



# ANNUAL REPORT

ON DIVERSITY, EQUITY & INCLUSION

FY 2022



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The background features a dark blue field with several overlapping circles of varying shades of blue. A horizontal teal bar is positioned at the bottom of the page.

# Our DEI Story



**Paula Kerger**  
President & CEO



**Cecilia Loving**  
SVP, Head of Diversity,  
Equity, and Inclusion

## OUR DEI STORY

At PBS, we highlight unique perspectives and insights so we can promote learning and shared understanding. Because of [the trust we've built over five decades of service](#), we provide a forum for the American people to understand divergent views, respect the lived experiences of others, and create common ground for public discourse.

Over the last few years, in response to the growing awareness that public media can and should do even more, we have deepened our commitment to diversity, equity, and inclusion. In addition to our programming, we are [focused on supporting and amplifying diverse voices](#) and representation among filmmakers who produce content for PBS to ensure that we share many stories from many voices.

As we chart our path forward, we are proud to report that we continue to highlight diverse content and makers across our schedule. Once again, more than half of our primetime programming included diverse on-screen talent; was produced, written, or directed by diverse makers; and/or explored diversity-related topics. All of our PBS KIDS programming features characters with diverse backgrounds, experiences, and abilities. We

have funded significant initiatives to support diverse makers. Within PBS, we have put in place new structures to support our work.

In FY 2022, PBS hired Head of Diversity, Equity, and Inclusion (DEI) Cecilia Loving, created the DEI Office, hired DEI Director Gina Leow, and established a DEI team. In addition, PBS launched Employee Resource Groups, DEI Advocates, and DEI Committees designed to support the goals of the DEI Office.

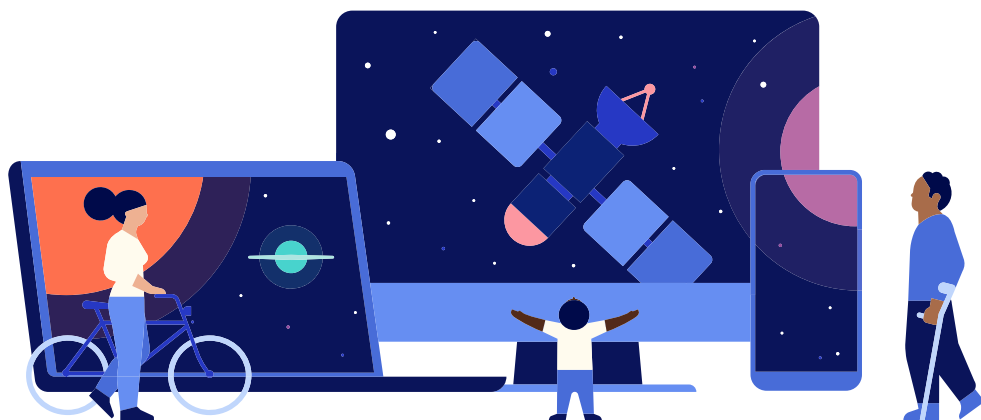
With PBS's values in mind, which are living our mission, valuing the team, leading by example, and embracing possibility, we tell our DEI story for FY 2022. This is not just a benchmark. It's a way to catalog our achievements while strengthening our future by staying true to the vision that guides our continued growth as stewards of public media. Through this work, we can grow our service to the American people as a place where everyone feels welcomed, celebrated, and connected.



# PBS Programming & Content

# PBS GENERAL AUDIENCE PROGRAMMING

PBS's ongoing commitment to deliver a broad and diverse array of content to the American public is essential to fulfilling the PBS mission. PBS has always made it a priority to feature diverse voices—as they pertain to race, ethnicity, religion, age, gender, sexual orientation, disability, geographic region, and socioeconomic status. As set forth in the following pages, PBS shares its diversity in front of and behind the camera and in content, as well as its partnerships to elevate filmmakers throughout public media. PBS General Audience Programming, PBS Digital Studios, and PBS LearningMedia are not only an important part of living PBS's mission, but also strengthen our ability to embrace possibility.

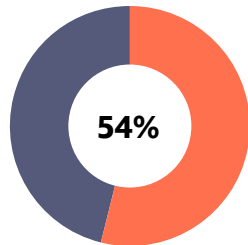


“To deepen our commitment to diversity, equity, and inclusion, we are focused on supporting and amplifying diverse voices and representation among filmmakers who produce content for PBS, encouraging new public television partnerships, and supporting professional development and mentorship for diverse makers.”

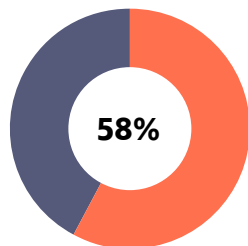
**Sylvia Bugg**  
Chief Programming Executive and  
General Manager, General  
Audience Programming

## REPRESENTATION

Across PBS Primetime Programs in FY 2022<sup>1</sup>:

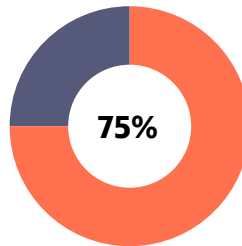


of PBS's nationally programmed primetime schedule included diverse on-screen talent; was produced, written, or directed by diverse makers; and/or explored diversity-related topics

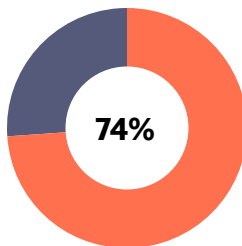


of documentary programming on PBS featured BIPOC talent, was produced by BIPOC makers, or explored diversity-related topics

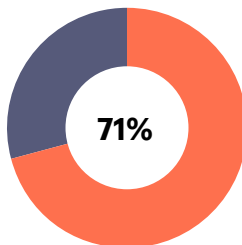
The American people turn to PBS for trusted content that represents a diversity of viewpoints and experiences. According to a nationwide survey conducted in 2022:



of Americans believe PBS content features a diverse range of people



of Americans believe PBS content appeals to people of different ethnic backgrounds



of Americans believe PBS does a good job of representing people of color in its content<sup>2</sup>

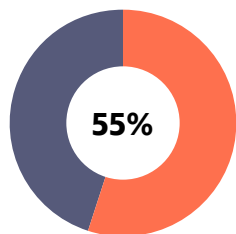


“There is an unparalleled diversity of people, thoughts, ideas, and regions in this country. As a member of the General Audience team focused on news, current affairs, and indie film, we look for every opportunity, every day, to make sure our work reflects that diversity inclusively and equitably. Our commitment to these principles run deep and are deeply felt.”

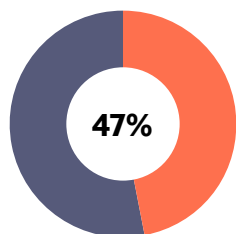
**Adaora Udoji**  
VP, Programming & Operations,  
General Audience Programming

## ON-SCREEN

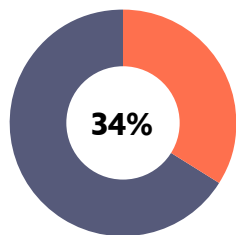
Across all primetime documentary programming:



of content covered diverse topics<sup>3</sup> and featured diverse talent



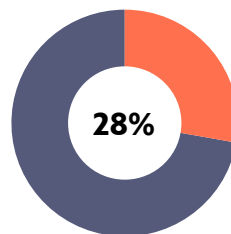
of content featured BIPOC talent



of content explored diverse topics

## BEHIND THE SCENES

Among the 554 primetime documentary programming hours in FY 2022:



of primetime documentary content for PBS national distribution was created by BIPOC makers in executive producer, producer, director, or writer roles, representing 155 hours



**THE LATINO EXPERIENCE** “The Blue Cape”



“We care about building community and fostering dialogue and conversation to create a more peaceful and equitable world that upholds our democratic values. While the local work that public media entities do daily is essential and keeps those grassroots connections, we find the common threads from the various local communities and elevate them so that the country can have important, meaningful conversations that inform us about our past and present, allowing us to see where we want to go together.”

**Wendy Llinas**

Senior Director, Programming & Development,  
General Audience Programming





THE LATINO EXPERIENCE “Pasos de Valor”



THE LATINO EXPERIENCE “Our Lady Lupe”



THE LATINO EXPERIENCE “The Blue Cape”

## ENCOURAGING DIVERSE VOICES

In order to bring the widest variety of perspectives and ideas to audiences, PBS is supporting diverse filmmakers with a range of initiatives.

## EMBRACING EMERGING FILMMAKERS

PBS held two open calls for multiplatform content from producers of diverse backgrounds for PBS platforms. In FY 2022, content from these open calls included THE LATINO EXPERIENCE, which explores a broad collection of perspectives and points of view to highlight the diversity of the Latino community and to illuminate the vibrancy of the United States and Puerto Rico. The finalists for the second open call for emerging filmmakers were selected in FY 2022, and awardees will be announced in FY 2023. Films will be featured on broadcast and PBS digital platforms in 2023 and 2024.

## SUPPORTING DIVERSE CREATORS

In FY 2022, PBS announced its Diverse Voices Initiative, a three-year grant-supported initiative that helps increase access for diverse filmmakers within the public media system. The initiative includes both a one-year Fellowship Program for mid-career

producers, journalists, and editors, as well as a Mentorship Program for new filmmakers, equipping them with the skills and relationships to produce content for public media.

## COLLABORATING WITH FIRELIGHT MEDIA

In FY 2022, PBS and the Corporation for Public Broadcasting (CPB) announced funding for Firelight Media, the non-profit filmmaking company founded by Stanley Nelson and Marcia Smith. The grant supports:

1. PBS/Firelight William Greaves Production Fund for Mid-Career Filmmakers to address inequities in access to funding and broaden the audience for diverse content and projects.
2. Homegrown: Future Visions, a regional short-film initiative that Firelight Media oversees in partnership with PBS and the Center for Asian American Media for BIPOC filmmakers.



