



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.

CAPITAL ASSETS AND LONG-TERM OBLIGATIONS

In 2023, PBS Guam was focused on not only recovery but future-proofing the station and its facilities against anticipated technological changes and industry trends. This will ensure that the station remains viable and adaptable in the face of evolving consumer preferences, regulatory requirements, and technological advancements. Modernizing and renovating PBS GUAM for the future is crucial for staying competitive, engaging audiences, improving operational efficiency, and future-proofing the facility against changes in the media landscape. This will be the overall priority over the next five (5) years.

PBS Guam was awarded several grants in 2023 from the Department of Interior, the Corporation for Public Broadcasting (CPB), and the Federal Emergency Management Agency (FEMA) for disaster recovery assistance and infrastructural capital improvement in excess of \$800,000.

These funds will be invested in damages sustained from Typhoon Mawar and the refurbishment and electrical retrofit of our office to modernize and improve the electrical infrastructure of our building. This includes replacing and upgrading the electrical panel and rewiring to meet current safety standards and most importantly, accommodate the increased power demands. In addition, we have made strides to update equipment in the master control department to enhance its ability to transmit a better picture and stream our feed on our social outlets. Investments in production equipment for our production department have also been made to streamline that department.

ECONOMIC FACTORS

In 2023, the economic landscape of Guam faced significant challenges stemming from both natural disasters and the persistent aftermath of the COVID-19 pandemic. The devastating impact of Typhoon Marwar, which struck in the summer, left our community grappling with extensive damage and disrupted infrastructure. As citizens focused on recovery efforts, the economy experienced a slowdown, with businesses facing operational hurdles and consumers curbing spending in the face of uncertainty. Moreover, the threat of another typhoon looming overhead added to the strain, exacerbating the already delicate economic situation.

The aftermath of Typhoon Marwar compounded existing economic struggles wrought by the pandemic, as Guam continued to grapple with lingering negative effects. Supply chain disruptions, reduced tourism, and ongoing restrictions hampered economic recovery efforts, prolonging the challenges faced by businesses and households alike. PBS Guam sustained major infrastructure damage to our transmitter site, microwave equipment, building air conditioning, and more. Despite concerted efforts to rebuild and revitalize affected areas, the slow pace of recovery underscored the resilience required to navigate through such turbulent times. The convergence of natural disasters and the pandemic underscored the importance of robust contingency planning and community resilience in safeguarding Guam's economic stability. In the face of adversity, PBS Guam demonstrated remarkable resilience to overcome the challenges posed by Typhoon Marwar and the lingering economic fallout from COVID-19. Community-led initiatives, coupled with government support programs, played a crucial role in facilitating recovery efforts and fostering a sense of unity amidst adversity.

INSTITUTIONAL FACTORS

In 2023, institutional dynamics on Guam underwent a significant transformation, driven by the evolving needs of PBS Guam as it expanded its operations. As the station experienced growth, there emerged a pressing requirement for a more modernized and updated staff roster. Specifically, there was a critical need for additional technical expertise to support the station's enhanced capabilities and technological advancements. However, navigating the staffing landscape posed challenges, particularly concerning the ability to fill positions that were not accounted for within the FY2023 approved budget and its budget constraints.

Moreover, PBS Guam faced institutional hurdles in securing adequate funding and support from the legislature to sustain its operations effectively. Despite the station's pivotal role in serving the community with educational programming, it struggled to garner full financial backing from legislative channels. This shortfall became particularly pronounced concerning utility expenses, with PBS Guam receiving only partial coverage for its power and utility bills. The station operated under the strain of a skeleton crew funding model, allowing only warm bodies to be funded from the legislature, which highlights the urgent need for increased support and resources from legislative bodies to ensure its long-term sustainability and service to the community.

Amidst these institutional challenges, PBS Guam remained committed to its mission of providing informative and engaging content to the citizens of Guam. However, the station's ability to fulfill this mandate was contingent upon addressing the staffing shortages and securing adequate funding support. Collaborative efforts between PBS Guam and legislative stakeholders were imperative to overcome these obstacles and pave the way for a more robust and resilient public broadcasting service that could effectively meet the evolving needs of the community.

