



PBS GUAM



**Public Television: a public service media for the community,
“whose goal is to create citizens, and not consumers .” (Bill Moyer)**

About PBS GUAM

Vision Statement:

PBS GUAM models the national PBS mission: *“To use the miracles of modern communication to create miracles of teaching and learning; to provide a forum for diverse voices that commercial media might overlook or leave out; and to use our unique, non-commercial licenses to create services that inform, inspire, educate and engage.”*



Period: Fiscal Year 2009

Strategic Goals

PBS National Goals include:

- Transform PBS content and services to ensure that stations and PBS are a relevant, distinctive, and essential force in our rapidly changing world.
- Strengthen stations’ financial health.
- Experiment and innovate.

Organization

On **October 30, 1970**, KGTF Channel 12 signed on the air as a member station of the Public Broadcasting Service (PBS). In 1974, the 12th Guam Legislature passed P.L. 12-194 which created in July 1975 the Guam Educational Telecommunications Corporation, a nonprofit, public corporation to operate “KGTF-TV12.”

PBS GUAM Mission:

- To provide the people of Guam free and accessible programming and services of the highest quality, using media to educate, inspire, entertain, and express the diversity of perspectives.
- To empower individuals to achieve their potential and strengthen the social, democratic, and cultural health of Guam and the nation.
- To provide programming which will allow the opportunity for people of diverse ethnic and cultural background to share in the accomplishment and sorrows of mankind in general, and to further understand how great achievement and tragedies occur.
- To maintain an honest, professional and open relationship with our community.
- To serve the interests not only of the majority, but the minority as well.
- Harness the power of the new media in ways that will improve the quality of life and learning for the community of Guam.
- Seek the means to aggressively inform the public of the importance of public television and to secure the support, both financially and moral, from the public we serve.

PBS GUAM Goals (2009–2018)

- Expand and improve facility and services
- Have the professional development needed to meet the new era of PBS programming
- Provide high quality programs for viewers on Guam and beyond, and resources to educators and families
- Provide new media platforms to meet PBS mission

On **February 2009**, the station rebranded to “PBS GUAM” to better align with national PBS. The General Manager oversees the daily administration of the station, with the assistance of an Operational Manager and department supervisors. PBS Guam is staffed with over 20 professionals and broadcasts from 6:00 am to 12:00am midnight, seven days a week.

Period: Fiscal Year 2009

Prepared: August 2010



Providing:

- Accessible and free quality local and national television programming
- Quality educational resources to teachers, families and children (PBS KIDS, PBS PARENTS, PBS TEACHERS, PBS TEACHERLINE)



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PBS CORE VALUES:

- Trust**
- Quality**
- Respect**
- Transparency**
- Public Service**
- Diversity**
- Education**

Almost 50% of all viewers watch 1 – 3 hours a day.

More than 2/3 of all viewers watch 4 – 6 hours a day

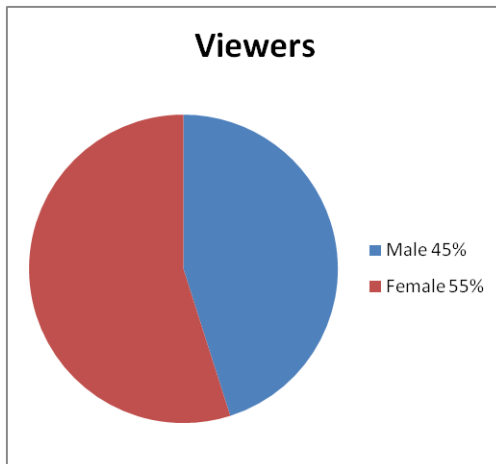
A quarter of the island does not subscribe to Cable TV, who are PBS GUAM viewers. The rest have Cable TV, who are PBS GUAM viewers as well.

Almost 30% of households with children watch PBS GUAM five or more times a week !

Performance Measures

- PBS GUAM has consistently completed and received a **clean financial audit** for the past three years.
- The station **broadcasts 6300 hours of programming 7 days a week.** A major goal in the next few years is to increase delivery of content will be met with the support of a new federal grant and local support. Increased content delivery will be met via over-the-air broadcast and internet broadband.
- Despite the impact of the current economy, the station has been able to sustain a **good degree of support from local public and private sectors.** However, the goal is to increase support from the private sector and individuals, with more creative, innovative and progressive development techniques (i.e. new membership program, increased outreach activities to schools and within the community)
- **Major grants from CPB and PBS** have significantly impacted the success of the station’s digital transmission. The station has a grant writer who aims to maintain and seek new grants to support the educational mission and technological needs of the station.
- **New local programs** were developed in 2009 (ex: *Pa’gu, Off-shore Diaries, Raising the Barre*). Though, more innovative productions are sought for cultural, non-Chamorro, and independent local programs.
- A **digital video archive project** is underway to preserve the content created by public funds for future generations of Americans. Funding and training is needed to ensure this project is successfully

