

MISSION STATEMENT

Guam Educational Telecommunications Corporation also known as PBS Guam KGTF Channel 12 is committed to providing services using multi-media that educate, inspire, entertain and express the cultural diversity and perspectives of the people of Guam and around the world.

VISION STATEMENT

To be a leader of positive change in the digital world educating and connecting all ages while preserving Guam's cultural and arts that will help shape Micronesia's future.

PBS GUAM KEY SERVICES

PBS Guam is the only government owned educational television station in Guam. Today, technology has provided numerous choices for people to be able to find, consume and share content. We pay attention to local consumer preferences and have taken steps to meet our viewers where they are, including a strategic move toward digital technology and in-person experiences. During a time where many of us are on-the-go, mobile technology is the norm for how we consume information. Sitting in front of a television to watch a program is no longer the first choice for many. We have made a significant shift to offering educational content for all ages across multi-platforms increasing our reach not only island wide but expanded coverage now across Saipan, Rota, and Tinian.

MAKING A DIFFERENCE IN OUR COMMUNITY

We have taken steps to increase our viewership and provide additional educational programming with the launch of PBS Kids 24/7 broadcasting now for free on any digital channel 12.1. As the COVID-19 pandemic ravaged the world, we partnered with the Office of the Governor of Guam to broadcast continuous press conferences, town halls and other informational health and safety briefings when needed most.

Thanks to 24/7 online digital access and an increased investment in social media, we have deepened our engagement with our existing donors and are working to solidify our relationship with the next generations of consumers.

We have invested a significant amount of time, resources and energy in refreshing our existing website to make it more user-friendly, searchable and discoverable. Our social media platforms have been enhanced to include targeting messaging to reach different audiences through photography and video content. Additionally, we have improved efficiency of our broadcasting ability and station operation enhancements.

LEADERSHIP

Ina Marie V. Carillo
General Manager

Don Muna
Executive Producer

John T. Muna
Television Chief Engineer

Christine M. Flores-Dela Cruz
Acting Development Director

Lorraine G. Hernandez
Administrative Officer

BOARD OF TRUSTEES

Donovan Brooks
Chairman

Rosemary Clement
Member

Joey Franquez
Member

Maria-Flor Herrero
Member

CAPITAL ASSETS AND LONG-TERM OBLIGATIONS

PBS Guam was previously awarded a \$500,000 grant from the U.S. Department of Interior under the Technical Assistance Program to upgrade capital assets in the production department. With an extension granted, we are currently in the procurement process with the Guam Services Administration (GSA). This will modernize and improve the station's production quality and ability for years to come.

In 2021, we look to invest in operations in the Master Control department with the replacement and upgrade of an old playout server. This equipment is essential for the broadcast of our national programming and will improve the stations broadcast quality. In the plans are the renovations of the Mangilao station's infrastructure and replacement of the perimeter fence both at the Mangilao station and the Barrigada transmitter site.

ECONOMIC FACTORS

In fiscal year 2020, the world was faced with the COVID-19 pandemic. PBS Guam had tremendous difficulty with its fundraising efforts. As the island continued to be in a semi-locked down state for much of the year, underwriters understandably were cautious and weary of spending dwindling monies on projects other than basic overhead, causing minimal fundraising results.

PBS Guam was successful in attaining \$260,000.00 in funding through the Corporation of Public Broadcasting (CPB) via the CARES Act for station operations during the pandemic. This lifeline has dramatically helped keep the station in a positive financial state during this pandemic.

INSTITUTIONAL FACTORS

Institutional Factors PBS Guam has successfully filled all newly budgeted positions this year. As we were finally getting station productivity, job skills and comprehension levels up, the COVID-19 pandemic hit our island, leaving PBS Guam at a stand-still and mainly teleworking to keep up basic operations. PBS Guam partnered with the Governor's office to broadcast official governmental press conferences relating to public health, safety procedures and protocols of the pandemic and virtual community town halls and informational meetings. In addition, we have been committed to producing high-quality multi-lingual public service announcements as part of our outreach, we produced various COVID-19 PSA's in languages such as English, Tagalog, Chuukese, Pohnpeian, Kosraean, Chinese, and Palauan.

Our creative division was forced to pivot from the planned production and launch local programming to partnering with the Guam Department of Education to produce a new distance learning series called PBS University. With this programming, we produced over 100 episodes in just 12 weeks to assist in the need for formal education during a full island lock-down resulting for the first and second COVID-19 island shutdowns. To date, this project yielded a record amount of local programming produced over the same period in PBS Guam history. We recognize that now more than ever, the need for additional distance learning resources for our kids is necessary due to the lack of a face-to-face school setting. We have seen overwhelming success with this project resulting in acquiring additional funding of \$1.5M through the CARES act to fund PBS University for the 2021. PBS University is a valuable extension of distance learning that is in line with the US Department of Education's standard of learning. It is produced with local certified teachers and is not just for the children of Guam, but also, through our online stream and YouTube channel, our programming is available for students in the CNMI and outer FSM islands.

