

# PBS Hawai'i Diversity Report 2022

PBS Hawai'i prides itself on providing 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 multimedia to open minds, change lives and strengthen communities.

We work to advance our mission by expanding our reach across Hawai'i and ensuring that we represent the voice of our people, including the underserved and underrepresented, and doing so with fairness, honesty and integrity. We will continue to hold ourselves accountable by annually sharing our progress, successes and challenges through this Diversity Report. The report highlights the actions we took to improve diversity, equity and inclusion in everything we do and ways we are working to continue to move forward in creating a safe, trusted and healthy work environment for all.

## **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, 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 2022

Through 2022, we continued to reimagine and adapt as an organization as we managed to live with the repercussions of COVID-19 and find balance with our employees and in the communities that we serve.

*We continued to ask, “How can we better support our employees?”*

The days of the traditional 9:00 am – 5:00 pm work-in-office are over. The pandemic showed that work can be done from home without losing productivity and efficiency. Coupled with the rising cost of gasoline prices and time spent commuting to and from work, this type of workplace flexibility fosters and encourages diversity.

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

Violence, racist attacks, and war across the nation and world prompted us to continue to address these acts and concerns in our programming. National and local programming addressed these issues, bringing them to light by having difficult and much-needed conversations to move the needle and begin to transform communities.

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

By meeting people where they are – broadcast, digital and in-person – we are able to reach younger audiences while continuing to nurture existing ones with our age 65+ supporters.

## Diversifying Our Team

PBS Hawai'i is an equal opportunity employer devoted to supporting and creating an environment that values and appreciates the differences among our team 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 67% Asian; 31% White; 3% Hispanic; and 14% who identify with two or more races. Women make up 56% of our staff and 44% are men. The diversity of age is across the board: 44% between the ages of 18-34; 25% between the ages of 35-49; and 31% 50+.

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

**PBS Hawai'i's staff: of the 36 staff, 67% identify as Asian and 56% are female.**

PBS Hawai'i's Board of Directors is made up of 4% Native Hawaiian and Pacific Islanders; 33% Asian; 46% are 2 or more races; and 33% White. Men make up 58% of the board and women, 42%. Up until June 30, 2022, 54% of our board was over the age of 50. Eight new community members joining our governing board July 1, 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 continues to work on equity, diversity and inclusion through the representation of underrepresented individuals within our organization's structure by inviting them to participate in a variety of ways to have their voices be part of the solutions.

## Supporting Work/Life Balance

While changes have occurred since the initial onset of the pandemic, PBS Hawai'i continued its Paid Time-Off Policy to allow employees to fulfill family obligations without using PTO hours if they and/or a family member was affected by COVID-19. The policy change continues to acknowledge the importance of caring for the 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 includes investing in our most valuable resource, our employees.

Staff continued to be encouraged to participate in community service engagement outside our walls, resulting in over 566 hours of volunteer service.

The implemented Annual Incentive Plan (AIP), provided equal opportunities for all employees to increase their compensation through measurable and objective goals and incentives. Employees were able to see the fruits of their performance. The AIP was implemented for a second year with minimal modifications to encourage continued success, hard work and dedication.

New hires across departments and equipment upgrades are ensuring that team members are able to do their jobs well, without the stress caused by increased workloads and antiquated resources.

## Developing a Safe Space

To continue to create a positive, successful and healthy work environment, an Employee Survey was developed that asked our employees, anonymously, to offer their honest input and feedback. Questions ranged from most favorable to least favorable aspects of work, ways to improve the organization and relationships interdepartmental and between Manager and Employee. Ninety-seven percent of employees completed

the survey. Results were shared with all the staff and the next steps were taken to better address the needs of employees within the organization. Ongoing communications continue with all staff for added awareness and transparency.

The areas included: Flexible work-from-home/hybrid schedules, the hiring of more staff and team-building and development opportunities.

Employees able to work from home were allowed to do so. Each employee was provided a modified work schedule to balance family and personal life while continuing to be productive within the organization. Trust and confidence built in this area allowed for better relations between managers and their employees.

Bi-weekly meetings are held departmentally for sharing and brainstorming without judgment.

## **Diversifying Our Stories, Amplifying Voices**

Hawai'i is known as a melting pot of diverse ethnicities, cultures and lifestyles. We work to ensure that our local programming continues to be diverse, equitable and inclusive at every step of development and production.

This includes amplifying the voices of underrepresented populations that might not be shared anywhere else. We did this on our weekly, public affairs series **INSIGHTS ON PBS HAWAII**, where conversations were held on bias toward the transgender community and the Micronesian community, those experiencing homelessness and more.

**HIKI NŌ**, our statewide network of student storytellers, used digital storytelling to give students a safe space and a voice to share their concerns, challenges and struggles surrounding mental health, anxiety, depression and more.

**KĀKOU: Hawai'i's Town Hall** presented two live 90-minute town hall meetings bringing together people from across the state to discuss critical statewide issues. The first program in August focused on tourism. It featured industry representatives, community members, government leaders and academics. In addition, hundreds of viewers sent in questions

and comments via telephone, email and social media.

The second show aired in May and focused on the fragile nature of Hawai'i's food source. It is estimated that the state imports 85% to 90% of its food, making it vulnerable to natural and man-made disasters. This panel included stakeholders from various food producers including farmers, fishermen and ranchers, along with community organizations and experts in indigenous practices who offered insights into ancient techniques that could be adapted to a modern world. Dozens of viewers contributed to the discussion as well via the same methods mentioned above.

**Nā Mele** showcased musical talent from across the state and was representative of Hawaiian musicians performing both in their native tongue and with English lyrics.

## 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.

Furthermore, through partnerships with Independent Lens and POV "Our America," we hosted virtual screenings and panel discussions with subject matter ranging from the challenges faced within the LGBTQ+ community around homelessness, women in incarceration, stereotypes of Asian American high school students, immigrants and more.

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 both newcomers and industry veterans.

Films included:

- The untold story of 130 young men who were part of a clandestine mission by the US Federal government
- A film tracing the roots of Polynesian tattoo artists
- Stories profiling an 'ukulele legend, a hula master and a Polynesian all-male contemporary dance troupe

- A story on 500,000 war brides from 50 different countries
- A film documenting the legacy left behind by Hawaiian royalty
- 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

We continued to grow and learn over this past year, and be aware that our communities and those that are a part of them, are ever-evolving.

Over the next year, we will continue what we started last year, which includes:

- 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 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 which we serve