

# OETA Foundation **MOSAIC** *Oklahoma* 2018 PBS Development Award

Daphne Dowdy, President & CEO

Louise Lee, Director of Development

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# DEVELOPING LOCAL ORIGINAL PLEDGE CONTENT

## **MOSAIC** *Oklahoma*

**Produced by the OETA Foundation**

Filmmakers Matt Payne and Travis Tindell

### **MOSAIC OKLAHOMA**

Description: 30-minute Documentary/Narrative  
Season 1 Episodes: 4

**MOSAIC OKLAHOMA** explores the heart and soul of Oklahoma's Towns, Parks and Byways through the stories of the Oklahomans who bring them to life. Celebrating Oklahoma's depth of heritage and the diversity of its people.



# MOSAIC *Oklahoma*

## CONCEPT

- Inspiration for Series
- What Makes a Community?
- Oklahoma-centric



# MOSAIC *Oklahoma*

## THE SERIES

- 30-minute Documentary/  
Narrative Format
- Multiple Episodes
- Evergreen
- Hyper Local
- Build Community Interest



# MOSAIC *Oklahoma*

## PRODUCTION

- Outsourced Production
- In-House Oversight and Review
- Creative Input
- Final Approval





# MOSAIC Oklahoma

## COMMUNITY

- Boots on the Ground in Community
- Develop Relationships with Leaders
- Community Screening
- Know the Community
- Friend Raising throughout the State



*Mosaic Oklahoma* explores the landmarks, people and communities that epitomize Oklahoma culture. The show's first stop? Pawhuska!

*As a VIP guest of the OETA Foundation, we invite you to attend a special reception and advanced screening of our new show.*

**TUESDAY, FEBRUARY 20**

**5 P.M. VIP Reception**

Grill 125  
125 E Main St  
Pawhuska, OK 74056

**6 P.M. Screening**

The Constantine Theater  
110 W Main St  
Pawhuska, OK 74056

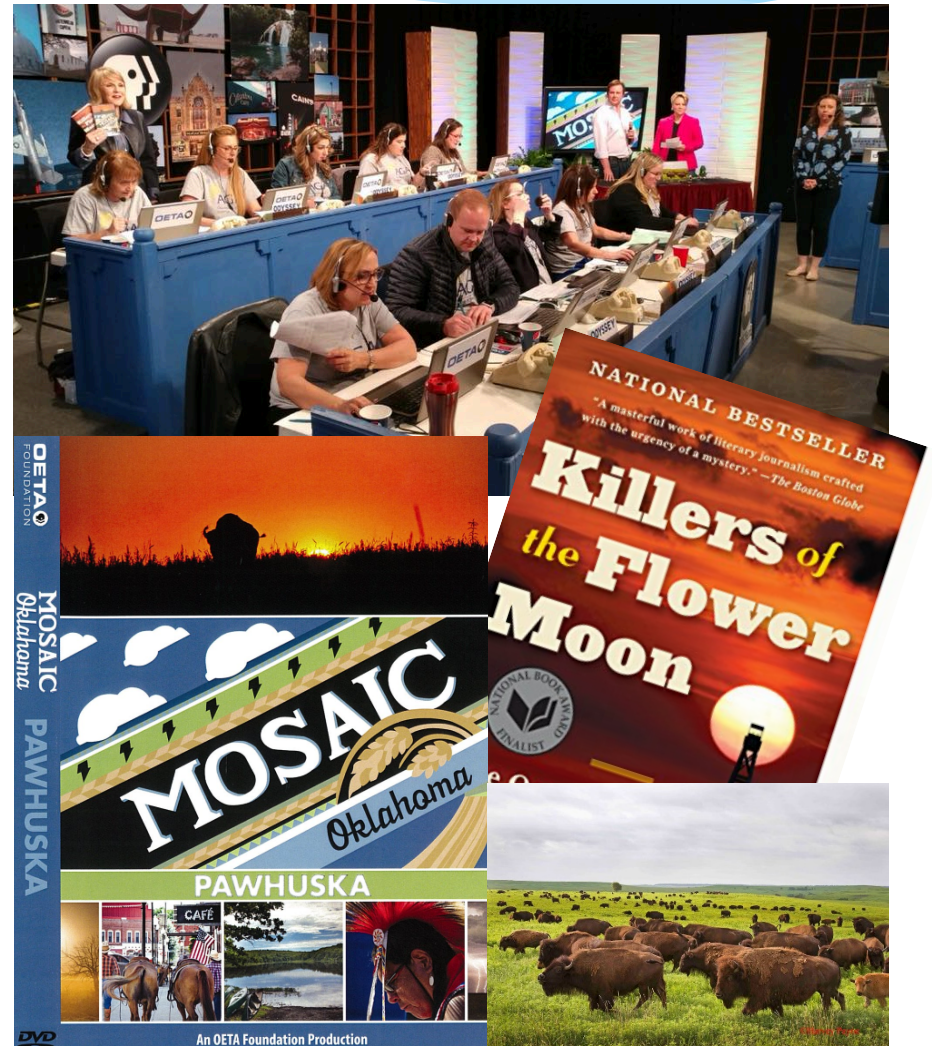
A short Q&A with filmmakers will follow the screening.  
Please RSVP to Lisa Ondak (405) 841-9288.