In addition, we were able to launch our second channel, PBS KIDS 24/7. This channel is currently made available for free on any digital TV on channel 12.1. With PBS Kids 24/7, we can extend our reach and impact we have in our community by allowing all children to have access to our trusted educational content 18 hours a day. Most especially for our most underserved, who may not attend preschool and rely solely on over the air television for media content.

IN THE COMMUNITY

PBS Guam's community outreach is a unique one given the diversity of our viewers and PBS Guam is committed to sharing our educational resources and tools with our local community. PBS Guam participated in numerous events island-wide such as Project Kid Care, Career Day, Read-A-Thon, PBS Guam's visit to the children's ward at the Guam Memorial Hospital, Clifford's Christmas Candyland, and the first ever PBS Guam GALA Event.



PROJECT KID CARE

PBS Guam participated in "Project Kid Care" and Clifford the Big Red Dog made an appearance. Application forms for the PBS Kids Club were handed out and membership sign-up was accepted at the public event. The event allowed parents the opportunity to register their child(ren) with "Project Kid Care" which is a child photo identification and safety education program.



CLIFFORD'S CHRISTMAS CANDY LAND CARNIVAL

The PBS Kids Club held a carnival for its members and non-members. PBS Guam teamed up with Sky Zone Guam, an indoor trampoline park, to provide two-hours of jump time and carnival tickets for kids at a fee to have a jump'tastic time! Money raised for this event went back into PBS Guam and the PBS Kids Club to support our free educational programs for children.



1ST ANNUAL PBS GUAM GALA BENEFIT DINNER

PBS Guam celebrated 49 amazing years broadcasting in Guam in October by way of our first annual PBS Guam Gala Benefit Dinner at the Hilton Guam Resort & Spa. Tickets were sold and money was raised to support of the PBS Guam mission to continue to provide free quality educational and informative programs to all viewers.



26TH PBS GUAM READ-A-THON

This year the PBS Guam Read A Thon was a great success. Celebrating our 26th year, children, teachers, PBS Guam staff and management got together to accomplish the goal of promoting early literacy to our island children as well as encouraging reading as a fun part of family bonding. In return for their new love of reading, children were recognized and awarded for their effort on making reading fun and promoting childhood literacy.



CAREER DAY

PBS Guam visited schools in the Guam Department of Education encouraging young students to think about what they'd like to pursue as careers. Several staff and management of PBS Guam took the podium to share their job duties, experiences and what it is they love about their career and why. Students were also given advice on what institutions of higher learning expect from them when they graduate high school.



A CLUB

PBS Guam along with Clifford the Big Red Dog made an appearance for the first quarter of SY2019-SY2020. PBS Kids Club registration forms as well as coloring pages were handed out to children in the primary grade levels. The event allowed for parents to bring their children in to record their grades with the A Club at the Agana Shopping Center and collect prizes.

2020 PROGRAMS OF IMPACT

2020 PBS Guam/KGTF Channel 12 Annual Pledge Drive LIVE Broadcast and Online Stream: PBS Guam's annual pledge drive is a local showcase of performing arts of all sorts. The 2019 PBS Guam pledge drive aims to support and encourage the promotion of our local artists and culture. In turn the local artists help drive monetary and in-kind contributions to our local public television station, KGTF Channel 12.



VETERANS DAY CEREMONY

November 11, 2019

A 30-minute pre-recorded broadcast of the Veterans Day Ceremony held at Ypao Beach Park, honoring the military veterans of Guam.



GUAM PUBLIC LIBRARY SYSTEM 70TH YEAR ANNIVERSARY

November 25th, 2019

A Public Service Announcement promoting awareness of the Guam Public Library System's 70th Year anniversary and unveiling of their new community program services now available to the general public.

LETTER TO SANTA

December 2020

The first 5 PBS Guam Kid's Club Members to submit their personal letter to Chris Kringle are offered the opportunity to read their letter aloud to the entire island of Guam. These short 30-seconds to 1-minute holiday vignettes are broadcasted during the month of December.



FINO-I-DIHA

January 2020 - Present

A partnership with The Guam Daily Post and the CHamoru Language Commission that provides daily publication and television broadcast of CHamoru to English audio and visual translations to assist in CHamoru language preservation.



