

# PBS Hawai'i Diversity Report 2023

PBS Hawai'i continues to pride itself on providing viewers with local content that embraces and brings to light Hawai'i's cultures, lifestyles, communities and diversity. It is our kuleana (*responsibility*) to continue this legacy, using the power of multimedia to broaden minds, transform lives and enhance our 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 do so with fairness, honesty and integrity.

We continue to hold ourselves accountable by annually sharing our progress, successes and challenges through this Diversity Report. This report highlights the actions we took to improve diversity, equity and inclusion in everything we do, and the 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 responsibility to give voice to individuals and communities that reflect Hawai'i's diversity; to inform the community-at-large on various perspectives; and to create a safe and inclusive work environment where our staff members can do their best work confidently and without fear.

## **PBS Hawai'i Diversity Goal**

At PBS Hawai'i, we are committed to fostering a safe and inclusive culture that allows many voices to have a vessel to reach the community.

## What We Learned in 2023

Through 2023, we came out of the repercussions of COVID-19 by striking a positive and equitable work/life balance with our employees and the communities we serve.

*Over the past 3 years, we continued to ask, “How can we better support our employees?”*

Initially, we had a traditional work environment where employees worked in-office 8:00 am – 5:00 pm.

However, over the past 3 years due to COVID-19 and an employee survey that was conducted 2 years ago, we embraced a hybrid work model, moving away from the traditional 8:00 am – 5:00 pm work-in-office. Since implementation, we have not lost productivity or efficiency. This flexibility fosters and encourages diversity while recognizing mental health awareness, the continued rising cost of gasoline prices and time spent commuting to and from work.

We continuously check in with our team through an annual employee survey to ensure that this flexibility is working for them and the organization overall.

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

Violence, hate crimes, political upheaval and conflicts across the nation and world, prompted us to continue addressing these concerns and challenges in the content we offer. We searched for national and local programs that brought these issues to the forefront and had difficult, and at times, uncomfortable conversations to help us understand different perspectives.

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

By continuing to meet people where they are – broadcast, digital and in-person – we are connecting with younger audiences while continuing to nurture existing relationships with our age 65+ supporters. We understand through reports and surveys that our donor’s current age demographic is 65+.

To ensure we are reaching a younger and broader demographic, we have made strides in providing more digital content across YouTube, Facebook and Instagram. This past year we instituted TikTok, a platform that primarily targets individuals 12+ with content that is formatted in ways that is appealing to them. We have seen an increase in engagement and users with over 32,000 followers and some videos going viral with over 743,000 views.

Our **What School You Went?** audio podcast reports monthly listens by audiences ages 25-35 followed by 36-45-year-olds, proving that we are making strides in reaching a younger audience.

## 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.

*PBS Hawai'i's staff is comprised of 54% Asian; 28% White; 2% Hispanic; and 16% who identify with two or more races. Women make up 46% of our staff and 54% are men. The diversity of age is across the board: 44% between the ages of 18-34; 28% between the ages of 35-49; and 28% 50+.*

*PBS Hawai'i's President and CEO identifies with two or more races, one of which is Native Hawaiian.*

PBS Hawai'i's Board of Directors is comprised of 40% Asian; 16% White; 44% who identify with two or more races, one of the two or more races is Native Hawaiian. Women make up 52% of our board and 48% are men. The diversity of age is 32% between the ages of 35-49 and 68% 50+.

*For two years in a row, a Native Hawaiian female professional currently chairs PBS Hawai'i's Community Advisory Board.*

*PBS Hawai'i's Community Advisory Board is comprised of 10% Asian, 30% White and 60% who identify with two or more races, and one of the two or more races is Native Hawaiian. Women make up 60% of our Community Advisory Board and 40% are men. The age diversity is 30% between the ages of 35-49 and 70% 50+.*

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.

This includes a move from bi-monthly interdepartmental meetings to a monthly all-staff meeting where employees in all positions are invited to attend and participate in sharing and brainstorming without judgment.

## **Supporting Work/Life Balance**

While we are currently living in a post-pandemic society, PBS Hawai'i continues its Paid Time-Off Policy allowing employees to fulfill family obligations without using PTO hours, if they and/or a family member was affected by COVID-19. The extension of the COVID-19 policy further supports the organization's message of focusing on the care of 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.

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 organization implemented the AIP for a second year with minimal modifications to encourage continued success, hard work and dedication.

As part of the AIP, staff continued to be encouraged to participate in community service engagement outside our walls. By the end of the fiscal year, 100% of our staff completed 12 hours or more of community service and together we had over 752 hours of volunteer service.

We added new hires across departments along with equipment upgrades to ensure that team members were able to continue to do their jobs without the stress caused by increased workloads and antiquated resources.

## Developing a Safe Space

To continue creating a positive, and healthy work environment, we issued a second Employee Survey that re-asked our employees, anonymously, to offer their honest input and feedback. Questions remained the same and ranged from most favorable to least favorable aspects of work, ways to improve the organization and ways to improve interdepartmental relationships and those between Manager and Employee.

Eighty-nine 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 continued to include: Flexible work-from-home/hybrid schedules, the hiring of more staff, and more team-building and development opportunities. It also included consideration of financial compensation and the growing cost of living.

As a result, the management team reviewed the existing AIP and made modifications based on employee feedback.

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.

## Diversifying Our Stories, Amplifying Voices

Hawai'i continues to be 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.

In Fiscal Year 2023, we brought Hawai'i to the world in new and innovative ways. Through monthly broadcast programs like **Home is Here** and **Nā Mele**, and a rapidly growing and robust digital presence, we are celebrating and preserving our cherished mo'olelo (stories), traditions and voices that make Hawai'i special.

