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CITIZEN CENTRIC REPORT

## MISSION STATEMENT

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Guam Educational Telecommunications Corporation also known as PBS Guam KGTF 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

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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

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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 where 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 expanded coverage now across Saipan, Rota, and Tinian.

## MAKING A DIFFERENCE IN OUR COMMUNITY

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We have taken steps to increase our viewership and provide additional educational programming with the launch of PBS Kids 24/7 broadcasting now for free on any digital channel 12.1. As the COVID-19 pandemic ravaged the world, we partnered with the Office of the Governor of Guam to broadcast continuous press conferences, town halls and other informational health and safety briefings when needed most.

Thanks to 24/7 online digital access and an increased investment in social media, we have deepened our engagement with our existing donors and are working to solidify our relationship with the next generations of consumers.

We have invested a significant amount of time, resources and energy in refreshing our existing website to make it more user-friendly, searchable and discoverable. Our social media platforms have been enhanced to include targeting messaging to reach different audiences through photography and video content. Additionally, we have improved efficiency of our broadcasting ability and station operation enhancements.

## LEADERSHIP

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**Ina Marie V. Carillo**  
General Manager

**Don Muna**  
Executive Producer

**Lorraine G. Hernandez**  
Administrative Officer

**John T. Muna**  
Television Chief Engineer

## BOARD OF TRUSTEES

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**Donovan Brooks**  
Chairman

**Rosemary Clement**  
Member

**Maria-Flor Herrero**  
Member

**Joey Franquez**  
Member

**Judy Flores**  
Secretary

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

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PBS Guam has been able to improve upon and upgrade its infrastructure to improve capital assets. All building air conditioners has been replaced and have been placed on a maintenance program. A security system was installed for building security. Internet services have been upgraded to accommodate the new streaming protocol for PBS Corp. Decade old cracks and leaks in the roof have been repaired and our roof has been treated with elastomeric paint for better insulation and power consumption.

In 2021, PBS Guam was able to replace our vehicle fleet with 3 new vehicles to include a truck and two suvs. Staff computers and editing bays have been replaced and or upgraded. We have been able to procure for an Emergency Alert System which will bring up into compliance with the FCC and our master control playout server, equipment necessary for the broadcast of our national programming, has also been replaced. PBS Guam continues to have no major long-term liabilities such as loans or property liens.

## **ECONOMIC FACTORS**

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In fiscal year 2021, the Covid-19 pandemic continues to hinder station fundraising efforts as in-person events have not been allowable. PBS Guam continues to have difficulty with its traditional fundraising efforts and underwriting. Underwriters are still focused on COVID mitigation and investing in core business operations, which makes underwriting funding more scarce and program underwriting difficult.

PBS Guam successfully pivoted our fundraising efforts and underwriting to production work and our new educational broadcast line up of PBS University, PBS University Higher Learning, and seasonal TV specials. PBS Guam was successful in attaining funding from the Department of Education's Education Stabilization Funds to underwriting PBS University and PBS University Higher Learning for the year. Additionally, PBS Guam expects to received funding from the American Rescue Plan and Educational Stabilization Funds II in the upcoming year.

## **INSTITUTIONAL FACTORS**

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PBS Guam has successfully filled all funded positions this year with the exception of 1 position open as a result of a retirement. Station productivity, job skills and comprehension levels are up, and 70% of PBS Guam staff have completed the mandated Ethics in Government course all while coping with staffing shortages due to COVID-19. PBS Guam is positioned to come out of this pandemic financially sound and stronger than ever.

PBS Guam has launched service enhancements to provide community accessibility to our programming. We have launched the PBS Video App which is a downloadable app that provides live and real time PBS Guam programming with expanded home coverage of not just Guam but to all of the CNMI. In addition, PBS Guam continues to partnered with the Governor's office to broadcast all press conferences as a public service during the pandemic. We continue to do so on all our platforms as needed.

