



## September 2018

### Description of PBS Hawai'i

PBS Hawai'i is in one of the most ethnically and culturally diverse states in the nation. We are committed to inclusiveness and providing a forum to give voice to communities on six islands. Our Staff and Boards are a reflection of the state's diversity of age, race and gender.

### Mission

We advance learning and discovery through storytelling that profoundly touches lives.

### Values

Our Hawaiian host culture informs the way PBS Hawai'i operates. We seek to uphold universal values of Hawai'i, including:

**Pono** - rightness and balance

**'Imi na'auao** - knowledge and wisdom

**Aloha kekahi i kekahi** - respecting the dignity of others

**Kūlia i ka nu'u** - strive for excellence

**Kuleana** - responsibility for the collective good

**Lōkahi** - collaboration and unity

**Mālama** - protect and care for



### Hawai'i at a Glance

- Hawai'i has the highest percentage of **Asians** in the U.S., with 37.7 percent of the local population identifying themselves as Asian only, compared with 5.2 percent for the nation as a whole. Among these, the fastest growing population is Filipino.
- Hawai'i has the highest percentage of **Native Hawaiians** and **Other Pacific Islanders** in the U.S., at 10.2 percent of the local population, compared with 0.2 percent of the national population.
- Hawai'i has the highest percentage of people identifying as **Two or More Races** with 23.7 percent of the local population, compared with 3 percent of the nation as a whole.

### Diversity at PBS Hawai'i

Operating in Hawai'i's multicultural environment, PBS Hawai'i values our collaborative workplace. PBS Hawai'i hiring casts a wide net for prospective employees.



## By The Numbers

### PBS Hawai'i Full-Time Staff (30)

<b>GENDER</b>	<b>#</b>	<b>%</b>
Female	16	53%
Male	14	47%

  

<b>RACE</b>	<b>#</b>	<b>%</b>
Asian	13	43%
Hispanic		%
Native Hawaiian/Pacific Islander/Native American	2	7%
Two or More Races	3	10%
White	12	40%

  

<b>AGE</b>	<b>#</b>	<b>%</b>
18-34	9	30%
35-49	6	20%
50+	15	50%

### Members of the Board of Directors (22)

<b>GENDER</b>	<b>#</b>	<b>%</b>
Female	11	50%
Male	11	50%

  

<b>RACE</b>	<b>#</b>	<b>%</b>
Asian	9	41%
Hispanic	--	--
Native Hawaiian/Pacific Islander/Native American	4	18%
Two or More Races	5	23%
White	4	18%

  

<b>AGE</b>	<b>#</b>	<b>%</b>
18-34	10	46%
35-49	4	18%
50+	8	36%

## Diversity in PBS Hawai'i Locally Created Content

PBS Hawai'i creates and acquires programs of interest to Hawai'i's diverse communities. For example:

- **Pacific Heartbeat** – a partnership with Pacific Islanders in Communications to present a nationally distributed series of authentic stories about Hawai'i and the Pacific Islands.
- **HIKI NŌ** – the nation's first statewide student news network, bridging six islands and 90 schools, uses 21<sup>st</sup>-century skills to report on urban and rural and cultural communities of Hawai'i.
- **NĀ MELE** – the only weekly music program in Hawai'i devoted to traditional Hawaiian music.
- **PBS Hawai'i Presents** – a forum for independent filmmakers whose films cover topics of interest to Pacific communities, especially people and subjects that are often overlooked.
- **Insights on PBS Hawai'i** – a weekly public affairs program, on-air and online, promoting civil discourse about a broad range of issues that impact our communities.
- **Long Story Short with Leslie Wilcox**– conversations with people who come from a range of backgrounds and perspectives, sharing life wisdom through engaging stories.
- **KĀKOU – Hawai'i's Town Hall** – a periodic series of 2-hour statewide live broadcasts, holding community conversations on issues of the day.

## FY 2019 Goal

Continuing to uphold values of respect and inclusiveness in this most isolated land mass in the world.