In addition, we were able to launch meaningful local content with a few seasons of PBS University Higher Learning, Saina, Manamko to Manhoben, PBS Passport, UNINCORPORATED: ART & SOVEREIGNTY, ARCHAEOLOGY AND ANCIENT SITES OF THE MARIANA ISLANDS, Guam International Film Festival (GIFF) Showcase, and so much more for our community.

DEVELOPMENT - IN THE COMMUNITY



2ND ANNUAL PBS GUAM GALA DINNER

PBS Guam celebrated 53 amazing years broadcasting in Guam in November by way of our second annual PBS Guam Gala Dinner at the Hilton Guam Resort & Spa. Tickets were sold and money was raised to support the PBS Guam mission to continue to provide free quality educational and informative programs to all viewers.



28TH PBS GUAM READ-A-THON

This year the PBS Guam Read -A- Thon was a great success. Celebrating our 28th 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.



2023 UOG JOB FAIR

PBS Guam attended the University of Guam Job Fair in April 2023. PBS Guam was on site to recruit for open positions at the station. Attendees were encouraged to dress in business or business casual attire and bring their resumes for possible on the spot interviews.



PBS GUAM TYPHOON MAWAR CLOTHES DRIVE

PBS GUAM TYPHOON MAWAR CLOTHES DRIVE - PBS Guam's first ever Clothes Drive was held in June 2023 to assist displaced families living within the public high schools around the island due to Typhoon Mawar damages to their home. New and Gently used items were accepted and delivered to the Tamuning and Dededo Mayor's offices to assist in replacing personal clothing damaged during the typhoon.



MANGILAO MAYOR EASTER EVENT

PBS Guam participated in the 2024 Mangilao Mayoral Easter event held at the community center. Games, Puzzles and Riddles were provided as giveaways for all children participating in the Easter egg hunt for the day. PBS Guam provided three Easter Egg baskets as prizes for the top three best decorated Easter Baskets. Guam Daycare Association Halloween Event - October 29, 2022, 5:00 pm – 7:30 pm at the Chamorro Village. PBS Guam via the participation of Clifford the Big Red Dog, provided assorted candy to the public, along with photo ops for each daycare center, and donated one bag of assorted candies to each Daycare Center that participated during this event. Clifford also provided photo opportunities with children and parents attending the event.



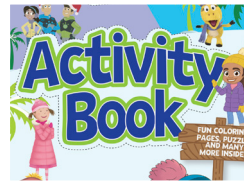
COMMUNITY OUTREACH

PBS Guam donated tricycles to Daycare Centers as a part of giving back to our community for children ages 1 – year of age. Donations were given to centers who are not familiar with PBS Guam as a way to introduce our services and events to the educational daycare and learning centers.



SUMMER INTERN TREE PLANTING EVENT

PBS Guam summer interns participated in the annual tree planting held by the Department of Agriculture as a way to assist in the prevention of erosion in the southern village of Malesso. The tree planting is done to ensure that soil atop the mountainous areas do not wash away in the monsoon seasons which also causes damage to our coral due to the silt and soil that washes out to sea.



PBS KIDS & FRIENDS ACTIVITY BOOKLET

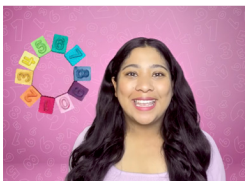
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GOVERNORS YOUTH & EMPOWERMENT & EDUCATION ASSISTANCE GRANT PROGRAM EXHIBITION

November 8, 2022, 11:00 – 13:00 pm at the Guam Premium Outlet PBS Guam showcased the PBS University as we had received funding to provide Distance Learning tools for student's island-wide in the primary to Secondary levels, for the Guam Department of Education. A Series of PBS University was played throughout the day to provide a visual of the segments produced.

