

CITIZEN CENTRIC REPORT



EDUCATE!
ENTERTAIN!
INSPIRE!

Watch It!

MARCH 2012

Mission Statement

PBS GUAM/KGTF is committed to providing services using multimedia to educate, inspire, entertain, and express the cultural diversity and perspectives of the people locally, regionally and internationally.

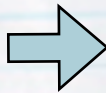
Vision Statement

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.



Making a Difference in Our Community

**PBS GUAM/KGTF
LOCAL VALUE**



**PBS GUAM/KGTF
KEY SERVICES**



**PBS GUAM/KGTF
LOCAL IMPACT**



- Acquire and provide viewers national PBS programs as well as local programs at no cost to the station
- Satisfied viewership, based on successful programming and related services
- Develop a more efficient, and eventual automated process, for programming services
- Provided coverage for the 8th Chamorro Language Competition. Broadcast five episodes of competition
- Provided free air-time and professional services to independent producers on Guam
- Revived the Academic Challenge Bowl in partnership with the Gifted and Talented Program, Guam Department of Education
- Provided Live coverage of Guam's Annual Liberation Day Parade festivities
- Providing local producers with the opportunity to broadcast their programs on PBS GUAM/KGTF
- Through the satellite feed, viewers are now able to see national programs 9-hours later
- Increase educational partnerships in the public and private schools - bringing back Academic Challenge Bowl to Channel 12.
- Through outreach efforts, PBS GUAM/KGTF has a more robust kids membership since the program started 3-years ago

Economic Factors

A FEW STATION CHALLENGES

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Like other rural PBS stations in the nation, PBS GUAM/KGTF continues to face challenges in providing services to the community. The station operates with limited financial support from GovGuam and the Corporation of Public Broadcasters (CPB). A bulk of the GovGuam budget pays for salary and benefits for ten (10) employees at the station. The remaining fifteen (15) employees are funded by CPB.

While recognizing the limited resources afforded to the station, PBS GUAM/KGTF seeks other funding sources, which includes grants outside of CPB, underwriting and sponsorship support – additional funding that helps with station upgrades as well as enhancements.

Seeking underwriting or sponsorship support in the community, efforts to raise funds have come with its share of challenges. Over the past year, Guam's two major economic engines – tourism and the military – showed less promise than projected. While preliminary reports in 2011 reflected a positive upturn in tourism, Japan's catastrophic

tsunami in Sendai resulted in the total number of inbound visitors to the island at a 3% decline over the previous year. Tourism officials expect 2012 to show better results at year end as efforts are made to grow visitor numbers out of China and Russia. The increase in visitors will provide the needed injection of businesses to reinvest their money on island.

As most businesses have seen a decrease in sales over the past several years, one of the first business expenses that is either reduced or eliminated is a company's advertising budget. Consequently, selling underwriting or seeking sponsorship for PBS GUAM/KGTF has come with its share of opportunities.

Additionally, the activities surrounding the uncertainty of the U.S. military build-up on Guam has taken its toll on non-profits seeking community support. Over the past three years, the glitz and glamor of the buildup has subsided in 2011, with fewer companies less enthusiastic of the buildup. Consequently, businesses remain cautious of investing any more dollars in the community. That being said, construction businesses

have infused far less money compared to the previous year. Non-profit support for organizations like PBS GUAM/KGTF, have been far less copious.

Lastly, the Government of Guam's financial posture has definitely placed a damper on activities at the station. With new leadership and re-shaping of GovGuam in 2011, PBS GUAM/KGTF has re-shifted its operations budget to counter cuts or proposed cuts provided by the Bureau of Budget and Management Resources. The station has streamlined its traditional way of doing businesses to maximize resources and ensure that we are using equipment/assets to its fullest potential. PBS GUAM/KGTF will continue to operate within the parameters that provide greater efficiency with limited resources.

Community Outreach



For 41 years, PBS GUAM/KGTF has been providing the island community with quality and educational public programming. It also moves beyond the family living room to engage and inspire viewers to be ready and eager to learn no matter what age group.

The **PBS Kids Go! Writers Contest** is designed to promote the advancement of children's reading skills through hands-on, active learning. The contest encourages children in grades kindergarten through third to celebrate the power of creating stories and illustrations by submitting their original pieces to PBS GUAM/KGTF Channel 12 so that they can qualify to win great prizes and their stories sent to national competition when available. The contest extends the powerful tradition and annual success of the 15-year national "Reading Rainbow Young Writers and Illustrators Contest," which encouraged many of our participants to do better academically.



In 2011, Guam's contest had a submission of over 120 stories received from elementary and home school students. In the years that PBS GUAM/KGTF Channel 12 has been participating, there has always

PBS GUAM GOES PUBLIC

Winner of the 2011 Ipad for the station's annual Family Read-A-Thon.



PBS GUAM/KGTF takes its pledge night to the capital city of Hagatna. TGIFriday's hosted the station's pledge drive.



been strong support from local businesses to recognize the accomplishments of our school children either through monetary contribution or prize donation.



Be Big. Give Big. With Clifford the Big Red Dog was held on February 12, 2011 at the Guam Premier Outlet, the island's only outlet shopping mall. The purpose of the event was to promote kid's club membership while increasing awareness of the station. Kid's activities and the opportunity to take photos or meet Clifford the Big Red Dog were made available during the 4 hour event. Local companies also provided free balloons for the kids and giveaways.

To give back to the community, those kids who joined membership signed a giant Valentine's Day card which was delivered by PBS GUAM/KGTF Channel 12 management and Clifford the Big Red Dog to the patients in the Guam Memorial Hospital Pediatric Ward on Valentine's Day. The station also donated coloring books to the kids along with stuffed animals and educational books for their reading library that were contributed by local businesses.



