

FY 2019

CITIZEN CENTRIC REPORT



MISSION STATEMENT

Guam Educational Telecommunications Corporation also known as PBS Guam KGT 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

- o Build and maintain a strong network to identify and capture the breath of cultures that are thriving in Guam. (CHamoru, Filipino, Asian, Other Micronesians, and ex-pat U.S. mainlanders)
- o Have a production operation model that not only guarantees the best possible programming that can be achieved but a production operation model that preserves through administration and environment changes.
- o Provide for the educational needs of students and secondary and post-secondary institution that do not have the resources, equipment, and experience to produce a solid telecommunications curriculum. Complete Internship Program upon request from Higher Educational Institutions.



MAKING A DIFFERENCE IN OUR COMMUNITY

Guam Educational
Telecommunications Corporation
also known as PBS Guam KGT
Channel 12 – LOCAL VALUE

- o Organize program segments for improved viewership satisfaction
- o Produce and broadcast the highest quality local content
- o Increase public awareness and access to PBS educational resources such as PBS KIDS (educational children's programming, www.pbsparents.org a site where parents and caregivers can find articles, activities, crafts and videos to extend the fun and learning from PBS Kids, and www.pbslearningmedia.org or PBS Learning Media, the home for resources specifically created for children's educators.
- o Collect data on viewer satisfaction, assess, and respond to viewership inquiries/concerns.
- o Improve efficiency of programming by maintaining an inventory database, while working with secure funding for equipment/software upgrades.

CAPITAL ASSETS AND LONG-TERM OBLIGATIONS

In 2019 PBS Guam sought out and was awarded a \$500,000 grant from the Department of Interior under the Technical Assistance Program. Funding from this grant will be used specifically to upgrade our capital assets in our production department. This equipment will not only improve the stations level of production; it will increase development and underwriting as the station will be able to partner with government agencies to produce public service announcements, local sporting events and high school and college quarterly magazines.

This year, we have initiated talks for the long term (25 year) lease for the property in Barrigada Heights where we house our transmitter. We seek to secure this lease vs. the current 3-year license agreement with the CHamoru Land Trust Commission. This will give us the ability to add to our existing assets. Also, we had the opportunity to upgrade more than 50% of the air conditioning system in the Mangilao office, purchase new editing equipment for 3 stations in the production department and completely renovate the studio. Given these upgrades, our capital assets have still decreased for a third year in a row due to a depreciation of majority of our existing equipment determined to be beyond economic repair and or antiquated. A majority of the station equipment has not been upgraded or well-maintained resulting in the decrease in total asset depreciation.

INSTITUTIONAL FACTORS

PBS has always found its strength in the large number of dedicated, experienced professionals. Unfortunately, as employees retire or leave their posts, PBS has had a difficult time getting those positions filled causing the positions to be unfunded, particularly in the production department. This has led to the inability to pass on institutional knowledge to new employees. In Development, although there has been an increase in the team, the department still lacks basic sales and marketing techniques that is essential to moving the station forward. As a result, a considerable amount of time in 2019 was spent on training in PBS SOP and underwriting techniques.

With most of the year spent reorganizing the agency, filling key positions with competent and qualified personnel as well as creating sustainable beacon fundraising events, the outlook for the station is much more positive this year. Potential clients are beginning to take notice and are now taking the agency more serious.

Production work from corporate clients and other government agencies has seen a steady increase which has been essential in our agency's ability to meet its fundraising goal. I am confident that PBS Guam's mission to create new informative local programming will finally be realized as we capitalize on the new administrations dedication to improving the education our students are receiving.

In 2019, PBS Guam experienced very minimal national PBS programming underwriting. As is the case with our national PBS counterparts, the limitations underwriters have with no allowance of call to action messages has hampered the ability of the Development Department to obtain sustainable underwriters. Most efforts were focused not on traditional underwriting, but in creating signature fundraising events that obtained underwriting sponsorships. Our PBS Kid's membership program been revitalized and revamped resulting in a consistent increase in membership.

ECONOMIC FACTORS

In 2019, PBS Guam was awarded a \$500,000 grant with the Department of Insular Affairs. This infusion of funding will help us to make a sustainable investment in equipment for the production department. We will acquire new cameras and production equipment for both the studio and the broadcast van.

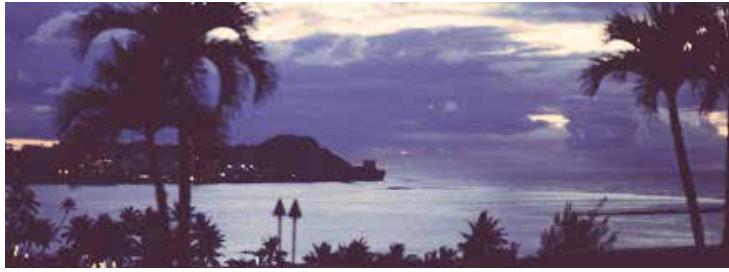
Additional challenges faced by PBS Guam over the last several years and in 2019 particularly is the increasing number of online platforms that stream various media which negatively impact its viewership and therefore affecting its ability to underwrite new local programming. PBS has been unsuccessful in attracting local producers to create meaning programming in the past and in 2019, but with a new executive producer, we are setting up the station to launch a new line up of local programming soon.



