

FISCAL YEAR 2012

CITIZEN CENTRIC REPORT

PBS GUAM

Serving our community with educational programs and activities that entertain, inspire, and educate our viewers to be more.



MISSION STATEMENT

PBS Guam 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

- Organize program segments for improved viewership satisfaction
- Produce and broadcast the highest quality local (Guam) content
- Increase public awareness and access to PBS educational resources (ex: PBS KIDS), to include children, parents and teachers, in support of curriculum goals and objectives (ex: increase literacy levels)
- Collect data on viewer satisfaction, assess, and respond to viewership inquiries/concerns
- Improve efficiency of programming by maintaining databases, while working with Development and Administration to identify / secure funding for equipment/software upgrades

PBS GUAM/KGTF KEY SERVICES

- Build and maintain a strong network to identify and capture the breadth of cultures that are thriving on Guam (ex: Chamorro, Filipino, Asian, Other Micronesians, and ex-pat U.S. mainlanders).
- Have a production operations model that not only guarantees the best possible programming that can be achieved, but a production operations model that perseveres through administration and environmental changes.
- Provide for the educational needs of students and secondary and post-secondary institutions that do not have the resources, equipment and experience to provide a solid telecommunications curriculum.
- Complete Internship Program upon request from Higher Education Institutions.

SCENIC SITES

I Know Guam!



Economic Factors

Like other rural PBS stations in the nation, PBS GUAM/KGTF continues to face challenges relative to funding. Fortunately for the station, we are not like more than 60 percent of public television and radio stations operating with budget deficits. As our finances remain stable, PBS GUAM/KGTF continues to seek grants available through the Corporation of Public Broadcasters (CPB), a private nonprofit which acts as the steward of the federal investment in public broadcasting. In addition to CPB grants, PBS GUAM/KGTF continues to seek other funding sources to help support upgrades and enhancements to the station.

With optimism returning to the island relative to Guam's visitor arrivals and the glimmer of hope regarding the island's military buildup - this provides underwriting opportunities and donations for the station. According to the First Hawaiian Bank's economic analysis of the Territory, Guam's economy looks promising for

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 in Guam.

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. With a more positive outlook for 2013, selling underwriting or seeking sponsorship for PBS GUAM/KGTF should be quite better for FY2013 compared to FY2012.

Local outreach efforts in FY2012 aimed to grow public support and new funding sources. The membership program is slowly increasing its membership to include individual, family and corporate supporters. New educational outreach and awareness campaigns aid in building patronage for public television.



**Come Sip
with Us!**

PBS GUAM'S DEVELOPMENT DEPARTMENT GETS OUT IN TO THE COMMUNITY

In an effort to increase the awareness of PBS GUAM KGTF Channel 12 in the community, the station sponsors various community outreach events aiming at young children, educators, parents and families. We also do our best to forge new partnerships with local businesses and foster existing relationships with long-time supporters.

The community outreach division of the station allows us to move viewers beyond watching the programs in their homes, in the hopes to engage, inspire and educate them that PBS GUAM is not just the island public TV station but a resource for learning.

The PBS KIDS GO! WRITERS CONTEST continues to be an icon in the education system by providing the opportunity to elementary school children in grades K – 3, the chance to tap into their creative sides by creating original stories and illustrations. The contest extends the powerful tradition of the Reading Rainbow Young Writers and Illustrators contest which ended in 2009. Renamed the PBS KIDS GO! Writers Contest, the contest has always received support from local businesses to help in financing the contest award ceremony or donating prizes for local winners. In 2012, the contest had over 225 submittals from private, public and home school students.

BE BIG, GIVE BIG WITH CLIFFORD THE BIG RED DOG

On February 11, 2012, the 2nd annual Be Big, Give Big with Clifford the Big Red Dog was held in partnership with Macy's Department Store. The event encourages kids and families to enjoy the event with arts & crafts, reading corner and membership sign up. The kids that sign up

for membership also had the chance to sign a giant Valentine's Day card that was delivered by Clifford the Big Red Dog on Valentine's Day to a nonprofit children's organization – Alee Shelter which is a home for mothers and children from abusive or neglected homes on Guam. The outreach event also brought in community partners that donated gifts for Alee Shelter.

