

PBS Hawai'i Diversity Report 2021

PBS Hawai'i's Diversity Statement

PBS Hawai'i's mission is to advance learning and discovery through storytelling that profoundly touches lives. As a public media station in one of the most ethnically and culturally diverse states in the nation, it is our commitment to give voice to individuals and communities that reflect Hawai'i's diversity; to educate the community-at-large on varied perspectives; and to provide our staff with a safe and inclusive work environment where they can bring their best work forward.

PBS Hawai'i Diversity Goal

At PBS Hawai'i, we are committed to fostering a safe and inclusive culture so all who engage with us have a voice and a vessel to reach the community.

What We Learned in 2021

While 2021 has been a challenging year that has affected how we work, live and play, it has also been a year filled with hope and promise and opportunities to reimagine how we move forward as an organization.

The current health crisis continues to put a strain on families, including many single mothers, who serve as caregivers for their children and extended family members. Parents of school-aged children, pressed into new roles, are now teachers and counselors. It takes great skill, patience and stamina for parents to balance the challenges of distance learning with the demands of their own jobs, and the everyday stresses of life.

We asked, "How can we better support our employees?"

Violent and racist attacks across the nation and at home against Black and Asian Americans prompted us to address these acts and the troubling issues in our community programming.

We asked, “What role do we play in disseminating factual information while raising awareness of injustices happening here and across the country?”

Children and adults courageously raised their hands to face the challenges and stigma of mental health issues, including depression, isolation, anxiety and more.

We asked, “How can we take existing platforms and use them to help break barriers and promote change and positivity?”

The struggles America encountered and overcame during the past year, were vivid reminders of the responsibility that comes with being a public media organization and the importance of serving as a trusted source of information. The turbulent year revealed deeper opportunities to serve as a voice for underrepresented individuals and communities.

The 2021 PBS Hawai'i Diversity Report unveils the questions we asked ourselves; shares the successes, challenges and actions we took to improve diversity, equity and inclusion in everything we do; and discloses how we, as an organization, will continue to move forward in creating a safe, trusted and healthy work environment for all.

Diversifying Our Team

PBS Hawai'i is an equal opportunity employer devoted to supporting and creating an environment that values and appreciates the differences of our staff and boards. We have, and will continue to grow with underrepresented groups to address racial and gender equity.

Currently, PBS Hawai'i's staff is comprised of 45% Asian; 38% White; 3% Hispanic; and 14% who identify with two or more races. Women make up 55% of our staff and 45% are men. The diversity of age is across

the board, with 38% between the ages of 18-34; 21% between the ages of 35-49; and 41% 50+.

PBS Hawai'i's new President and CEO is Native Hawaiian.

PBS Hawai'i's staff: of the 25 staff, 45% identify as Asian and 55% are female.

PBS Hawai'i's Board of Directors is made up of 8% Native Hawaiian and Pacific Islanders; 42% Asian; 33% are 2 or more races; and 17% White. Men make up 54% of the board and women, 46%. Up until June 30, 2021, 54% of our board was over the age of 50, with no representation in the 18-34 age range. That changed on July 1, 2021 when eight new community members joined our governing board, including several people in the 18-34 age range along with a more diverse ethnic representation.

A Native Hawaiian female professional currently chairs PBS Hawai'i's Community Advisory Board.

PBS Hawai'i's Community Advisory Board: of the 10 members of our board, 50% identify as Native Hawaiian.

PBS Hawai'i will continue to acknowledge, address and build on our successes to ensure underrepresented groups are represented and provide opportunities to have their voices be part of the solutions.

Supporting Those Affected by the Pandemic

The ongoing pandemic continues to challenge many Island families, particularly those serving as caregivers for elderly, children and family members directly impacted by COVID-19. PBS Hawai'i team members took their concerns to leadership, who listened and swiftly took action, by amending PBS Hawai'i's Paid Time-Off Policy to allow employees to fulfill family obligations without using PTO hours. The change in policy acknowledged the importance of caring for family during trying times without the added stress of losing PTO hours.

Investing in Our Most Valuable Resource – PBS Hawai'i staff

Investing in our mission must include investing in our most valuable resource, the employees of PBS Hawai'i. The global pandemic caused nonprofit organizations to make tough choices to remain fiscally solvent, and in some cases, simply survive. This fragile business climate will not last forever. It is important to look beyond tomorrow and plan ahead for the future.

Cultivating a safe space where all can thrive must be a priority for any organization, and that can only happen if leadership believes in and reinforces the importance of the well-being of employees.

A healthy work environment extends far beyond physical health. At PBS Hawai'i, staff are offered modified work schedules and encouraged to participate in community service engagement outside our walls. Empowerment leads to trust and eventually success.

Fair compensation is also important to preserving the health of inner work life. It is the right thing to do and is in the best interest of any organization. A survey by the American Psychological Association found that 49% of workers said that insufficient pay was increasing their stress level at work. This can have an impact on productivity, creativity and capacity.

