



NATIONAL EDUCATIONAL TELECOMMUNICATIONS ASSOCIATION HISTORY

In 1997, SECA was reorganized as the National Educational Telecommunications Association. The name, proposed by Deborah Onslow, the general manager of WGBY/ Springfield at the time, was selected because it underscored the organization's nationwide membership, the core importance of educational services to its mission and that of its members.

NETA consisted of the existing SECA membership and sixteen additional licensees from the Pacific Mountain Network, which had ceased operating as a membership organization. Bill Reed, president and general manager of KCPT/Kansas City, presided as board chair through the transition. The name was adopted officially on July 28, 1997. NETA's first board meeting was held November 5, 1997, in Austin, Texas.

In June 1998, the board adopted the following mission statement for NETA

“The National Educational Telecommunications Association serves public television stations and educational affiliates by connecting their people with ideas and by delivering high quality educational services responsive to the mission of NETA members.”

Membership continued to grow through affinity and attraction. In 1998, there were 85 NETA members. Current membership (FY 17) is 94 members representing 97 licensees in 43 states and the U.S. Virgin Islands.

NETA is governed by its members. Each member has a seat on the board of directors, which makes for a very large board, but one that is strong through its diversity, well distributed among licensee types, budget size, and operating practice.

The board's executive committee consists of a chair, a vice-chair, treasurer, secretary, and two at-large members, as well as the immediate past chair. In FY 17, these positions are held by:

Ronnie Agnew, Mississippi Public Broadcasting – Chair
Tom Rieland, WOSU Public Media/ Columbus – Vice chair/ Chair elect
Glen Cerny, KRWG/Las Cruces – Treasurer
Molly Phillips, Iowa Public Television - Secretary
Mary Anne Alhadeff, KERA/Dallas– At large
Gene Purcell, Educational Communications Board, Madison/Wisconsin – At large
JoAnn Urofsky, WUSF/Tampa – Past Chair

NETA Member Services

Representation on the national level for member concerns and system issues through attendance at national meetings, and board meetings of national organizations, the Interconnection Committee, and other projects;

1,200+ hours of original general audience content annually

Continuous professional development and training through NETA's professional councils

Information on system issues, technology, and related areas

Discounted registration at NETA's annual conference

Travel stipends to attend the board's annual planning meeting

Other NETA Activities —

NETA also provides its members and other organizations with administrative services, consulting services, project and grant administration.

The NETA Business Center provides backroom accounting, HR, and grant management services to licensees and public broadcasting organizations and others since 2001. We estimate that Business Center services resulted in savings to the system in excess of \$ 2,100,000 (FY 16).

NETA Consulting offers services ranging from CEO recruitment to organizational consulting for public broadcasting licensees and other organizations.

Association Support NETA also provides administrative support for organizations and consortia which draw their membership from a broad range of public broadcasting disciplines across the United States, including the Affinity Group Coalition (AGC) and the Organization of State Broadcasting Executives (OSBE).

National Educational Telecommunications Association (NETA)

Post Office Box 50,008; Columbia, South Carolina 29250
939 South Stadium Road; Columbia, South Carolina 29201

803-799-5517

www.netaonline.org