STATE OF THE ISLAND ADDRESS

February 2020

PBS Guam and KGTF Channel 12, in partnership with the 36th Guam Legislature, broadcasted LIVE coverage and LIVE streamed the Governor of Guam's annual State of the Island Address.



ACADEMIC CHALLENGE BOWL

February - March 2020

A long standing partnership with the GATE Project under the Guam Department of Education for over 30 years, The Academic Challenge Bowl pre-records, in studio, an interscholastic competition that tests middle and high school students' knowledge in Math, Social Studies, Science, Current Events, Music, art, English literature and history.



GOVERNOR'S PRESS CONFERENCE

March 2020 - Present

Since the government of Guam announced its state of emergency due to the COVID-19 pandemic, PBS Guam has broadcasted the Governors emergency press conferences as well as provided technical and logistical assistance to the Governor's media team to help integrate live television broadcast services live from the Governors conference room.



GUAM INTERNATIONAL FILM FESTIVAL SELECT SHOWCASE

May 8 - July 4, 2020

A 2-month long cinematic event showcasing a lineup of 40 films from Guam and more than 20 countries from around the world.



COVID-19 PANDEMIC PUBLIC SERVICE ANNOUNCEMENTS

April 2020

In partnership with the 36th Guam Legislature, PBS Guam produced 4x public service announcements in 4 different languages, Chuukese, Kosraean, Pohnpeian, and Tagalog to ensure the most effective public outreach within our island's ethnically diverse communities.



PBS UNIVERSITY

April - July 2020

A partnership with the Guam Department of Public School System providing 67x 30-minute pre-recorded distance learning modules from grade levels Kindergarten to High School. These pre-recorded education modules were developed to help continue providing Guam's communities with quality education during the COVID-19 Pandemic.



NENI-NEWS

May 2020 - Present

In partnership with Mañelu non-profit organization, Neni News is a pre-recording featuring kid news anchors that give daily 2-3 minute reports surrounding the safety and health precautions that are affecting the community. News reports remain positive, provide kids with tips on how they can help the community and their families, and comfort them with the message that we are in this together.



MEMORIAL DAY COMMEMORATION

May 25, 2020

A pre-recorded broadcast and Live Facebook stream of the Guam Memorial Day commemoration event hosted by the Office of the Governor at Asan Bay Overlook.



76TH LIBERATION COMMEMORATION

July 21, 2020

A 90-minute pre-recorded liberation commemoration special, highlighting 25 years worth of PBS Guam Liberation archival footage.



THE KENNEDY CENTER'S ARTS ACROSS AMERICA

September - November 2020

In partnership with Guam Council on the Arts and Humanities Agency, PBS Guam produced 2x 1-hour performances to showcase local dance, music and theatrical performers via-Facebook live.

2020 STATEMENT OF ACTIVITIES

SUMMARY

The currently fiscal year looks to be much brighter for our agency. Strategic goals and objectives have been set into motion. We have created an aggressive and steady fundraising strategy. With production projects in the pipeline, we have finally brought some credibility to our production department. We are finally on our way to having a production operations model that not only guarantees the best possible programming that can be achieved, but a production operation model that preserve through administration and environmental changes. Lastly, with an increased community and educational outreach plan in effect, we are confident that we will be able to carry on the mission of PBS Guam to provide services using our medium that educates, inspires, entertains and expresses the cultural diversity and perspectives of Guam and around the world.

REVENUES

Local Appropriation	439,057.00
Community Service Grant.....	640,866.00
Contribution And Other	299,327.00
Interest Income.....	368.00
TOTAL REVENUES	1,379,618.00

EXPENSES

Program Service	198,952.00
Supporting Service.....	1,570,488.00
Depreciation Expense.....	145,348.00
TOTAL EXPENSES	1,914,788.00

CHANGE IN NET POSITION	(535,170.00)
NET POSITION BEGINNING OF YEAR	(1,569,774.00)
NET POSITION AT THE END OF THE YEAR	(2,104,944.00)



Chris Rivera <crivera@guamopa.com>

2020 CCR

1 message

Lorraine Hernandez <hernandez.lgh671@gmail.com>
To: Chris Rivera <crivera@guamopa.com>

Tue, Apr 27, 2021 at 2:43 PM

Hi Chris,

Attached is PBS Guam 2020 Citizen Centric Report.

Regards,

--

Lorraine G. Hernandez

Administrative Officer



P. O. Box 21449, GMF, Guam 96921

P: 671-734-3718 C: 671-488-5486

E: lhernandez@pbsguam.org

 **2020 PBS Guam Citizen Centric Report.pdf**
482K