



PBS GUAM
KGTF Channel 12

FY 2017

CITIZEN CENTRIC REPORT

Servicing our community with educational & quality programming that entertains, inspires

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 rich culture that is thriving on Guam, such as Chamorro's, Asians and other Micronesians.
- Have a production operations model that does not only guarantee the best possible programming that can be achieved, but one that also preserves through administration and environmental changes.
- 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 continues to leverage on its mission to provide the community with quality educational and cultural programming.
- PBS Guam -KGTF Channel 12 is 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 increase literacy)
 - ◆ Improve efficiency of programming by developing of equipment/databases while seeking funding for these upgrades.

Economic Factors

The unstable political landscape both locally and nationally continues to affect PBS Guam and its community donors and sponsors directly and indirectly. President Trump's proposal to cut funding for public broadcasting and the arts, the on going North Korea threat, the local Administration's proposal for a 50% increase in business privilege tax and the shortage in foreign contract workers in Guam are some of the issues and challenges PBS Guam is faced with today. These factors and



threats contribute to the population's spending habits as well as the corporate communities drive in pursuing corporate social responsibility. The federal government's denial in foreign worker visa, for example, has effectuated a reduction in underwriters in the construction industry.

These political factors, coupled with external competing elements such as the convenient availability of streaming PBS programming digitally on the web such as Youtube, Hulu, PBS Kids app and other streaming devices, are a hindrance in PBS Guam's ability in generating program underwriting, which is one of the major funding revenue for PBS Guam. Quality local programming, not found on mainstream media that engages and enriches the community is needed, more than ever, in order to generate more corporate community support.



PBS Guam continues to leverage on its mission to provide the community with quality educational programming. Since the population is headed towards alternative non-cable, non-commercial telecommunication wireless outlets, PBS Guam's major demographic are parents with young children who watch PBS Kids programming on television who may not have subscription to digital cable network. Nationally, PBS Kids is still one of the top rated kids network and is the preferred network by moms. This remains important to low-income households with elementary school age children. Our children's network programming content comprises two thirds of our broadcast



IN THE COMMUNITY

2017 FAMILY READ-A-THON TOP THREE WINNERS!

For over 47 years, PBS Guam KGTF TV12 had been Guam's recognized leader in high quality children's programming and long-form local programming. In true appreciation, thousands of Guam's elementary school children contributed over \$50,000 to support KGTF's continued operation during our 2017 FAMILY READ-A-THON CONTEST. We also actively promote PBS Learning Media and TeacherLine to augment educator effectiveness. PBS Guam is publicly supported, recognized, and valued.

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

The objective is to extend the reach to 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.

PBS Guam organized various events in which many businesses and/or other government agencies supported as their way of also supporting the community.



1st Place, Jace Guerrero,
TAMUNING ELEM SCHOOL



2nd Place, Victoria Bersamin,
BP CARBULLIDO ELEM SCHOOL



3RD Place, Roland Muna,
WETTENGEL ELEM SCHOOL



2017 Family Read-a-Thon Contest Winners

with Sponsors of GoPlay!

2017 PROGRAMS OF IMPACT

PBS Pledge Night 2017 Na'I Animu (Give Us Your Support) live broadcast

The 2017 PBS Pledge Night was a night filled with entertainment and support for this years Pledge Night. The Pledge Night was hosted at the PBS Guam's studio in Mangilao. Sporting a new look and streamlined presentations, cementation and live/pre-recorded entertainment. The event was an excellent opportunity to show case our updated multi camera system capabilities, production design and live broadcast/broadband capabilities.



Liberation 2017 Live Broadcast/Broadband

The 73rd Annual Liberation Day Parade "Strength in Unity" observed on July 21, was an exciting event filled day. Providing our viewers full parade coverage. It was definitely the biggest day to be celebrated on Guam. There were vehicle motorcades, colorful floats, marching bands, military marching units and residents representing their organization or village. This year PBS deployed more camera angles and constant commendation from various commentators.

UOG The Chamorro Cooking Show Class 202

Inakuhechan I fino' Chamoru gi fina' tinas Nengkanno' Chamoru.
Chamorro cooking is always a favorite topic to showcase. How about cooking Chamorro food while speaking Chamorro? Join the UOG Class 202 as they demonstrate their Chamorro cooking skills and language in the native tongue.



IN AKUCHECHAN
I FINO' CHAMORU
GI FINA'TINAS
NENKANNO' CHAMORU



2017 PROGRAMS OF IMPACT



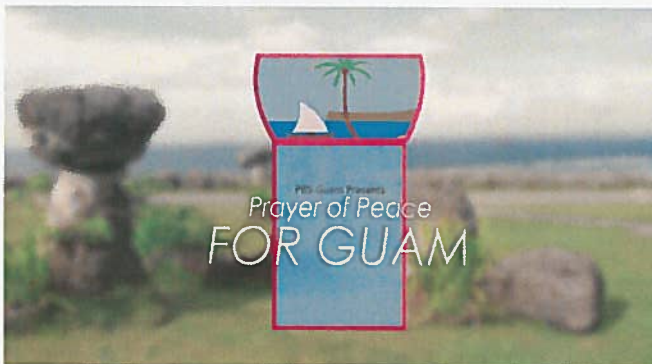
NEOCON 2017

NEOCON 2017 was a fun convention featuring cosplay, comic book, anime and gaming. It was an exciting family friendly experience. PBS Guam had the opportunity to show viewers the passion of fans of anime, manga, video games, comic books and both American & Japanese pop-culture. The NEOCON experience is truly a community event showcasing local artists presenting their unique hand-crafted art. The convention provided an excellent opportunity for anime fans and the geek/nerd community to socialize, cosplay, photo-op, shop and compare notes.