## LEADING REGIONAL INNOVATION

PBS Digital Studios launched the Regional Digital Centers for Innovation (RDCI) with a grant from CPB. The aim of the project is to further diversify PBS's portfolio of programming, strengthen member station capacity for digital content creation, and spotlight new voices and perspectives. RDCI station partners in 2022 were PBS North Carolina, Houston Public Media, and Rocky Mountain PBS. Other subgrantees also delivering new content for the initiative include PBS SoCal/KCET, Kansas City PBS, and Louisiana Public Broadcasting.

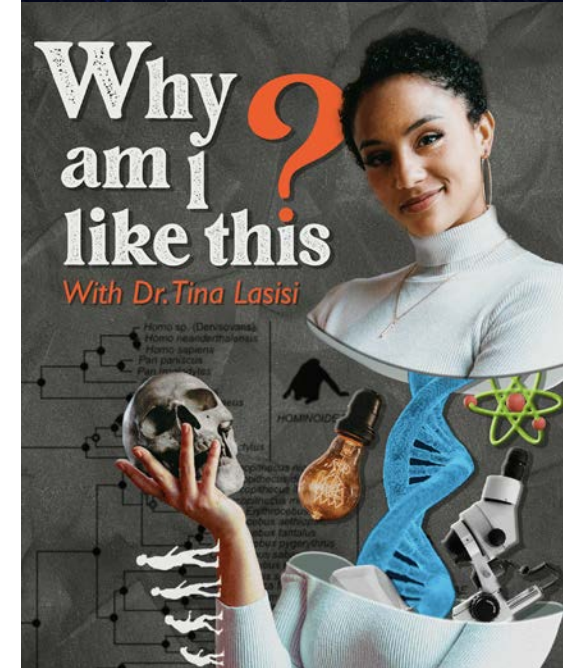


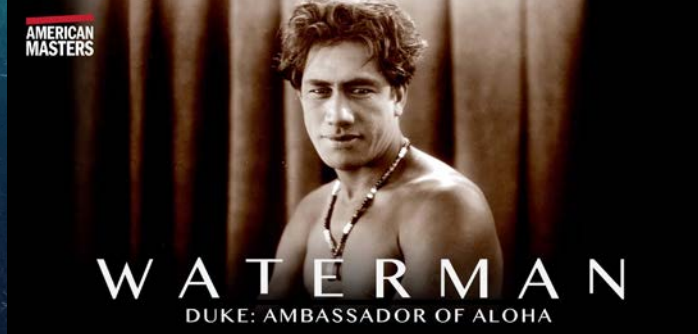
## DEVELOPING SERIES ON STEM

PBS Digital Studios received National Science Foundation funding to support DEI-focused digital content for Science, Technology, Engineering, and Math, or “STEM.” Using this funding, PBS has begun to develop new series that will live on PBS’s science-themed hub channel *Terra*, featuring diverse talent in front of and behind the camera.

Two new series were launched in FY 2022:

1. **FAR OUT** invites viewers to explore the future of science, technology, and culture and introduces audiences to science communicator Swapna Krishna
2. **WHY AM I LIKE THIS?**, produced by minority-owned STEMedia, focuses on the intersection of race and human biology





## DIVERSE CONTENT SPOTLIGHT

PBS also provides significant support of content production and professional development for diverse makers. Working closely with our partners, and through INDEPENDENT LENS, POV, and the National Multicultural Alliance members and producers, PBS presented a diverse array of films.

**LIGHTS, CAMERA, ACCIÓN**, a digital short form project from Producer/Director Ben DeJesus, features the candid perspectives of Latino actors, writers, and producers about Latino representation in Hollywood.

AMERICAN MASTERS **"Waterman"** follows the journey of Duke Kahanamoku, the Olympic swimmer who holds the distinction of being the first Native Hawaiian ever to compete at the Olympic Games, and was presented in association with Pacific Islanders in Communications.

**"Ailey"** from AMERICAN MASTERS is a portrait of the life and work of acclaimed choreographer Alvin Ailey—produced in partnership with Black Public Media (BPM) and Independent Television Service (ITVS).

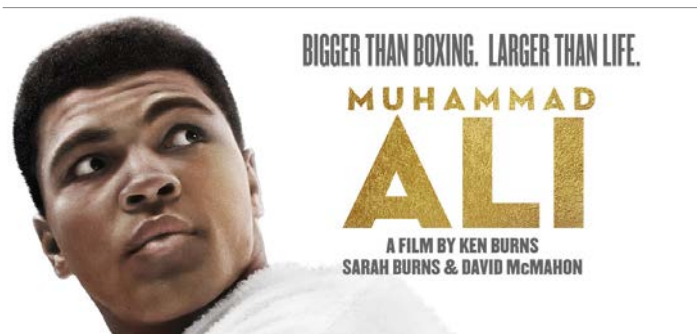
**HISTORIAN'S TAKE**, produced in partnership with the Center for Asian American Media (CAAM), focuses on the

intersection of history, pop culture, race, and gender.

INDEPENDENT LENS' **"Try Harder!"** sheds light on a prestigious public high school in California with a majority Asian American student body where the competition to get into a top university is fierce.

AMERICAN MASTERS **"Marian Anderson: The Whole World in Her Hands"** celebrates the contralto and civil rights pioneer in her own words using archival interview recordings.

**MUHAMMAD ALI** follows the life and career of three-time heavyweight boxing champion Muhammad Ali.





# ADAPTATION

The direct-to-digital series **ADAPTATION**, from Pacific Islanders in Communications, focuses on examples of the brilliant and surprising ways that communities are adapting to climate change.

**FANNIE LOU HAMER'S AMERICA** explores the life of the civil rights activist and the injustices in America that made her work essential, in partnership with WORLD Channel and Black Public Media.

AMERICAN MASTERS **"Becoming Helen Keller"** revisits the complex life and legacy of the author, advocate, and human rights pioneer who used her celebrity and wit to champion rights for



women, people with disabilities, and people living in poverty.

AMERICAN EXPERIENCE's **"Plague at Golden Gate"** tells the story of a bubonic plague outbreak in San Francisco's Chinatown in 1900. Scapegoated as the source of the disease early on, the Chinese community fought back against unjust, discriminatory treatment. Stations held 13 local screenings across the country in partnership with the Center for Asian American Media.

FRONTLINE's Emmy-Award winning multiplatform initiative **Un(re)solved** tells the stories of more than 150 victims of civil rights era killings for whom there



has been no justice. The feature length documentary, "American Reckoning," reveals an untold story of the civil rights movement and Black resistance.

**THE GREAT AMERICAN RECIPE**, co-produced with Virginia Public Media, represents the great diversity across our country, reflecting stories that combine food, culture, and communities. It follows talented home cooks through eight episodes as they compete in the national search for our country's best family recipe.





**LA FRONTERA**, with acclaimed chef and James Beard Award-winning host Pati Jinich, takes audiences on a journey to explore the U.S.-Mexico border region's rich culture, people, and cuisine.

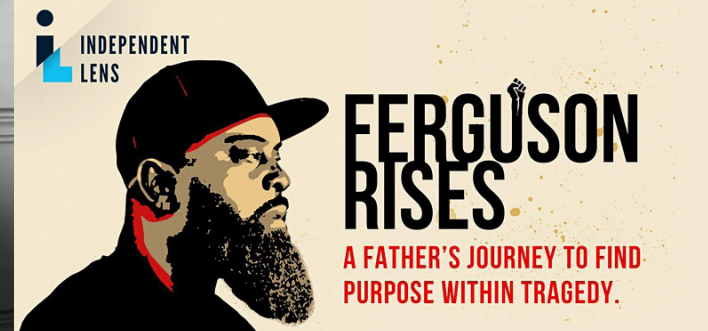
**AMERICAN MASTERS** "**Rita Moreno: Just a Girl Who Decided to Go For It**" explores the star's rich, decades-long career, the racism she experienced as a Latina actor, and the lesser-known struggles Moreno faced on her path to stardom.

**INDEPENDENT LENS** "**Ferguson Rises**" is about a father who organizes a movement after the police killing of his son, Michael Brown Jr.



The Academy Award nominated film "**Writing with Fire**" is about the fearless women journalists of India's only all-female newspaper from **INDEPENDENT LENS**.

**SUBCULTURED**, from PBS Digital Studios, sheds light on the lesser-known subcultures that inspire and influence mainstream culture today, from gamers with disabilities to the renaissance fair.



**SOUND FIELD** "Jazz Drummer Learns Japanese Taiko"



**SUBCULTURED** "This Blind Gamer Teaches Me to Play Mortal Kombat"





## PROVIDING EDUCATION ON CLIMATE CHANGE

As it becomes more evident that the condition, health, and changing climate of our planet is one of the most critical issues of our time, it is essential to explore this topic across genres and platforms. Of particular importance are the impacts of climate change on diverse and marginalized communities that often bear the brunt of its effect. PBS

explores the critical role the Earth and environment play in people's daily lives, and the role humans play in the ecology of our planet, in order to share solutions and hope, highlighting local and indigenous knowledge to empower all audiences to conserve the natural world. Through ongoing efforts, PBS spotlights more diverse perspectives in its climate programming by emphasizing front-line, local storytellers and staffing in the global communities where its content is

produced. PBS works with on-screen talent such as Baratunde Thurston to share programs like AMERICA OUTDOORS, which explores the country's diverse landscapes to see how they shape the way we work, play, and interact with the outdoors.

## AWARDS

In FY 2022, PBS was recognized for its work to promote diverse films and filmmakers with two Imagen Awards, for Latino Public Broadcasting's VOICES "American Exile" in the Best Documentary category, and for LPB and AMERICAN MASTERS' direct-to-digital SHORT LIGHTS, CAMERA, ACCIÓN in the Best Short Film category.

