

PBS Hawai'i Community Representation and Diversity Report 2024

PBS Hawai'i regularly assesses its progress as an organization that understands, values and represents, community diversity, equity and inclusion.

We firmly believe it is our kuleana (responsibility) to reflect the diversity and inclusiveness of our communities, through our staffing, boards and programming. As a public media organization, we play a crucial role in ensuring that we are representing diverse voices, perspectives, the underserved and underrepresented communities with fairness, honesty and integrity.

We hold ourselves accountable by annually sharing our progress, successes and challenges through this report.

PBS HAWAII'S COMMUNITY REPRESENTATION AND DIVERSITY, EQUITY AND INCLUSION STATEMENT

PBS Hawai'i's commitment is to be a representation of our diverse community, an organization that advances the values of inclusion and equity. We are steadfast in fostering an open, accepting and empowering work environment that cultivates and encourages self and professional growth.

PBS HAWAII'S COMMUNITY REPRESENTATION AND DIVERSITY, EQUITY AND INCLUSION GOAL

At PBS Hawai'i, we align our goals with the evolving needs of our staff and the changing landscape of diversity and inclusion in the workplace. This ensures the content we create, develop and present, reflects the views of people of different backgrounds, ethnicities geographic areas, age groups, religious beliefs and income levels.



What We Learned in 2024

Shaping Our Workplace Culture

In 2024, we continued to strike a positive and equitable work/life balance with our employees.

Through annual Employee Surveys, we asked, listened and responded to the comments shared by employees. One of the areas that remain at the top of importance is the hybrid work model.

Implemented 4 years ago, this flexibility has continued to foster support for employees' mental health, the continued rising cost of gasoline prices, and time spent commuting to and from work.

However, while we have maintained a hybrid work model, ongoing discussions with the management team have focused on productivity, company culture and the potential need for a return-to-office policy.

This is a topic that continues to be reviewed on an ongoing basis, with input provided by staff through the annual employee survey.

We continue to work on our organization's structure by inviting staff members to participate in a variety of ways to have their voices be part of the solutions.

This includes monthly all-staff meetings where employees in all positions are invited to attend and participate in sharing and brainstorming without judgment. This past year also included cross-departmental representation on climate change initiatives and the Nā Mele 25 anniversary celebration, a milestone that marks a quarter-century of dedication, passion and artistic excellence in strengthening the beauty and magic of Hawai'i's musical traditions.

Investing in Our People

Investing in our mission means investing in our most valuable resource: our employees. For the past 3 years, the Annual Incentive Plan (AIP) has provided equal opportunities for all employees to enhance their compensation through measurable and objective goals. This plan allows employees to directly benefit from their performance.

Fostering a Supportive Work Environment

For a third year in a row, we issued an Employee Survey anonymously, asking employees for input and feedback. Questions remained the same and focused on querying employees on the least and most favorable aspects of the organization and their departments. Also included was a continued focus on interdepartmental, Manager and Employee relations improvements.

Ninety-seven percent of employees completed the survey. Results were presented to all staff and next steps were taken to better address the needs of employees within the organization. Changes that resulted from last year’s survey included all staff participating in the strategic planning session, enhancements to the monthly interdepartmental meetings and the continued focus on digital content.



The topics addressed from this year’s survey includes more all-staff gatherings, equal work-from-home opportunities and being more open to new ideas, programs and revenue opportunities.

Senior Management has actively addressed these areas both in day-to-day operations and through strategic planning sessions. To date, the wellness committee has organized quarterly all-staff events during lunch periods. To streamline the sharing of new ideas and revenue opportunities for the station, internal discussions were conducted with various departments to lay the groundwork for these initiatives, culminating in the creation of a comprehensive white paper.

Diversifying Our Teams

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 continue to expand our team and board with underrepresented groups to address racial and gender equity.

