Gmail

BENJAMIN CRUZ <speaker@senatorbjcruz.com>

Fwd: PBS Guam FY2016 Citizen Centric Report =Messages and Communications

BENJAMIN CRUZ <speaker@senatorbjcruz.com>
To: 34th Guam Legislature Clerks <clerks@guamlegislature.org>

Fri, Sep 22, 2017 at 3:19 PM

9/22/2017	9/22/2017	PBS Guam KGTF Channel 12	Citizen Centric Report FY 2016. *Emailed	34-17 999

---------- Forwarded message ---------
From: **Lorrainne Hernandez** <lhernandez@pbsguam.org>
Date: Fri, Sep 22, 2017 at 3:14 PM
Subject: Re: PBS Guam FY2016 Citizen Centric Report
To: BENJAMIN CRUZ <speaker@senatorbjcruz.com>
Cc: adm@guamopa.com

GL#34-17-999
Speaker Benjamin J.F. Cruz

SEP 2 2 2017
Time: 315 [AM] [ ] PM File No. ____
Received By: ____

Sorry! See attachment!
Lorraine

From: BENJAMIN CRUZ
Sent: Friday, September 22, 2017 2:09 PM
To: Lorrainne Hernandez
Subject: Re: PBS Guam FY2016 Citizen Centric Report

No attachment
ED

On Fri, Sep 22, 2017 at 11:11 AM, Lorrainne Hernandez <lhernandez@pbsguam.org> wrote:

Hafa Adai Speaker BJ Cruz,

Please find attached PBS Guam 2016 Citizen Centric Report.

Thank you!

Regards,

Lorraine G. Hernandez
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2017 SEP 22 PM 3:25 CJ

OFFICE OF SPEAKER BENJAMIN J.F. CRUZ
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2016 Citizen Centric Report.pdf
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PBS GUAM
KGTF Channel 12

Serving our community with educational & quality programming that entertains, inspires and educates our viewers to be more.

FY 2016 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 are 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, but a productions operations model that 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/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 qulaity 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 the developent of equipment/ databases while seeking funding for these upgrades.

For over 46 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 **$45,000** to support KGTF's continued operation during our **2016 Family Read-A-Thon 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.

In an effort to increase public awareness and the benefit public television brings to the local community, the station organized community the year with support from new 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 2016, 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.

On March 5th, PBS Guam/KGTF and the Guam Public Library System held a special celebration in honor of **Dr. Seuss' 112th Birthday** at the main library in Hagatña. Kids as well as parents join in on the fun dressing up in their favorite character and wackiest outfit. Green eggs and ham along with a birthday cake was served for the day!







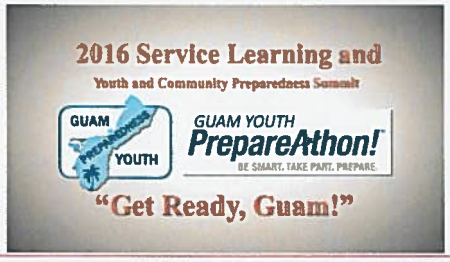
2016 Family Read-A-Thon 1st Place Winners

PBS Guam/KGTF continues to produce the **Academic Challenge Bowl** for the Dept. of Education Gifted and Talented Program, where hundreds of Guam junior and high school students, both public and private, have represented their schools over the years.

Once again, we broadcast the **72nd Annual Liberation Day Parade**, our islands single largest public gathering. Coordinating carefully with the Guam Liberation Historical Society, we presented every entry and grandstand announcement for viewers on island and **around the world.**



In January 21-23 PBS Guam partnered up with Department of Education and the Office of Civil Defense - Homeland Security to document and produce the **2016 Service Learning, Youth and Community Preparedness Summit** held at the Guam Community College. This was a great opportunity to integrate and deploy our new equipment in support of this important event. The Service Learning Summit consisted of presentations and workshops designed to engage, educate and build resilience in our community. The Service Learning opportunities fostered collaboration among Government Agencies including the Guam Youth Preparedness Program and various Community Partners. The 40 minute DVD includes interviews of attendees and program presenters.





Immediately following the 2016 Service Learning Summit. PBS Guam in conjunction with the Governors Communication Department provided full coverage of the Governor's **IMAGINE GUAM** Initiative. The Imagine Guam conference was held at the Dusit Thani Guam Resort on the 29th of January and 26th of February. PBS Guam deployed a complete high definition multi-camera production suite. This afforded the crew and another opportunity to sharpen their skills on multi-camera operations. These well designed conventions presented the Governor's Initiative ...to plan and execute a 50 year plan for the future of Guam.





