



**NATIONAL EDUCATIONAL
TELECOMMUNICATIONS ASSOCIATION
HISTORY (FY 18 EDITION)**

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

NETA consisted of the existing SECA membership and sixteen additional licensees from the Pacific Mountain Network, which had ceased operating as a membership organization. Membership continued to grow through affinity and attraction. In 1998, there were 85 NETA members. **Current membership (FY 18) is 94 members representing 97 licensees in 43 states and the U.S. Virgin Islands.**

In March 2017, the board adopted a strategic framework to inform its endeavors going forwards. The “NETA 2020” document focuses on increasing member effectiveness at every level of service by sharing best practices, and helping to grow sustainable funding to ensure the services are responsive to changing education needs.

Skip Hinton was the organization’s president since 1989. He retired October 31, 2017. Following a nationwide search led by a committee of NETA members, Eric Hyyppa, general manager at MontanaPBS, was selected as NETA’s next president. He took office November 1, 2017.

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 NETA 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 18, these positions are held by:

- Tom Rieland, WOSU Public Media/ Columbus – Chair
- Molly Phillips, Iowa Public Television – Vice chair/ Chair elect
- Glen Cerny, KRWG/Las Cruces – Treasurer
- Gene Purcell, Educational Communications Board, Madison/Wisconsin - Secretary
- Roy Clem, Alabama Public Television – At large
- Vickie Lawson, East Tennessee PBS – At large
- Ronnie Agnew, Mississippi Public Broadcasting – 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

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 1999. We estimate that Business Center services resulted in savings to the system in excess of \$ 2,500,000 (FY 18).

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).

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