



# CITIZEN CENTRIC REPORT

FISCAL YEAR 2010

PREPARED:  
APRIL 2011



## About PBS Guam

### Vision Statement

Beginning a new year, PBS Guam's management team discussed the station's vision statement, which will be used to help set the direction for PBS Guam's future. As in most organizations, the vision statement will serve as PBS Guam's framework for all strategic planning, and will be the impetus for daily operations. This will also help develop strategic decisions for the station's future. Unlike the mission statement, the vision statement sets the tone and

direction for employees to effectively develop PBS Guam's business plans. Understanding the need for the vision statement, the management team came up with the following:

*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.*

*(BOT Approval Needed)*

### Mission Statement

Providing the framework to formulating PBS Guam's strategies, the following mission statement will be taken to the BOT for approval:

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.

## Strategic Goals FY2011



- Embrace and experiment with new media platforms including portable devices and possibly gaming consoles
- Increase underwriter support in the public and private sectors
- Create a PBS Guam Foundation to secure philanthropic support
- Integrate production, programming and engineering through the latest digital technology to streamline operations.

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## Core Values

Building on our tradition of success, PBS Guam identifies the following core values:

- Appreciate the power of education and technology
- Respect and preserve ethnic/cultural diversity
- Share the richness of our history
- Build and maintain trust, quality, integrity
- Remain a responsible and professional organization
- Provide accessible alternatives
- Develop community partnerships
- Embrace our uniqueness in the Western Pacific
- Promote and create life-long learning

## PBS KIDS – leads charge in educational children’s media across platforms

From the beginning, children’s media at PBS has been about helping children learn. Today, that mission is more relevant than ever as a new generation of kids spends more time with media and new technologies. This now makes it possible for producers of children’s media to do more to help propel learning. PBS KIDS now provides on-air, online and mobile milestones that showcase its commitment to using media to prepare our youth for success in school and in life.

(Source: PBS National)



**Committed to preserving the culture and traditions of Guam and the neighboring islands of Micronesia.**

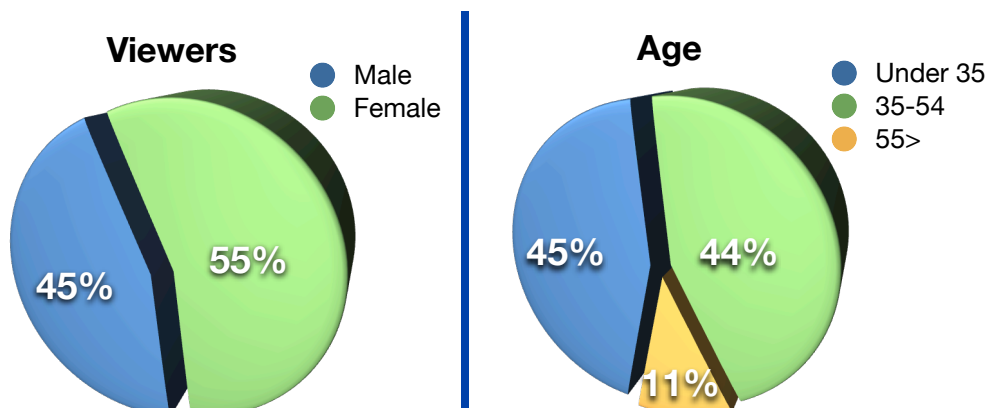


## Performance Measures

- \* PBS Guam obtained a clean financial audit from its independent auditors; FY2010 is the third year in a row where no material weaknesses were identified.
- \* Providing continuous programming, 7-days a week - beginning at 6:00A.M. and signing off at 12:00A.M., PBS Guam provides the community with 6,300 broadcast hours every week. After the station signs off, a promotional loop, featuring local entertainers and station program promotions, runs continuously throughout the morning hours. The promotional loop helps build program awareness and demonstrates PBS Guam’s commitment to appealing to a diverse viewership.
- \* At the end of the fiscal year, PBS Guam finalized an agreement to purchase new equipment for the Master Control Operations that will include the emergency alert broadcasting system. This will allow PBS Guam and Homeland Security to provide emergency alert notices during threats of disaster.
- \* A strong push is being made to work with GovGuam departments/agencies to provide production and/or public service announcements to the community. Providing these services to GovGuam will contribute additional revenue to PBS Guam.
- \* In addition to grants received from CPB and NTIA, PBS Guam will submit grant applications to DOI, USDOA, GPT (Guam Preservation Trust) and GCC. The success in obtaining additional grant funding will greatly support the mission of the station to educate, inspire, entertain, and express the cultural diversity and perspectives of the people of Guam and Micronesia.