We completed five new **Nā Mele** productions, featuring some of Hawai'i's best and most diverse local artists, including Grammy Award-winning slack key artist Jeff Peterson; Native-Hawaiian singer Paula Fuga; traditional

Hawaiian entertainers, Robert Cazimero and Kuana Torres Kahele and Kulāiwi, Kawika Kahiapo and Shawn Kekoa Pimental and the Mākaha Sons at Halekulani’s House Without A Key.

**HIKI NŌ on PBS Hawai‘i** remained the central hub of a statewide student journalism network that moved to a digital-first method of delivering student stories, then curating them into a 30-minute program. The major benefits of this change in the process were to create broadcast shows more thematically and reach a younger demographic — 12 – 21 — with stories formatted specifically for YouTube and other social media platforms.

In the 2022-2023 school year, **HIKI NŌ on PBS Hawai‘i** student participation increased to 4,551 students, or 25 percent from the previous year, bringing student participation back to pre-pandemic levels. Of the 4,551 students served, 2,320 **HIKI NŌ on PBS Hawai‘i** students were from 45 Title I schools.

An important part of our mission is providing civic engagement and public access to trusted information. Our weekly, **INSIGHTS ON PBS Hawai‘i** community program, provides a vessel for respectful, productive and solution-minded conversations on relevant and timely issues.

In Fiscal Year 2023, we raised the bar by hosting six consecutive months of town hall meetings:

- **KĀKOU: Hawai‘i’s Town Hall, Where Are the Workers?** As Hawai‘i’s economy recovers from the COVID-induced downturn, employers in both the public and private sectors struggle to find workers to fill vacancies.
- **KĀKOU: Hawai‘i’s Town Hall, Climate Change - Our Disappearing Beaches** Pristine beaches that set Hawai‘i apart are disappearing at an alarming rate. Is climate change to blame? Is it mismanagement? What must we do?
- **KĀKOU: Hawai‘i’s Town Hall, Concealed Carry: Should the Government Restrict Where Guns are Allowed?** Hawai‘i’s four counties are issuing concealed carry permits to gun owners. Should the government designate so-called “sensitive locations”?
- **KĀKOU: Hawai‘i’s Town Hall, How Do We Keep Habitual Offenders off the Road?** Habitual offenders wreaking havoc on Hawai‘i roadways is not new and the problem is statewide. Why does this keep happening? What is being done to change that?
- **KĀKOU: Hawai‘i’s Town Hall, Should I Stay or Should I Go?** This program was moderated by young adults/students and included them as guests. Thousands of Hawai‘i students head out of state every year for an education and an opportunity. How do we get them to stay or to come back?
- **KĀKOU: Honolulu Rail: Worth the Wait?** The train is coming ... was it worth the wait?

We continued to connect the past to the present through **PBS HAWAI'I CLASSICS** and **PBS HAWAI'I PRESENTS**, important programs that remind all of us to appreciate our history and embrace the future.

By sharing video clips from these nostalgic programs beyond broadcast, we have been able to reach younger and broader audiences on TikTok, Instagram and Facebook. These programs also allowed us to reach beyond our shores. Monthly analytics have shown this to include Hawai'i transplants, mainlanders and those living overseas, who have an affinity to and interest in PBS Hawai'i, Hawai'i and its local and cultural programming.

We expanded our digital presence with the incorporation of digital shorts and our **What School You Went?** audio podcasts that touched upon the diverse ethnic makeup of Hawai'i. This included stories on Hawai'i myth and lore, Hawaiian comic books, the music of the Hawaiian nose flute, the art of la'au lapa'au (*Hawaiian traditional healing*), preserving Hawaiian culture through radio and Hawaiian hip-hop.

## 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.

Through our continued partnerships with Independent Lens, we hosted virtual screenings and panel discussions with subject matter ranging from fentanyl addiction, individuals with spinal cord injuries, the Pan-Asian solidarity movement and more.

Post-screening surveys show that these screenings have attracted individuals from as far as Japan and New York, and as close as Honolulu and Hawai'i Island.

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:

- A short film about Ke'elikōlani Middle School in Honolulu which was renamed in honor of Princess Ruth Ke'elikōlani, who was part of the Hawaiian Monarchy.
- A story about sustainable solutions on the island of Kaua'i that provides students with hands-on training in Native Hawaiian farming techniques.

- A documentary about the emerging parasitic disease that thrives in tropical locations like Hawai'i.
- A film that follows a young woman who trained for, competed in and won the women's fireknife championship at Polynesian Cultural Center.
- A narrative about the pilgrimage through remote areas of India, Nepal and Tibet that highlights religious customs of the region.
- An account of the birth of surfing in Ireland spearheaded by enthusiasts who saw an opportunity and researched techniques of the sport and business of making surfboards in Hawai'i and California.
- A film that chronicles the art of hiko, or juggling, in the Kingdom of Tonga. Hiko dates back thousands of years and is practiced only by women.

## Conclusion and Next Steps

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

We have continued to take the necessary steps to meet audiences where they are – on broadcast and across digital platforms.

We have also expanded our reach to include YouTube TV, DirectTV, Local Now and HULU Live TV.

We have continued to provide virtual screenings so that audiences near and far can participate in these opportunities. For those unable to attend, we provide a link easily accessible on our website and YouTube channel for future viewings.

Employees continue to work in hybrid spaces, allowing them flexibility and freedom for work/life balance.

Over the next year, we will continue what we started over the past two years, which includes:

- Strengthening our ability to continue 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
- Creating educational programming and community outreach initiatives that connect to the diverse communities which we serve