



COMMITTEE ON RULES

I Mina'trentai Dos na Liheslaturan Guåhan • The 32nd Guam Legislature
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Senator
Rory J. Respicio
CHAIRPERSON
MAJORITY LEADER

June 18, 2013

Senator
Thomas C. Ada
VICE CHAIRPERSON
ASSISTANT MAJORITY LEADER

MEMORANDUM

Senator
Vicente (Ben) C. Pangelinan
Member

To: **Rennae Meno**
Clerk of the Legislature

Speaker
Judith T.P. Won Pat, Ed.D.
Member

From: **Senator Rory J. Respicio**

Subject: **Supplement to Committee Report on
Bill No. 113-32(COR) as Substituted**

Senator
Dennis G. Rodriguez, Jr.
Member

Hafa Adai!

Vice-Speaker
Benjamin J.F. Cruz
Member

Transmitted herewith is a memo from Senator Tina Rose Muña Barnes, Chairperson, Committee on Municipal Affairs, Tourism, Housing and Hagåtña Restoration & Redevelopment Authority, forwarding Attachments for Bill No. 113-32 (COR) as Substituted.

Legislative Secretary
Tina Rose Muña Barnes
Member

Please include this memo and the attachment as a "Supplemental" to the Committee Report on Bill No. 113-32 (COR) as Substituted.

Senator
Frank Blas Aguon, Jr.
Member

Please make the appropriate indication in your records; and forward to MIS for posting on our website. I also request that the same be forwarded to all Senators of *I Mina'trentai Dos na Liheslaturan Guåhan*.

Senator
Michael F.Q. San Nicolas
Member

Senator
V. Anthony Ada
Member
MINORITY LEADER

Si Yu'os Ma'ase'!

Senator
Aline Yamashita
Member

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[Signature]



I Mina'Trentai Dos Na Liheslaturan Guåhan
Office of The Legislative Secretary
Tina Rose Muña Barnes

June 18, 2013

MEMORANDUM

To: Chairman, Committee on Rules

From: Chairperson, Committee on Municipal Affairs, Tourism, Housing and Hagåtña Restoration & Redevelopment Authority

Subject: Supplemental Attachment to Bill No. 113-32 (COR) Committee Report

Buenas yan Hafa Adai! In reference to the above subject matter, I am hereby transmitting supplemental documents that should be incorporated into the Committee Report on Bill No. 113-32 (COR) as Substituted – “An Act to Add a New Section 16 To Chapter X of Public Law 31-233 (General Appropriations Act of 2013) Making An Appropriation From the Tourist Attraction Fund (TAF) to Duk Duk Goose, Inc. to Cover Production Costs For a Cultural Children’s Television Program.”

The supplemental documents from duk duk goose, Inc. include the following:

1. Written testimony in support of Bill No. 113-32 (COR);
2. Composition of the duk duk goose, Inc. Founding Board;
3. Composition of the duk duk goose, Inc. Community Advisory Board;
4. duk duk goose, Inc. 1st Year Minimum Budget; and
5. duk duk goose, Inc. Community Partnerships and Leveraged Resources.

If you have any questions or concerns relative to this subject mater, please do not hesitate to call me at 472-3455/56. *Saina Ma'åse!*

COMMITTEE ON RULES	
Name	<u>Mary Maravilla</u>
Date/Time	<u>9:40am 6/18/13</u>

Chairperson, Committee on Municipal Affairs, Tourism, Housing
and Hagåtña Restoration & Redevelopment Authority
Vice Chairperson, Committee on General Government Operations and Cultural Affairs
Vice Chairperson, Committee on the Guam US Military Relocation, Homeland Security, Veteran’s Affairs and Judiciary
155 Hesler Place Hagåtña, Guam 96910 [Tel: 671-472-3455/6 Fax: 671-472-3400] www.tinamunabarnes.com

duk duk goose, Inc.

Senator Tina Rose Muña Barnes, Legislative Secretary
Committee on Municipal Affairs, Tourism, Housing, Hagatña Restoration and Redevelopment

SUBJECT: REQUEST FOR \$127,000 APPROPRIATION FROM TAF FOR CULTURAL CHILDREN'S TELEVISION PROGRAMMING

Hafa Adai Senator and Colleagues,

Guam faces many unique challenges in the years ahead. Our struggle towards a happy community and our work to expand our tourism into new markets often seem worlds apart. Illegal dumping, litter, graffiti, loss of language, and a watering down of culture pose difficult challenges to the tourism industry, but are also broader indications that our own community is in need of mending. A healthy community takes better care of its island and are better hosts for visiting friends. If we are ever to turn things around, it will be with a new generation that loves our community, connects to our story and culture -- and is empowered to take care of Guam.

