



**ANNUAL REPORT
ON DIVERSITY,
EQUITY &
INCLUSION**

FY 2021

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Paula Kerger
President & CEO



Cecilia Loving
Senior Vice President,
Diversity, Equity and Inclusion

Introduction

Throughout its history, public television has been committed to diverse and inclusive programming. Our commitment to diversity, equity and inclusion (DEI) took on even greater significance during Fiscal Year 2021 (July 1, 2020 - June 30, 2021) amid a national reckoning around racism and a pandemic that changed every facet of life as we know it.

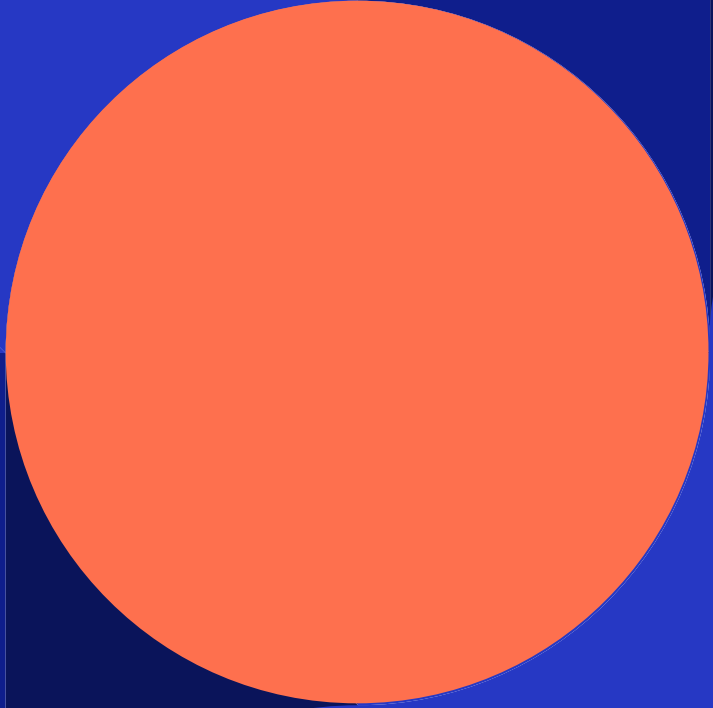
We are pleased to release this DEI Report summarizing data pertaining to Programming & Content, Digital & Marketing, Station Services, People & Culture, and Governance.

Metrics are vital in establishing a baseline for our DEI work, holding ourselves accountable, and ensuring that we meet our goals. However, measurement is only one part of our overarching plan. We are integrating DEI into every aspect of our organization. This year, PBS launched major, sustainable initiatives across the public television system to support inclusion through diverse stories and talent both in front of and behind the camera. And we used our national platform to deepen

awareness around issues of race and systemic racism. Within PBS, we've made changes to foster a more inclusive culture, including creating a DEI Council, training our staff on how to be inclusive allies and leaders, and establishing an office dedicated to DEI.

Fred Rogers once said, "As human beings, our job in life is to help people realize how rare and valuable each one of us really is, that each of us has something that no one else has—or ever will have—something inside that is unique to all time. It's our job to encourage each other to discover that uniqueness and to provide ways of developing its expression."

Those words ring so very true today. As we move forward, PBS pledges to remain transparent, enable meaningful change and ensure that every person in America can see their stories and experiences reflected on the screen. We're proud of our progress to date. Recognizing there is important work ahead, we are dedicated to accomplishing the work that needs to be done.



PBS

**Programming
& Content**

PBS General Audience Programming

PBS's ongoing commitment to deliver a broad array of content to the American public is essential to fulfilling its mission to create relevant, timely and distinctive content that educates, engages and inspires.

PBS makes it a priority to feature diverse voices pertaining to age, culture, race, ethnicity, religious preference, gender identity, sexual orientation, ability, geographic region, socioeconomic status and other identities. We continue to highlight unique perspectives and insights, and promote learning and shared understanding. In addition to sharing diverse stories, PBS developed inclusive producing standards to ensure that PBS viewers have access to many stories from many voices. Building on 50 years of service, PBS provides a forum for the American people to understand divergent views, respect the lived experiences of others and create common ground for civil discourse.

To ensure that PBS content reflects the audiences it serves, PBS General Audience Programming, which includes PBS Digital Studios, remains focused on increasing diversity across its content development and production, encouraging new public television partnerships and supporting professional development and mentorship for diverse makers.



