

Annual Diversity Report Fall 2019

Description of PBS Hawai'i

PBS Hawai'i is the 50th state's only member of the trusted national Public Broadcasting Service (PBS). This nonprofit and non-partisan educational media organization serves a state of 1.4 million people.

Hawai'i is one of the most ethnically and culturally diverse states in the nation.

We are committed to inclusiveness, giving voice to individuals and communities on six islands.

Hawai'i at a Glance

- Asians are the fastest growing ethnic group in the United States. Hawai'i has the highest concentration of **Asians** in the U.S. 56.9% of Hawai'i's population identifies as Asian.
- Hawai'i has the highest percentage of **Native Hawaiians** and **Other Pacific Islanders** in the U.S. (10.1 percent of the local population).
- Hawai'i has the highest percentage of people identifying as **Two or More Races** in the U.S. 23.8 percent of the local population.

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.

PBS Hawai'i Full-Time Staff (31)

GENDER	#	%
Female	22	57%
Male	16	43%

RACE	#	%
Asian	12	32%
Hispanic	2	5%
Native Hawaiian/Pacific Islander/Native American	10	26%
Two or More Races	3	8%
White	11	29%

AGE	#	%
18-34	14	37%
35-49	8	21%
50+	16	42%

Members of the Board of Directors (21)

GENDER	#	%
Female	9	43%
Male	12	57%

RACE	#	%
Asian	7	33%
Hispanic	--	--
Native Hawaiian/Pacific Islander/Native American	5	24%
Two or More Races	5	24%
White	4	19%

AGE	#	%
18-34	1	4%
35-49	10	48%
50+	10	48%

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:

- **HIKI NŌ** – is a PBS Hawai‘i statewide learning initiative, bridging six islands and 90 schools, providing universal access to students of all income levels in diverse neighborhoods across the state. Digital training received through HIKI NŌ supports Hawaii State Department of Education performance standards for students statewide.
- **GET CAUGHT READING** – is a video read-aloud program in which children and adults from all walks of life share passages from books that have personal meaning to them, encouraging others to read more.
- **PBS KIDS 24/7** – Launched in mid-July 2019, this streaming channel functions as Hawai‘i’s largest pre-school. PBS KIDS 24/7 reaches 25 of the 25 most disadvantaged communities in the state, helping children from low-income families to prepare for kindergarten.
- **NĀ MELE** – is the only weekly television program in the world dedicated to traditional Hawaiian music.
- **PBS Hawai‘i Presents** – is a weekly venue for independent films covering people and subjects in the Pacific area that are often overlooked, including stories from members of the LGBTQ community.
- **Insights on PBS Hawai‘i** – is a statewide weekly one-hour public affairs program, on-air and online, promoting civil discourse from differing perspectives about major statewide issues such as housing and social justice.
- **Long Story Short with Leslie Wilcox** – presents one-on-one conversations with people from a range of backgrounds and perspectives, who share their formative values, life choices and life wisdom through engaging stories.
- **KĀKOU – Hawai‘i’s Town Hall** – a new periodic two-hour, live statewide town hall discussion about statewide community issues. These forums have generated a lot of community engagement.
- **Pacific Heartbeat** - a partnership with Pacific Islanders in Communications showcasing nationally distributed films about issues affecting the lives of Pacific Islanders.

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

Diversity Goal

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