



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 (*pronounced "nee-tah"*) 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; two years later, there were 92 NETA members. Ten years into operation, NETA had 96 members.

Current membership (FY 10) -- 93 members representing 95 licensee in 42 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 11, these positions are held by:

Polly Anderson, KNME/Albuquerque – chair
John Harris, Prairie Public Broadcasting/Fargo – vice chair
Rod Bates, Nebraska Educational Telecommunications – treasurer
Sandra Cesaretti Ray, WSRE/Pensacola – secretary
DeAnne Hamilton, WKAR/East Lansing – at large
Becky Magura, WCTE/Cookeville – at large
Peter Morrill, Idaho Public Television – past chair

NETA Member Services

Representation on the national level for member concerns and system issues.

1,000+ hours of original general audience content annually

Access to instructional, curriculum-based media through the Education Center's eBuy

Professional development and training

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 \$ 1,500,000 (FY 09).

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

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), the Organization of State Broadcasting Executives (OSBE), and the Public Broadcasting Management Association (PBMA).