

CITIZEN CENTRIC REPORT

MISSION STATEMENT

Guam Educational Telecommunications Corporation, also known as PBS Guam KGTF Channel 12, is committed to providing services using multimedia 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 culture and arts, that will help shape Micronesia's future.

PBS GUAM KEY SERVICES

As Guam's sole educational content broadcaster and multimedia television station, PBS Guam stands out as a cornerstone of media representation on the island. In today's rapidly evolving technological landscape, individuals have an array of options for accessing, consuming, and sharing content. Recognizing this shift in consumer behavior, we have proactively adapted our approach to meet viewers where they are, embracing digital technology and fostering meaningful in-person experiences. In an era defined by mobility and convenience, mobile technology has become the primary conduit for information consumption, eclipsing traditional television viewing habits. Consequently, we have strategically expanded our offerings across multiple platforms, prioritizing educational content accessible to audiences of all ages. This strategic move has not only broadened our reach within Guam but also extended our coverage to encompass Saipan, Rota, and Tinian, enhancing our ability to serve diverse communities across the region.

MAKING A DIFFERENCE IN OUR COMMUNITY

PBS Guam made a significant difference in its community through its commitment to providing educational, informative, and culturally relevant content that enriches the lives of its viewers. As the only local educational multimedia television station in Guam, PBS Guam serves as a vital platform for showcasing the island's unique culture, history, and stories. By offering programming tailored to local interests and needs, PBS Guam fostered a sense of community identity and pride, while also promoting understanding and appreciation of Guam's diverse heritage.

Moreover, PBS Guam played a crucial role in supporting lifelong learning and educational development. Through its diverse array of educational programming, PBS Guam served as a valuable resource for students, educators, and families, supplementing formal education with engaging and informative content. From early childhood programs to documentaries and instructional series, PBS Guam's educational initiatives empower individuals of all ages to explore new ideas, expand their horizons, and acquire valuable knowledge and skills.

Beyond entertainment and education, PBS Guam actively engaged with its community through outreach initiatives, partnerships, and local events. By fostering connections and collaboration with community organizations, schools, and government agencies, PBS Guam amplified its impact and addresses pressing social issues facing Guam. Through its dedication to serving the public interest and promoting civic engagement, PBS Guam embodied the values of community service and empowerment, making a lasting and positive difference in the lives of individuals and families across the island.

ECONOMIC FACTORS & INSTITUTIONAL FACTORS

In 2024, PBS Guam navigated an ailing economic landscape while trying to continue to strengthen its institutional foundation. The station faced challenges with low underwriting and difficulty in garnering community buy in by local businesses due to a weak economic environment, inflationary pressures, and the rising costs of goods and services. We believe these conditions had a direct impact on operational budgets for many businesses, and affected PBS Guam's ability to garner meaningful underwriting. In addition, PBS continues to operate with a skeleton crew. It is necessary that all positions to be funded to run the station properly and effectively. Despite these challenges, PBS Guam secured funding through business supporters, American Rescue Plan (ARP), and grants from the Federal Emergency Management Agency (FEMA), totaling over \$100,000. These funds enabled the station to address disaster recovery needs and invest in critical infrastructure upgrades, ensuring long-term sustainability and service continuity.

Institutionally, PBS Guam continued to focus on reinforcing its organizational resilience and adapting to ongoing technological advancements. The station's strategic priorities continue to be to the modernization of equipment, enhanced production capabilities, and future-proofing its facilities. This will be essential to maintaining a competitive advantage in a rapidly evolving media landscape while meeting the diverse needs of the local community. As the station continues its path of modernization and recovery, it remains committed to delivering high-quality educational and public programming, further solidifying its role as a vital cultural and informational resource for the people of Guam.

CAPITAL ASSETS AND LONG-TERM OBLIGATIONS

In 2024, PBS Guam made strides in enhancing its capital assets to improve both operational capacity and community outreach. One of the key upgrades was the acquisition of a new on-the-go trailer, equipped with state of the cameras and production technology. This upgrade will greatly enhance PBS Guam's ability to provide high-quality live broadcasts, including coverage of local sports events, community activities, and on-the-go programming, which will broaden the station's reach and engagement with audiences across the island.