## IN THE COMMUNITY

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### **PBS GUAM VIRTUAL CHALLENGE**

PBS Guam held its first ever successful virtual challenge in November 1-30, 2020. Although COVID-19 Pandemic has changed the way we live our lives and participate in certain events, with today's technology, PBS Guam was able to move forward with our first-ever virtual challenge to walk, wheel or run with 200 participants. Thank you for continuing to support PBS Guam and its Mission!



### **PBS KIDS HOLIDAY OUTREACH**

PBS Guam visited children at the Global Dorm, (Guam Homeless Shelter). The PBS Guam development team met with some of Guam's most vulnerable children for some holiday cheer. Christmas kits filled with PBS Kids activity sets, PBS Kids Club information, programming information, personal hygiene items, and covid-19 protection items such as masks and sanitizers, and toys were given to the kids by Clifford the Big Red Dog.



### **EASTER EGG DRIVE-THROUGH**

Easter Egg Drive-Through event was hosted by the Mangilao Mayor's Office for the residents of the village on Saturday, April 3, 2021. Businesses and residents joined together to provide a COVID-safe venue for families to bring their kids for a drive-through egg hunt. The PBS Guam development team had the opportunity to meet up with the community, pass out information about our station, kids programming, and PBS Kids Club.



### **PBS KIDS & FRIENDS ACTIVITY BOOK**

Coloring! Mazes! Word Search! Cross Word Puzzles! PBS Guam's first ever activity book was a great success for all involved. The 2500 printed booklets were distributed to sponsors, foster children, and PBS Kids Club members.



### **MANGILAO HALLOWEEN PARADE**

Sunday, Oct. 31, 2021, PBS Guam participated in the Mangilao Village Trick-Or-Trunk event this Halloween. At this outreach event, the PBS Guam development team had the opportunity to meet up with the community, pass out information about our station, kids programming, and PBS Kids Club. In addition, we able to pass out candy and goodies to the village children.

## 2021 PROGRAMS OF IMPACT

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### **GUAM INTERNATIONAL FILM 10TH ANNIVERSARY**

PBS Guam partnered with the Guam International Film Festival (GIFF) to celebrate its 10th Anniversary. This provided a cinematic experience, specially curated and never before televised until now exclusively on KGTF Channel 12. The multi-cultural showcase focuses on indigenous films from around the world with more than half produced in Guam and the Mariana Islands. 35+ hours of local and international culturally relevant films for our viewers to experience both here and abroad.



### **77TH LIBERATION DAY, VILLAGE TO VILLAGE WE ARE SURVIVORS!**

Since the Covid-19 Pandemic, there has been restrictions put in place to limit social gatherings. 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, showcased local lifestyles and recorded musical performances by 2nd generation Guam musicians.



This program aired on the anniversary of Guam's Liberation of World War II. It's a celebration of life and focused on our villages, its everyday people, and highlighting what makes each village special. In this program, we highlighted their accomplishments and goals for the future. All traditional elements of the Liberation Day Parade are highlighted, bringing untold stories to the surface and instilling a deeper appreciation into the minds of our island's youth, showcasing Guam Liberation in a whole new light. Biba Guahan!



Part 01: A tribute to Guam's Liberation 30min

Part 02: We are Survivors: A Village to Village Virtual Parade 90mins

Part 03: A Legacy Concert 45min.



### **500TH YEAR ANNIVERSARY OF THE SPANISH WORLD CIRCUMNAVIGATION**

Covering the historic arrival of the Spanish Ship- Juan Sebastián de Elcano. With interviews featuring First Circumnavigation Quin-centennial Commission, Rear Admiral Santiago Barber Lopez, Navy, Captain Carlos Mate San Roman, Navy, Dr. Maria Saavedra Inaraja, PhD (Historian)



## ACADEMIC CHALLENGE BOWL

A long standing partnership with the GATE Project under the Guam Department of Education for over 30 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.



## SURVIVING COVID-19

A year in review highlighting government agencies and first responders who worked critical roles in assisting our island in the survival of the Covid-19 Pandemic in Guam. As we put the struggles of 2020 behind us, we remain hopeful as we are offered a Prayer of Solidarity from some of the island's spiritual leaders.