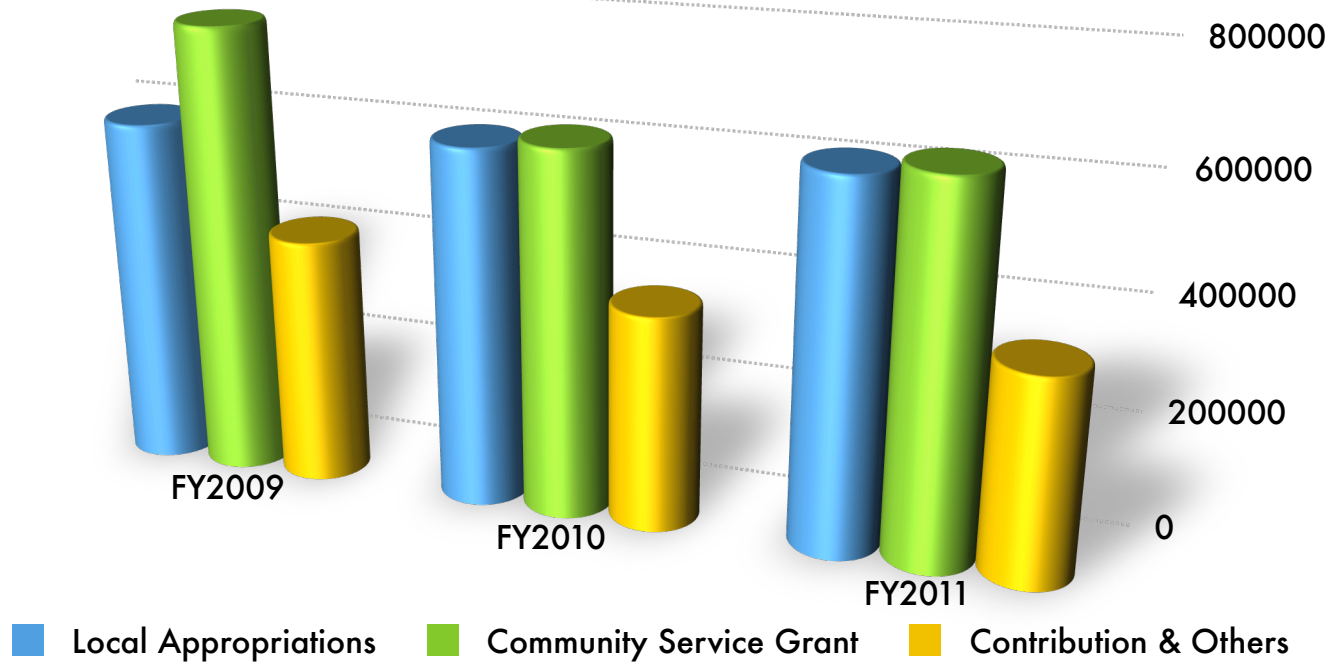
## PBS Guam Demographics

(Source: Research data from 2000)

