



**PBS
GUAM**
KGTF CHANNEL 32

FY 2018

**CITIZEN CENTRIC
REPORT**

SERVICING OUR COMMUNITY WITH EDUCATIONAL AND QUALITY PROGRAMMING THAT ENTERTAINS, INSPIRES, AND EDUCATES OUR VIEWERS TO BE MORE.

MISSION STATEMENT

PBS Guam/KGTF 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 culture and arts that will help shape Micronesia's future.

PBS GUAM KEY SERVICES

- Build and maintain a strong network to identify and capture the breadth of cultures that are thriving on Guam (ex: Chamorro, Filipino, Asian, Other Micronesians, and ex-pat U.S. mainlanders)
- Have a production operations model that not only guarantees the best possible programming that can be achieved but a production operations model that perseveres through administration and environment changes.
- Provide for the educational needs of students and secondary and post-secondary institutions that do not have the resources, equipment, and experience to provide a solid telecommunications curriculum. Complete Internship Program upon request from Higher Education Institutions.

MAKING A DIFFERENCE IN OUR COMMUNITY

PBS GUAM/KGTF—LOCAL VALUE

- Organize program segments for improved viewership satisfaction
- Produce and broadcast the highest quality local (Guam) content
- Increase public awareness and access to PBS educational resources (ex: PBS KIDS), to include children, parents and teachers, in support of curriculum goals and objectives (ex: increase literacy levels)
- Collect data on viewer satisfaction, assess, and respond to viewership inquiries/concerns
- Improve efficiency of programming by maintaining databases, while working with Development and Administration to identify / secure funding for equipment/software upgrades



ECONOMIC FACTORS



PBS Guam continues to confront a series of unresolved factors which promote instability and hinder the success of the station absent creative management and planning. Continued scarcity in direct federal subsidies and the call for local austerity measures, challenge the station's ability to meaningfully invest in technology and manage cash flow. Adding to the challenges faced by PBS Guam is the increasing number of online platforms that stream various media which negatively impact its viewership and therefore affects its ability to underwrite new local programming. Lack of production work for sister government agencies has been steadily declining and needs to be reinvigorated for PBS to meet its fundraising goals.

These factors coupled with the impending cut to its budget from the shortfall of the Territorial Educational Facilities Fund have the staff and management in a position of uncertainty. PBS Guam's mission to create new informative local programming must continue and capitalize on the new administrations dedication to improving the education our students are receiving.

IN THE COMMUNITY

25TH ANNUAL READ A THON & PBS KIDS WRITERS AND ILLUSTRATORS CONTEST



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. We are happy to provide services that educate, inspire, entertain, and express the cultural diversity for our island. In doing so, PBS Guam raises funds to be able to uphold to our mission and to be a leader in positive change educating and connecting shaping the future of our island through our children.

PBS Guam's Read-A-Thon that will take place from September 4th, 2018, through September 21st 2018. 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 Channel 12 in conjunction with Kids Post, brings back the PBS Kids Writers and Illustrators Contest. This contest is designed to promote the advancement of children's literacy skills through hands-on, active learning. The contest empowers children to celebrate creativity and build literacy skills by writing and illustrating their very own stories.

For over 10 years, PBS Guam has been hosting this literacy-building contest with over 1,500 total submissions collected. This year's contest theme, "My Summer on Guam," starts June 11 and is open to incoming students from kindergarten through fifth grade.

IN THE COMMUNITY

2018 PBS KIDS FESTIVAL



PBS Guam KGTF Channel 12 hosted the BIGGEST children's festival of the year - the PBS Kids Festival, a PBS Guam signature event. This fun and festive event gives parents and kids the opportunity to meet with their favorite PBS Kids characters live! The festival includes an fiesta lunch, hands-on activities such as face painting, henna, craft and art making, local entertainment, meet-and-greet photo opportunity with popular PBS Kids characters such as Clifford the Big Red Dog, Super Why, Ready Jet Go plus more!

