OETA's main channel and OKLA, one of the four channels that OETA operates to extend access. Viewer Jayne Fox Detten gave us high praise, "Just saw the episode of "Pawhuska" on Mosaic Oklahoma and was thoroughly impressed. Well done, interesting and informative. A nice combination of interviews, scenic photography, and history. Will watch again."

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## 2018 Development Awards - Application Form

**Q24** Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Social media: In the short time span from February 21 to April 15, OETA Foundation attracted 542 Facebook followers with no paid placements or paid advertising. Interestingly, aside from Oklahoma City, these Facebook followers are concentrated in Northeast Oklahoma, where Pawhuska is located. This tells us that Facebook followers are likely to expand geographically as Mosaic Oklahoma films episodes in other parts of the state. On the day we premiered Mosaic Oklahoma: Pawhuska, OETA Foundation posted a video “sizzle” to Facebook and had impressive viral success in Oklahoma. Without any paid placement, the post reached nearly 12,000 unique viewers and was shared more than 300 times. In addition, our Facebook Live event on March 7 attracted 750 unique viewers with 200 engaging with our producer.

Fundraising/Membership: The OETA Foundation’s hope was that Mosaic Oklahoma “friend raising” would lead to fundraising success. A major test of that strategy occurred when we premiered Mosaic Oklahoma: Pawhuska during Festival. We scheduled the episode in an hour-long block with time for on-air pledge breaks, where we offered Mosaic Oklahoma: Pawhuska DVDs as pledge gifts along with signed prints by the Tallgrass Prairie Preserve’s Harvey Payne. Our hope was to exceed Festival’s average “pledge per minute,” which was \$277.85. And did we ever! Mosaic Oklahoma: Pawhuska’s pledge per minute was a whopping \$504.80! All told, we secured \$16,600 from 85 donors in that hour. Except for the Antiques Roadshow segment that offered tickets to its filming in Tulsa, Mosaic Oklahoma: Pawhuska scored the best “pledge per minute” showing of the entire 16-day pledge drive! Also notable: 38% of the Mosaic Oklahoma: Pawhuska donors were making their very first membership gift. Moving forward, we see Mosaic Oklahoma as a centerpiece of our on-air pledge drives.

Fundraising/Major and Corporate: We have already secured \$150,000 for Mosaic Oklahoma through an individual gift and major corporate underwriter, the Oklahoma Association of Electric Cooperatives. We know this is only the beginning. Now that we have a first episode –and great social media and viewer affirmation information– to share with potential donors, we are already seeing strong interest from individual and corporate donors. Among potential appeals: asking individual donors to support an episode filmed in their community and giving corporate donors the opportunity to sponsor a series celebrating what is great about Oklahoma. Eddy Red Eagle, an elder of the Osage Nation, noted, Mosaic Oklahoma Pawhuska is “the best portrayal of how Osage County has evolved.” If we succeed to that to extent with every episode, we know funders will embrace this series with enthusiasm.

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**Q25** Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

By engaging Oklahomans with Mosaic Oklahoma through events and social media, we are connecting with viewers who tell us they haven’t watched public television since they were in elementary school! We have the opportunity to leverage their excitement about Mosaic Oklahoma into viewership of other OETA shows, with the goal of converting them first to regular viewers and then to contributing members. Pawhuska resident Jane Wachtman asked us, “How do I make a donation? Through the website? I’m happy to do that. I was born and raised in Pawhuska. In fact, both of my parents were as well and my grandmother even grew up there. . . . So, I’m excited to see it and thrilled that you have done such a beautiful piece on a place where my heart lives!”

OETA Foundation is so excited about Mosaic Oklahoma, we are already looking into a spin-off series, Mosaic Eats! It will feature the amazing food our film crews, producers, and staff rave about when they return from places like Pawhuska, the Paseo District, and Tishomingo.

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**Q26** Do you have any supporting materials or items to upload? (optional) **Yes**

**Q31** Please upload all materials as a single document.

**Link to Mosaic Oklahoma Pawhuska Sizzle.docx (11.9KB)**

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Page 11: Tell us what you thought!

**Q32** This year, we've created an online form to streamline the application process. Please tell us what you thought.

**The online form was helpful**

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