In support of Chamorro Month The Department of Chamorro Affairs, the Chamorro Village and PBS Guam teamed up to provide broadcast coverage for the Chamorro Knowledge Bowl Challenge. The Chamorro Knowledge Bowl Challenge encourages friendly camaraderie and competition among the GovGuam departments/agencies. It is meant to promote and perpetuate the Chamorro language and culture. The competition was recorded at the Chamorro Village then broadcasted on PBS Guam Channel 12. The PBS Guam team again provided multi cam coverage and post production services for the event.



PBS Guam provided Live Broadcast coverage for the Governor's sixth **State of the Island Address** on March 31 at 6:30pm. This year was really special because it was held at the newly built Guam Museum. PBS Crews deployed early in the day to prepare for the event. This time the PBS Guam Van was needed to provide a multi camera switcher for the live broadcast. The Governor's speech lasted about one hour discussing key topics about Guam's economy.





May 2016, PBS Guam had the honor to assist the Festivals Planning Committee on the satellite broadcast specifications required to host the 12th Festival of Pacific Arts on Guam. **The Festival of the Pacific Arts (FOPA)** is held every four years since 1972. The official festival theme **"Håfa Iyo-ta, Håfa Guinahå-ta, Håfa Ta Påtte, Dinanña' Sunidu Siha Giya Pasifiku" "What We Own, What We Have, What We Share, United Voices of the Pacific."**

PBS Guam began working with representatives of Festivals Planning Committee. Responsibilities were assigned and major technical issues were identified. PBS Guam had new broadcast equipment on hand and the expertise to provide technical services. It was later determined that there was not enough support equipment on hand to adequately accommodate the Festivals satellite specifications. More was needed to augment existing equipment. PBS Guam was able to secure the funding needed to move forward. Thanks to the diligent effort and persistence of the Festival Committee.

The Pacific Community Audio Visual Team from Fiji continued to provide PBS Guam with up to date pre-production assignments and advance requests for video footage of Guam's festival preparations leading up to the opening day ceremonies. When the Pacific Community Team (team of five) arrived PBS Guam provided them with what they needed for the opening ceremony live broadcast. We now collectively formed the FOPA Media Team.

The FOPA Team now focused on the continuity of the 14 day live broadcast. The broadcast consisted of Day 1 Opening Ceremony (5 hour Broadcast), Day 14 Closing Ceremony (5 hour Broadcast) and Days 2-13 daily 30 minute broadcast uplinks to Sydney Australia. Production Teams were scheduled and assigned daily to support the next day's broadcast uplink.

Editing Teams worked together editing and producing stories to be included in the next day's broadcast. At times editing would carry on in to the late evenings to insure uplinks were ready and on time. In addition to the daily production requirements. PBS Guam Staff were assigned duties to secure and monitor the FOPA Media Center. The Center was made available to all Delegation Media Teams requiring internet access. Staff also assisted delegates wanting to shared their footage by copying them over to a dedicated centralized FOPA Archive. The Festival experience proved to be a task that required absolute commitment, determination and a strong desire to ensure that our viewership receives the best in educational cultural programming. The spirit and cooperation displayed by the FOPA Media Team contributed significantly to the success of the 2016 Festival of Pacific Arts.



Doc. No. 34GL-17-0999

12TH FESTIVAL OF PACIFIC ARTS
GUAM 2016

Statement of Activities

	2016
Revenues:	
Local Appropriation	$ 573,814
Community Service Grant	695,521
Contribution and other	315,074
Interest Income	746
Total Revenues	1,585,155
Expenses:	
Program service	176,929
Supporting service	1,395,313
Depreciation expense	180,929
Total Expenses	1,753,171
Change in net position	(91,202)
Net position beginning of year	1,315,911
Net position at the end of the year	$1,147,895

Capital Assets and Long-Term Obligations

In fiscal year 2016, PBS GUAM remained committed to upgrading its equipment and facilities. We invested $41,200 in production gear and fiber optic cable that gives our team the capability to set a mobile full HD to 4K multi-cam production suite with the ability to record, broadcast and stream simultaneously to the viewing audience. Our production was stalled due to a reduction in our development staff and the position not being immediately filled. We had a few producers pull out of production and our General Manager.

Summary

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 support and funding is necessary to keep pace with technology and fulfill PBS Guam's mission to serve unmet broadcast needs of the community, and PBS' national branding to "Be More."

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

PBS GUAM
KGTF Channel 12