PRODUCTION - SERVING THE UNDERSERVED AND LANGUAGE OTHER THAN ENGLISH



PBS UNIVERSITY PRODUCTIONS OCT2022-SEPT2023

PBS Guam partnered with the Guam Department of Education to complete the processing of online educational original K-12 series PBS University (Season 6) (30x 56:46 episodes for a total of 28h 23m 0s



BUENAS IN THE MORNING

Buenas in the Morning is a 30-minute live headline report airing Monday through Friday in collaboration with The Pacific Daily News and The Marianas Variety. Average Program Run-Time: 27:00



ARCHAEOLOGY & ANCIENT SITES OF THE MARIANAS ISLANDS

PBS Guam Partnered with Dr. Mike T. Carson of the Micronesian Area Research Center (MARC) Library, University of Guam to produce the educational original series "Archaeology and Ancient Sites of the Mariana Islands" for PBS University Higher Learning. Synopsis: Join Dr. Mike Carson as we discover the scope and range of archaeology and ancient sites

of Guam and the Mariana Islands. These episodes introduce the most current facts and findings from archaeological sites toward clarifying what we know versus what we do not know about how people lived in the islands throughout the last thousands of years. This knowledge can support diverse new discussions, perspectives and interpretations.



GUAM VETERANS DAY

On this annual holiday, Military personnel across Guam come together with the local community to remember and honor veterans. This annual event is in partnership with the Government of Guam. Program Run-Time: 01:03:22



WREATHS ACROSS AMERICA

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.



SAINA

PBS Guam partnered with the Guam Council on the Arts & Humanities Agency (CAHA) to produce the original oral history series "Saina" for PBS University Higher Learning. Synopsis: 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, featuring Dr. Robert A. Underwood, Flora Baza Quan, Manny Cristostomo, Christine Calvo, Pâle' Eric Forbes and Governor Lourdes A. Leon Guerrero. (1x 26:46 episode for a total of 26m 46s

PRODUCTION - SERVING THE UNDERSERVED AND LANGUAGE OTHER THAN ENGLISH



TYPHOON MAWAR - AN ISLAND IN RECOVERY

It's been two decades since the people of Guam endured a major natural disaster until Typhoon Mawar barreled through the island in May 2023, with its super typhoon-strength winds. PBS Guam's Typhoon Mawar: An Island in Recovery brings you into the lives of a faithful family determined to reunite after being separated by ruin, and authentic responses from our island's leaders in administration, utilities, and recovery to help uplift the people of Guam



BUENAS TALKS

Buenas Talks: In Partnership with The Pacific Daily News and The Marianas Variety, Buenas Talks is an hour long pre-recorded program that aims to provide a solution focused community forum discussing headlines provided by The Pacific Daily News and The Marianas Variety with emphasis on environmental protection, cultural preservation and public policy that affect the lives of people in Guam and throughout the greater Micronesia. Average Program Run-Time: 45:00



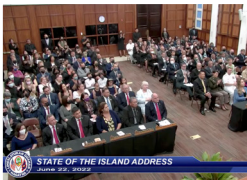
GIFF (GUAM INTERNATIONAL FILM FESTIVAL) SELECT SHOWCASE

Worked in cooperation with the Guam International Film Festival to broadcast and stream the GIFF Select Showcase original content. The showcase featured over 20 independent films. The educational GIFF Cinemaolek Discussion Series also featured local and international filmmakers. This series included various humanities-based topics discussed with a diverse guest panelists consisting of international filmmakers, scholars and local community organization representatives. (15h 34m 8s)



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 sites. We bring you these clips with the hope of paying tribute and honoring the history during the time of the Japanese occupation and World War II. Program Run-Time: 01:31:34



STATE OF THE ISLAND ADDRESS

State of the Island Address: In this annual event, the Governor of Guam addresses important issues facing Guamanians and offers ideas to our local legislature on solving the island's problems, including suggestions for new laws and policies. Program Run-Time: 01:01:41



PBS UNIVERSITY (K-12) SEASON 6

Continued management and curation of PBS University YouTube channel, archival material and online cloud storage.



ANNUAL PLEDGE DRIVE

PBS Guam invites the public to call in their pledge to support the station while enjoying a night's full of entertainment. This LIVE on-air fundraising program features the best entertainment that our island has to offer with performances by our talented community of musicians, cultural and modern dance groups. Program Run-Time: 03:27:13



TRITON MEN'S BASKETBALL

Triton Men's Basketball hosts its amateur, community, basketball league games in partnership with the University of Guam and the University of Guam Triton Athletics. Average Program Run-Time: 01:45:00



FINO I DIHA "WORD OF THE DAY"

Fino i Diha or the "Word of the Day" is an indigenous language PSA that encourages the community to speak in the local language. Together in partnership with the Department of CHamoru Affairs, PBS Guam airs up to 4 psas daily. (1050 x :30 psa for a total of 8h 45m)



45TH ANNUAL SCIENCE FAIR

The Annual Island Wide Science Fair is now in its 45th year. The purpose of the fair is to stimulate an interest in science in our youth and in the Guam community in order to encourage students to become interested in careers in science. Careers in medicine, nursing, architecture, agriculture, engineering, computer technologies, innovation, energy, material sciences, product development, and many other careers are rooted in science.