PBS Hawai’i’s staff is comprised of 29% Asian/Pacific Islander; 22% white; and 49% who identify with two or more races. Women make up 41% of our staff and 59% are men. The diversity of ages are as follows: 29% between the ages of 18-34; 42% between the ages of 35-49 and 29% 50+. This year, the staff was polled as to their ethnicity, and Human Resources added the actual ages to add accuracy to the report. 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 27% Asian; 22% White; 37% Hawaiian; and 14% who identify with two or more races. Women make up 50% of our board and 50% are men. The diversity of ages are 64% between the ages of 35-49 and 36% 50.

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+.

Furthering Our Reach with Audiences

At PBS Hawai'i, we are a source of education, entertainment and awareness for children (keiki) to elderly (kūpuna) and everyone in between. We offer engaging shows that nurture curiosity and learning. We like to say that we meet our viewers where they are – at home, at work and anywhere that they consume media. This is on broadcast, livestream and digital platforms.



Engaging Our Keiki

For our littlest viewers between the ages of 2 and 8, we are dedicated to offering free access to media content and community-based experiences that support learning for young children. PBS KIDS averages 15.5 million monthly users and 345 million monthly streams across PBS KIDS' digital platforms.

PBS is grounded in a commitment to diversity, equity and inclusion and works to ensure that its children's programs represent multicultural experiences, characters and similar lived experiences, children's programming that we share across our broadcast and digital platforms.

Connection with a Younger Generation

To ensure we are reaching a younger and broader demographic, we have made strides in providing more digital content across YouTube, Facebook and Instagram.

Our top Instagram posts for 2023 included stories on a transgender entertainer, Filipino martial arts, Filipino immigration, a Native Hawaiian chef, a kūpuna (elderly) Native Hawaiian musician and the history of pidgin English, to name a few.



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. To date, the podcast has more than 250,000 downloads on BuzzSprout. Combined with our nearly 7,000 YouTube listens—the program has reached a quarter-million downloads/listens and counting.

Maintaining Relationships with our Kūpuna

While continuing to reach younger audiences, we work diligently to maintain and nurture relationships with our 65+ supporters, which continues to be the largest demographic supporter.

Diversifying Our Stories, Amplifying Voices

Hawai'i remains a vibrant melting pot of diverse ethnicities, cultures and lifestyles. We are committed to ensuring that our local programming reflects this diversity, maintaining equity and inclusivity at every stage of development and production.



Student Voices

Hearing from students about issues that affect them most and sharing their unique perspectives is one of the cornerstones of HIKI NŌ on PBS Hawai'i.

HIKI NŌ on PBS Hawai'i remains the central hub of a statewide student journalism network that includes teachers, mentors and community partners. In Fiscal Year 2024, PBS Hawai'i aired 22 new 30-minute episodes of HIKI NŌ on PBS Hawai'i and partnered with 91 public, private and charter schools that include 45 Title I schools statewide. Our team also provided training and guidance for 153 teachers who instruct students using the HIKI NŌ

process, guidelines and resources. In the 2023-2024 school year, 4,956 students participated in HIKI NŌ on PBS Hawai'i, including 91 students from Title I schools. Based on those numbers, we are projecting 4,000 students statewide will benefit from HIKI NŌ on PBS Hawai'i in the 2024-2025 school year.



When devastating wildfires hit Maui at the beginning of the school year, we knew we needed to help students share their experiences. Our Season 15 began with an episode dedicated to the work of Maui schools, hosted by a student from H.P. Baldwin High School and included a special collection of student voices and a montage of student-captured footage from Maui schools, offering insights into what makes Maui unique and the experiences of growing up there. This is just one example of how student voices were championed this season.

As part of PBS Hawai'i's new Climate Change Initiative, we invited students to participate in sharing stories on climate change and how it affects them. Sixty-one students participated and 15 schools submitted stories.

Local Voices

We are dedicated to creating original programming reflecting Hawai'i's diversity that viewers have come to appreciate and trust. These programs cover a wide variety of important community issues, aiming to build impartial understanding through distinct voices and representation, preserving our diverse ethnic and cultural backgrounds.



