



KGTF CHANNEL 12

Guam Educational Telecommunication Corporation

PBS GUAM & GBHWC HOLD THE MEDIA MAKER BOOTCAMP FOR SUMMER YOUTH
FOR IMMEDIATE RELEASE – August 15, 2022

[MANGILAO, GUAM] – PBS Guam, KGTF, Channel 12, the Office of the Governor of Guam, Guam Behavioral Health and Wellness Center (GBHWC), and Guam International Film Festival (GIFF) conducted a Media Maker Boot camp - an evidence-based media literacy and substance abuse prevention program.

This 3-week summer program was held June 06 through June 24 from 8:00am to 12:00pm at the Guam Community College (GCC) multi-purpose room (BLD #400) and will be conducted by certified media literacy staff from PBS Guam, GBHWC and GIFF. In this media-maker boot camp, students learned the fundamentals of all media communications, from copy writing to video production and walk away with hands-on training by the best media organizations in Guam and the Marianas.

The program was 4 hours in length every Monday through Friday beginning June 6, 2022, and ending Friday, June 24, 2022. The first 7 days of the program began with a media literacy instruction and group activities focused on providing the student participants with the perspective of how to recognize and understand all aspects of media messaging and how media messaging influences their everyday decision making. The remaining 8 days of the program focused on the application of media messaging as the student participants created their own media messages with the technical assistance of partner organizations, PBS Guam and GIFF.

Throughout the entire media literacy program, the PBS Guam production crew documented the students' works in progress and highlight the program partners with the intent to promote the importance of media literacy within our community. Find the 30-minute television special on KGTF Channel 12, PBS Guam YouTube channel or by using this link. <https://www.youtube.com/watch?v=IE32xDzx0VI>

Ina Carillo, General Manager of PBS Guam stated "Our work at PBS doesn't stop at TV programming. We have been working within the community to enhance and enrich our island's people through not only TV and other multi-media platforms, but through entertainment and education as well." "We at PBS Guam are honored are excited to produce this boot camp and documentary. As we consume more and more media, we felt an overwhelming sense of responsibility to educate our youth on media literacy; specifically, on understanding how media influences our decision making and lives overall." said General Manager of PBS Guam, Ina V. Carillo.

Director of Guam Behavioral Health, Theresa Arriola states, "Media Literacy is a key skill for our island youth, especially with the amount of media messages that they are bombarded with in their day-to-day, throughout their environment, on social media or even during conversations with their peers." "It is our privilege at GBHWC to be a major contributor for the Media Maker Boot Camp this past summer. We are proud of the youth who completed it! They now have heightened awareness of the different influences around them, and they feel more confident in choosing appropriate responses. I am sure that they will continue on to be leaders of their generation with their new-found skills in media making and passion for living positive, healthy lifestyles." said Director of Guam Behavioral Health, Theresa Arriola

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Kel Muna, Guam International Film Festival Program Director stated, "The success of the Media Makers Boot camp is a testament to the power of media literacy and how those of all ages can use it to help themselves and their communities. Media literacy is like nutrition facts on a food label; if you know what to look for, you can make a more informed decision."

"It's always satisfying to witness the transformation of a youth's perspective once they realize there is a formula to creating effective media messages. And it's the understanding of why media messages are a certain way that compliments the youth's already developed skillset of how to create media content. With the two combined, allows for healthier decision making when exposed to negatively persuasive media, which is the sole purpose of the media maker partnership with GBHWC, GCC and GIFF." **Don Muna, Executive Producer of PBS Guam.**

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ABOUT PBS GUAM, KGTF, CHANNEL 12: For over 52 years, PBS Guam KGTF Channel 12 has been serving the island community of Guam by providing quality and meaningful programming that aims to educate, inform and inspire viewers of all walks of life.

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