SOCIALIZE WITH US



@pbsguam



IN THE COMMUNITY

Our community outreach is our way of sharing our educational resources and tools with our local community. PBS Guam participated in numerous community events such as the quarterly A-Club with the Agana Shopping Center, Dr. Seuss 115th Birthday with Nieves M. Flores Memorial Library, PBS Guam's visit to the ailing children in the Pediatric Ward of the Guam Memorial Hospital Authority on Valentine's Day, multiple Career Day events at various island public middle and high schools, Project Kid Care with Hit Radio 100, the Governor's Annual Easter Egg Hunt, National Preparedness Day with the Guam Homeland Security and many more community events.



CLIFFORD VISITS GUAM MEMORIAL HOSPITAL AUTHORITY PEDIATRICS UNIT

Children at Guam Memorial Hospital were treated to a surprise Valentine's Day visit from Clifford the Big Red Dog, as PBS Guam's outreach events. The visit was made possible by the staff and management of the Guam Educational Telecommunications Corp., better known as PBS Guam. "Not only does PBS Guam broadcast the best quality and most educational programs on television for kids, we also move beyond the family living room or tablet to engage and inspire children to be ready and eager to learn," said General Manager Ina Carillo.

A-CLUB

In 2019 PBS Guam encourages our island's children to attend and excel in their classrooms. We have been an advocate for early childhood literacy and continue to foster excellence in education through our participation of our quarterly A-Club outreach program.



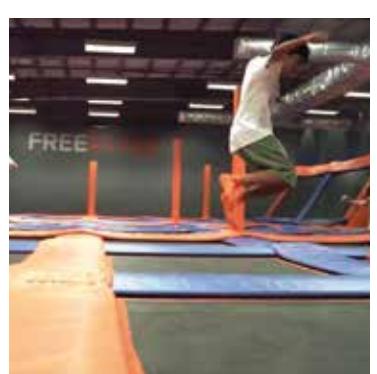
GOVERNOR'S ANNUAL EASTER EGG HUNT

PBS Guam participates in the Governor's Annual Easter Egg Hunt. This event focused on bringing PBS educational programming to over 3000 kids in attendance. Kids were treated to fun programming related activities and games from their favorite PBS children's programming characters.

25TH PBS READ-A-THON

25th PBS Read-A-Thon – This year marks 25 years of PBS Guam's annual Read-A-Thon! As you know, PBS Guam strives to continue our mission on promoting education and literacy in the community and using our educational resources through public television and community outreach events to inspire those efforts. Our goal is to not only promote early literacy to our island's children, but to have them engage in family time with giving them an activity to bond with their families, participation in activities outside of the classroom, and in return are acknowledged and rewarded for their effort on making reading fun! PBS Guam KGTF Ch12 also hosted the BIGGEST children's carnival of the year - The 2019 PBS Kids Carnival, a PBS Guam signature event.

This fun and festive event gave parents and kids the opportunity to meet their favorite PBS Kid characters live! The festival included food trucks, hands-on activities such as face painting, henna, crafts and art making, local entertainment and out meet and greet photo opportunity with their favorite characters such as Clifford the Big Red Dog, Super Why, Princess Presto, and Alpha Pig! PBS Guam 75th Liberation Day Parade "A Legacy of Peace & Friendship" – As one of the most celebrated events for residents both locally and abroad, this event has allowed all our people to celebrate 75 years of peace through the viewership of this online LIVE broadcast. It is a great opportunity that allows for the elders to demonstrate their experiences in a time gone by while generating and bringing awareness to the younger generation.





2019 PBS KIDS CARNIVAL

PBS Guam KGTF Channel 12 also hosted the BIGGEST children's carnival of the year - The 2019 PBS Kids Carnival, a PBS Guam signature event. This fun and festive event took our families of all ages on an interactive and educational adventure. The festival, which was a 60-minute live show, gave parents and kids the opportunity to meet their favorite PBS Kid characters live while leaving important lessons in sharing, taking turns, being a good sport and of course the promotion of childhood literacy! The festival also included food trucks, hands-on activities such as face painting, henna, crafts and art making, local entertainment and a meet and greet photo opportunity with their favorite characters such as Clifford the Big Red Dog, Super Why!, Princess Presto, and Alpha Pig; vendors such as the Girl and Boy Scouts of Guam, Manelu Guam, Guam Public Health & Social Services, the University of Guam's Environmental Club and much more!



CAREER DAY

This year PBS Guam participated in various Career Days with the Guam Department of Education. Students learned what choices they need to make during middle school and high school to meet the admission requirements of the college or university of their choice, and what steps could be made on the path to a fulfilling career. We encouraged kids to consider a career in media and public broadcasting.



2019 PROGRAMS OF IMPACT

2019 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 PSB 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.