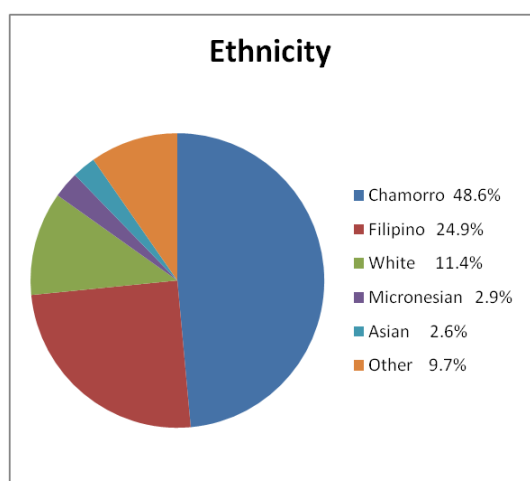
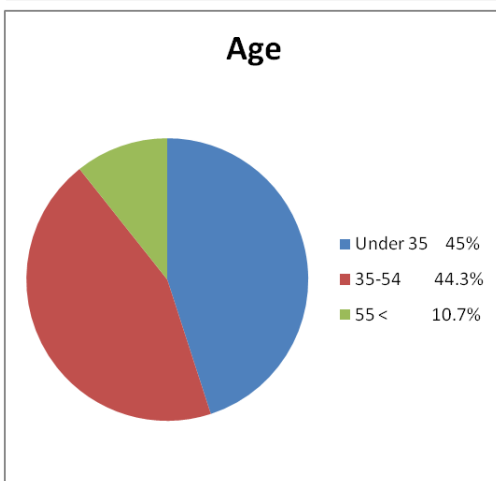
Demographics



About 25% regularly watch PBS GUAM regularly

#1 are children’s show

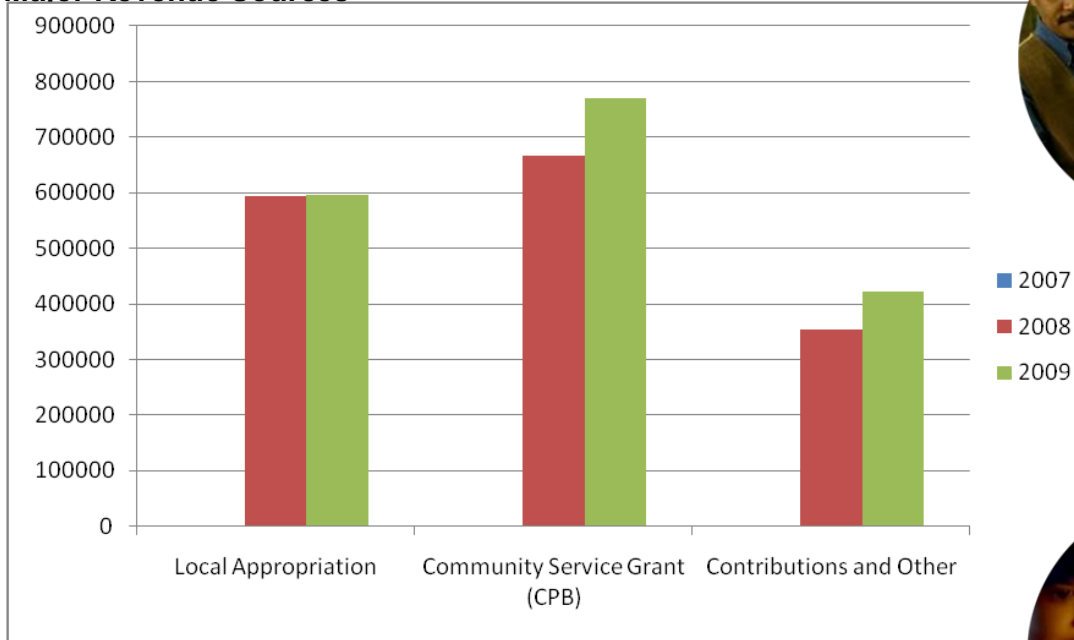
Next are Nature, Environment and Documentaries and Educational Shows



