

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

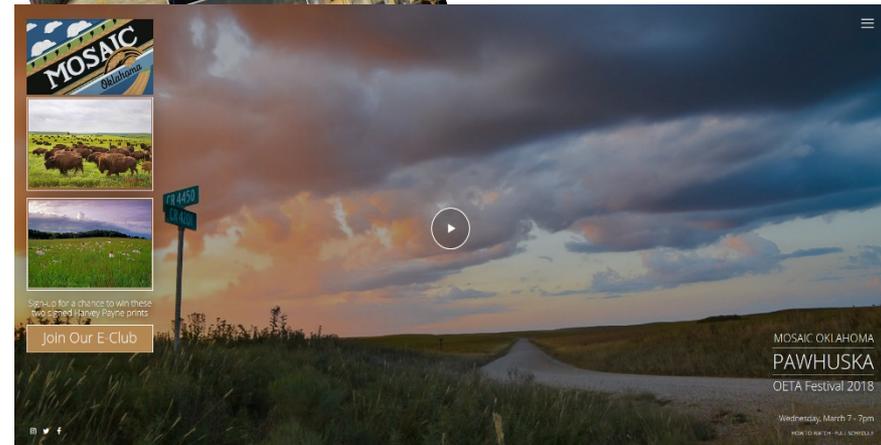


MOSAIC Oklahoma

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*

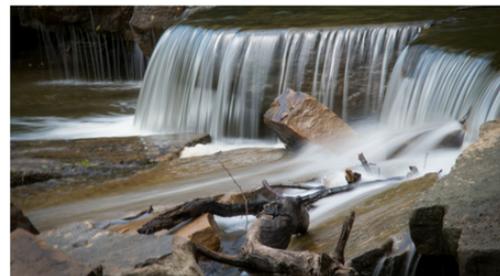
RESULTS

- 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

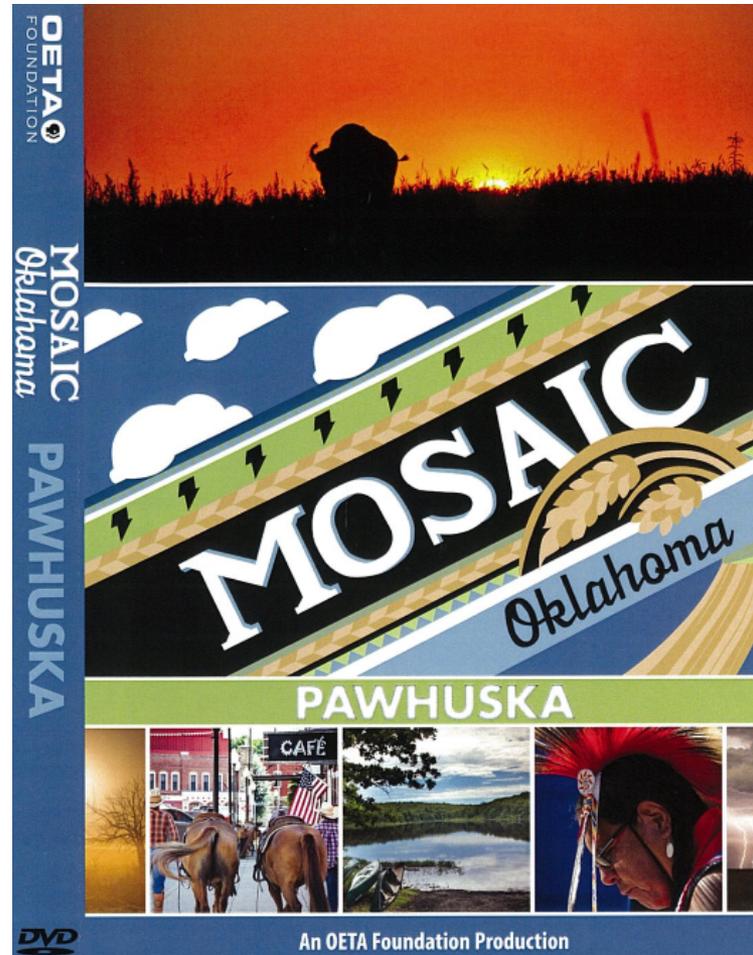


"THANK YOU OETA
AND MOSAIC
OKLAHOMA FOR
SHOWING THE REST
OF THE WORLD JUST
HOW SPECIAL "THE
OSAGE" AND IT'S
PEOPLE ARE."
-BILL SWEEDEN

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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