“It is core to the mission of PBS that we reflect and celebrate the great diversity of America in our content. We have a longstanding, unwavering commitment to amplify diverse stories and storytellers in front of and behind the camera. As the leader of PBS’s General Audience team, I will continue to work closely with member stations, producing partners and the National Multicultural Alliance to further advance diversity, equity and inclusion across public media.”

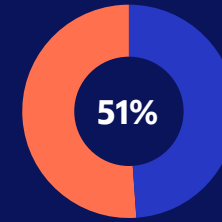
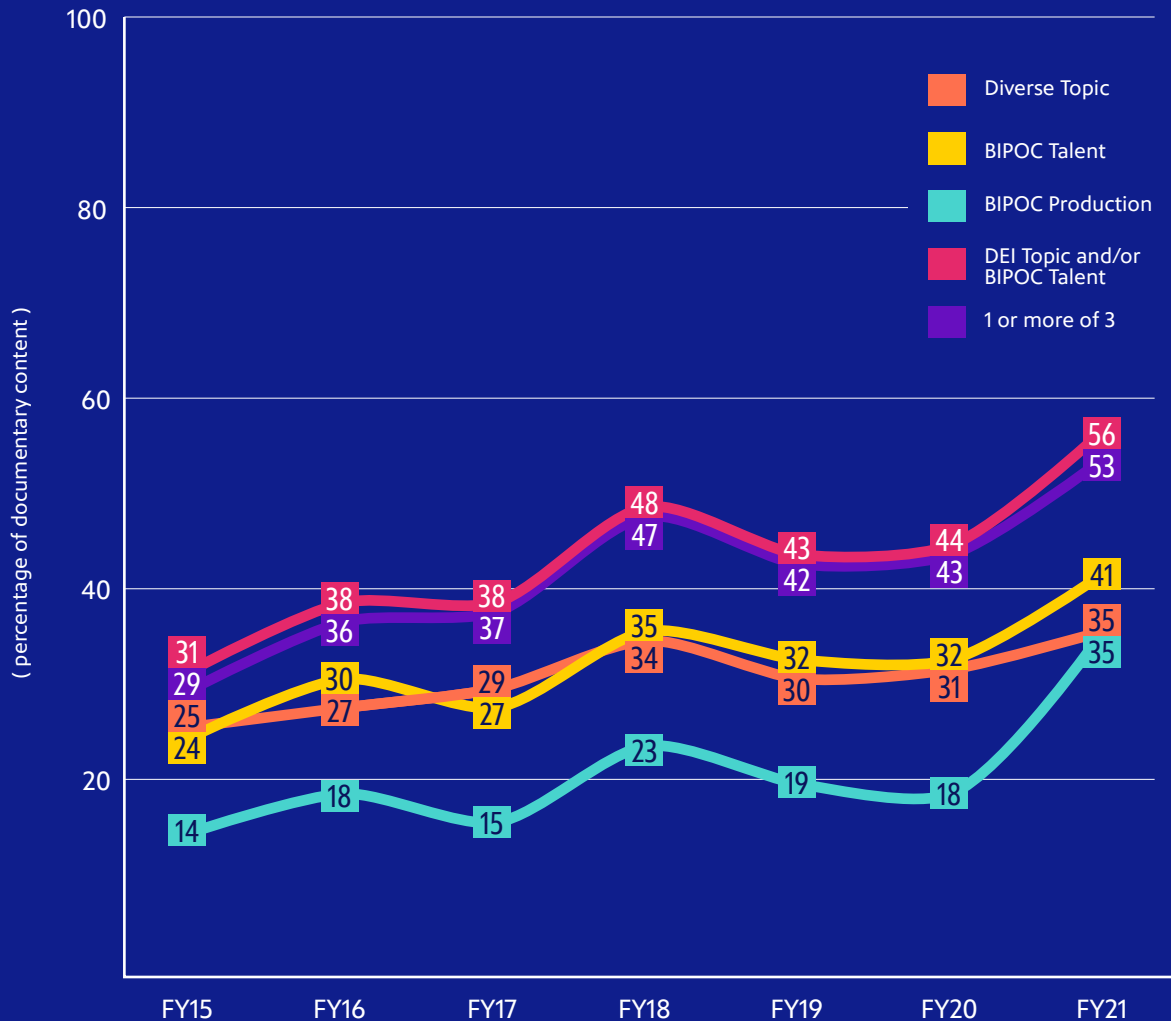
Sylvia Bugg

PBS Chief Programming Executive and General Manager,
General Audience Programming

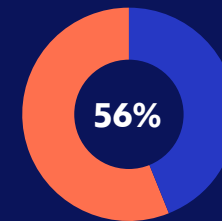
REPRESENTATION

Today, PBS offers more diverse content—and collaborates with more Black, Indigenous and People of Color (BIPOC) creators—than any other broadcast network.