In 2012, we produced the first three episodes of a children's program, *Nihi*, which beckons viewers to new adventures of learning fun. We had four specific goals in mind:

1. Preserve and protect our unique language, culture, stories, identity, and resources,
2. Instill a confidence and pride in our unique identity and our island community,
3. Inspire a deep love for our water, land, and people; and
4. Promote sustainable and healthy ways of living

In January of 2013 we held a private viewing for a test group of parents and children. The production of our sample episodes was partially funded by GPT and CAHA. The remainder was made possible by in-kind donations of skill, time, and resources valued at over \$10,000.

This program would have immediate benefits to the tourism industry:

1. A YouTube channel for children that potential tourists and their children could watch and follow, becoming familiar with Guam as a family-friendly destination, and intrigued by our language, custom and culture.
2. For visitors, this children's programming could be made available on the visitor's channel, in airport and hotel lobbies, and in hotel rooms where visitors could listen to our unique language, see some of the unique and important places on Guam, and learn how to take care of our island while they are here. This programming would be educational but would also provide culturally focused entertainment for families.

The long-term benefits are more exciting. Imagine every elementary public school child having access to our programming. Imagine the new generation growing up with a renewed commitment to keeping our island clean. Imagine a generation that takes great pride in perpetuating our language, culture, traditions, and stories. The benefits to tourism would be unquestionable. The benefits for our community would be immeasurable.

duk duk goose, Inc.

We're requesting that you appropriate \$127,000 from the TAF which will cover a portion of production costs or a deliverable of twenty (20) 19-minute episodes. This would help with initial costs while we cultivate business sponsors and donors, apply for grants and develop products.

Funding NIHI! is a long-term investment in our children with immediate and long-term benefits for tourism. Not only will we provide marketable web content for potential tourists, and entertainment for current visitors – with your help, we will strengthen the very foundation that our community is built on. The continued viability of Guam's tourism industry depends on this.

Saina Ma'ase,



Cara Flores-Mays
Director/Producer

duk duk goose, Inc.

FOUNDING BOARD

Cara Flores-Mays

PRESIDENT

Cara Flores-Mays is a communications consultant with over 12 years of industry experience in communications and project management. Her clients include non-profit organizations, small businesses, and government agencies (local and federal), including the District Courts of Guam and Kansas, the United Academics of the University of Oregon, TG Engineers, Blue Pacific Realty, Thrifty Guam and others.

Since 2010, Flores-Mays has served as Board President for local nonprofit We Are Guåhan (WAG), providing communications strategy and events organizing as a volunteer. One of her projects included *We Are Pâgat*, a short film, which was shown at the 2012 Guam International Film Festival and on Guam's PBS affiliate.

For the past five years, Mays has coordinated fundraising strategy for the local affiliate of International Children's Care, which works with an orphanage in the Philippines. Completed projects include health education and outreach to over 1,000 Pampanga residents, a new school building, a one year supply stock for the orphanage clinic, two painted murals and the funding of an on-site psychologist for two years.

Mays was project director and producer for the pilot episodes of *Nihi!* which will soon debut on Guam's PBS affiliate.

Mays received her Bachelors of Technology in Media Communications from Andrews University.

Leevin Taitano Camacho, Esq.

SECRETARY

Leevin Taitano Camacho has been a practicing attorney on Guam for over 5 years. He is a graduate of John F. Kennedy High School, who earned his bachelor's degree in English literature at the University of Washington and his law degree at Boston University.

Leevin has worked as a technology consultant for the Smart Tools Academy, a Gates Foundation program aimed at educating school officials on the use of technology in the classroom. He has also taught seventh-grade science and worked as a social worker in a long-term housing project for people suffering from mental illness.

Leevin is a board member and attorney for the grassroots organization "We Are Guahan."

duk duk goose, Inc.

Lisa Linda Natividad, Ph.D, LCSW

TREASURER

Lisa Linda Natividad, Ph.D, LCSW is an Associate Professor and Chair of the Division of Social Work at the University of Guam. She has engaged in non-profit management and served on various community boards and commissions for nearly 20 years. She served as Deputy Director of Sanctuary, Incorporated (a community-based, non-profit youth service organization on Guam) for nearly five years. She was the main organizer for the Micronesian Youth Services Network in her tenure with Sanctuary, Inc. and organized capacity building training for non-profit organizations throughout the Micronesian region in collaboration with the Pacific Island Non-Government Organization (PIANGO) and Unitech University in New Zealand. In addition, she is currently a consulting trainer with the Office of Minority Health Resource Center (OMHRC) providing instruction on the development of LOGIC Models and conducting program evaluations for OMHRC grantees in the region.