PBS Digital Studios shows won multiple awards. "A People's History of Asian America" won a Silver Telly Award for best Educational & Discovery for Online Series, and PBS's "Sound Field," which frequently discusses music from diverse communities, won a Bronze Telly Award for Music Series.

*This is just a vote of support for America Outdoors. What a fantastic program! The host, Baratunde, is fantastic at meeting people where they are. He is a wonderful choice for this series and you should do all you can to keep him on board. This is such a high quality program that it simply must be supported and continue. Thank you for conceiving of this program and seeing to its conception - I hope that you see it being continued indefinitely!!*

- S. Bird



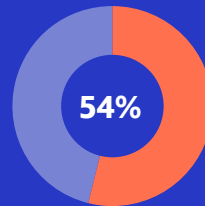


“As part of the Puerto Rican diaspora, veterate traveler, and instinctive storyteller, I see a lot of power in the stories PBS brings into our screens. Whether we enjoy them for entertainment, for education, or to hear the truths of those who don't have a voice, I value working with content that prompts a sense of understanding of our different realities. The outcome? A stronger, empathetic, and enlightened community, with a solid global cultural competency.”

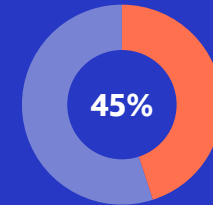
**Carlos H. Colon-Raldiris**  
Assistant Director, Programming,  
General Audience Programming

## REACH

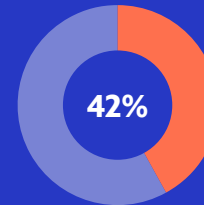
PBS General Audience Programming content is watched by an audience that reflects the diversity of the nation, resembling the overall U.S. population with respect to race, ethnicity, income, and geography. Over the course of the fiscal year, 55% of U.S. television homes tuned to PBS during primetime, representing over 121 million viewers<sup>4</sup>. This includes:



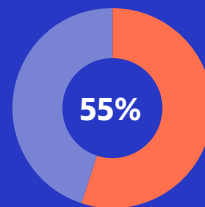
of all Black households  
**(15.6 million viewers)**



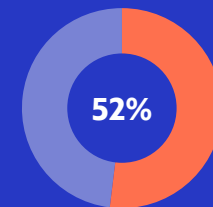
of all Hispanic households  
**(16.5 million viewers)**



of all Asian households  
**(5.8 million viewers)**



of all low-income households  
**(24.6 million viewers)**



of all rural households  
**(31.9 million viewers)**

# PBS DIGITAL STUDIOS

PBS Digital Studios reaches younger and more diverse audiences on digital platforms.



More than **65%** of PBS Digital Studios audiences are between **18 and 34 years old**, and another **18%** are between **ages 35-44**<sup>5</sup>.



Streams of PBS Digital Studios content averaged 50 million streams per month, with content streamed over 610 million times<sup>6</sup>.



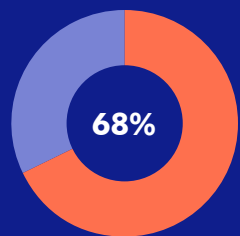
“We believe in the power of online video to reach young, diverse audiences and inspire the next generation of scientists, educators, and innovators. This is why it’s so important that audiences see themselves reflected in all aspects of our shows.”

**Maribel Lopez**  
Senior Director & Head, Digital Studios

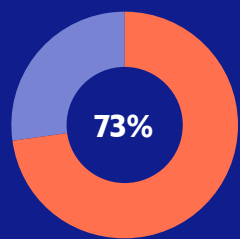




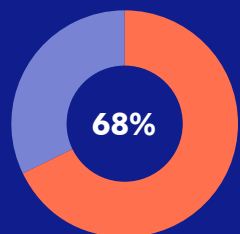
In FY 2022, PBS Digital Studios released 25 series, 86% of which featured diverse stories, talent, and/or covered a diversity-related topic.



of PBS Digital Studios series covered topics of a diverse nature



of PBS Digital Studios series featured BIPOC talent, and 50% of PBS Digital Studios hosts in FY 2022 identify as BIPOC

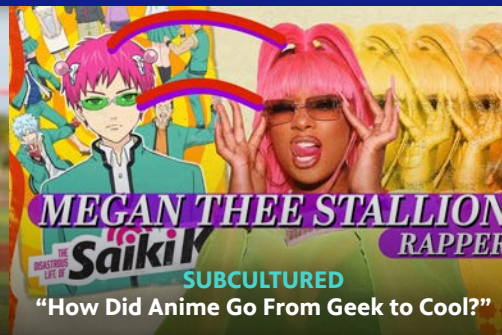


of PBS DS series were produced by BIPOC creators (defined as BIPOC team members in key creative roles, especially producer, lead writer, or director)



“My favorite part of working at PBS Digital Studios is getting to see stories go from idea to reality and then seeing our audience respond in real time. It’s so rewarding when people, especially marginalized audiences, see themselves in the content we create.”

**Gabrielle Ewing**  
Director, Programming, Digital Studios



# PBS LEARNINGMEDIA

PBS LearningMedia offers preK-12 teachers access to a wide range of content from PBS and public media partners. In FY 2022, PBS LearningMedia shared classroom resources based on a diverse array of films, including SOUND FIELD, ADAPTATION, FANNIE LOU HAMER'S AMERICA, AMERICAN MASTERS' "Rita Moreno: Just A Girl Who Decided to Go for It," and "Becoming Helen Keller."



“It is 100% important to work for a company that recognizes the diversity of our nation and our audience. It’s also really important to work for an organization that cares about representation: being Latina myself, I didn’t always grow up seeing myself reflected in media.”

**Paula Hill**  
Assistant Director, Content and Curriculum, PBS LearningMedia

“Diversity, equity, and inclusion practices must be omnipresent in all aspects of our collective work. On PBS LearningMedia, our goal is to create and distribute classroom content that enables students from a range of backgrounds and experiences to see themselves represented and valued—that includes culturally diverse ideas and perspectives, and content that’s accessible for students with diverse learning abilities.”

**Lori Brittain**  
VP, PBS LearningMedia



# PBS KIDS

PBS KIDS builds engaging, educational experiences for children to ensure that every child in America between the ages of 2 and 8 sees themselves in our content, feels that they belong as part of our audience, and is empowered and excited to explore the world around them. In FY 2022, the PBS KIDS logo was also refreshed to make it more inclusive and welcoming.

“

*Studies going back decades have shown that programs like SESAME STREET and MISTER ROGERS' NEIGHBORHOOD can have positive effects on children's feelings about their own ethnic-racial group and on interracial relationships.*

*- Common Sense Media*

”



PBS KIDS work is grounded in DEI values, and every PBS KIDS producer is asked to share their plans to create content that honors a diversity of cultural values, norms, and points of view (including but not limited to children from racially and ethnically diverse groups, children with different abilities, and children living in poverty), which helps them develop a positive sense of self. All PBS KIDS producers are asked to report on how their content shares authentic characters and developmentally appropriate stories, crafted and told by members of those communities represented in the content.

Every PBS KIDS series feature characters of diverse backgrounds, experiences, and abilities, including but not limited to the following:



“PBS KIDS is committed to making sure all children in America see themselves authentically represented in our content. This has been part of the DNA of public broadcasting from the beginning, when shows like SESAME STREET, MISTER ROGERS' NEIGHBORHOOD, and THE ELECTRIC COMPANY broke barriers around diverse representation in children's television.”

**Sara DeWitt**  
SVP & General Manager,  
PBS KIDS



**ALMA'S WAY** is a show for children ages 4–8 created by Sonia Manzano and produced by Fred Rogers Productions. The show stars 6-year-old Alma Rivera, a proud, confident Puerto Rican girl, who lives in the Bronx. ALMA'S WAY videos and games are available in English and Spanish across PBS KIDS platforms.

“Representation matters, point blank. It just gives me all the feels to see my kids watching what I would have gone crazy to see as a kid myself—someone that talks like me, eats like me, looks like me, has mixed family features like me, and validates me. This is why we live on PBS in our household.

- J. Camarena

**ELINOR WONDERS WHY** is a new science inquiry series for children ages 3–5. It was created by producers new to PBS: Daniel Whiteson, a physics professor at UC Irvine, and Jorge Cham, who is Chinese, Panamanian, and American, and an engineer with a Ph D in robotics, as well as a successful artist best known for Piled Higher and Deeper (PhD Comics).

**ROSIE'S RULES** is a show geared towards preschoolers available in English and Spanish. The show features the adventures of Rosie, a biracial, Mexican American girl growing up in a blended family in San Antonio, Texas, who is just beginning to learn about how the world around her works.

“Thank you for thinking of the children in this community, that have similar stories and can see similar families... It reminds me as a parent about my culture and childhood... now I can remind them 'Just like we saw in Rosie's Rules, I used to do something similar, etc.'

- PBS SoCal viewer

**SESAME STREET SPECIAL** celebrates the rich diversity of Asian and Pacific Islander communities as part of the organization's ongoing racial justice initiative. “See Us Coming Together: A Sesame Street Special” follows the Sesame Street friends through a “Neighbor Day” celebration with new friend Ji-Young—a seven-year-old Korean American character, as well as celebrity guests.



**JELLY, BEN AND POGO** follows the adventures of the intrepid Jelly, her brainy little brother, Ben, and Pogo, a young sea monster who is always ready to get the party started. Jelly and Ben’s family is of Filipino heritage, and the show is infused with Filipino culture, including dialogue spoken in the Tagalog language and food from the Philippines.