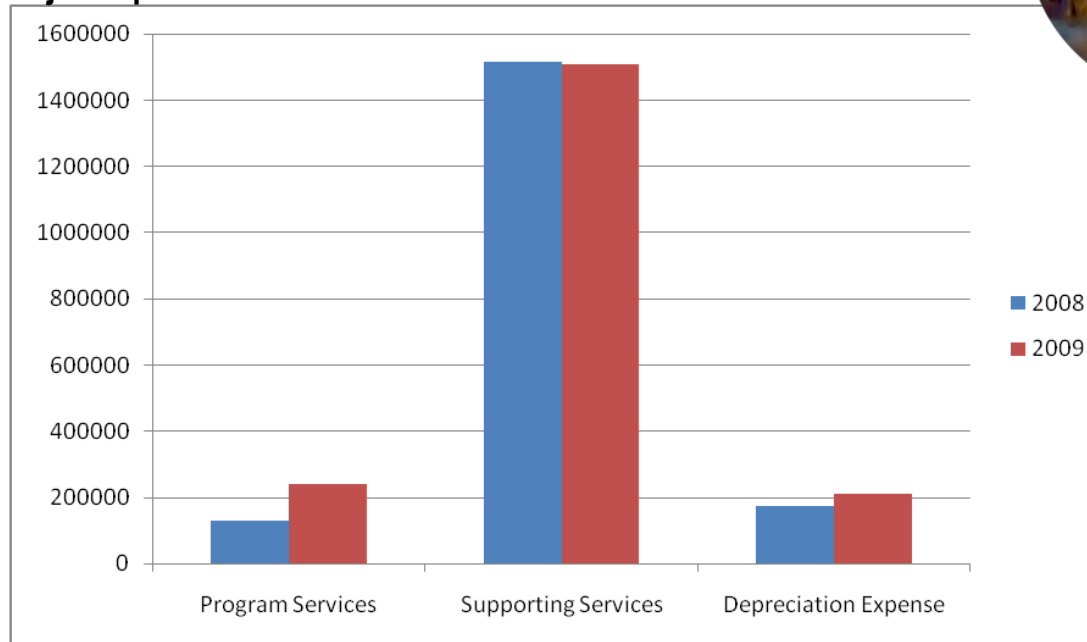
Source: Study Conducted in early 2000 (new study to be conducted)

Costs for Providing Services to Our Community

Maior Revenue Sources



Major Expenditures



Ongoing operational support for PBS GUAM is provided by individual, corporate, and foundation donors who believe in the power, impact and value of PBS GUAM

Source: 2008 and 2009 GETC Audit Report*

Program Services: Production, upgrades and capital outlays
 Supporting Services: Broadcasting, Promotion and Development, Contractual Services, Supplies and Materials
 Depreciation Expenses: Equipment and capital assets

***Our Independent Audit:** The FY08 and FY09 Guam Educational Telecommunications Corporation Financial Statement Audit issued on March 9, 2009 and January 15, 2010, respectively, by independent auditor Deloitte & Touche, which resulted in a clean audit opinion. This opinion gave reasonable assurance that the financial statements are fairly presented and in compliance with the generally accepted accounting principles in the United States of America. For more information, please contact PBS GUAM Administration Office.



PBS GUAM

Mailing: P. O. Box 21449
GMF, Guam 96921

Street: 194 Sesame Street at
Washington Drive, Mangilao,
Guam 96921

Phone: 671-734-5483/2207
Fax: 671-734-3476

WE'RE ON THE WEB!
www.pbsguam.org



**PBS GUAM Management and Staff
Premier Party, February 2009**

***PBS GUAM wants to hear from you.
Let us know what additional
information would make this
report useful.
Email us at : kgtf12@teleguam.net***

PBS GUAM is part of network of over 360 PBS stations in the nation.

- PBS will develop new content and services that engage a diverse public, differentiate PBS stations in the marketplace, and make PBS and its member stations a vital resource for the American people.
- PBS will provide stations with content and fundraising tools to enable them to effectively increase their sources and levels of revenue as the economy recovers from the recession.
- PBS will leverage digital technologies and new approaches to create a dialogue with audiences and contributors online and on-air.

**BE MORE
with PBS GUAM!**



What's Next?

Challenges

Dwindling funds and resources:

This is true for other public television stations nationwide. The future of the station must decrease its reliance on grants, and more on the support of the general public through membership development. Competing with other Non-Governmental Organizations (NGOs) for donations and sponsorships will be a constant challenge.

Keeping up with technological advances:

Technology is rapidly and exponentially changing. PBS GUAM must keep up with the technological advances, which requires both additional resources and maintenance costs.

Reaching out to our neighbors:

PBS Guam would like to improve its services to all regions of Guam and the neighboring islands. This includes both programming and educational resources.

Limited training capabilities:

Partnerships and support from local institutions and industry must be developed to support the growing industry of broadcast and broadband professionals

Opportunities

Educational Partnerships

PBS GUAM envisions a future that has authentic partnerships with the local GDOE, DODEA, GPLS, UOG and GCC.

Broadcast-Broadband Technology

PBS GUAM envisions a future that includes an expanded facility to accommodate the growth in production activities, and one that is technologically advance. This means a state of the art facility to meet the digital era. Additional channels full digital transmission (eliminating the manual process of programming and transmitting our broadcast. The station will embrace and experiment with new and popular media platforms.

Local Programs

- Offer access to the democratic process on Guam, to include the legislative proceedings and executive branch press conferences.
- Innovative programs that cover public affairs (local and national)
- New and creative programs that cover local and regional cultural, performing and fine arts