Dr. Natividad received her master's degree in social work from the University of Hawaii at Manoa and her Ph.D in human services from Capella University.

duk duk goose, Inc.

COMMUNITY ADVISORY BOARD

David D.L. Flores

ELDER/CHAMORRO LANGUAGE/FATHER/GRANDFATHER/GREAT-GRANDFATHER

David D.L. Flores is 87 years old. He has lived many lives as farmer, fisherman, WWII survivor, husband, father, clerk, accountant, director of GEDA, business owner, grandfather and now great-grandfather. For the first two episodes of Nihi! he advised on language and culture.

Jennifer Crisostomo Camacho

BUSINESS DEVELOPMENT/BUSINESS SPONSORSHIPS/FINANCE/MOTHER

Jennifer Crisostomo Camacho is the director of business development at Cars Plus and managing partner of Thrifty Car Rental Guam and Saipan. She sits on the board of directors for the Guam Visitors Bureau and since 2010 has served on the Guam Chamber of Commerce GYP Steering Committee. Cars Plus has a long history of community commitment; Camacho has continued this legacy by coordinating participation and support for community events such as Relay for Life and the Guam International Film Festival. She was awarded as the Reina A. Leddy Guam Young Professional of the Year in 2011 and in 2012 served as the GYP chairwoman. Crisostomo is also a talented photographer, movie critic and mother to Tãnom, an adorable almost-1-year-old.

Baltazar Aguon

TV/FILM

Baltazar Aguon, M.F.A. is an active educator and producer/writer/director. Baltazar received a Master of Fine Arts in Screenwriting from the American Film Institute's Center for Advanced Film and Television Studies and a Bachelor of Arts in Communication from the University of Guam. Aguon is also the author of *I Dos Amantes*, a short story based on the Guam legend of the Two Lovers, and was awarded Best Editorial in the 3rd Guam Annual Media Awards for his entry "Why Celebrate Discovery Day?" He scripted, stage-managed, designed and constructed sets for the Opening and Closing Ceremonies of the XI South Pacific Games, and the Guam leg of the 2000 Sidney Olympic Torch Relay & Lighting Ceremony. Aguon currently teaches Communications at the University of Guam, and is a producer for PBS Guam.

Dr. Evelyn R. Flores

SCHOLAR/EDITOR/MOTHER/GRANDMOTHER

Evelyn Flores, Ph.D is an associate professor of English and of Chamorro Studies and chair of the Division of English at the University of Guam. She is the author of three children's picture books and of poems published both locally and internationally. Her research and scholarly activities are dedicated to preserving and publishing the stories of the indigenous people of Guam particularly but also of the broader geographic area of Micronesia.

duk duk goose, Inc.

Dr. Miget Lujan Bevacqua

SCHOLAR/CHAMORRO LANGUAGE, HISTORY, CULTURE/EDITOR/FATHER

Michael Lujan Bevacqua, Ph.D is the grandson of Elizabeth De Leon Flores Lujan, *familian Bâdu, Kabesa* and the Chamorro Master Blacksmith, Joaquin Flores Lujan, *familian Kâtson, Bittot*. He has two children: a daughter, Sumâhi Chan Bevacqua and a son, Akli'e' Chan Bevacqua.

Bevacqua graduated from the University of Guam with a BA in art and literature and an MA in Micronesian studies. He also completed his MA and Ph.D in ethnic studies from the University of California, San Diego in 2010.

He has worked as a producer for the documentary *Land of the Chamorros* (dir. Frances Negron-Muntaner) since 2002, and wrote for the documentary *The Insular Empire* (dir. Vanessa Warheit, Amy Robinson) since 2006. He consulted for the non-profit group, Guam Communications Network (GCN) from 2003 to 2004, where he assisted in the translation of health documents into Chamorro, wrote narratives, and painted images for the *Chamorro Providing Access to Health Book*. Since 2006 Bevacqua has worked as the assistant managing editor for two academic journals *Social Identities* and *African Identities*. He was also co-editor of *Chamoru Childhood*, an anthology of Chamoru stories published by Achioté Press in 2009.

Tammy Jo Anderson-Taft

ENVIRONMENT

Tammy Jo Anderson Taft is currently the Public Information Officer for the Guam Environmental Protection Agency. Previously she worked as the Education Coordinator at UnderWater World, Guam and the NOAA Coral Reef Fellow for the Guam Coastal Management Program – Bureau of Statistics and Plans. Taft moved to Guam in 2005 to work as a reporter for the Pacific Daily News.

