



# LOCAL SERVICE CONTENT 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

---

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 when 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 expanding coverage across Saipan, Rota, and Tinian.

## MAKING A DIFFERENCE IN OUR COMMUNITY

---

Guam Educational Telecommunications Corporation, also known as PBS Guam KGTF Channel 12, uses community-based outreach as its way of providing educational resources and tools to our local community. PBS Guam participated in numerous community events like annual career day presentations at multiple elementary and high schools, the Educational Stabilization Fund Showcase at the Guam Premier Outlet, job fairs, island-wide clean-ups, holiday outreach events, annual visits to the pediatric ward of the Guam Memorial Hospital Authority, National Preparedness Day with the Guam Homeland Security, and many more.

## LEADERSHIP

---

**Ina Marie V. Carillo**  
General Manager

**Don Muna**  
Executive Producer

**Lorraine G. Hernandez**  
Administrative Officer

**John T. Muna**  
Television Chief Engineer

## BOARD OF TRUSTEES

---

**Donovan Brooks**  
Chairman

**Rosemary Clement**  
Member

**Maria-Flor Herrero**  
Treasurer

**Joey Franquez**  
Member

**Judy Flores**  
Secretary

## **CAPITAL ASSETS AND LONG-TERM OBLIGATIONS**

---

In 2020 and 2021, PBS Guam was awarded over \$3,000,000 in funding through the Guam State Clearing House under the U.S. Department of Education's Educational Stabilization Fund. In 2022, some of this funding was available as we began work on the Memorandum of Understanding. This infusion of funding for the production of educational content will allow PBS Guam to finally afford to allocate funds toward our planned station renovations that had been overdue for over a decade. We have continued to be able to make sustainable investments in our station's equipment for the production department and other capital improvement projects. The station has never been in a better cash and equipment position. We expect an expansion of local news programming, musical shows, and educational content on Guam and our culture very soon as planning for additional content is underway. PBS Guam has also used its equipment and platform to help the Government of Guam's transparency efforts by providing filming and broadcasting of its public meetings and board meetings to help them comply with the open government law.

## **ECONOMIC FACTORS & INSTITUTIONAL FACTORS**

---

PBS Guam has always found its strength in its large number of dedicated, experienced professionals under its employment. Lately, as employees have retired or left, their positions have been difficult to fill, causing vacancies or unfunded positions, particularly in the production department. Although grant funding is available, we have had difficulty recruiting qualified candidates to fill temporary positions this year, causing undue strain on the existing staff. On a positive note, we increased our accounting staff by utilizing additional funds that we procured, which will help with our accountability and transparency in the future.

In 2022, PBS Guam was unable to secure meaningful national PBS programming underwriting, as is the case with our national PBS counterparts, the limitations of not being able to use "call to action" messaging have hampered the ability of the Development Department to obtain sustainable underwriters. Most of our fundraising efforts were focused not on traditional underwriting, but more on our signature fundraising events which have proved successful in obtaining underwriting sponsorships.

Most of the year was spent working on production and creative work to support new local content. Amongst the challenges, key positions were addressed by filling them with competent and qualified personnel, as well as the return of our sustaining beacon fundraising events, the outlook for the station is positive. I am confident that PBS Guam's mission to create new informative local programming is finally able to be realized. We will continue to capitalize on this administration's dedication to improving education in Guam and providing credible educational resources for our island's children, most especially the underserved.

## DEVELOPMENT - IN THE COMMUNITY



### CLIFFORD'S BIG VALENTINE BIRTHDAY BOX

In celebration of Clifford the Big Red Dog's 59th Birthday on February 14th, PBS Guam Kids Club sold "Clifford's Big Valentine Birthday Boxes". In times of COVID, this event created fun family time and allowed kids to use their imagination to design Valentine's Day cards and cookies, which were uploaded and voted on, on Facebook. Winners were picked with the most likes.