**MOLLY OF DENALI** is a Peabody Award-winning series following the adventures of curious and resourceful 10-year-old Molly Mabray, an Alaska Native girl who lives in the fictional village of Qyah, Alaska. It is the first nationally distributed children’s program to feature Native American and Alaska Native lead characters and incorporates Alaska Native voices in all aspects of the production, both on screen and behind the scenes.

“From the moment Ben and Jelly’s grandmother said, “Time to get comfy,” I felt at home. Her accent brought me back to every older Filipina grandma, even though she was not my own. It felt like a warm hug.

- E. Tan

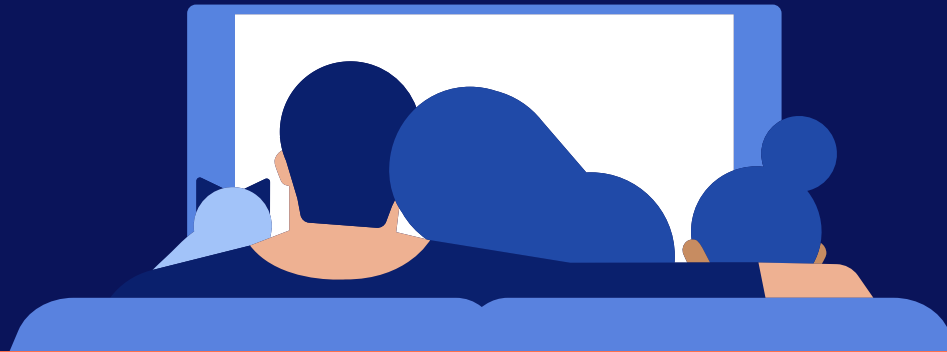
“With ‘Molly of Denali,’ PBS Raises Its Bar for Inclusion

- New York Times

**PBS KIDS TALK ABOUT** is an Emmy and Webby Award-winning digital-first series that models parent-child conversations, featuring real families addressing topics like curiosity, bravery, self-confidence, race, and racism.

**XAVIER RIDDLE AND THE SECRET MUSEUM**, **PEG+CAT**, and **ARTHUR** were featured during a PBS KIDS special Family Night celebrating Black History Month, featuring the stories of Rosa Parks, Thurgood Marshall, Misty Copeland, and many others.

# REACH



Over the course of a year,  
44% of all children in low-income homes  
(4.2 million children) – watch PBS<sup>8</sup>.

PBS stations reach more  
**Hispanic,**  
**Black,** and  
**Asian American**  
children ages 2-8 than any  
of the other children's TV networks in one year<sup>7</sup>.

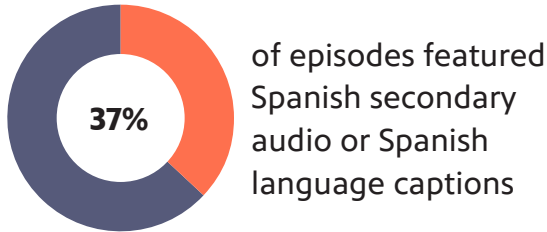


PBS stations reach  
**4.2 million children**  
ages 2-11 from low-income homes  
(44% of K2-11 in HH w/Inc <\$40K)  
**3.4 million**  
Black children (49%)  
**5.4 million**  
Hispanic children (47%)  
**4.1 million**  
children in rural counties (39%) per year<sup>9</sup>.

## ACCESSIBILITY

PBS KIDS works to ensure that all its content is accessible for children with varying needs.

On broadcast:



On PBS KIDS streaming platforms, descriptive audio was incorporated on eleven series, and Spanish audio on five. In the coming year, the number of series offering these features on our streaming platforms will double.

All new games developed in FY 2022 include caption and audio settings to support player's needs. PBS KIDS released the Cyberchase game "Duck Dash," where

players explore the math concepts around data analysis and the science concepts of migration and ecology. As a born-accessible game, players can customize game features to meet their needs and abilities, including options to adjust backgrounds to reduce distractions, adjust the game speed, and tailor difficulty of levels. The game also includes captions and functionality to allow gameplay with eye-tracking and head tracking devices.



“I love the ability and responsibility to show authentic lives and experiences within our content so all kids can see themselves as they are and as they can be. We know from studies that representation in media has a positive impact in a child’s sense of self-worth and mental health. Each PBS KIDS character and universe becomes a mirror and a window for our audience, to feel recognized and to acknowledge differences and similarities with folks around them. As we say here, we want to show every child that their world is full of possibilities.”

**Adriano Schmid**  
VP, PBS KIDS Content

## READY TO LEARN

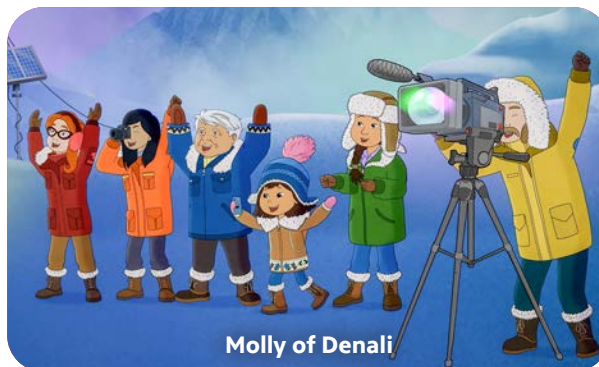
The Ready to Learn (RTL) grant from the U.S. Department of Education, funded by Congress, is a source of significant support for PBS KIDS and stations. In partnership with the Corporation for Public Broadcasting (CPB), the Ready to Learn Initiative supports the development of PBS KIDS multi-platform content, including new series, short form content, digital games, and podcasts, as well as resources to support family learning at home, in the neighborhood, and within local systems and spaces.



The CPB-PBS RTL also supports local PBS stations as they partake in an innovative model of community engagement designed to extend the reach and impact of PBS KIDS early learning resources to local communities, known as Learning Neighborhoods, by partnering with local organizations. Twenty-two communities participated in FY 2022, and this group will grow to 40 during the duration of the five-year grant. Current Learning Neighborhoods are listed on the next page.



Peg + Cat



Molly of Denali



“Whether it is a grant for a PBS KIDS program, general audiences, marketing, or technology, I work with stakeholders throughout PBS to ensure that DEI is integrated to uplift our core values and make sure we maintain our commitment to serve as an important resource for all people.”

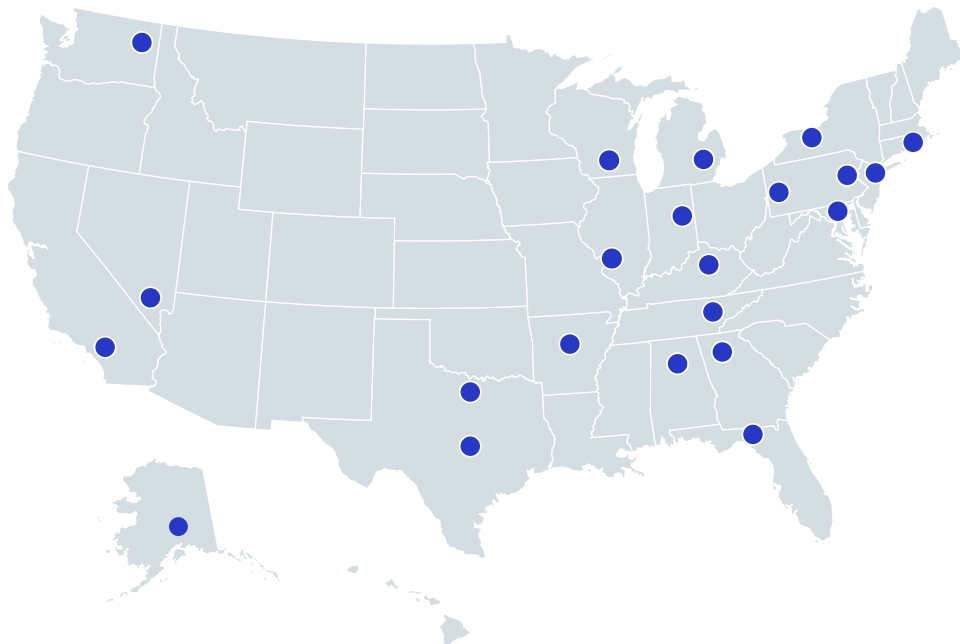
**Jennie Adler**  
Director, Project Development & Grants Management, PBS Foundation



Building upon the extensive research of PBS KIDS content across digital platforms, Learning Neighborhoods foster a community-wide culture of learning anytime, anywhere at home, in the neighborhood, and within local systems and spaces.

### LEARNING NEIGHBORHOOD STATIONS:

1. Alabama Public Television (AL)
2. Alaska Public Media (AK)
3. Austin PBS (TX)
4. Detroit Public Television (MI)
5. KET (KY)
6. Maryland Public Television (MD)
7. PBS SoCal (CA)
8. PBS Wisconsin (WI)
9. Vegas PBS (NV)
10. WFSU (FL)
11. WQED (PA)
12. WNET (NY)
13. Arkansas PBS (AR)
14. Georgia Public Broadcasting (GA)
15. Ball State PBS (IN)
16. Nine PBS (MO)
17. WXXI (NY)
18. PBS39 (PA)
19. Rhode Island PBS (RI)
20. East Tennessee PBS (TN)
21. KERA (TX)
22. KSPS (WA)



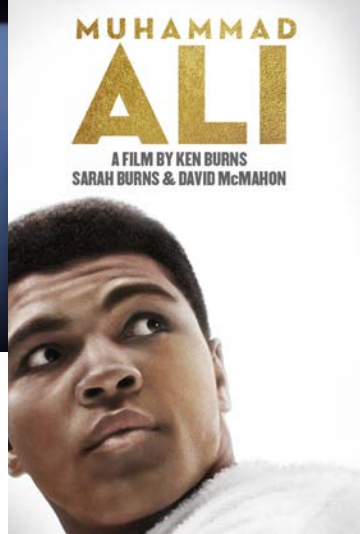
“As someone who grew up with her own disabilities and struggled early on in school, video games were what finally made things click and how I learned to read, write, and communicate with others. Knowing how beneficial this media can be to kids learning, I want to create it so any child can play and learn from it so a child who may be struggling like I did can learn their way. I’m so proud of how much our team has learned and built into our media products to make them more accessible. I’m excited about the future ideas we have in the works and how we can keep improving and building.”