Prayer for Peace Live Broadcast/Broadband

With the North Korea's missile threat. Pyongyang vowed to attack with long range missiles in areas around Guam by mid-August of 2017 with Guam having become the center stage of attention and concern. Dr. Vincent T. Akimoto and a number of the community's religious organizations gathered together at the PBS Guam studio to offer a "Prayer of Peace and Healing."



JuneTeenth

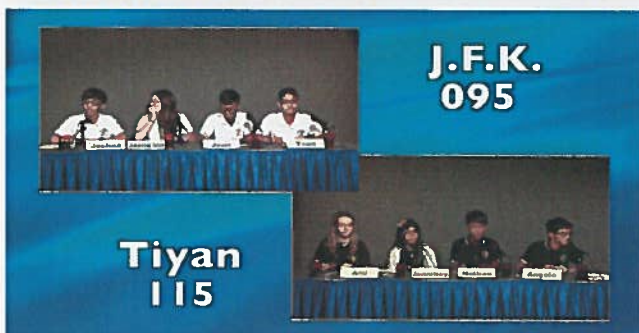
JuneTeenth is an annual Guam celebration. The theme is "Juneteenth Texas BBQ Celebration," people can make a difference and have fun doing it. Juneteenth is the oldest known celebration commemorating the ending of slavery in the United States, which dates back to June 19th 1865.



2017 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 a friendly academic competition and build school unity and pride. The competitions were all taped from PBS Guam/Channel 12 studio in Mangilao. This popular program was made possible by Guam Department of Education's Gifted and Talented Program and PBS GUAM - KGTF Channel 12.

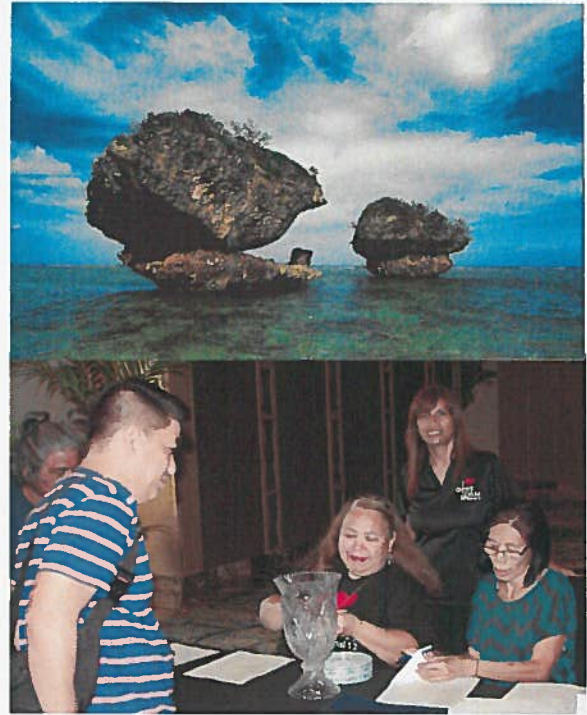


JROTC Drill Competition

Multiple High School Unit Guam join the field drill competition at Simon Sanchez High School on March 4, 2017. It was an exciting event for those young children showing their talent and representing their school with pride.



Revenues:	
Local Appropriation	\$ 575,383
Community Service Grant	588,171
Contribution and other	307,036
Interest Income	<u>685</u>
Total Revenues	\$1,471,275
Expenses:	
Program service	146,842
Supporting service	1,447,868
Depreciation expense	<u>107,348</u>
Total Expenses	\$1,702,058
Change in net position	(230,783)
Net position beginning of year	<u>\$1,147,895</u>
Net position at the end of the year	<u>\$ 917,112</u>



Capital Assets and Long-Term Obligations

Capital assets decreased due to station depreciation and no new equipment purchased in FY2017. PBS Guam remained committed to upgrading its equipment and facilities, but refocused its efforts on priority maintenance of existing assets. Ending of 2017 Fiscal Year PBS Guam purchased two (2) six ton air conditions to upgrade our Barrigada Transmitter site.

With the new changes in our technology ATSC 3.0 is the next generation of Digital Television. On November 16th, 2017, the FCC voted in favor of voluntary adoption of the next Gen TV Broadcast Standard (ATSC 3.0) by vote 3-2. This transition does not include financial assistance to date and therefore creates a major financial hurdle for the station to pursue this endeavor.

Summary

PBS Guam distributes its programming via Channel 12.1 and 12.2, from a transmitter located on Barrigada Heights. We are funded by the Government of Guam, the Corporation for Public Broadcasting, and private revenues from viewers, corporate supporters and video production clients.

PBS Guam is committed to maintaining a high-quality, non-commercial, educational broadcast service to benefit residents of this community. We also seek to extend our service to relatives and friends who have relocated throughout the United States and the world, via broadband streaming and video on demand of local programming.

PBS GUAM/KGTF continues to provide the people of Guam with programming and services of the highest quality, using media to educate, inspire, entertain, and express the diversity of perspectives. Through quality programming, PBS GUAM/KGTF strives to empower individuals to achieve their potential and strengthen the social, democratic, and cultural health of Guam and the nation. In order to accomplish this, plans are being developed to further attain public and individual support. Furthermore, with the anticipated digital transmission capabilities, PBS GUAM/KGTF will continue to bring free and accessible programming and services of the highest quality to everyone.

Contacting PBS GUAM/KGTF's Financial Management

This financial report is designed to provide our community and others a general overview of PBS GUAM/KGTF's finances and to demonstrate its accountability for the money it collects. If you have questions about this report or needs additional financial information, contact the General Manager at P. O. Box 21449, GMF, Guam 96921 OR you may contact us by telephone at 671-734-5483 during office hours 8:00 AM TO 5:00 PM