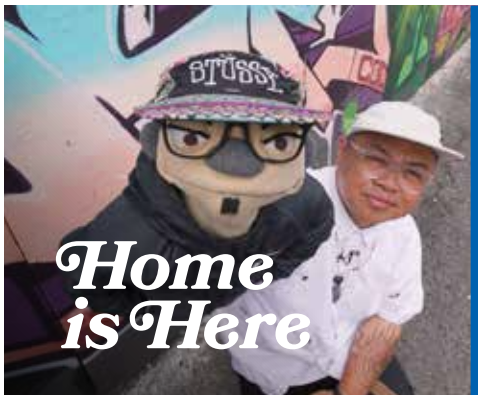
INSIGHTS ON PBS HAWAII | Our weekly live one-hour public affairs program touched on a variety of issues facing our community.

This included discussions on how to prevent wildfires like the one that destroyed much of Lahaina, Maui as well as discussions about the constant high rate of pedestrian fatalities, the rise in violent crime even as other types of crime are decreasing, the constant threat of domestic violence, the proliferation of illegal gaming rooms across the islands and the never-ending problem of illegal fireworks.

HOME IS HERE | This monthly 30-minute program continued to highlight the rich tapestry of life in Hawai'i through stories that reflect our commitment to diversity, equity and community representation.

Over this past year, we presented a range of stories that reflected Hawai‘i’s diverse communities. This included a place-based educational cultural and natural history institution and the efforts to protect endangered native species. We also covered initiatives that emphasized the cultural and practical significance of coconut trees.

Our program included diverse profiles from a French Fencing Club, an award-winning eSports team to family-run businesses with a 100-year history in the state.



We celebrated local figures such as a surf promoter and street artists. Stories also highlighted the historical impact of the Civil Air Patrol and Hawai‘i Theatre, as well as cultural events like Kawaii Kon and the Old Queen Street Stadium.

Additionally, we showcased unique local features, including a fish sommelier unique to Hawai‘i, genealogy research tips and a special episode dedicated to Hawai‘i Walls which brought together artists from various backgrounds to create public art, underscoring our commitment to diverse artistic expressions and community engagement.



NĀ MELE | In Fiscal Year 2024, we launched **Nā Mele 25** to celebrate 25 years of our treasured program that highlights Hawai‘i’s diverse musical landscape.

This year’s episodes exemplified our dedication to broad representation. We introduced Kamakakēhau Fernandez, a falsetto artist with a unique background of being born in Arkansas and adopted by a Hawaiian family on Maui, where he embraced the Native Hawaiian language, ‘ōlelo Hawai‘i. Another featured story was Natalie Ai Kamauu and her family performing at the Palikū Theatre at Windward Community College, showcasing local talent and family heritage.

These and more continue to showcase our tradition of celebrating Hawai‘i’s rich and inclusive musical heritage.



KĀKOU: HAWAII'S TOWN HALL | PBS Hawai'i's KĀKOU: Hawai'i's Town Hall presented five live episodes, each exploring critical issues with diverse perspectives from across our community, highlighting the importance of community dialogue and the diverse experiences shaping our society.

Topics ranged from disaster preparedness and affordable housing to social media's impact and the rise of artificial intelligence. Panels included government officials, non-profit leaders, educators, students and experts, reflecting a broad spectrum of voices and expertise.

PBS HAWAII PRESENTS | We highlighted 9 independent full-length films throughout the year, showcasing a rich tapestry of voices and stories from diverse communities.



Notably, four of these films were created by first-time filmmakers, demonstrating fresh perspectives in storytelling.

This includes stories on the desecration of Native Hawaiian burial sites; the often-overlooked history of Japanese Americans forcibly removed from their homes during World War II; a deejay's battle with stage IV breast cancer; life in Kohala during the sugar plantation era; influential women filmmakers in Hawai'i; a focus on marine conservation through Native Hawaiian practices; a documentary on the unique life of a cheesecake baker and punk rocker; and the cultural roots of Black surfing. These films collectively represent a wide array of voices and experiences, enriching the cultural landscape of Hawai'i.