**Julie Maski**

Gameplay Creative Strategist, Initiatives & Creative Production, PBS KIDS



# Digital & Marketing Initiatives



MUHAMMAD ALI  
A FILM BY KEN BURNS  
SARAH BURNS & DAVID McMAHON

AMERICAN MASTERS "Ailey"

INDEPENDENT LENS "Ferguson Rises"

## DIGITAL & MARKETING INITIATIVES

In FY 2022, PBS continued to expand its commitment to reaching diverse audiences by promoting BIPOC content and filmmakers, developing audiences connections with new audiences, making more diverse content available to member stations, and contributing to an inclusive internal culture.

### MULTIPLATFORM PAID MEDIA CAMPAIGNS:

During FY 2022, over 60 BIPOC titles received promotional support, with additional new and catalog titles featured in heritage collections and playlists. Campaign highlights included:

- AMERICAN MASTERS "Ailey" was the highest streamed American Masters title this season, with nearly 130,000 streams in its first five days. Ailey was also in the top 25 titles season to date for multicultural viewers ages 18+.

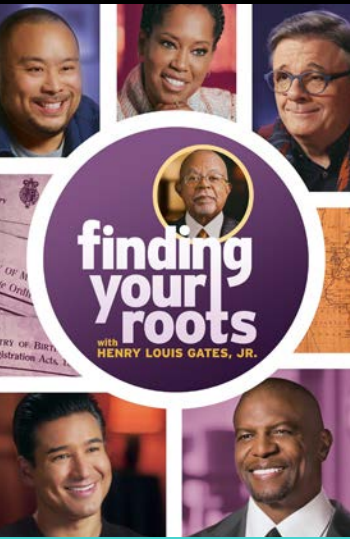
- THE GREAT AMERICAN RECIPE ranked top in its timeslot for the 2021-22 season. This new series ranked highly among Black, Hispanic, and multicultural adults ages 18+.
- MUHAMMAD ALI reached 13.9 million persons ages 2+ and 2.3 million Black persons ages 18+ over the series. Black adults watched the most of any key demographic group.



AMERICAN MASTERS  
"Rita Moreno: Just a Girl Who Decided to Go for It"



AMERICAN MASTERS  
"Waterman – Duke: Ambassador of Aloha"



THE LATINO EXPERIENCE  
"Our Lady Lupe"



“I am most proud of working with my team to launch a truly cross-departmental initiative dedicated to elevating diverse voices, reaching diverse audiences, and tracking our progress in the DEI space.”

**Amy Wigler**  
VP, Marketing, Multiplatform Marketing & Content



“Meaningful engagement means audiences, especially those who come from historically excluded and misrepresented communities, will see themselves reflected in what we share and know they have a voice in public media. It’s about centering those communities and making space to tell their own stories.”

**Betty Alvarez**  
Senior Editor, Multiplatform Marketing & Content

“It’s an honor to help lead the PBS BIPOC marketing working group and collaborate with many talented and passionate colleagues and teams. The diversity—of our content, ideas, and experiences—elevates our work and in turn, benefits our audiences.”

**Betsega Bekele**  
Project Director, Multiplatform Marketing & Content



“It’s extremely important for me to work for a company that looks like what America looks like. I’m someone who represents different facets of diversity in this country. So, if we want to serve the American people, we need to look like the American people.”

**Marissa Pina**  
Senior Manager, Social Engagement & Creative



# Station Services

The background features a dark blue field with several overlapping shapes in a medium blue color. These include a large circle in the upper right, a vertical rectangle in the lower right, and a semi-circle in the lower left. A solid teal horizontal bar runs across the bottom of the page.

# SERVING OUR MEMBER STATIONS

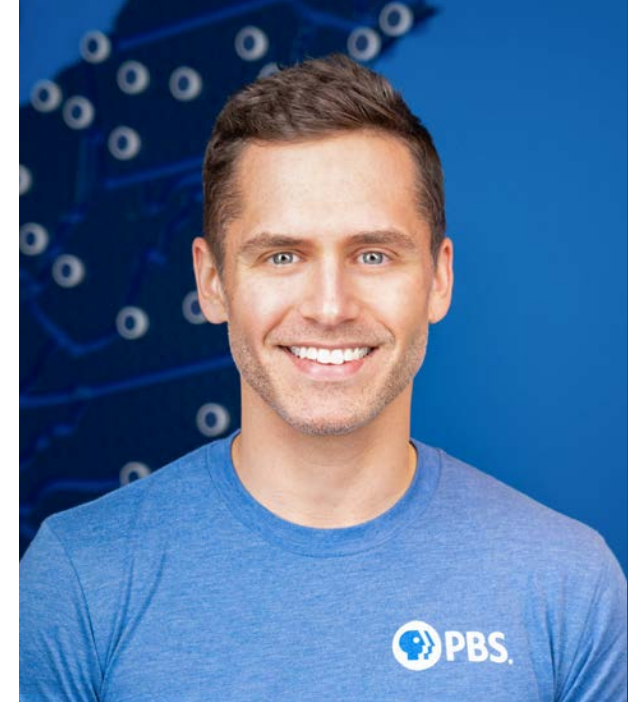
PBS continues to support DEI initiatives throughout the public media system, as an ongoing commitment from both PBS and its member stations. Stations, which are self-governing, have ownership over these efforts, with support and guidance from PBS.

Station Services works closely with the DEI Office on a variety of initiatives, including a DEI Think Tank, spotlights of DEI Leaders, and DEI education for stations. Station Services also produced in-person and virtual DEI trainings for leaders throughout the public media system.

### DEI Leader Spotlights



DEI Spotlights highlight the stories, insights, and initiatives of public media system leaders who are advancing DEI in their leadership roles and/or programming. The Spotlights share how they became involved in DEI, the DEI initiatives they are most proud of, and advice for stations on improving DEI.



“We’re really excited about sharing DEI stories from across the country. We do everything we can to make sure that we amplify the stories, not only on the Hub, but in our biweekly newsletters delivered systemwide and to our public media partners.”

**Jimmy Donofrio**  
Director, Station Communications  
& Operations, Station Services

## STATION SERVICES TRAININGS

PBS continued to emphasize DEI at its Annual Meeting in May 2022 with breakout sessions focusing on key Diversity, Equity, and Inclusion topics including:

- **Excellent Leadership and How It Supports DEI:** In this session, PBS Head of DEI Cecilia B. Loving interviewed DEI and Mindfulness Expert Dr. Dena Samuels about strategies for enhancing self-awareness, minimizing biases, creating authentic connections, and deepening relationships for all leaders to help achieve DEI goals.
- **Building Engagement and Inspiring Creativity with Alma's Way:** This panel discussed building engagements on the series' themes of self-awareness, responsible decision-making, and empathy, uplifting Alma and her family's Puerto Rican heritage, celebrating family life, cuisine, music, and cultural traditions.
- **The U.S. and the Holocaust:** This session shared never-before-seen excerpts from the three-part film from Ken Burns, Lynn Novick & Sarah Botstein, discussing the roles that eugenics and racism, as well as xenophobia and antisemitism, played throughout American history.
- **Meeting Latinx Audiences' Unmet Needs:** As part of KQED's prioritizing of DEI, the Latinx Project shared research spearheaded by three Latinas and their work towards equitable solutions regarding media consumption, generational differences, language used, attitudes towards public media, and unmet needs.
- **Turbulent Times: How Public Media Can Support Learning—A Conversation with Educators:** Panelists discussed a range of topics including race, gender identity, burnout, learning loss, censorship, and the role public media plays in advancing equitable education and leadership.
- **Meet the Filmmakers: Wyncote Fellows & the Future of Public Media:** Hosted by PBS Indies, this diverse group of documentary filmmakers and journalists shared previews and insights from their upcoming projects, fresh from the film festival circuit and scheduled to premiere on PBS Indies strands like POV, Independent Lens, Reel South, and America ReFramed in the 2022-2023 season.
- **Fireside Chat with Regional Digital Centers for Innovation:** This in-depth panel, moderated by PBS Head of Digital Studios Maribel Lopez, shared how regional digital centers of innovation are developing new multiplatform programming and building digital video capacity.

## TALENT RETENTION & PROFESSIONAL DEVELOPMENT

PBS's Immersive Learning team continues to build station capacity through critical skill set development, talent retention, and creating scalable training programs targeting all levels. Examples include:



**Digital Immersion:** a professional development opportunity for station personnel that mixes in-depth virtual trainings, immersive experiences, hands-on workshops, and collaborative mentorship to improve overall expertise in digital strategies and tactics. Continued emphasis on diversity, equity, and inclusion is evident in the Digital Immersion curriculum with the addition of an Inclusive Leadership Training within the program. This training explores the tools that individuals can use to develop greater self-awareness, promote communication across differences, and enable individuals to recognize behaviors that promote equity and collaboration.



**YoPro:** an initiative that connects and develops professionals in public media by empowering and supporting their individual leadership paths. Starting in FY 2021 and ending in FY 2022, YoPro provided a multifaceted YoPro Talks series of webinars, which engaged a diverse group of participants and provided an inclusive and welcoming experience for all individuals.