A newly implemented Annual Incentive Plan (AIP), which provides equal opportunities for all employees to increase their compensation through measurable and objective goals and incentives, is now an important component of our overall compensation package. Incentives are appropriate if they can:

- Tie compensation expenses to financial and mission-related results
- Enhance the competitiveness of our compensation package without increasing fixed costs
- Provide a stronger relationship between compensation and performance
- Support the concept that everybody has a role in reaching organization goals

An AIP rewards employees for outstanding individual performance and their contributions that help achieve organizational goals. This program encourages teamwork and accountability. It is about empowerment and feeling valued. It is an investment in our mission.

Developing a Safe Space

We all play an important role in maintaining a culture of positive behavior in day-to-day operations, but opportunities for improvement always exist. Leadership has encouraged and created a new environment that is more inclusive for all employees. For years, departments worked in silos and only shared information on a 'need-to-know' basis. This lack of information sharing and splintered communication was challenging for many and affected efficiency and relationships.

New initiatives recently incorporated include ALL staff meetings that include ALL levels of employees to participate, including students. We now have interdepartmental communication for understanding and awareness of not only what is happening in the organization but more importantly, answering the "Why."

There are now more opportunities to share out-of-the-box ideas at meetings and brainstorm without judgement. Some of these ideas have already come to fruition, including a new focus on digital-first and digital-only content, that educates, entertains and meets the growing increase in demand for online content with a younger demographic. Our millennial employees not only have a seat at the table to create Content, they are serving as the lead on projects, demonstrating empowerment in action.

Diversifying Our Stories, Amplifying Voices

Hawai'i is a melting pot of diverse ethnicities, cultures and lifestyles. To ensure our work reflects our population, we prioritize diversity, equity and inclusion at every step of the development and production of local programs.

This includes ensuring we amplify underrepresented voices in our programming and content and share stories that might not be shared anywhere else. We did this on our weekly, public affairs series INSIGHTS ON PBS HAWAI'I, where subject matter ranged from Stop Asian Hate to mental distress, domestic violence and hunger.

HIKI NŌ, our statewide network of student storytellers, used video journaling and digital storytelling to share Student Reflections that focused on life and school under COVID-19 conditions. They shared very personal stories of the life-changing impact distance learning was having on their

lives. What started as a simple and direct mode of self-expression the previous school year evolved into a season of emotion-packed stories. Student Reflections on mental health challenges were a common theme this HIKI NŌ season. The initiative was healing for the students and those who watched their stories.

Cultivating Partnerships

Through our long-standing partnership with Pacific Islanders in Communications, we actively participated in Asian American and Native Hawaiian/Pacific Islander Heritage month by sharing films centered on these communities on our broadcast and digital platforms.

PBS Hawai'i and filmmakers from Hawai'i and throughout the Pacific came together to promote and introduce new content. Many of these films highlighted the diversity and talent of newcomers and industry veterans.

The films included:

- A profile of the late kumu hula, icon and educator Nona Beamer
- A film highlighting the annual lantern floating ceremony at Honolulu's Ala Moana Beach Park which was canceled due to COVID-19
- A documentary on the life of a homeless family living on the streets of Honolulu's Kaka'ako neighborhood
- A story profiling the resilience of Japanese immigrants and their families who built a thriving business community in Hilo, Hawai'i Island that was wiped out twice by tsunamis
- A narrative about six women filmmakers in Hawai'i that was produced by two other women filmmakers
- A film produced by a Native Hawaiian female filmmaker documenting the restoration of historic native Hawaiian fishponds on the island of O'ahu
- A two-part film produced by two women about a Polynesian community on the island of Taumako in the Southwestern Pacific who kept their ancient wayfinding techniques alive

Conclusion and Next Steps

This year of growth has taught us many lessons, including the importance of understanding that our communities are always evolving and we must do the same.

Over the next year, our diversity plans include:

- Strengthening our ability to deliver more content across multi-media platforms to reach more diverse audiences
- Continuing to recruit and maintain a diverse workforce, Board of Directors and Community Advisory Board
- Providing opportunities for underrepresented groups to have a voice in programming and content
- Ensuring our staff and the Board of Directors participate in annual training that focuses on diversity awareness, non-discrimination and anti-harassment
- Creating educational programming and community outreach initiatives that connect to the diverse communities in which we serve

Public television will always be the most trusted source of news, cultural information and quality education for the elderly, children and families. PBS Hawai'i has provided viewers with rich local content that embraces and highlights Hawai'i's cultures, lifestyles, communities and diversity. It is our responsibility to continue this legacy, using the power of media to open minds, change lives and strengthen communities. This power is undeniable and with that strong influence, comes immense responsibility. It is our kuleana, our responsibility, to advance the mission of PBS Hawai'i by growing audiences and expanding our reach across Hawai'i and doing so with fairness, honesty and integrity. We will continue to hold ourselves accountable by sharing annual progress, both successes and challenges, through this Diversity Report.