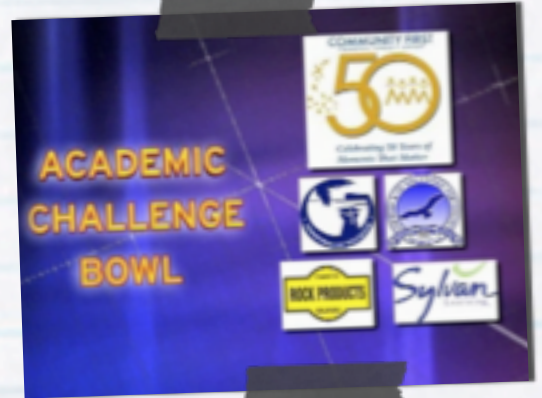
PROGRAMS OF IMPACT

Academic Challenge Bowl (ACB) is an interscholastic competition that tests students' acumen across the educational curriculum. School groups test 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 friendly academic competition and build school unity and pride. The first eight competitions were taped from November through December 2011 at the PBS Guam/Channel 12 studio in Mangilao. After a two-and-a-half-year absence, the Guam Department of Education's Gifted and Talented Program and PBS GUAM - KGTF Channel 12 revived this popular program.



8th Chamorro Language Competition. In late March 2011, through a Memorandum of Understanding with the University of Guam's College of Liberal Arts and Social Sciences' Chamorro Language Program, PBS GUAM - KGTF Channel 12 videotaped the 8th Annual Chamorro Language Competition, a two-day contest that involved forty-four schools from Guam and

the Northern Mariana Islands. Individual students and school groups competed in twenty-two Chamorro language categories. In-kind professional services to videotape the event included two cameramen, a production coordinator, a studio supervisor, and a producer. Personnel spent thirty-two man-hours each for both days, and captured a total of twelve hours of footage. Five thirty-minute episodes aired on PBS GUAM - KGTF Channel 12 from July through November. Additionally, a three-and-a-half hour video document of the competition was made available to all schools and competitors for a nominal fee. The video document was officially presented to the University of Guam president by PBS GUAM - KGTF Channel 12 General Manager for archival purposes. PBS GUAM's collaboration in this popular, cultural and academic event is evidence of our commitment to support and promote Chamorro culture and traditions through partnerships with local advocacy groups, non-profit organizations, and educational institutions.



Measuring Impact



Statement of Activities 2011

Revenues:	
Local appropriation	\$ 621,057
Community Service Grant	750,588
Contribution and other	434,118
NTIA Grant	
140,735	
Interest Income	<u>5,476</u>
Total revenues:	\$1,951,974
Expenses:	
Program service	192,876
Supporting service	1,570,811
Depreciation expense	<u>170,852</u>
Total expenses:	\$1,934,539
Change in net assets:	\$ 10,566

Capital Assets

As a result of the Digital Television Transition and Public Safety Act of 2005, PBS GUAM/KGTF's capital assets increased in the prior fiscal year to over \$2.4 million. The station's new equipment upgrades, has provided other opportunities for broadcasting services for private and public sector entities; which include the emergency responder services.

With the digital transmission equipment upgrades at Barrigada Heights, PBS GUAM/KGTF has had correlating upgrades to the Master Control Operations (MCO). Last summer, we replaced equipment in the MCO section, allowing for better flow of the programming process of the station. Additionally, we installed a satellite dish that now provides all programming received by PBS national. The slight change in capital assets, resulting from the MCO upgrades and the addition of the satellite, represents an increase of approximately .004% over the previous year. The actual composition and the activity within these accounts are presented in more detail in the notes to the financial statements.

Upgrades to the MCO section of PBS GUAM/KGTF was funded by a Corporation for Public Broadcasting & NTIA grants. Today, that station has state-of-the-art digital broadcast switcher, monitor, and all required software and applications to provide a crisper broadcast feed to our viewers. The satellite feed allows us to provide programs 9-hours later than the U.S. mainland. PBS GUAM/KGTF is moving in a new direction.

Summary

PBS GUAM/KGTF has the responsibility to provide programming which allows the opportunity for people of diverse ethnic and cultural backgrounds to share in the accomplishments and sorrows of mankind in general, and to further understand how great achievement and tragedies occur. Public television harnesses the power of the new media in ways that will improve the quality of life and learning for the community. Additionally, PBS GUAM/KGTF is committed maintaining an honest, professional and open relationship with the community – providing programming content that will inspire viewers to “Be More.”

Based on 2011 activities, the station seeks the means to aggressively inform the public of the importance of public television and to secure the support, both financially and morally, from the public PBS GUAM/KGTF serves. The station's mission of education, culture and citizenship is essential to the people of Guam.

Planning Our Future

- Integrate pbskids.org in the classroom
- Tie-in the education value PBS Guam brings to the community
- Spearhead literacy campaigns
- Conduct educational workshops that promote literacy
- Partner with PTAs, Boys & Girls Clubs and other civic groups
- Serve as the greatest asset by providing meaningful local connections that no profit-driven media giant can match



Opportunities

The opportunities for the station include the following:

Increasing partnerships – PBS Guam will work on generating new business to the station by working with civic organizations and GovGuam agencies/departments to fulfill their production and broadcasting needs.

Marketing opportunities – The availability of PBS Kids' characters and learning resources provides opportunities to increase awareness of PBS Guam and generate revenue within the community.

Building on a tradition of success – PBS Guam will increase local programming that appeals to a diverse group of viewers. Content will include lifestyle, history, culture and traditions of Guam and the neighboring islands of Micronesia.



To help improve the services we provide our viewers, please call or visit our station today!

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