### 27TH 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 in making reading fun and promoting childhood literacy.



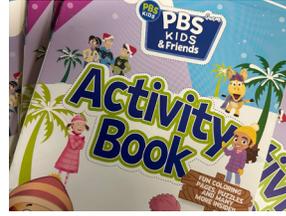
### 2ND ANNUAL VIRTUAL CHALLENGE

PBS Guam provided another opportunity for families and friends to gather whether it be by walking, wheeling, or running, in a manner to maintain their health and stay fit all while staying safe. Entries were sold and money was raised to support the PBS Guam mission.



### 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.



### 2ND PBS KIDS & FRIENDS ACTIVITY BOOK

PBS Guam provided its second publication for the holidays, which provided really cool activities for the kids and their families. The Friends Activity Booklet was filled with 16 pages of Mazes, Color by Numbers, Word Search, Connect the Dots, Cross Word Puzzle, Find What's Missing, and so much more! This booklet was provided to our PBS Kids Club members and the public.



### PBS KIDS EASTER BASKET FUNDRAISER

PBS Kids Easter Basket Fundraiser was held in March 2022 and provided handwoven baskets filled with our PBS Kids & Friends Activity Booklet, stuffed animals, yoyos, Easter cookies, a drink, and much more from our sponsors. Baskets were sold and money was raised to support the PBS Guam mission to continue to provide educational quality content to our viewers.

## PRODUCTION - STATE LOCAL GOVERNMENT



### VETERANS DAY CEREMONY

Livestream and Broadcast of Guam's Veterans Day Ceremony



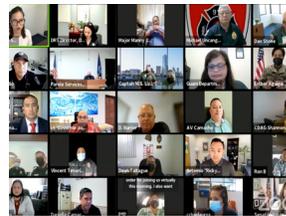
### INVESTMENT PARA HAMYO: GUAM'S AMERICAN RESCUE PLAN PRESENTATION

Pre-recording of the Office of the Governor and Lieutenant Governor of Guam as they present to the public how their administration intends to appropriate the American Rescue Plan federal funds.



### BROADCAST INVESTMENT PARA HAMYO ONLINE PRESS CONFERENCE - GUAM'S AMERICAN RESCUE PLAN PRESENTATION

A Live Stream Press Conference with the Office of the Governor and Lieutenant Governor of Guam and critical government director stakeholders as they address public concerns regarding the appropriation of the American Rescue Plan federal funds.



### OFFICE OF THE GOVERNOR PRESS CONFERENCE

Livestream and Broadcast of the Office of the Governor's non-emergency, press conferences addressing the concerns of the public during the recovery from the COVID-19 lockdown, and restricted gatherings mandate in Guam.



### WREATHS ACROSS AMERICA

In partnership with Guam Veterans Affairs Office, PBS Guam provides Live Broadcast coverage and an internet live stream of the Guam Veterans Affairs Office's annual Wreaths Across America memorial event.



### OFFICE OF THE GOVERNOR COVID-19 BRIEFING

Livestream and Broadcast of the Office of the Governor's Covid-19 updates

## PRODUCTION - STATE LOCAL GOVERNMENT



### MEMORIAL DAY

Live Broadcast of the Office of the Governor's Memorial Day Presentation



### CHAMORU LAND TRUST COMMISSION

Videography and live streaming services for the CHamoru Land Trust Commission monthly board meetings



### STATE OF THE ISLAND ADDRESS

Live Broadcast of the Office of the Governor's State of the Island Address



### GUAM ELECTION COMMISSION

Videography and live streaming services for the Guam Election Commission monthly board meetings



### 78TH MANENGGON MEMORIAL CEREMONY

A pre-recording of the 78th Manenggon Memorial Ceremony



### 7TH ANNUAL ASSEMBLY OF PLANNERS SYMPOSIUM

PBS Guam pre-recorded and network interface for the Bureau of Statistics and Plans' 7th Annual Assembly of Planners Symposium 2-day person-to-person and online hybrid conference. The symposium was conducted to address meaningful land and natural coastal resource issues or problems that could be resolved through the collective focus of Guam's planning, resource, and policy communities.