2019 GOVERNORS STATE OF THE ISLAND ADDRESS LIVE BROADCAST AND ONLINE STREAM:

PBS Guam KGTF Channel 12 in partnership with the 35th Guam Legislature, had broadcast the LIVE coverage and online stream of the 1 hour and 20 minute Annual State of the Island Address delivered by the first ever female Governor of Guam, Lourdes A. Leon Guerrero.



2019 LIBERATION DAY PARADE LIVE BROADCAST AND ONLINE STREAM:

The 75th Annual Liberation Day Parade, "A Legacy of Peace and Friendship" was held on July 21st, 2019. This year's Liberation Day Parade was the most celebrated event for residents both locally and abroad for the year. PBS Guam provided unparalleled coverage of this event featuring the parade in its entirety, an all-star lineup of hosts and guest consisting of top level local and military officials, representatives and community members. The community of Guam demonstrates its patriotism by sharing and celebrating its cultural diversity through arts, storytelling, cuisine and parade float displays. Thousands of Guamanians from across the world tuned in to our broadcast or viewed our coverage live on our YouTube channel.



2019 FANHITA SELF DETERMINATION CONFERENCE LIVE BROADCAST AND ONLINE STREAM:

In partnership with Guam's Commission on Decolonization, PBS Guam/KGTF Channel 12 provided live broadcast coverage, live online streaming and 9 – one hour post-production edits and re-broadcast of the Self Determination Conference. The purpose of the Fanhita Self Determination Conference is to educate the general public of their right to self-determination and political status options.



2019 UOG TRITONS MEN'S BASKETBALL LIVE BROADCAST AND ONLINE STREAM:

In partnership with the University of Guam, PBS Guam/KGTF Channel 12 had proudly broadcast the live coverage of 8 community basketball league games throughout the University of Guam's 2019 Fall/Winter semester.



2019 ACADEMIC CHALLENGE BOWL (ACB) IN STUDIO, PRE-RECORDED:

An interscholastic competition that tests middle and high school students' knowledge in Math, Social Studies, Science, Current Events, Music, Art, English Literature and History. This in-studio pre-recorded 20-episode series has been made possible by the longstanding partnerships between the Guam Department of Education, Gifted and Talented Education program (GATE) and PBS Guam/KGTF Channel 12.



49TH ANNUAL FALL IN LOVE WITH PBS PLEDGE DRIVE

Our annual pledge drive was held on February 28, 2019 from 7pm to 12:00am to raise funds in assisting us to organize community outreach programs and the ability to produce local programming highlighting our island's diverse cultures. As our island's only public television station we provide quality educational programming for up to 16 hours a day! We raised our Goal of \$10,000 thanks to all our supporters.

2019 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.....	562,357.00
COMMUNITY SERVICE GRANT.....	644,536.00
CONTRIBUTION AND OTHER	457,405.00
INTEREST INCOME	296.00
	TOTAL REVENUES 1,664,594.00

EXPENSES

PROGRAM SERVICE.....	162,695.00
SUPPORTING SERVICE	1,373,888.00
DEPRECIATION EXPENSE	147,604.00
	TOTAL EXPENSES 1,684,187.00

CHANGE IN NET POSITION	19,593.00
NET POSITION BEGINNING OF YEAR.....	1,367,412.00
NET POSITION AT THE END OF THE YEAR.....	1,387,005.00





MES CHAMORU PROGRAMMING

In March, we celebrated our heritage with a month-long series of Chamoru music and local programs that guided viewers through the history and rich culture of our island. The Chamoru music featured newer renditions of classic music as well as behind-the-music stories of the artists. The programs featured were, Juan Pobre, Historic Preservation, Agueda Johnston; A Biography, River Village, Education, Myths and Legends, Gun Beach Revisited and The Philippine Connection. The live concerts paid tribute to our local Chamoru music pioneers and became something for all ages to enjoy! Biba Mes Chamoru!



TREE HUGGERS

A short documentary on the “SAVE THE COCONUT TREES” PROJECT. This documentary invited the public to learn about how the Rhino Beetle is endangering Guam’s Coconut Trees and how the community could help control this problem at home.

Along with our government and non-profit partners, PBS Guam also broadcasts locally produced educational content such as the Chamoru Word of the Day “Fino I Diha”, Chamoru Legends, and Chamoru Land Trust Commission Public Hearings, Series, Guam Public for Lourdes Leon Guerrero, and the Imposition of the Sacred Pallium for Archbishop Michael Byrnes.

Additionally, we broadcast Public Service Announcements to include some like the Plant a Tree Initiative with Lt Governor Joshua Tenorio, Dengue Fever Outbreak Awareness and Prevention, Little Fire Ant Awareness, as well as the 2019 American Job Center Apprenticeship Program Campaign.



Chris Rivera <crivera@guamopa.com>

Re: PBS Guam

FY 2019 CCR

1 message

Lorrainne Hernandez <lherandez@pbsguam.org>
To: Chris Rivera <crivera@guamopa.com>

Wed, Jul 8, 2020 at 10:19 AM

Good Morning Chris,

Attached is the 2019 PBS Guam CCR.

Thank you for the reminder.

Be safe!

Lorraine



 **2019 PBS Guam Citizen Centric Report.pdf**
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