# MOSAIC Oklahoma

## PLEDGE

- Premium Development
  - DVD with bonus material
  - The Book – Killers of the Flower Moon
  - Art – Harvey Payne Signed Photo-Prints
- Live In-Studio
- Guests

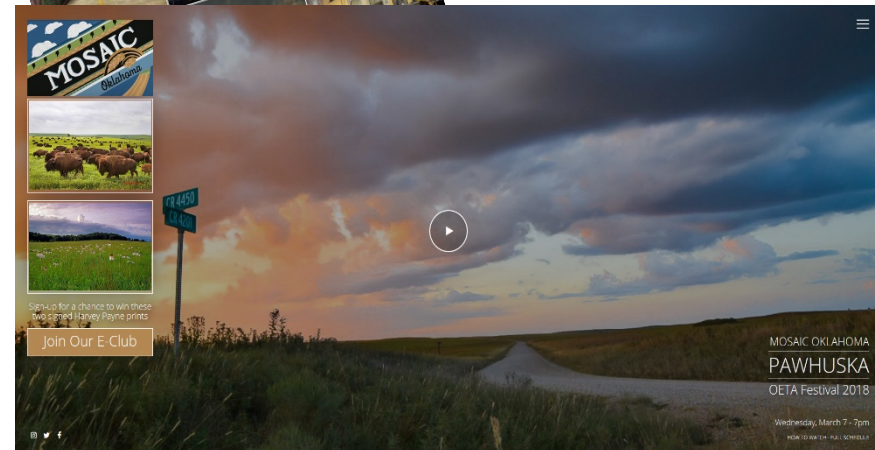


# MOSAIC Oklahoma

## Social Media

- Dedicated Website
- Facebook
- Twitter
- Instagram

Viewers participated through Facebook Live in a post-pledge Q&A. They continue to engage by posting photos and stories.





# MOSAIC *Oklahoma*

## RESULTS

- 85 Pledges
- \$16,600 Premiere
- \$504 per Minute
- 38% New Members



"WELL DONE...  
VERY NOSTALGIC."  
-FLEUR JONES

"BEAUTIFUL  
DEPICTION OF A  
UNIQUE AND  
AUTHENTIC TOWN  
AND THE PASSION  
OF THOSE WHO  
LIVE IN IT."  
-DEB MAYO WORTEN

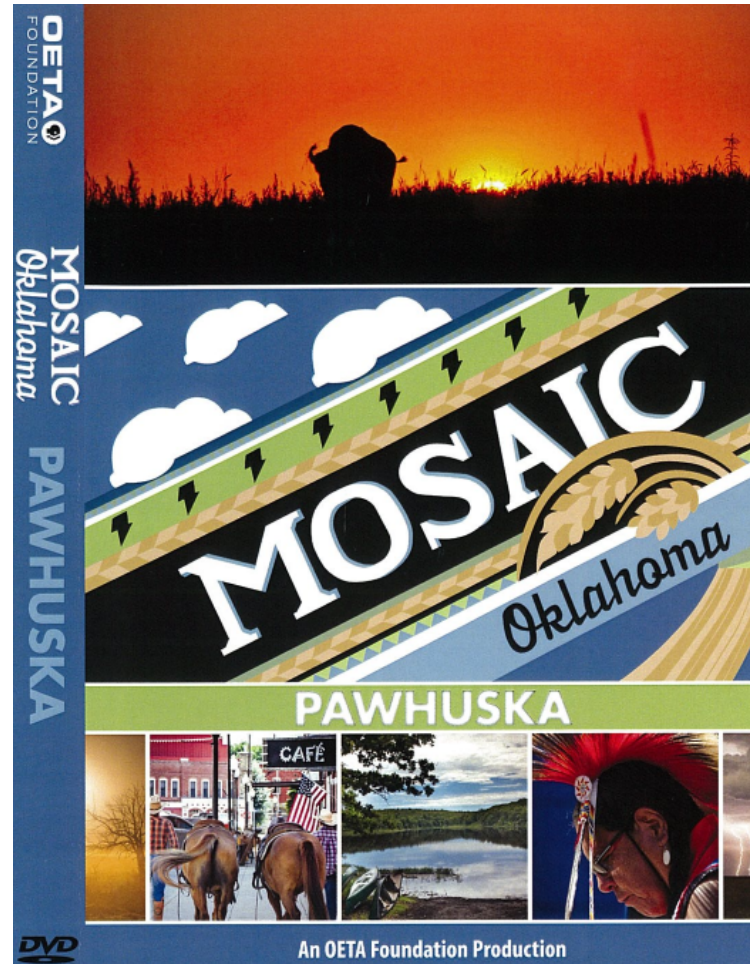


"THANK YOU OETA  
AND MOSAIC  
OKLAHOMA FOR  
SHOWING THE REST  
OF THE WORLD JUST  
HOW SPECIAL "THE  
OSAGE" AND IT'S  
PEOPLE ARE."  
-BILL SWEEDEN

# MOSAIC *Oklahoma*

## RECAP

- Builds Strong Community Ties
- Cultivates Major Donors
- Encourages Membership
- Fulfills Our Mission
- Great Story Telling
- Effective Pledge Programming





# MOSAIC *Oklahoma*

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