2018 PROGRAMS OF IMPACT

Mannengon Memorial Commemoration 2018

At this year's "Hasso Mannengon" or "Remember Mannengon" commemoration, PBS Guam documented the ceremony as nine Mannengon war survivors made the trek by foot to the site in Yona. The community came together in remembrance of those who lost their lives and were forced to walk to the concentration camp during the Japanese occupation in World War II.



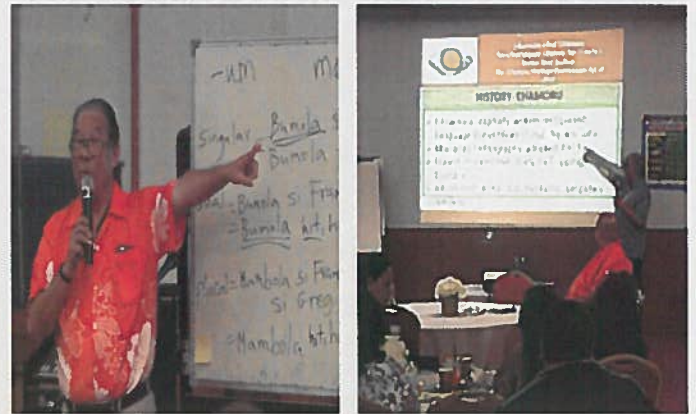
2018 Academic Challenge Bowl (ACB)

ACB is an interscholastic competition that tests students' acumen across the educational curriculum. School groups tests their knowledge in Math, Science, Social Science, Current Events, Music, Art, English Literature, Chamorro, and History. This competition provides a venue for Guam High School and Middle School teams to come together in a friendly academic competition and and build school unity and pride. The competitions were all taped from PBS Guam/Channel 12 studio in mangilao. This popular program was made possible by the Guam Department of Education's Gifted and Talented Program and PBS GUAM-KGTF Channel 12.

2018 PROGRAMS OF IMPACT

CHamoru Orthography Conference

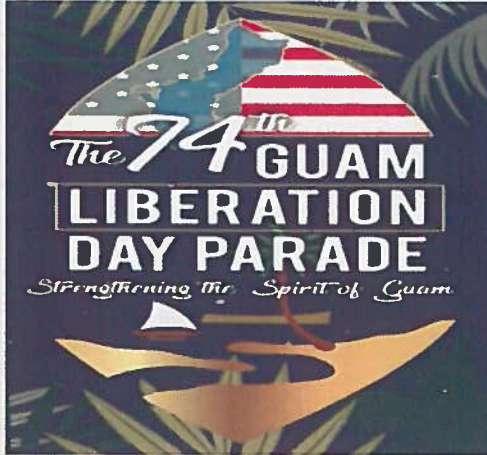
A training seminar by the Government of Guam commission on CHamoru language was held to refine a standard way of writing in Guam's native language. Open to members of the public and private sector, the orthography training was the first of at least two more to come in the future. Using a three camera setup PBS Guam was able to document this culturally significant orthography training and post it on our Youtube Channel.



Inacha'igen Fino' CHamoru

As the University of Guam celebrated its 50TH Charter Day in 2018, the CHamoru Studies program coordinated a two-day conference providing opportunities for public and private elementary, middle, and high school students in Guam and the CNMI to showcase their CHamoru language skills, capabilities, and proficiencies at UOG. PBS Guam filmed the entire event wherein hundreds of students participated in competition categories such as: spelling, storytelling, reading comprehension, poetry recitation, singing, dramatic cultural interpretation, and more.

2018 PROGRAMS OF IMPACT



Liberation 2018 Live Broadcast/Broadband

The 74TH Annual Liberation Day Parade “Strengthening the Spirit of Guam” was celebrated on July 21, 2018 in Hagatna. PBS provided a live broadcast of the parade on television as well as online through PBS Guam’s YouTube channel and Facebook page. The online broadcast was a welcome addition to thousands of Guamanians in the U.S. mainland who tuned in to watch the parade. A diverse group of commentators contributed to the PBS live broadcast providing historical information and village facts to the viewing audience.



