

Citizen Centric Report

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 culture that is thriving on Guam, such as Chamorro, Asian and other Micronesians.
- Have a production operations model that not only guarantees the best possible programming that can be achieved today, but also can remain consistent during evolution of administration and technology.
- Provide for the educational needs of students as well as secondary and post-secondary institutions that do not have the resources, equipment and expertise to provide a solid telecommunications curriculum.
- Complete Internship Program upon request from Higher Education Institutions.



Making a Difference in Our Community

PBS Guam/KGTF wants 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 the Micronesia Region.

We want to make a difference in our island

community by:

- Organizing program segments for improved viewership satisfaction
- Produce & broadcast the highest quality local (Guam) content
- Increase public awareness of PBS and the free resources available to educators,

parents and caregivers in support of school curriculum goals and objectives (such as to increase literacy).

- Improve efficiency of programming by the development of equipment/databases while seeking funding for these upgrades.

Economic & Institutional Factors



Be Big. Give Big with Clifford the Big Red Dog @ Public Library

“Build and maintain a strong network to identify and capture the breadth of cultures that are thriving on Guam”

Like other rural PBS affiliate stations throughout the country, PBS Guam KGTF Channel 12 continues to face revenue challenges. In Fiscal Year (FY) 2013, PBS Guam operated under a net deficit and revenues declined compared to the previous year. To cover obligations, the station had to draw down from its reserves.

Guam’s economy remains poised for significant expansion. The long-awaited military buildup stalled throughout FY2013, but has recently regained momentum with support in national appropriations and international agreements. Military construction allocations have increased from FY2012 levels. Guam’s tourism market is

celebrating its 50th year, and enjoying significant diversification from the historical preponderance of Japanese tourists. Tourist arrivals overall continued to climb in 2013. New hotel construction promises additional rooms during 2014. The government of Guam finished fiscal year 2013 with a surplus, and its bond rating has been upgraded. Guam’s economy is growing in confidence.

With an improved outlook for more rapid economic growth in the coming year, corporate supporters of PBS Guam are expected to increase their underwriting, sponsorship and other fundraising support.

PBS Guam has steadily advanced its mission of providing high quality non-commercial programming for Guam residents over recent years. Improvements in digital broadcasting, physical plant and staff skills have a contributed to a competitive service. Management has continued to pursue grant funding for needed production equipment upgrades to complete the digital service envisioned with the conversion of its transmitter facilities from analog to digital.



**PBS Guam
Breakfast Summer Fest
June 2013**



Programs of Impact

PBS GUAM - KGTF Channel 12 completed its local series, I KNOW GUAM, in 2013. Featuring teenage hosts, the five-episode series explores historic and contemporary sites around the island of Guam in an effort to promote awareness of Guam's unique history and the value of historic preservation, and to showcase the natural beauty and historic and contemporary architecture of Guam. The series also featured the winners of the video category of Guam's 2013 National History Day competition.



Lujan House (restored)

The third episode featured the Historic Lujan House, and the first post-WWII all-stateside structure: The Guam Congress building. 14-year-old Jonah Cruz and 15-year-old Matt Rodriguez, students at Simon Sanchez High School, move viewers through the rich history of the Lujan House, from its creation by Tun Jose P. Lujan in 1911, through its latest restoration in 2011.

Anania Nauta, a 19-year-old sophomore at the University of Guam, hosted the second half of this episode, featuring the Guam

Congress/Legislature building. With this historic structure as an anchor, Nauta takes the viewer through Guam's quest for US citizenship and a greater voice in self-government, from 1901, through the Walkout of the Guam Congress in 1949, to the signing of the Guam's Organic Act in 1950. Nauta ends the program with an update on the current progress of the local government's restoration plans for this historic landmark.

The final two episodes featured the winning videos of Guam's 2013 National History Day competition, a nationwide, year-long academic program that involved middle and high students as they creatively develop their perspectives of history through research and reading, presentations in writing, visual projects and/or performance.

Students on Guam focused their topics on Guam history. A collaboration with the Guam Preservation Trust, the fourth episode featured the winning entries of the middle and high school group video categories. From videos on the Japanese Occupation of Guam during World War II and the hardships the Chamorros endured during this dark period of Guam history, the changes in lifestyle imposed by the Japanese military, and the enduring strength and spirit of the Chamorro people to withstand adversity. The filmmakers also illuminate the indomitable Father Jesus Baza Dueñas, who inspired his people to remain steadfast in their faith, despite the darkness of the time in which they lived. This video assessed the changing role of



Guam's global importance as a US military base in the Pacific/Asia region.