The station also continued to focus on long-term obligations by prioritizing infrastructure improvements and technology modernization. Investments in capital improvements, including electrical retrofits and equipment upgrades in key departments like master control and production, ensure that PBS Guam remains adaptable to changing technological trends and capable of delivering superior content to its viewers. These initiatives are part of a broader strategy to future-proof the station, maintain operational efficiency, and support its mission of providing educational, informative, and culturally relevant programming for the people of Guam.

DEVELOPMENT - IN THE COMMUNITY



I MAN MENHALOM CHAMORU

PBS Guam and the Department of Chamorro Affairs worked together to bring back I Man Menhalom Chamoru game show this year. The competition involved the various Government of Guam agencies that had their employees compete in several categories and literally voice their knowledge on the Chamorro language and History.



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.



CAREER DAY AT TIYAN HIGHSCHOOL

PBS Guam participated this year in Career Day at Tiyan High School. This was an inspiring event that provided students with a unique opportunity to explore various career paths. PBS Guam staff engaged in interactive sessions with the students which created a Q&A session, where students eagerly asked questions about the different career journeys, challenges faced, and the rewards of working in various fields. This open dialogue created an encouraging environment, motivating the young minds to dream big and work diligently towards their goals.



PBS KIDS FRIGHTASTIC NIGHT

PBS Guam and the PBS Kids Club had a frightastic halloween night allowing children from the ages of two through twelve to experience fun in a safe and learning environment at the Micronesia Mall on October 28, 2024. PBS Staff and Management provided coloring pages, games and passed out candy to all children who stopped by our set up in the center court.

PRODUCTION - SERVING THE UNDERSERVED AND LANGUAGE OTHER THAN ENGLISH



TRITON BASKETBALL WOMENS

Triton Women's Basketball hosts its amateur, community, basketball league games in PBS Guam.



VETERANS DAY CEREMONY

In partnership with Guam Veterans Affairs, Wreaths Across America has a mission to REMEMBER the fallen, HONOR those who have served, and TEACH our children the value of freedom. Across the country, there are more than 4,000 participating locations where millions of Americans gather safely as one nation to Remember, Honor, and Teach.



HAUNTING OF SESAME STREET

Driven by curiosity, explore the mysteries that linger within their station's walls. Join us as we delve into the secrets that have woven themselves into the very fabric of this public broadcasting sanctuary, as we listen to the whispers of the unseen, and as we contemplate the profound mysteries that surround us, right here on PBS Guam.



SAINA

Saina is a thirty-minute episodic series that collects and documents first-hand accounts of life histories from some of Guam's most notable community leaders.



PBS GUAM PASSPORT

PBS Guam Passport is a cultural exchange series providing a perspective of self-reflection through the study of others around the world.



ANNUAL NEW YEAR FIREWORKS DRONE SHOW

Annual New Year Fireworks: In partnership with the Government of Guam, PBS Guam provides live broadcast and streams the annual New Year's fireworks display.



80TH GUAM LIBERATION DAY

80th Guam Liberation Day Parade: In partnership with the Government of Guam and the Mayors Council of Guam is a 4 hour, live broadcast dedicated to the patriotism of the CHamoru people. Our local communities and all military branches come out to celebrate the island's love and commitment to the United States during World War II



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LIBERATION FIREWORKS SHOW

Annual New Year Fireworks, In partnership with the Government of Guam, PBS Guam provides live broadcast and streams the annual New Year's fireworks display.



STATE OF THE ISLAND ADDRESS

In this annual event, the Governor of Guam addresses the important issues facing Guamanians and provides insights to the local legislature on addressing the island's challenges, including proposals for new laws and policies.



LIBERATION DAY MEMORIAL SERVICE

In partnership with the Government of Guam, PBS Guam broadcasts memorial services held at World War II massacre sites, battlefields, and historical locations. We present these clips to pay tribute and honor the history of the Japanese occupation and World War II.