PARTICIPATION AT COMMUNITY EVENTS

While PBS GUAM organizes and sponsors key events throughout the year, we also know the importance of being present at community events to increase awareness. In 2012, two community events organized by other non-profit organizations or businesses in which PBS GUAM participated at included: (1) Dr. Seuss Birthday Celebration at the Guam Public Library in March 2012 and (2) the GAP Be Bright Fair in June 2012 where Clifford the Big Red Dog was available for meet and greet opportunities while the station signed up kids and families for membership.

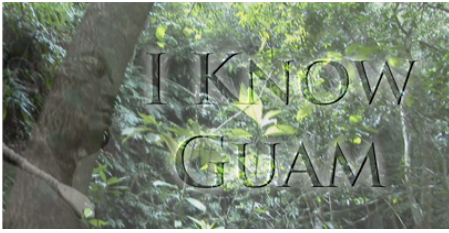
TEACHERLINE AND PBS LEARNING MEDIA

Striving to be known as "THE" resource for learning in our education system, PBS GUAM continues to promote and highlight PBS TeacherLine courses available on-line for professional development. Additionally with the roll out of the PBS Learning Media website, the station has been working on localizing the information available and increase awareness. Towards the end of 2012, PBS GUAM began discussions of a mobile or traveling classroom to offer in elementary schools that serve the underprivileged.

COMMUNITY INTERACTION



PROGRAMS OF IMPACT



PBS GUAM - KGTF Channel 12 launched a new local series in July 2012. Featuring teenage hosts, I KNOW GUAM 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. Through this series, PBS GUAM - KGTF Channel 12 hopes to instill a sense of pride and ownership of the island among our youth.

The first episode features Zea Nauta, a 16-year-old George Washington High School student. As she treks through the artifact-rich, ancient village of Págat, she conveys the history of the area within the wider context of Guam history. This episode also features a short documentary produced by community activist group We Are Guahan on the grass-roots effort to prevent the Department of Defense from acquiring the area for a live-ammunition firing range.



Nauta pauses at an ancient mortar.

Two high school students from Father Dueñas Memorial School, 15-year-old Seth Rojas and 14-year-old Tobias Scott co-host the second episode. This episode



Rojas and Scott at the Ritidian overlook.

focuses on Ritidian, another ancient village, now a wildlife refuge owned and managed by the US Fish and Wildlife Service. Rojas and Scott explore the different habitats within the refuge, discussing the area's indigenous plants and animals, endangered and extinct species, and some of the goals of the Refuge. They also visit an ancient Latte site, and tour the limestone caves to view pictographs left by Guam's ancient inhabitants.

STATEMENT OF ACTIVITIES FY2012

Revenues:

Local appropriation	\$ 553,121
Community Service Grant	711,579
Contribution and other	351,490
DDF/NTIA Grant	140,032
Interest Income	<u>10,448</u>
Total revenues:	\$1,766,670

Expenses:

Program service	\$ 212,524
Supporting service	1,392,071
Depreciation expense	<u>175,397</u>
Total expenses:	\$1,779,992

Change in net assets: \$ 13,322

Capital Assets

With the Digital Television Transition and Public Safety Act of 2005 completed a couple of years ago, PBS GUAM/KGTF's capital assets decreased by approximately .01%, or \$2,315 due to the acquisition of related assets totaling \$173,082, which was a part of the station's digital conversion less current year depreciation expense of \$175,397. The actual composition and the activity within these accounts are presented in more detail in the notes to the financial statements.

Growing the capacity of the station, today, PBS GUAM/KGTF has state-of the art digital broadcast switcher, monitor, and all required software applications to provide a crisper broadcast feed to viewers. Additionally, the satellite installed in 2011 allows PBS GUAM/KGTF to provide a delayed broadcast of programs by nine (9) hours. The station is duplicating the national program line-up so that individuals who re-locate from the U.S. to Guam can continue to appreciate PBS' programs. This slight change to the station's programming is to capitalize on the projected increase of the island's population attributable to continued discussions of an increase in military presence on Guam and related businesses.

Executing the final phase of automation for the MCO, the station now has traffic (Programming) and the Development Department with the ability to provide the master control operators with up-to-date programming/underwriting information for their daily line-up. Upgrades to the MCO section of PBS GUAM/KGTF was funded by the Corporation for Public Broadcasting & NTIA grants. The station's new equipment upgrades provides opportunities for broadcasting services for private and public sector entities, which include the emergency responder services. Discussions continue within the management team to explore these possibilities for the station.

Summary

Aligning with its mission and with its existing resources, 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 via email at kgtf12@teleguam.net.