## PUBLIC MEDIA PARTNERSHIPS

PBS Station Services continues to partner with leaders from across the system to build on the strong foundation of DEI. This includes working with the Public Media Diversity Leaders Initiative (PMDLI). In fall 2021, the PBS Station Services team participated in PMDLI's 5-week virtual program offered by South Carolina ETV and the Riley Institute at Furman University. Through collaborative exercises, scenario analyses, and audio/visual tools, 31 system leaders explored best DEI practices already in place within public media and content tailored to examine challenges, themes, and topics identified by the participants.



“Getting to see how our work impacts local communities is really rewarding. The more connected you feel to the product we produce, the more proud you are of the work that you’re doing, and then it’s more fun to come to work every day.”

**Toanya Kesse**

Senior Director, Corporate Relations, Station Services





# People & Culture

# PEOPLE & CULTURE

PBS is committed to fostering a diverse, psychologically safe, inclusive culture, which supports innovation and creativity, while providing all employees with tools and opportunities to succeed. PBS Talent Acquisition and Talent Management work closely with the DEI Office to accomplish PBS's goals in recruiting, hiring, and retaining a resilient workforce that feels seen, heard, and appreciated.

## DEMOGRAPHICS

### PBS'S DIVERSITY PROFILE & BENCHMARKING

The summary table below covers PBS workforce EEO-1 data as of June 30, 2022

Metrics <sup>10</sup>	PBS 6/30/18	PBS 6/30/19	PBS 6/30/20	PBS 6/30/21	PBS 6/30/22	Broadcast Industry	Survey Programmers
Total # of Staff	505	493	527	496	551		
<b>All Staff % BIPOC</b>	<b>37%</b>	<b>38%</b>	<b>39%</b>	<b>40%</b>	<b>44%</b>	<b>37%</b>	<b>44%</b>
American Indian or Alaskan Native	<1%	<1%	<1%	-	-		
Asian	9%	10%	10%	11%	11%		
Black or African American	17%	17%	17%	18%	20%		
Hispanic or Latino	8%	8%	9%	9%	10%		
Native Hawaiian or Other Pacific Islander	<1%	<1%	<1%	<1%	<1%		
Two or More Races	3%	3%	3%	2%	2%		
<b>Executives<sup>11</sup> % BIPOC</b>	<b>18%</b>	<b>18%</b>	<b>23%</b>	<b>25%</b>	<b>29%</b>	<b>20%</b>	<b>30%</b>
American Indian or Alaskan Native	-	-	-	-	-		
Asian	-	-	-	-	-		
Black or African American	9%	9%	15%	25%	29%		
Hispanic or Latino	9%	9%	7%	-	-		
Native Hawaiian or Other Pacific Islander	-	-	-	-	-		
Two or More Races	-	-	-	-	-		

<b>First/Mid-Level Managers<sup>12</sup> % BIPOC</b>	<b>31%</b>	<b>33%</b>	<b>30%</b>	<b>30%</b>	<b>33%</b>	<b>27%</b>	<b>37%</b>
American Indian or Alaskan Native	-	-	-	-	-		
Asian	11%	10%	9%	11%	9%		
Black or African American	11%	12%	12%	10%	12%		
Hispanic or Latino	5%	8%	7%	8%	9%		
Native Hawaiian or Other Pacific Islander	<1%	<1%	<1%	<1%	<1%		
Two or More Races	2%	2%	<1%	-	2%		
<b>Professionals<sup>13</sup> % BIPOC</b>	<b>36%</b>	<b>37%</b>	<b>41%</b>	<b>42%</b>	<b>46%</b>	<b>33%</b>	<b>46%</b>
American Indian or Alaskan Native	<1%	<1%	<1%	-	-		
Asian	9%	12%	12%	13%	14%		
Black or African American	14%	14%	14%	16%	18%		
Hispanic or Latino	8%	7%	9%	9%	10%		
Native Hawaiian or Other Pacific Islander	-	-	-	-	-		
Two or More Races	4%	5%	5%	4%	4%		
<b>Technicians<sup>14</sup> % BIPOC</b>	<b>55%</b>	<b>58%</b>	<b>61%</b>	<b>62%</b>	<b>63%</b>	<b>-</b>	<b>-</b>
American Indian or Alaskan Native	-	-	-	-	-		
Asian	5%	5%	7%	9%	9%		
Black or African American	40%	44%	43%	42%	43%		
Hispanic or Latino	9%	9%	11%	11%	11%		
Native Hawaiian or Other Pacific Islander	-	-	-	-	-		
Two or More Races	-	-	-	-	-		
<b>Administrative Support<sup>15</sup> % BIPOC</b>	<b>69%</b>	<b>56%</b>	<b>50%</b>	<b>64%</b>	<b>57%</b>	<b>-</b>	<b>-</b>
American Indian or Alaskan Native	-	-	-	-	-		
Asian	4%	-	-	5%	6%		
Black or African American	41%	37%	33%	36%	37%		
Hispanic or Latino	22%	15%	13%	18%	14%		
Native Hawaiian or Other Pacific Islander	-	-	-	-	-		
Two or More Races	4%	4%	4%	5%	-		

Metrics - Women	PBS 6/30/18	PBS 6/30/19	PBS 6/30/20	PBS 6/30/21	PBS 6/30/22	Broadcast Industry	Survey Programmers
Total # of Staff	505	493	527	496	551		
All Staff % Women:	54%	56%	56%	54%	60%	38%	51%
Executives % Women:	45%	36%	31%	33%	43%	37%	43%
First/Mid-Level Managers % Women:	48%	47%	50%	49%	55%	42%	54%
Professionals% Women:	61%	66%	63%	62%	66%	46%	59%
Technicians % Women:	20%	21%	20%	20%	23%	-	-
Administrative Support % Women	85%	85%	88%	82%	77%	-	-



PBS staff members at the PBS Crystal City Headquarters (CCHQ) location in Arlington, VA

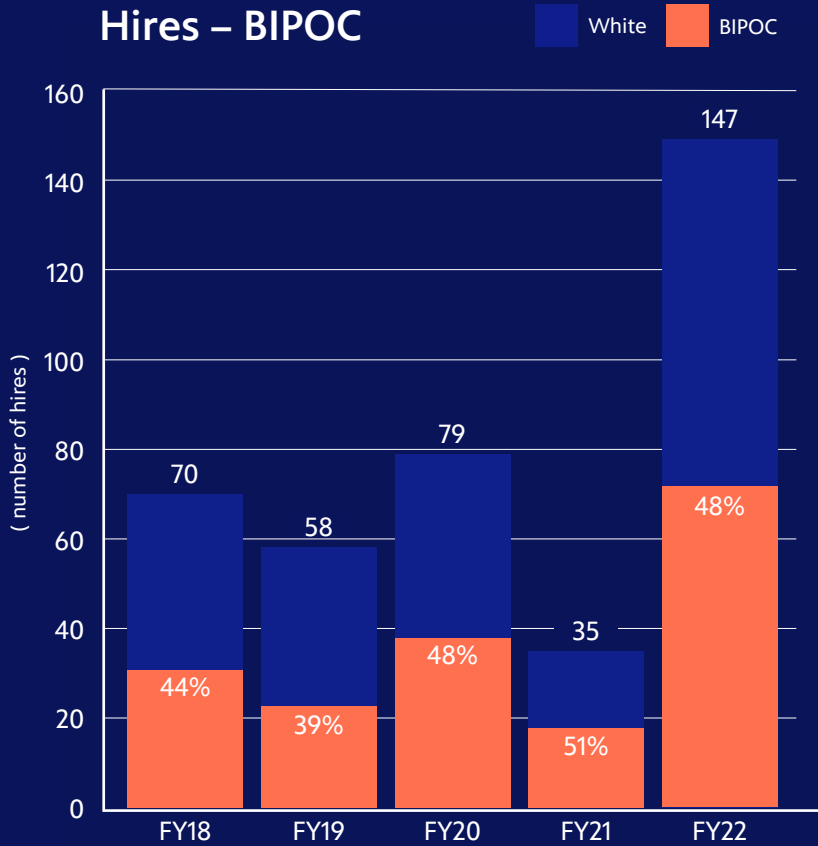


PBS staff members at the PBS Technology Center location in Alexandria, VA

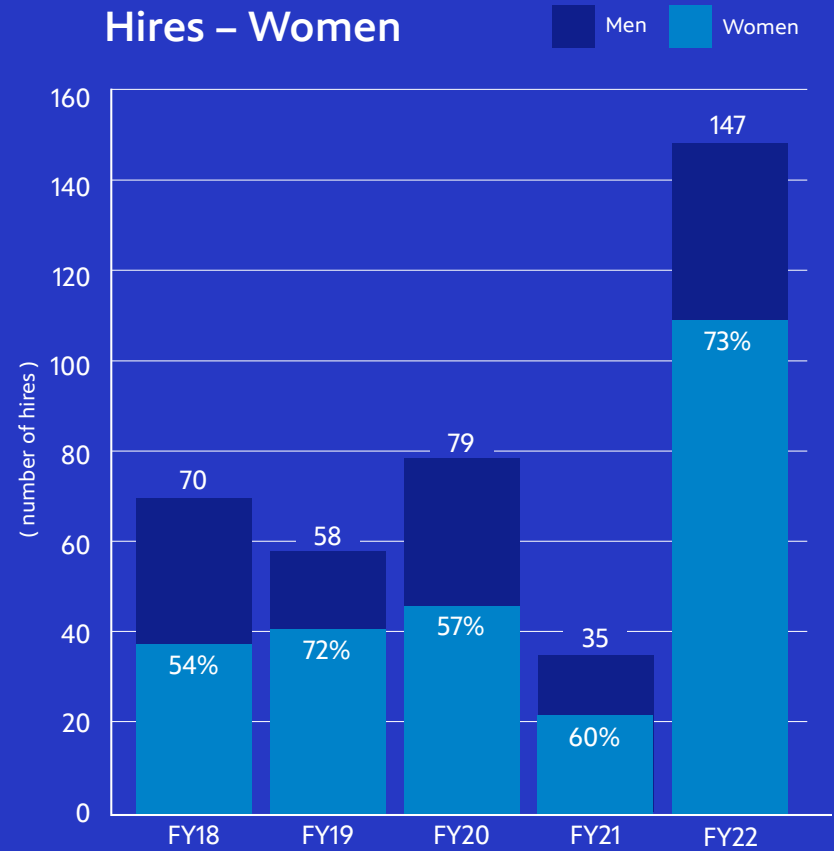
Notable FY 2022 highlights for BIPOC employees—increased hire and promotion rates, and lower exit rates.