PBS HAWAII PRESENTS SHORTS | In June 2024, PBS Hawai'i introduced PBS Hawai'i Presents Shorts on its digital platforms, showcasing films that defy traditional broadcast lengths and celebrate diversity and inclusivity.

The launch included a curated collection amplifying and highlighting the voices of queer experiences across Pacific Island communities. The series included both new and previously released films.

The films touched upon the following: an intimate look at the first visible group of transgender men in Samoa; a young transgender woman’s journey in Tonga; the hidden history of transgender healing stones; a documentary about a Honolulu nightclub that served as a sanctuary for māhū individuals during a period of widespread anti-trans discrimination; the story of a girl’s aspiration to join an all-male hula troupe; and an animated film that talks about transformation and acceptance.



PBS HAWAII CLASSICS | We continued to release vintage programs from our station’s archives, honoring the voices and stories of the past.

These historical broadcasts capture the experiences, people, places and things that have shaped our society, offering insights into the diverse cultural and social fabric of Hawai‘i.



GET CAUGHT READING | PBS Hawai‘i continued to produce **GET CAUGHT READING** spots that range from 30 seconds to 90 seconds. Ten segments were created this year that featured individuals from all walks of life, ranging in age from childhood to adulthood, reading a passage from a favorite book or poem.



WHAT SCHOOL YOU WENT? (podcast) | This year, we released 42 episodes of **What School You Went?**, including 39 new episodes. Episodes covered an array of diverse subjects including Hawai‘i’s fascination with ghost stories, favorite local foods and teenage entrepreneurs, to name a few.



ALANUI MELE (podcast) | In January 2024, we launched **Alanui Mele**, a podcast dedicated to celebrating and exploring the diverse world of Hawai‘i’s Hip-Hop culture. The intent was to amplify the voices and stories within Hawai‘i’s hip-hop community. This included pioneering deejays and radio personalities along with founders of dance crews and street artists.



Community Engagement

We remained deeply engaged with our community throughout the year by hosting five **PBS Hawai‘i Presents** virtual screenings, expanding our reach beyond local borders to connect with participants nationwide and around the globe.

In celebration of **Nā Mele 25**, we hosted two Rewind virtual events, revisiting cherished programs from the past. These included a virtual screening along with a talk story and live performance. Local and global viewers were able to connect and experience the music in ‘real-time.’



Conclusion and Next Steps

Over the past year, PBS Hawai'i has been committed to engaging with our ever-evolving communities. Representing the diversity of our communities has, and continues to be at the forefront in everything that we do, both internally and externally.

We have continued to make strides in meeting our audiences where they are – on broadcast, on digital and on expanded services as YouTube TV, DirectTV, Local Now, and Hulu Live TV. We now offer three livestream services in our website – PBS Hawai'i, NHK and PBS KIDS 24/7 – reaching keiki (children) to kūpuna (elderly) and everyone in between.

Our virtual screenings have ensured that regardless of location, individuals near and far can participate with easy access through our YouTube channel.

Our flexible hybrid work environment has further supported our goal of maintaining a healthy work/life balance for our employees, reflecting our broader commitment to inclusivity and adaptability.

Looking ahead, we remain steadfast in our mission to strengthen our engagement with diverse communities and continue the initiatives we've set in motion.

Over the coming year, we will continue to focus on:

Enhancing Multi-Media Reach

We will continue our efforts to deliver engaging content across various platforms to connect with a broader range of audiences.

Fostering Diversity and Inclusion

Our commitment is to continue building a diverse workforce, Board of Directors and Community Advisory Board will continue, ensuring that diverse perspectives shape our programming and content.



Empowering Underrepresented Voices

We will use our programs and our platforms so that underrepresented groups can continue to contribute and be a part of our programming.

Promoting Education and Awareness

Annual training for our staff on anti-harassment will remain a priority.



Building Community Connections

We will continue to seek opportunities for educational programming and outreach initiatives, such as the climate change initiative and Nā Mele 25, which is tailored to the diverse communities we serve, fostering deeper connections and understanding.

Through these ongoing efforts, we will continue to aim to adapt to the changing landscape and lead with a focus on community representation.