GUAM GUBERNATORIAL INAUGURATION CEREMONY

Guam Gubernatorial Inauguration Ceremony: The Governor and Lieutenant Governor of Guam take the oath of office on the first Monday of January 2023. Program Run-Time: 02:12:48



UNINCORPORATED

PBS Guam worked in cooperation with Humanities Guåhan to produce the series entitled "Unincorporated" (23x 26:46 episodes for a total of 10h 15m 38s)



CHAMORU SYMPHONY

A Sentimental Journey: Every month in June, Guam celebrates the sacrifices and stories of CHamoru war survivors. This commemoration is often highlighted by activities organized by the Guam War Survivors Memorial Foundation, especially their Sentimental Journey concert series, a look back at the most influential songs written and composed during and after World War 2. Program Run-Time: 56:44



I MANMENHALOM CHAMORU TRIVIA CHALLENGE

In partnership with Department of CHamoru Affairs, six teams from different Government of Guam agencies compete to see who could answer the most questions about CHamoru pioneers and Guam's political history. Program Run-Time: 28:46



ANNUAL NEW YEAR FIREWORKS

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. Program Run-Time: 35:33



TRITON WOMEN'S BASKETBALL

Triton Women's Basketball hosts its amateur, community, basketball league games in partnership with University of Guam and the University of Guam Triton Athletics. Average Program Run-Time: 01:45:00



ACADEMIC CHALLENGE BOWL

Academic Challenge Bowl (ACB) is an interscholastic competition that tests middle and high school students' knowledge in Math, Social Studies, Science, Current Events, Music, Art, English Literature, and History. It is an excellent way to nurture, recognize, and celebrate students' academic strengths. ACB provides a competitive structure for those students who are academically talented. There are toss-up questions and bonus questions on a wide variety of subject areas. Matches are pre-recorded and take place after school at the PBS Guam studio in Mangilao. This program is in partnership with the Guam Department of Education. Average Program Run-Time: 30:00



TRITON WOMEN'S BASKETBALL

PBS Guam partnered with the Guam Department of Education to complete the processing of online educational original K-12 series PBS University to include CHamoru language lessons (Season 6) (30x 56:46 episodes for a total of 28h 23m 0s)

EXECUTIVE SUMMARY

Along with our government and non-profit partners, PBS Guam also broadcasts locally produced educational content such as the Buenas News Program, PBS University, PBS University Higher Learning, Fino' I Diha The Spoken Word for the Day, and many more.

PBS Guam also streams other local content such as governmental town meetings, public hearings, board meetings, and or special press conferences to provide transparent information to our community. Additionally, we broadcast Public Service Announcements including the island-wide clean-up initiative, New Year's fireworks, holiday light displays, yearlong designated and anti-distracted driving campaigns, and the 2022 American Job Center Job Fair, to name a few.

We have expanded our coverage area and made our programming available across all mediums, from traditional broadcasts on free and paid TV to social media and YouTube.

REVENUES

Local Appropriation	882,624.00
Community Service Grant	800,244.00
Contribution And Other.....	452,154.00
Interest Income	715.00

TOTAL REVENUES 2,135,737.00

EXPENSES

Program Service	236,280.00
Supporting Service	2,487,096.00
Depreciation Expense	300,435.00

TOTAL EXPENSES 3,023,811.00

CHANGE IN NET POSITION	888,074.00
NET POSITION BEGINNING OF YEAR	2,267,745.00
NET POSITION AT THE END OF THE YEAR	1,379,671.00

LEADERSHIP

Ina Marie V. Carillo
General Manager

Don Muna
Executive Producer

Lorraine G. Hernandez
Administrative Officer

John T. Muna
Television Chief Engineer

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