## GOVERNORS PRESS CONFERENCE

Since the Covid-19 pandemic the Governor of Guam has hosted monthly press conferences to inform the people of Guam. PBS Guam assisted in online access and live broadcast.



## FINO-I-DIHA

A partnership with The Guam Daily Post and the CHamoru Language Commission that provides daily publication and television roadcast of CHamoru to English audio and visual translation to assist the CHamoru language preservation.



## PBS UNIVERSITY

PBS University, PBS University Higher Learning, and PBS University Special Presentations present a breakthrough in local original educational programming and content by featuring closed captioning in every episodic televised broadcast and subtitles in every YouTube upload. PBS University YouTube Channel: [https://www.youtube.com/channel/UCfSbQ\\_3mcr1MPKIm2710sXw](https://www.youtube.com/channel/UCfSbQ_3mcr1MPKIm2710sXw)



PBS University is presented by PBS Guam and the Guam Department of Education. Each season features thirty episodes of curriculum and instruction with prioritized standards, skills, and topics in lessons from nearly thirty GDOE public school teachers. From Pre-K through 8th grade, the series provides fun and educational programming within each grade level. Subjects in each episode include: Literacy, Math, Science, Social Studies, Character Education and CHamoru.



## PBS UNIVERSITY HIGHER LEARNING

PBS University Higher Learning is a series aimed towards secondary education students, 9th-12th grade, up to early college-level students. Based on topical discussion, the series is formatted to provide critical thinking and analytical insight on various subjects. The spinoff, to PBS University Special Presentations present a breakthrough in local original educational programming and content by featuring closed captioning in every episodic televised broadcast and subtitles in every YouTube upload. PBS University YouTube Channel: [https://www.youtube.com/channel/UCfSbQ\\_3mcr1MPKIm2710sXw](https://www.youtube.com/channel/UCfSbQ_3mcr1MPKIm2710sXw)



**Season 1** (9 episodes) Presented by PBS Guam and Guam Department of Agriculture, Season 1 features nine episodes of original educational programming focusing on local sustainable farming practices; from home gardening to livestock and aquaponics.



**Season 2** (9 episodes) Presented by PBS Guam and Humanities Guåhan, Season 2 features nine half-hour episodes of educational programming focusing on two featured series: Kuentui I Hanom and Art+Ideas. The original content is provided by Humanities Guåhan and is packaged into broadcast-length episodes by PBS Guam. Kuentusi I Hanom seeks to privilege the voices and perspectives of Pacific Islanders about the deep cultural importance and meaning of water in their lives. These stories of water are from indigenous CHamorus and other Micronesians—those who trace their heritage to the Federated States of Micronesia, Palau and the Marshall Islands. Kuentusi I Hanom is a collaborative pilot project between Humanities Guåhan and the Smithsonian Institution Traveling Exhibition Service through funding from the Smithsonian Asian Pacific American Center. Art+Ideas explores the intersection of the creative arts—filmmaking, the visual and performing arts, traditional art making, poetry, creative nonfiction, culinary arts—and the humanities.



**Season 3** (10 episodes) dPresented by PBS Guam and Guam Preservation Trust, Season 3 features ten episodes of educational programming with a focus on preserved historic sites on Guam. Episodes feature both English and CHamoru closed captions and subtitles. Join host Siñora Rufina Mendiola, Administrator of the Guam Department of Education CHamoru Studies & Special Projects, as she takes viewers through virtual field trips of each featured historic site to experience its history accompanied with cultural dances and songs in the CHamoru language. The original content is provided by Guam Preservation Trust and is packaged into broadcast-length episodes by PBS Guam. As all historic sites have the treasured stories behind them, the goal of this project is to bridge CHamoru culture and historic sites place based learning to be taught in the CHamoru language as a means to perpetuate the native language of Guam and the Marianas. As the CHamoru language was said to be primarily passed down orally, to add an innovative way to transmit the story, it was thought that this may be the method of teaching the site and reinforcing the lessons by teaching the site using songs in the CHamoru language.



