

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)

GENDER	#	%
Female	16	53%
Male	14	47%

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

AGE	#	%
18-34	9	30%
35-49	6	20%
50+	15	50%

Members of the Board of Directors (22)

GENDER	#	%
Female	11	50%
Male	11	50%

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

AGE	#	%
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 21st-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.