



# 2014 Citizen Centric Report

**“PBS Guam is committed to providing services using multimedia to educate, inspire, entertain, and express the cultural diversity of the people locally, regionally and internationally”** PBS Guam Mission Statement



PBS Guam serves the unmet broadcast needs of Guam residents without paid access to cable or wired digital television, broadband service, and, for producers, access to broadcast quality video production and distribution facilities.

In 2014, PBS Guam provided these vital local services:

\*\*\* 12 hours daily of highest-quality network childrens' programming;

\*\*\* Six hours daily of highest-quality network news, science, drama, and arts programming.

\*\*\* Artistically innovative, intelligent and culturally respectful production of public service messages and video reflections of island people and events.

PBS Guam's local services and production quality establishes and maintains higher content standards than local commercial television and video producers, especially to benefit those with least access.

For over 44 years, PBS Guam KGTF12 has 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 **\$60,000** to support KGTF's continued operation during our **2014 Family Read-A-Thon.** ***Thank you!*** PBS Guam featured annually on air the works of winning entries to our **PBS Kids Go! Writers Contest.** We also actively promote **PBS Learning Media** and **TeacherLine** to augment educator effectiveness. PBS Guam is a publicly-supported, recognized, valued **educational institution** of and for the people of Guam.

Again this year, we broadcast and streamed the **70<sup>th</sup> Liberation Day Parade,** our island's single largest public gathering. Coordinating our breaks carefully with Mayors Robert Hofmann and Melissa Savares, we presented every entry and grandstand announcement for viewers here and around the world. In 2015, our coverage will be in full HD for the first time!

KGTF continues to produce **Academic Challenge Bowl** for the Department of Education Gifted and Talented Program, where hundreds of Guam junior and high school students have represented their schools over the years. In 2014, we hosted **field trips** by **George Washington High School** students enrolled in **Guam Community College's Visual Communications** classes, and **Broadcast Production** classes from the **University of Guam Communications** department, to inspire their interest in non-commercial media and invite them to join KGTF as interns, volunteers, independent producers and, in the future, as staff.

General Manager Darryl A. Borja Taggerty attended **PBS NewsHour** training to qualify us as a **Student Reporting Labs Mentor Station.** Since his return, he has been encouraging Guam Department of Education teachers and administrators to set up Reporting Labs in Guam schools. His invitation will be extended in 2015 to Northern Marianas and private schools.



We broadcast the Commonwealth of the Northern Marianas' **30<sup>th</sup> Annual Attorney General's Cup Speech Competition** for high school students on Law Day. While Saipan and Tinian are not within KGTF's broadcast radius, PBS Guam is carried by Docomo Pacific for viewers in the Northern Marianas. We are proud to showcase regional academic talent in the public interest.

On occasion, KGTF has **fun events** to thank our community supporters. For lifelong patrons, we hosted a Downton Abbey-themed "**Swirl, Sniff & Sip**" soiree at the Sheraton Laguna's The View lounge, and broadcast a "**Fall In Love With PBS**" telethon live from Tu'Re on the East Agana waterfront, featuring local entertainers. For families with young children, we organized a **Summer Breakfast Festival** – two days of family fun featuring guest characters of our favorite childrens' shows as Word Girl, Buddy from Dinosaur Train and Daniel Tiger!

When Governor Calvo delivered his **2014 State of the Island Address**, live from the Plaza De Espana, KGTF was there. We fed all other local stations interested carrying the event, at no cost. We also carried the opening ceremonies of the **Magof Nochebuena Peace Festival** for the Christmas season live from Government House.

This year, PBS Guam took over **The Guamanian Network** from its beginnings at Adelup. In conjunction with our buildout of **new, all-local content, over the air broadcast Channel 12.2**, our test programming schedule has been archives of historical PBS Guam productions, while calling for local independent productions and producers to publish noncommercial community content at/with PBS Guam. We intend to uphold its stated purpose: "The Guamanian Network is your platform, content & channel; broadcasting government meetings, events & news. More importantly, it will be your opportunity to showcase talents & stories that you want to see." In 2015, new file-based equipment and automation upgrades will allow us to schedule programs simultaneously for free broadcast on Channel 12.2 and on GTA and Docomo wired services.

In 2014, PBS Guam performed a delicate service for the people of Guam during the **Chad Desoto trial**. At the court's invitation, KGTF placed **cameras in the courtroom** and ensured gavel-to-gavel electronic access to local and foreign media. This groundbreaking eight-week, non-broadcast engagement protected our tourism industry, upheld the integrity of Guam's judicial process, and promoted international understanding, by facilitating simple transparency.

PBS Guam must generate revenues to survive like any business. Our production services delivers **high-quality public service announcements** for the Department of Public Health & Social Services, the Department of Education, and the Department of Integrated Services for Persons with Disabilities, among others. These are commonly viewed on all visual mass media, including mall court screens and before main features in theaters. We are currently working on training videos for Early Childhood Education, and benchmarking Guam's participation in the Micronesian Challenge.