"A Final Resting Place: The Evolution of Chamorro Practices on Guam", examined pre-contact indigenous burial rites, and introduced Catholic funereal practices in the fifth episode. The episode concluded with middle-school student entry entitled, "At the Crossroads: Guam, the US, and the Winds of Change". This particular video ranked fourth in the nationwide National History Day competition for the individual middle-school category. This well-researched documentary shed light on Operation Crossroads in 1946, the beginning of a series of atomic bomb testing by the US military in the seas off Bikini and Enewetok Atolls in the Marshall Islands.



Original Lujan House

PBS Guam gets out into the Community

In an effort to increase public awareness and the benefit public television brings to the local community, the station organized community outreach events throughout the year with support from new and existing corporate supporters and partners.

The objective is to extend the reach to the island community who may not watch public programming. For current viewers, the events provide opportunities that go beyond the programs found on public television in hopes to educate and inspire.

In 2013, PBS Guam organized various events in which we partnered with businesses and/or other government agencies knowing the importance of being out in the community. (1) Cat in the Hat Knows A Lot About Christmas Saturday Story Hour; (2) Curious George Swings into Spring Event (in conjunction with Earth Day); and (3) Dr. Seuss Birthday Celebration.

BE BIG. GIVE BIG WITH CLIFFORD THE BIG RED DOG.

It was a double celebration during Valentine's Day 2013 as PBS Guam held its 3rd Annual Be Big, Give Big with Clifford

the Big Red Dog. Held at Macy's Department Store, the public enjoyed fun-filled family activities and a chance to meet the beloved Clifford the Big Red Dog.

Kids who signed up for membership signed a giant Valentine's Day cards that was presented to children in difficult family situations by way of **the Alee Shelter** and **Erica's House** on Valentine's Day. (pictured below)



A special birthday celebration on Valentine's Day was held at the Guam Main Public Library in Hagåtña on February 14 in honor of the canine's 50th birthday.

PBS KIDS GO! WRITERS CONTEST

The PBS KIDS GO! Writers Contest is an educational campaign that encourages kids to use their voices and build literacy skills by writing and illustrating their own stories. For the first time, the local contest welcomed over 400

entries from K—5th grade students from Guam's schools (private, public and home school).

PBS LEARNING MEDIA and TEACHERLINE

PBS Guam continued to promote and highlight PBS TeacherLine courses available on-line for professional development. With the roll out of the PBS Learning Media website, the station also worked on localizing the information available and increase awareness.

PBS Guam began discussion on building a traveling classroom to offer in elementary schools with enrolled underserved children. In 2013, plans and funding was sought to start-up the classroom. While funding requests were not approved in 2013, PBS Guam continues to seek the launching of a Mobile Classroom in 2014.



Statement of Activities FY2013

Revenues:

Local Appropriation	\$541,428
Community Service Grant	\$809,074
Contribution and other	\$361,521
Interest Income	\$ 3,543
Total Revenues	\$1,715,566

Expenses:

Program service	\$239,780
Supporting service	\$1,533,644
Depreciation expense	\$173,850
Total Expenses	\$1,947,174

Change in Net Assets **(\$231,608)**



Upgraded equipment in Master Control Operations

Capital Assets

With the completion of the digital transmitter and the Master Control Operations (MCO), KGTF is prepared to expand its services. Our MCO can handle two program streams, and our digital transmitter can broadcast two high definition and two standard definition channels. National programming on our primary channel has been optimized. However, investment in capital equipment stalled in 2013, with only \$4,610 in outlays recorded. Facility and equipment needs were itemized, but grant applications were unsuccessful. Local production was hampered by legacy cameras, aging editing suites and studio controls. Attracting tenants to lease available space on our broadcast tower requires more dependable climate control and generator power. Capital equipment replacement is needed to keep pace with technology, expand service to four channels, and create a significant new revenue stream.

Summary

PBS Guam has steadily advanced its mission of providing high quality noncommercial programming for Guam residents over recent years. Improvements in digital broadcasting, physical plan and staff skills have contributed to a competitive service. Management has continued to pursue grant funding for needed production equipment upgrades to complete the digital service envisioned with the conversion of its transmitter facilities from analog to digital. PBS Guam will continue to bring free and accessible programming and service of the highest quality to everyone.

Contacting PBS Guam KGTF Channel 12 Financial Management

This financial report is designed to provide our community and others a general overview of PBS Guam KGTF Channel 12's finances and to demonstrate its accountability for the money it collects. If you have questions about this report or need additional financial information, contact the General Manager at P.O. Box 21449 Barrigada, Guam 96921 or call (671) 734-5483 or email dtaggerty@pbsguam.org.