Menahlom Mes Chamoru Competition

In celebration of Mes Chamoru (Chamorro Month), a friendly competition was held at the PBS studio in Mangilao to quiz participating Government of Guam agencies on their knowledge of the Chamorro culture. Multiple 30 minute episodes aired on KGTF-TV12, educating and entertaining the island community.

2018 PROGRAMS OF IMPACT

2018 GovGuam MagPro Awards

The MagPRO Awards is a government-wide employee recognition program within the Executive Branch of the government of Guam. In addition to filming the awards ceremony, PBS Guam went out to film and interview members of the 11 different agencies which were nominated for the prestigious Department of the Decade award.



Colors of Paradise

In 2018 PBS Guam produced a local television series that captures the essence of modern Guam highlighting local people, places, events, food, culture and art. Each 30-minute show was hosted by Miss World Guam 2015, and included segments such as the Agat Mango Festival, Malesso Crab Festival, Guam Museum Permanent Exhibit, Micronesian Island Fair, Wildlife Conservation, and interviews with local artists, students, athletes, and academia.



2017 STATEMENT OF ACTIVITIES

Revenues:	
Local Appropriation	574,578
Community Service Grant	604,324
Contribution and other	352,539
Interest Income	401
Total Revenues	\$1,531,842
Expenses:	
Program service	163,540
Supporting service	1,104,182
Depreciation expense	132,847
Total Expenses	1,400,569
Change in net position	131,273
Net position beginning of year	<u>1,498,685</u>
Net position at the end of the year	-1,367,412

Capital Assets and Long-Term Obligations

We have applied for a Department of Interior Technical Assistance Program grant in order to upgrade our Capital assets. If awarded to PBS Guam, a decades old goal of upgrading transmission and recording equipment to new state of the art equipment can finally be realized. 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 and the like. Capital assets have decreased for a second year in a row due to depreciation of equipment determined to be beyond economic repair and or antiquated. The transmission tower was recently renovated due to rust and erosion, during that renovation, eight feet of excess height was removed. Also, as stated in prior audit coverage, ATSC 3.0 represents the next generation in digital tv. While the FCC has not voted to mandate these upgrades, this potential continues to represent an ongoing financial concern for the station.

SUMMARY

With new personnel and fresh minds coming in, there is opportunity for PBS Guam's revival and growth. Goals and objectives have been set into motion to include restoring and renewing inactive accounts, developing quality local programming, enhancing educational and community outreach and investing in social media marketing with the purpose of increasing community support.

Contacting PBS GUAM/KGTF's Financial Management

This financial report is designed to provide our community and others a general overview of PBS GUAM/KGTF's finances and to demonstrate its accountability for the money it collects. If you have questions about this report or needs additional financial information, contact the General Manager at P. O. Box 21449, GMF, Guam 96921 OR you may contact us by telephone at 671-734-5483 during office hours 8:00 AM TO 5:00 PM



Michele Brillante <mbrillante@guamopa.com>

Fwd: PBS Guam 2018 Citizen Centric Report

Thyrza Bagana <tbagana@guamopa.com>
To: Michele Brillante <mbrillante@guamopa.com>

Wed, Jun 19, 2019 at 11:13 AM

Pls. see forwarded PBS CCR.

Thank you!

Thyrza

----- Forwarded message -----

From: **Lorraine Hernandez** <lhernandez@pbsguam.org>
Date: Tue, Jun 18, 2019 at 4:37 PM
Subject: PBS Guam 2018 Citizen Centric Report
To: Thyrza Bagana <tbagana@guamopa.com>

Hi Thyrza,

Attached is PBS Guam FY 2018 Citizen Centric Report.

Should you have any question email me.

Thank you.

Lorraine G. Hernandez
Administrative Officer

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