Aside from our stellar PBS network lineup, we also bring in locally produced and regional shows. **Pacific Heartbeat** features cultures of Oceania filmed with assistance of Pacific Islanders In Communication. We were recently asked by **Micronesian Seminar** in Pohnpei, a producer of regional scholarly materials for over thirty years, to consider carrying their videos on our channels.

## PBS Guam offers media presence to marginalized residents

Commercial media portray minorities and immigrant populations in terms of exploitative value – their contribution to or burden on the economy, as taxpayers or public assistance recipients, assimilated or not. “Us vs Them”. Superficial coverage refusing to seek understanding or pose solutions. PBS Guam has offered unlimited programming and training opportunities to minority, disabled and other marginalized residents to create their own programming in vernacular languages, to address their own issues and aspirations.



## PBS Guam seeks to expand its main studio by 40%, add audio production facility and help GWHS VisComm too!

Did you know that KGTF's main studios are in part of an industrial arts classroom at George Washington High School? 32' by 34' in size, they are the same dimensions as originally granted in 1974. In 2014, 40 years later, with a smaller student body forecast to attend GWHS, PBS Guam asked for the remaining 24' of the original room, and an adjacent storage room to serve as a studio rear entrance and audio booth. We also offered to help secure GCC's VisComm class computers in adjacent classrooms of E Wing, and provide secure after-hours student access.

## Hurao radio assisted by PBS Guam

Noncommercial FM licensee Hurao Inc. pledged to promote the indigenous Chamorro language of the Marianas with an all-Chamorro format, as distinct from popular local commercial stations that feature Chamorro music and broken English-Chamorro as entertainment. PBS Guam extended its engineering resources to ensure that Hurao's construction permit was saved, and is soliciting resources to set up permanent audio production facilities and community intake centers throughout the Marianas. PBS Guam is crafting an effective community outreach effort to promote use of the Chamorro language in a manner completely distinct from public school and University classes.



**Revenues:**

Local Appropriation	\$ 620,251
CPB Community Service Grant	628,687
Donations and Fees	368,012
Interest income	3,543
<b>TOTAL REVENUES</b>	<b>\$ 1,620,493</b>

**Expenses:**

Program Services	\$ 260,861
Supporting Services	1,493,436
Depreciation Expense	169,215
<b>TOTAL EXPENSES</b>	<b>\$ 1,923,512</b>

**Net Position:**

Net Position Oct. 1, 2013	\$ 2,596,839
Net Position Sept. 10, 2014	2,283,820
Change in Net Position:	(313,019)



**Capital Assets and Facilities**

In fiscal year 2014, PBS Guam committed to a major upgrade to its cameras and editing suites, achieving full high-definition (“HD”) remote site recording and in-studio broadcast capability. We replaced our 20-year-old studio-grade cameras with four (4) new digital 4K cameras, two PC-based and two Mac-based editing workstations with latest software and accessories. Adapters allow us to mount our existing broadcast-quality motorized lenses to the new digital cameras. Other equipment in digital transport and transmission paths await investment in upgrades to support HD content. PBS Guam requested for additional space within the adjacent E Wing of GWHS to expand our main studio, add an outside studio entrance and provide for a dedicated audio production facility. A donated used 20kW generator was gratefully received to support activities in PBS Guam’s main building in event of extended power outage. In-house maintenance of our buildings and equipment is ongoing, for continued reliability and cost containment.

**Economic/Institutional**

Over the past two years, 4G/LTE devices have been widely adopted by Guam residents of all ages and backgrounds. This visual technology shift may be as significant as the shift from movie theaters to television in the 1950s, and much more rapid. PBS Guam seeks to thrive by renewing its commitments to serve unmet broadcast needs, and to produce non-commercial, educational programming content of lasting significance to this community. We have invested in cameras and editing stations to produce high quality broadcast and cinematic content, petitioned to expand our main studio and are constructing dedicated audio studios. We invite broad community participation in our future. In a manner similar to those creating technologically advanced works for enjoyment in today’s theaters, PBS Guam will continue to promote works of intrinsic and lasting value, regardless of popular trends in miniaturized visual media.



*“There is so much that I was curious about and it all just came together. My dreams of being a videographer was fueled by Darryl. I feel like I should take videos of the people from my place, and about my culture and give it to him.”* GWHS/GCC student Augusta Illemelong



PBS Guam continues to face challenges of rapid technological and market change with existing staff and facilities, and rollout of upgraded production and distribution capabilities. Increased community participation and funding is necessary to keep pace with technology and fulfill PBS Guam’s commitment to serve unmet broadcast needs of the community, and PBS’ stated aspiration for one and all, to “Be More”.