## PRODUCTION - ARTS & CULTURE



### 12TH ANNUAL GUAM INTERNATIONAL FILM FESTIVAL

In Spring 2020, PBS Guam partnered with GIFF to celebrate its 10th Anniversary. A cinematic experience specially curated and never before televised exclusively on PBS Guam. The multicultural showcase focuses on indigenous films from around the world with more than half produced in Guam and the Mariana Islands.



### 78TH LIBERATION DAY

Since the COVID-19 Pandemic, there have been restrictions put in place to limit social gatherings. In this instance, the Office of the Governor of Guam has elected to not host a Liberation Day Parade. PBS Guam produced a 3-part series that featured original KGTF Channel 12 archive interviews of WWII survivors and went village to village interviewing our local mayors, showcasing local lifestyles, and recording musical performances by 2nd generation Guam musicians.



### PROSPERO "POPOY" C ZAMORA MEMORIAL CEREMONY

Live broadcast and internet live stream of the memorial ceremony for the Honorable Prospero C. Zamora, former commissioner of the municipality of Dededo, Guam.



### FINO-I-DIHA

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



### A CHAMORU SYMPHONY: SENTIMENTAL JOURNEY

Guam War Survivors Memorial Foundation and the Manenggon Memorial Foundation honor Guam 39 war survivors by telling their stories through the art of Chamorro music. A pre-recorded tribute to Guam's World War II Survivors.



### CHAMORU CHALLENGE BOWL

Coordinated by the Department of CHamoru Affairs in which all Government of Guam agencies/departments are encouraged to participate and come together for a friendly competition speaking in their native language.

## PRODUCTION - ARTS & CULTURE



### DANDAN MARIANAS 4 PART SERIES

A PBS Guam community partnership with a local web-series producer of Dandan Marianas, a successful pre-recorded music video program documenting and preserving the Chamorro language and culture through music.



### LADY TRITON'S BASKETBALL

Livestream and Broadcast of the University of Guam Women's Basketball League games hosted at the University of Guam Field House.



### CAMP BLAZ RE-INTERMENT CEREMONY

Marine Corps Base Camp Blaz leadership along with the Honorable Lourdes Leon Guerrero, Governor of Guam, in coordination with the Guam State Historic Preservation Office, participated in a cultural ritual at the Sabánan Fadang burial site in Camp Blaz

## PRODUCTION - EDUCATIONAL



### ACADEMIC CHALLENGE BOWL

A long-standing partnership with the GATE Project under the Guam Department of Education for over 35 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.



### C.A.M.P GUAM BEHAVIORAL HEALTH AND WELLNESS

An alcohol prevention and media literacy program Public Service Documentary produced by the student participants of the Summer Camp hosted by PBS Guam and the Guam International Film Festival.



### ENERGY SMART SCHOOL VIRTUAL CONFERENCE

Guam Energy Office hosts an online, pre-recorded presentation in partnership with PBS Guam and Guam Power Authority to showcase how four private schools on Guam developed their Energy Management Plans to help their campuses conserve energy and save money.



### DECOLONIZATION 101 - THE QUEST FOR SELF-GOVERNANCE

A pre-recorded special analyzing Guam's political status. What is Decolonization? What is Self-Determination? What does being an Unincorporated Territory mean? What are the three status options available to the people of Guam? These are some of the questions that have been addressed in this half-hour pre-recorded special.



### CHALAN MO'NA-NAVIGATING GUAM'S POLITICAL STATUS OPTIONS

A 30-minute pre-recorded educational program which takes an introductory look at the prospects and challenges of each political status option available to Guam.

# 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 .....	643,184.00
Community Service Grant .....	805,462.00
Contribution And Other.....	5,195,025.00
Interest Income .....	284.00

**TOTAL REVENUES 6,643,955.00**

## EXPENSES

Program Service .....	338,795.00
Supporting Service .....	3,445,099.00
Depreciation Expense .....	176,741.00

**TOTAL EXPENSES 3,960,635.00**

**CHANGE IN NET POSITION ..... 2,683,320.00**

**NET POSITION BEGINNING OF YEAR ..... (632,041.00)**

**NET POSITION AT THE END OF THE YEAR ..... 2,051,279.00**