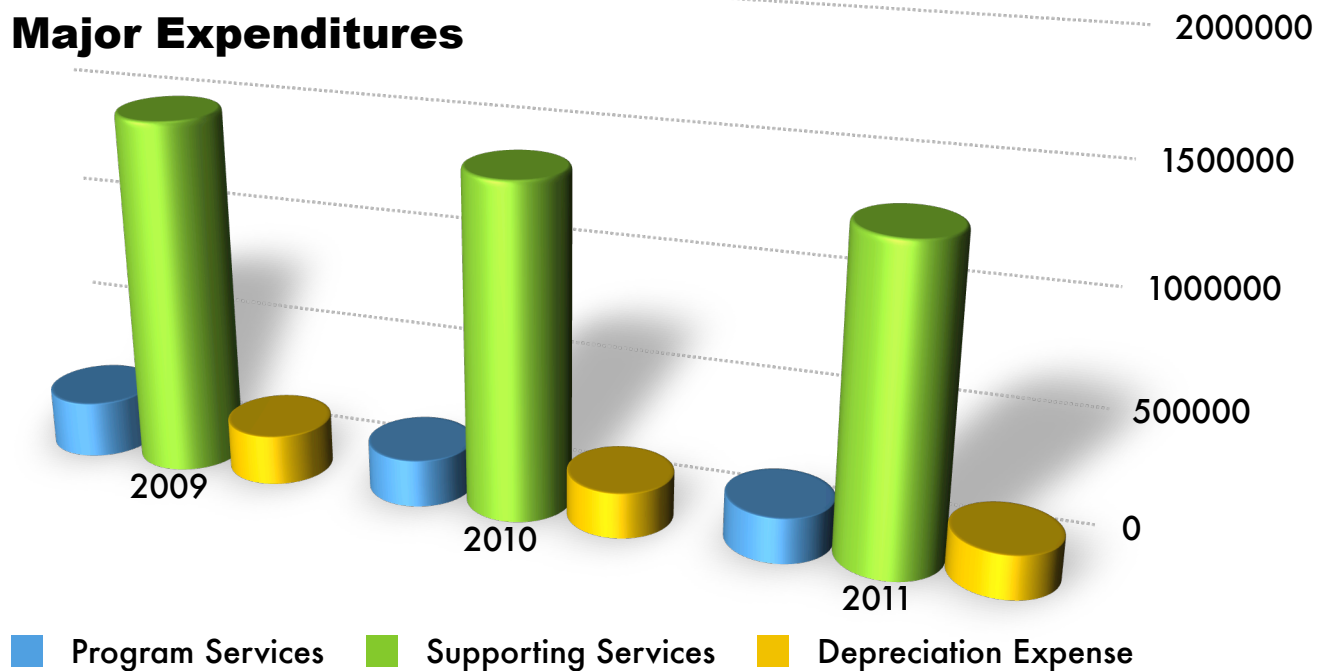


# Cost for Providing Services to Our Community

## Major Revenue Sources



## Major Expenditures



Source: 2010 Audit Report by Deloitte Touche (2011 Contributions and Other are estimated figures)

PBS Guam receives ongoing operational support by individual, corporate and foundation donors who believe in the power, impact and value of public television.



## What's Next?

- Continue to build on PBS Guam's foundation of success
- Spearhead literacy campaigns
- Conduct educational workshops that promote literacy
- Partner with PTAs, Boys & Girls Clubs and other civic groups
- Serve as the greatest asset by providing meaningful local connections that no profit-driven media giant can match



THE PBS GUAM TEAM - WORKING TO SERVE THE COMMUNITY BY PROVIDING QUALITY PROGRAMMING

## Challenges & Opportunities

In order for the station to grow, we must address the following challenges:



**Mother Nature/  
Acts of God –**  
Due to  
Guam's  
location, the  
island is

susceptible to natural disasters such as typhoons and earthquakes. Consequently, the station's facilities should be hardscaped, to include a generator, so that the station is able to provide 18-hour programming during inclement weather or destruction caused by natural disasters

**Local/Federal Government reductions/  
shutdown –** The threat of budget cuts and agency consolidation can be one of the challenges facing PBS Guam. At the start of FY2011, discussions in Washington D.C. aims to drastically cut public television and radio. This threat indicates PBS Guam needs to find alternative funding sources in addition to raising contributions of private funds.

**Competition –** In our efforts to aggressively raise funds, PBS Guam seeks the same limited dollars as other groups such as American Red Cross and American Cancer Society.

In addition to competitive non-profit organizations, other Cable TV stations with increased broadband appeals to the same viewership that PBS Guam attracts through its programming.

**Technological vulnerability –** Due to the advancement in technology, the equipment used by PBS Guam changes rapidly, making it difficult to correlate operations with rapid growth. PBS Guam, in comparison to other stations, needs additional resources to train employees so that they remain competitive in the television industry.

**The opportunities for the station include the following:**

**Increasing partnerships –** PBS Guam will work on generating new business to the station by working with civic organizations and GovGuam agencies/departments to fulfill their production and broadcasting needs.

**Marketing opportunities –** The availability of PBS kids' characters and learning resources provides opportunities to increase awareness of PBS Guam and generate revenue within the community.

**Building on a tradition of success –** PBS Guam will increase local

programming that appeals to a diverse group of viewers. Content will include lifestyle, history, culture and traditions of Guam and the neighboring islands of Micronesia.



To help improve the services we provide our viewers, please call or visit our station today!

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