Notable FY 2022 highlights for female employees—women are consistently well represented in hiring and promotions over the five-year period.

### Hires – BIPOC

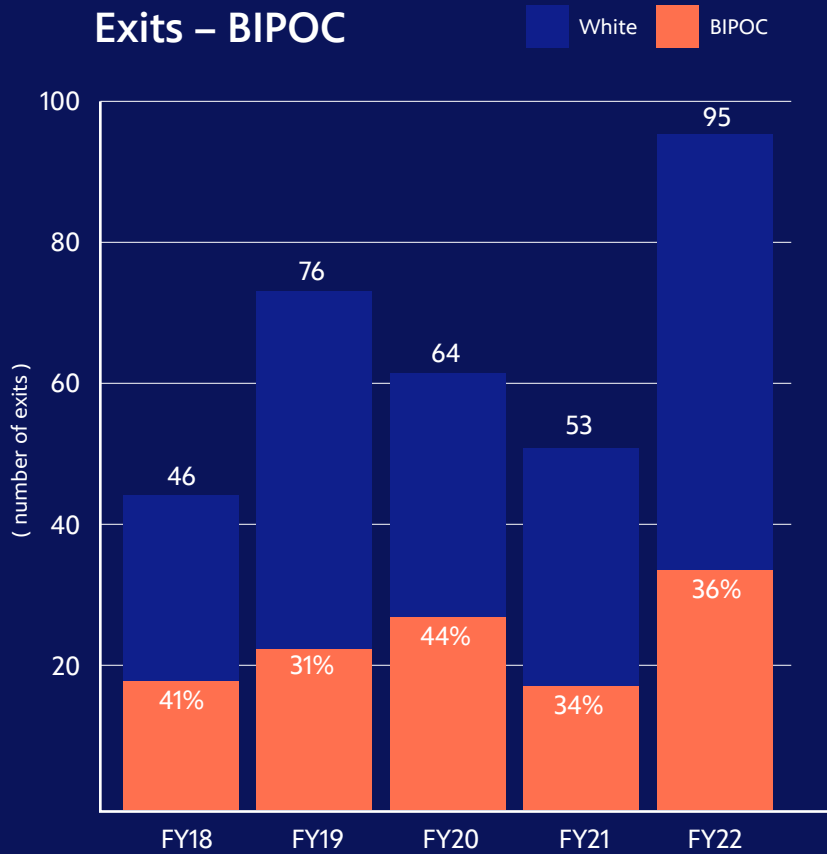


### Hires – Women

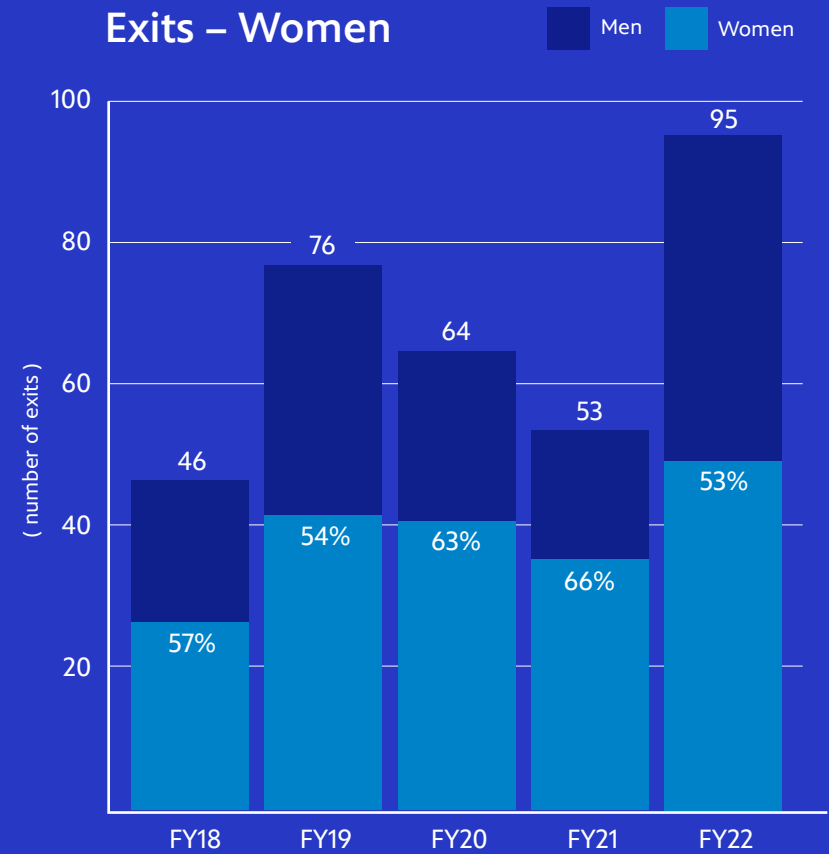


Hires – Ethnicity	FY18	FY19	FY20	FY21	FY22
American Indian or Alaskan Native	-	-	-	-	-
Asian	11%	17%	15%	20%	11%
Black or African American	21%	12%	19%	17%	23%
Hispanic or Latino	9%	5%	11%	14%	11%
Native Hawaiian or Other Pacific Islander	1%	-	-	-	-
Two or More Races	1%	5%	3%	-	3%

## Exits – BIPOC

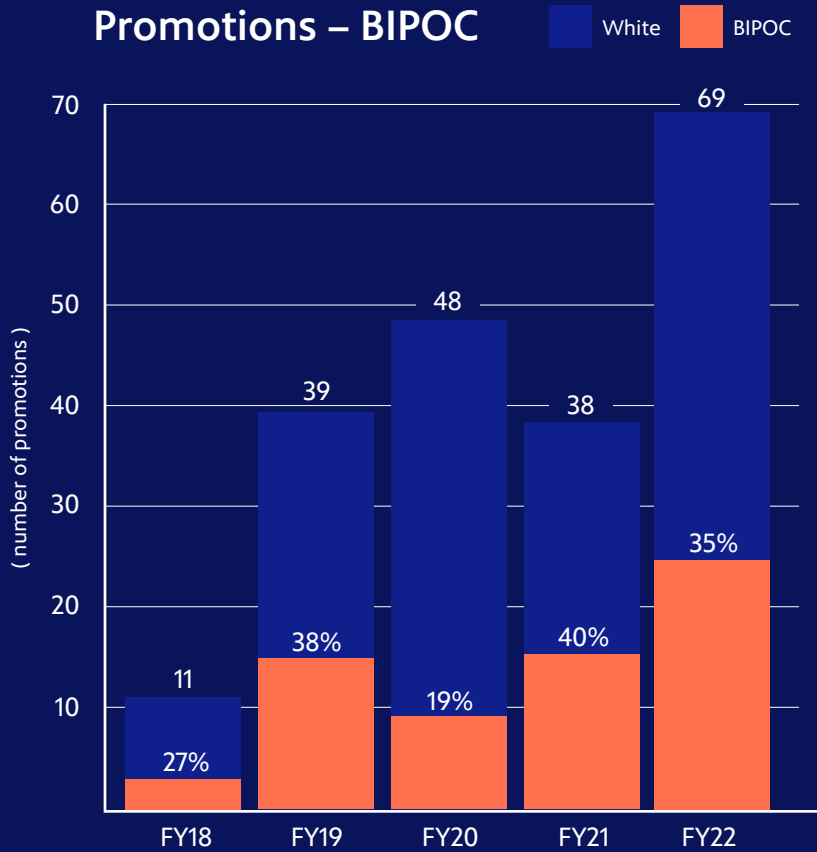


## Exits – Women

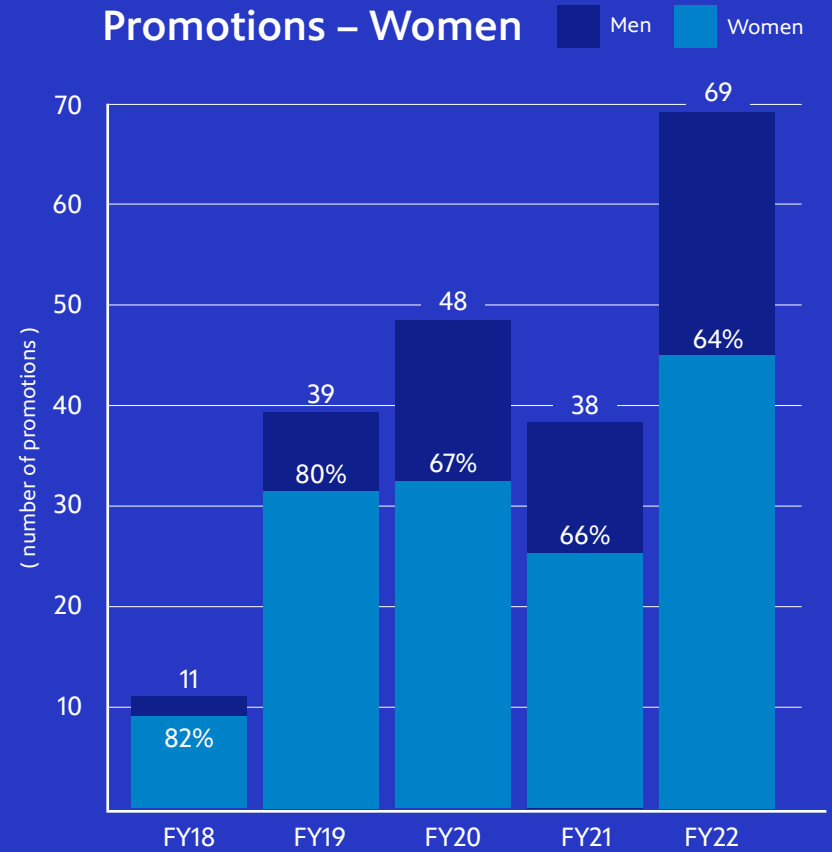


Exits – Ethnicity	FY17	FY18	FY19	FY20	FY21
American Indian or Alaskan Native	-	-	-	1%	-
Asian	11%	11%	16%	2%	12%
Black or African American	15%	10%	19%	15%	13%
Hispanic or Latino	13%	6%	3%	12%	7%
Native Hawaiian or Other Pacific Islander	-	-	-	-	-
Two or More Races	2%	4%	6%	4%	4%