13TH FESTIVAL OF THE PACIFIC ART

PBS Guam covers the 13th annual FestPac in Hawaii, following the Guam delegation and live-streaming the opening and closing ceremonies, as well as documenting special performances. Behind-the-scenes during the 13th Annual FestPac while sharing their authentic stories in exclusive interviews.



GMA CONGRESSIONAL FORUM

In collaboration with the Guam Medical Association. This important event was broadcast live and featured candidates Ginger Cruz and Former Congressman Michael San Nicolas discussing key healthcare issues affecting our island. The event took place at the Lecture Hall at UOG



PBS GUAM CLASSICS

Step back in time and relive the golden era of television with 'KGTF Classics,' a nostalgic journey through the archives of one of Guam's oldest broadcasting networks. Unearthed from the vaults, this exclusive collection spans the 1980s to the 2000s, featuring beloved classics and hidden gems. Reconnect with your timeless favorites, and unforgettable moments from the heyday of television. Tune in to 'KGTF Classics' and let the past come alive!



MEMORIAL DAY COMMEMORATION

Veterans and active military personnel gather with families and friends of fallen soldiers, sailors and others who died in service of the nation.



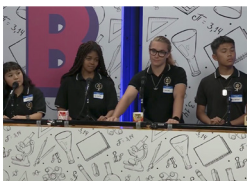
MANAMKO TO MANHO BEN

The Manamko' to Manhoben is an oral history project works to document valuable cultural knowledge from our elders to be able to share with the public, especially our youth. Co-produced by Kelly Marsh Taitano and Edward Leon Guerrero.



UOG CONGRESSIONAL ASSEMBLY

Public Administration Capstone presentation of the University of Guam's 2024 Congressional Assembly.



ACADEMIC CHALLENGE BOWL

ACB is an interscholastic competition designed to assess the knowledge of middle and high school students across various subjects, including Math, Social Studies, Science, Current Events, Music, Art, English Literature, and History. This event serves as a platform to nurture, recognize, and celebrate students' academic talents. ACB offers a competitive environment for academically gifted students, featuring both toss-up and bonus questions spanning a wide range of topics. Matches are pre-recorded and held after school at the PBS Guam studio in Mangilao, in collaboration with the Guam Department of Education.



ARCHAEOLOGY & ANCIENT SITES OF THE MARIANA ISLANDS

We discover the scope and range of archaeology and ancient sites of Guam and the Mariana Islands. Co-produced by Dr. Mike Carson of the MARC Library, University of Guam.

EXECUTIVE SUMMARY

In 2024, PBS Guam continued to face significant institutional challenges in securing the necessary funding and legislative support to sustain its operations. Despite its vital role in providing educational programming and community-focused content, the station encountered difficulties in securing full financial backing from local legislators. The most pressing concern was the underfunding of utility expenses, with PBS Guam receiving only partial coverage for essential power and utility costs. The station's reliance on a limited staffing model, with funding allocated only for essential positions, further strained its ability to operate at full capacity, as all positions on our staffing pattern are essential to the operations of organization. These financial shortfalls underscored the urgent need for more comprehensive ...

REVENUES

Local Appropriation	805,029.00
Community Service Grant	798,109.00
Contribution And Other.....	514,114.00
Interest Income	794.00

TOTAL REVENUES 2,118,046.00

EXPENSES

Program Service	146,148.00
Supporting Service	2,145,778.00
Depreciation Expense	479,719.00

TOTAL EXPENSES 2,771,645.00

CHANGE IN NET POSITION	1,019,051.00
NET POSITION BEGINNING OF YEAR	800,836.00
NET POSITION AT THE END OF THE YEAR	218,215.00

LEADERSHIP

Ina Marie V. Carillo
General Manager

Don Muna
Executive Producer

Lorraine G. Hernandez
TV Operations Manager

John T. Muna
Television Chief Engineer

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