

## Annual Diversity Report Fall 2020

### Description of PBS Hawai'i

PBS Hawai'i is the 50<sup>th</sup> 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

- Hawai'i has a high concentration of **Asians**. Nearly 57% 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. More than 10% of the local population identifies as Hawaiian or Pacific Islander.
- Hawai'i has the highest percentage of people identifying as **Two or More Races** in the U.S. Almost 24% of the local population identifies as being of two or more races.

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 Staff

GENDER	#	%
Female	16	55%
Male	13	45%

RACE	#	%
Asian	13	45%
Hispanic	1	3%
Native Hawaiian/Pacific Islander/Native American	0	0%
Two or More Races	4	14%
White	11	38%

AGE	#	%
18-34	11	38%
35-49	6	21%
50+	12	41%

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

GENDER	#	%
Female	10	45%
Male	12	55%

RACE	#	%
Asian	9	41%
Hispanic	--	--
Native Hawaiian/Pacific Islander/Native American	2	9%
Two or More Races	7	32%
White	4	18%

AGE	#	%
18-34	1	5%
35-49	10	45%
50+	11	50%

## 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: Hawai'i's New Wave of Storytellers** – 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 people from all walks of life share passages from books that have personal meaning to them.
- **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: Traditions in Hawaiian Song** – is the only weekly television program in the world devoted to traditional Hawaiian music.
- **PBS Hawai'i Presents** – is a weekly venue for independent films covering people and subjects in the Pacific/Asia area that are often overlooked, including stories from 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 affordable 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.
- **KĀKOU – Hawai'i's Town Hall** – a periodic two-hour, live statewide town hall discussion about statewide community issues. These forums have generated spirited community engagement.
- **Pacific Heartbeat** - a partnership with Pacific Islanders in Communications featuring national-distribution films about Pacific Island cultures and life.

## Mission

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

## Values

Our Hawaiian 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.