In 1997, SECA was reorganized as the National Educational Telecommunications Association. The name, proposed by Deborah Onslow, general manager then at 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.

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 continues to grow through affinity and attraction. In 1998, there were 85 NETA members. Current membership (FY 20) is 101 members representing 114 licensees in 46 states, the District of Columbia, 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 19, these positions are held by:

Vickie Lawson, East Tennessee PBS – Chair
Ron Pisaneschi, Idaho Public Television – Vice Chair/ Chair Elect
Gene Purcell, Educational Communications Board /Wisconsin – Treasurer
Laura Hunter, Utah Education Network - Secretary
Roy Clem, Alabama Public Television – At large
Courtney Pledger, Arkansas Educational Television Network – At large
Molly Phillips, Iowa Public Television – 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

Access to continuous professional development and training through NETA’s peer learning communities;

Information on system issues, technology, and related areas;

**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 $3,200,000 (FY19).

**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), Public Television’s Major Market Group, and the Organization of State Broadcasting Executives (OSBE).

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