## Promotions – BIPOC



## Promotions – Women



Promotions – Ethnicity	FY18	FY19	FY20	FY21	FY22
American Indian or Alaskan Native	-	-	-	-	-
Asian	9%	10%	10%	16%	10%
Black or African American	18%	8%	13%	16%	12%
Hispanic or Latino	-	15%	6%	8%	10%
Native Hawaiian or Other Pacific Islander	-	-	-	-	-
Two or More Races	-	5%	-	-	3%



“I always strive to leave my community better than I found it and I’m grateful to be able to do that not only at PBS but also for the public media system and the communities we serve. Cultivating spaces where people can connect with empathy, vulnerability, and compassion so they can truly belong is my purpose.”

**Gina Leow**  
Director of Diversity,  
Equity and Inclusion



“All the training courses we develop have an aspect of inclusive leadership built into the program to help leaders foster an equitable work culture at PBS.”

**Crystal Chavis**  
Senior Director,  
Learning & Talent Management

“PBS looks forward to continuing partnerships with different DEI organizations and participating in DEI conferences, including HBCU Career Fairs in Washington, D.C.”

**Gabe Ortiz**  
Director, Talent Acquisition



“I feel like I have a voice in meetings. I feel like I can speak to many people and know that they’re listening to my ideas, my thoughts. Even if they don’t use it, I know I’m being heard.”

**Ingrid Ortega**  
Manager, Talent Acquisition





PBS is committed to holistic practices, such as indigenous listening circles to hold courageous conversations by discussing current events and a variety of DEI topics. By the end of FY 2022, there were 20 Circle Keepers at PBS who were trained in restorative circles and on how to guide staff to listen with compassion, create supportive relationships, and develop opportunities for meaningful engagement. Courageous Conversation sessions have included topics such as *Supporting One Another*, *Co-Creating a Beloved Community*, and *Building Cultural Competence*.

Staff can take advantage of an array of wellness resources to support their mindfulness and emotional wellbeing, as well as their physical health. The PBS Talent Management Team launched two leadership development programs designed to help people-managers build skills around inclusive behaviors. PBS also offers other amenities, including but not limited to professional and educational development opportunities through its educational reimbursement program.

## DEI COUNCIL

In FY 2022, PBS renewed its commitment to a DEI Council to assist in the achievement of DEI goals. The DEI Council is comprised of members of the Senior Management Team, DEI Committee Leadership, Employee Resource Groups Chairs, and DEI Advocates, all of which support the DEI Office.

Employee Resources Groups, also known as ERGs, create supportive and uplifting communities for employees to connect and thrive.

The DEI Advocate role was also created in FY 2022 to provide a liaison across the organization and assist with training and education to support DEI goals.



“Collaboration reminds me that we are all better when we work together. I believe the best ideas are born from a collection of diverse perspectives and I’m glad to foster new connections through our mentorship program.”

### Tania Ghee

Senior Director, Distribution Strategy & Operations, PBS KIDS; DEI Council Mentoring Committee Co-Chair

“We want to create a space for everyone to participate in building our strategies and goals in impactful ways, which also means investing back in people through training and mentorship, so they can grow their abilities and in their careers.”

### Maximilian Duke

VP, Station Strategy & Development, Station Services; DEI Council Mentoring Committee Co-Chair



# Governance

# Governance

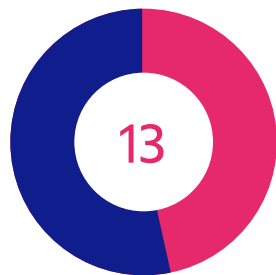
The PBS Board of Directors is committed to promoting DEI in its governance.

## BOARD MEMBERSHIP AND DEVELOPMENT

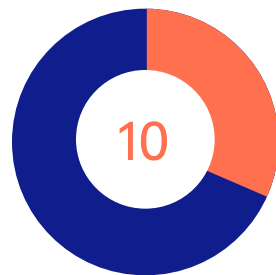
The PBS Board has an ongoing commitment to ensuring diversity among its directors. The PBS By-laws provide that, in nominating directors for election to the Board, “the Nominating and Corporate Governance Committee (‘NCGC’) shall nominate a slate that supports the goal of achieving a balance among members of the Board of such factors including race/ethnicity and gender as well as representation of different types and sizes of stations and from different localities and areas.” In FY 2022, PBS once again engaged an executive search consultant to advise the NCGC and assist in identifying a pool of diverse candidates for the Board.

In FY 2022, PBS continued its work to support the professional growth of emerging leaders in the public media system, with the objective of increasing diversity in the leadership ranks of PBS member stations. PBS Board development will also benefit from the success of these efforts since the Professional Directors on the PBS Board are elected from among the system General Managers. Greater diversity among the General Manager population means a more diverse pool of potential candidates for the PBS Board.

As of June 30, 2022, the 27-member PBS Board included:



women



people of color



“Reflecting the diversity of the people we serve is fundamental to the mission of public broadcasting. We’re committed to having a diverse and inclusive Board. Having different perspectives, voices, and experiences on the Board makes PBS a stronger organization, better positioned to serve the American public.”

**Larry Irving**

Chairman of the PBS Board of Directors;  
President and CEO of the Irving Group

## INVESTMENTS

The PBS Board, through its Investment Committee, has adopted specific provisions in the investment philosophy for the Long-Term Investment Portfolio and Endowment Fund to provide that initiatives around social justice, environmental sustainability, and systemic diversity are factors to be considered in the evaluation of potential investments. The Committee monitors the percentage of diverse managers (i.e., > 50% equity ownership by women and/or people of color) and managers executing environmental, social, and governance (ESG) strategies in the portfolios on an ongoing basis.

## DIVERSITY ADVISORY COMMITTEE

The PBS Board's Diversity Advisory Committee (DivAC) is charged with reviewing and advising the Board and PBS Management, as appropriate, on PBS's activities relating to DEI. DivAC members are appointed by the Board Chair, in consultation with the Board Vice Chairs and the PBS President. The Board receives regular updates from DivAC, as well as PBS senior executives, on PBS's DEI activities within the organization, across the PBS schedule, and throughout the public television system.



“Every day, PBS stations connect with all communities by providing trusted historical context, understanding of current events, guidance for exploring challenging ideas, and education for our youngest members. These values drive my work as a member station leader, PBS Board Director, and Chair of the PBS Diversity Advisory Committee. Public media can and will lead in our respect for and inclusion of different voices and perspectives.”

**Sandra Cordova Micek**  
Chair of the PBS Board's Diversity Advisory Committee; President & CEO of WTTW in Chicago

# Contact

## Diversity, Equity, and Inclusion Contacts at PBS:

### **Cecilia Loving**

Senior Vice President, Diversity, Equity and Inclusion

### **Gina Leow**

Director, Diversity, Equity and Inclusion

[DEI@PBS.ORG](mailto:DEI@PBS.ORG)

## Footnotes

### Page 7

1. July 1, 2021 through June 30, 2022. National Primetime only, including repeat airings. Does not include PBS Pledge Programming and Thursday and Saturday evenings.
2. (M&RR) 1/2022)

### Page 8

3. DEI Topic: Includes those programs with themes or topics related to diverse history, current events, or perspectives and/or featuring diverse protagonists or subjects.

### Page 15

4. Nielsen NPower Live+7 Reach & Frequency Report, Full Period July 2021-June 2022, M-Su 8p-11p, 1-min qualifier, 50% unification. Low Income=HHI <\$40,000, Rural=county size C&D. Over-the-air without Internet= Cable Status – Broadcast AND HH Internet Access-No. Viewing Source=All PBS Stations.

### Page 16

5. YouTube Analytics, July 2021-June 2022
6. YouTube Analytics, July 2021-June 2022

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7. Nielsen NPOWER, 9/21/2020 - 9/19/2021, L+7 M-Su 6A-6A TP reach, K2-8, 50% unif., 1+min., K2-8 Hispanic, Black, Asian/Pacific Islander, All PBS Stations, children's cable TV networks.
8. Nielsen NPOWER, 9/21/2020 - 9/19/2021, L+7 M-Su 6A-6A TP reach, All PBS Stations, K2-11 in HH w/Inc <\$40K, 50% unif., 1+min.
9. Nielsen NPOWER, 9/21/2020 - 9/19/2021, L+7 M-Su 6A-6A TP reach, K2-11

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10. Some percentages do not sum due to rounding.
11. Senior Vice Presidents and above.

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12. All others with management responsibility.
13. Exempt employees without management responsibility.
14. Union employees.
15. Non-exempt administrative employees.

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