Taft is originally from small farm in North Dakota. She has always loved Guam's natural beauty due to the fact her parents lived in Guam in the 1970s and had many paintings of the island in their North Dakota home. After moving to Guam, she became an active part of the multi-agency Environmental Education Committee (EEC) and continues to help organize events through the EEC. Taft was also a founding member of the Guam Environmental Alliance, a non- governmental agency focused on environmental stewardship. The group managed a grant to help with reforestation of the Masso Reservoir Nature Area in Piti.

Taft has a degree in communications from Wartburg College in Waverly, IA. She provides a variety of communication services for Guam EPA and the EEC including web design, logo design, video production, graphic design, writing and social media presence.

duk duk goose, Inc.

Dr. Hope Cristobal

MENTAL HEALTH

Hope Cristobal, Ph.D. is an indigenous Chamoru who was born and raised on Guam. She is a psychologist who specializes in the treatment and assessment of indigenous, underserved, and marginalized populations, focusing on the unique situation for colonized Chamorus in Guam. She completed her doctorate degree at Argosy University in Hawaii with a specialty in the treatment of diverse populations. At her internship at the Center for Multicultural Training in Psychology at Boston Medical Center, Dr. Cristobal completed a neuropsychology rotation working with low socio-economic status minority families and children infected and affected by HIV/AIDS. She has experience working with children diagnosed with an emotional disability, including autism, in the public and private school systems in Guam and Hawaii. Dr. Cristobal's dissertation focuses on a theoretical application of a culturally competent mental health system for the indigenous Chamoru population in Guam. She is an advocate for human rights at the local, national, and international levels, and is dedicated to raising awareness about the social ills facing the Chamoru community in Guam. Dr. Cristobal has been invited to speak on this topic at various conferences and community events in Guam, California, and Hawaii. In 2007 and again in 2010, she testified at the United Nations regarding the psychosocial problems currently facing the Chamoru people and urged the Committee on Decolonization to move forward with their commitment to eradicate colonies around the world. Dr. Cristobal is a psychologist at Guam's only Community Mental Health Center – The Guam Behavioral Health and Wellness Center, and owns her own private practice, working with children, youth, and their families. Dr. Cristobal believes that the long-term sustainability of indigenous communities is rooted in the resolution of colonization, and the installation of community-empowered, indigenous-lead, culturally-sensitive solutions and programs.

duk duk goose, Inc.

1ST YEAR MINIMUM BUDGET

DELIVERABLES: 20 19-MINUTE EPISODES OF NIHI!

PERSONNEL

Project Director			38,000
Production Director/Producer			35,000
Project Assistant			<u>27,000</u>

Sub-total: \$100,000

CONTRACTUAL

Production Assistant	\$100 per episode	(\$200 X20)	2,000
Writing/Scripting	\$500 per episode	(\$500 X20)	10,000
Music Accompaniment	\$50 per episode	(\$50 X20)	1,000
Show Host 1	\$350 per episode	(\$250 X20)	5,000
Show Host 2	\$350 per episode	(\$250 X20)	<u>5,000</u>

Sub-total: \$23,000

OFFICE SUPPLIES/EQUIPMENT

Set Props and Materials	\$100 per episode	(\$100 X 20)	2,000
Graphics/Sound Effects	\$100 per episode		<u>2,000</u>

Sub-total: \$4,000

TOTAL PROJECT COST REQUESTED: **\$127,000**

duk duk goose, Inc.

COMMUNITY PARTNERSHIPS AND LEVERAGED RESOURCES

ORGANIZATION	COMMITMENT	VALUE
PBS Guam	use of production studio and props	\$30,000
	use of production equipment	\$40,000
	technical advice and consulting	\$1200
	weekly airtime for the show	\$26,000
Hurao Inc.	material resources such as books and curricula	
	192 hours of technical assistance/consulting	\$9600
	assist in recruiting of child talent for skit segments	
University of Guam Division of Social Work	evaluation services, analysis of process data and outcome measures	\$10,000
University of Guam Cooperative Extension Children's Healthy Living Program	identify and facilitate the relationship between Duk Duk Goose Inc and two daycare centers in order to evaluate the impact of the television series on youth.	
Department of Education (Guam) Chamorro Studies and Special Projects Division	printed resources such as posters and booklets	
	appoint one individual and an alternate to review the program for language and cultural accuracy	\$800
	4 hours of staff time per week or as needed for advice and consulting	\$4000
Joseph Triplett	web development, youtube channel, social media and SEO setup	\$5000
Jessica Merrill	branding, graphic design and development	\$5000
		\$131,600