## LETTER TO SANTA

The first 5 PBS Guam Kid's Club Members to submit their personal letter to Chris Cringle are offered the opportunity to read their letter aloud to the entire island of Guam. These short holiday vignettes are tied to our Development Department's Kids Club program giveaway.



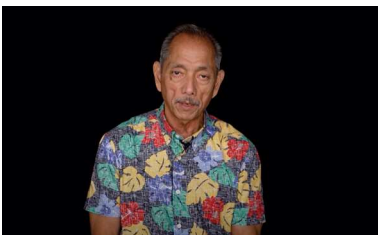
## STATE OF THE ISLAND

PBS Guam filmed and broadcasted Governor Leon Guerrero's Annual State of the Island Address. The annual message delivered by the Governor of Guam to the Guam Legislature and people of Guam details the current condition of the island. The State of the Island Address includes reports on the island's current state, economy, news, administration achievements and the governor's priorities and legislative proposals.



## GUAM MEMORIAL DAY

Live Broadcast of the Governors Memorial Day Presentation



## PRIDE

In celebration of Pride Month, PBS Guam invites the islands most recognizable public figures to speak openly about their LGBTQ perspective



## A JOURNEY THROUGH ABSTRACTION

Art educator, Dawn Lees Reyes and PBS Guam partners for a special broadcast of Dawn's overview of 20th century modern art, specifically in the area of abstraction.



**GUAM BEHAVIORAL HEALTH AND WELLNESS**

A suicide prevention PSA co-produced by PBS Guam

**6TH ANNUAL ASSEMBLY OF PLANNERS SYMPOSIUM**

PBS Guam provided pre-recorded and network interface for the Bureau of Statistics and Plans' 6th 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

**SYMBOLS AND IMAGES OF THE FEMININE**

Art educator, Dawn Lees Reyes and PBS Guam partners for a special broadcast of Dawn's perspective of how women's images have been used in art through the ages.

**MINATĀYAN**

An all CHamoru Language (Guam Native Language) open forum. Where CHamoru educators discuss the establishment and mission of Kumision I Fino CHamoru. (Commission on CHamoru Language and the Teaching of the History and Culture of the Indigenous People of Guam)

**CENTER FOR ISLAND SUSTAINABILITY  
VIRTUAL EVENT**

University of Guam's Center for Island Sustainability Virtual Conference discussing Guam's future in sustainable living.

**GUAM GREEN GROWTH Bi ANNUAL MEETING**

In Studio recording of University of Guam's, Green Growth's bi-annual meeting.

# EXECUTIVE SUMMARY

PBS Guam has been able to positively position itself amidst a worldwide COVID pandemic. Management's strategic directive to pivot fundraising efforts from traditional underwriting and community financial support to creative and production work has placed PBS in a position to come out of this pandemic financially sound. In addition, both the development team and management have been successful in applying for and received various grants to subsidize expenses for the station. Goals and objectives this year have been to completely upgrade production and broadcast equipment, administrative equipment, and begin infrastructure upgrades. With these improvements, PBS Guam will be able to carry on the mission of providing services using our medium that educate, inspire, and entertain while expressing cultural diversity and perspectives of the people of Guam, our region, and around the world.

## REVENUES

Local Appropriation .....	491,092.00
Community Service Grant .....	1,095,926.00
Contribution And Other.....	1,672,970.00
Interest Income .....	269.00

**TOTAL REVENUES 3,260,257.00**

## EXPENSES

Program Service .....	188,555.00
Supporting Service .....	1,731,301.00
Depreciation Expense .....	127,702.00

**TOTAL EXPENSES 2,047,558.00**

CHANGE IN NET POSITION ..... (1,212,699.00)

NET POSITION BEGINNING OF YEAR ..... (1,844,740.00)

NET POSITION AT THE END OF THE YEAR ..... (632,041.00)