Representation across PBS Unscripted Programs



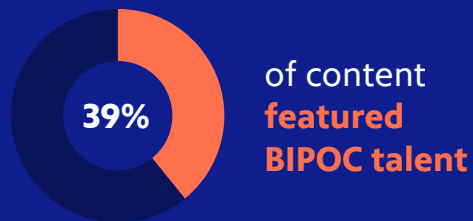
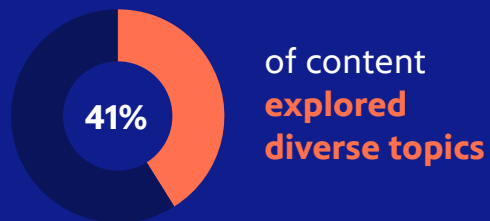
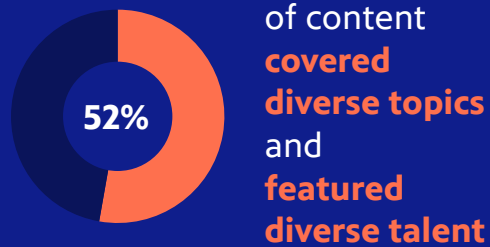
51% of PBS's nationally programmed primetime schedule included diverse on-screen talent; was produced, written or directed by diverse makers; and/or explored diversity-related topics.



Among the 563 primetime documentary programming hours, 56% of content featured BIPOC talent, was produced by BIPOC makers or explored diversity-related topics.

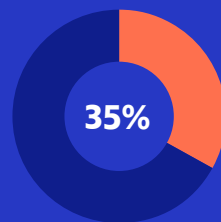
ON-SCREEN

Across all primetime documentary programming:



BEHIND THE SCENES

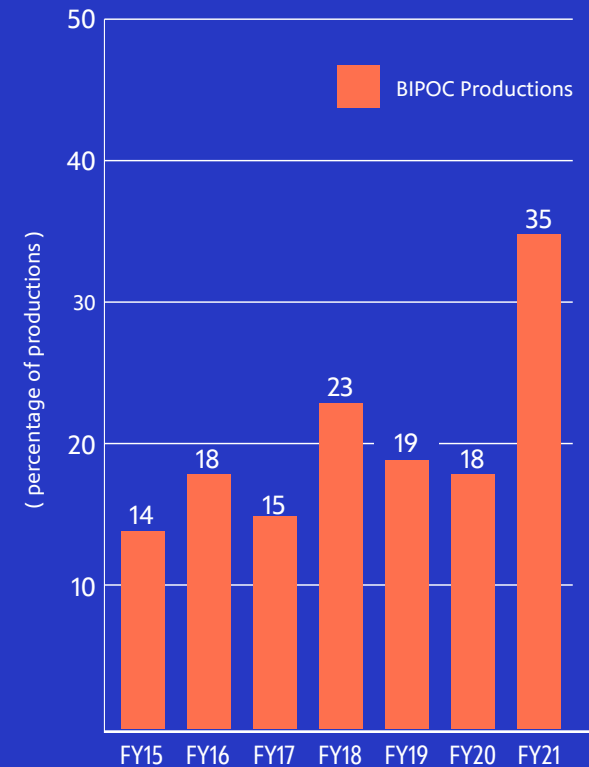
To ensure that the wide variety of stories on public television are grounded in a diversity of lived experiences and shown through multiple lenses of storytelling, PBS also focused on diversity in key editorial roles. PBS offers a platform for a range of producers, including those from underrepresented groups. These groups include Black people, Indigenous people, people of color, people who identify as LGBTQ+ and people with disabilities.



35% of primetime documentary content for PBS national distribution was created by BIPOC makers in executive producer, producer, director or writer roles—nearly double the percentage of the previous year (18%), representing **an increase of 79 additional hours.**

To promote continued representation, and to ensure that the stories created by filmmakers better reflect our increasingly diverse nation, PBS announced new DEI producing criteria.

BIPOC Productions



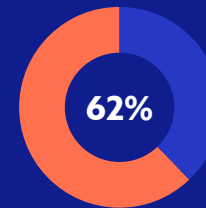
AWARDS

In FY 2021, PBS was recognized for its work to promote diverse films and filmmakers with two Imagen Awards (VOCES Season 5 and “The First Rainbow Coalition” from INDEPENDENT LENS) and an NAACP Image Award for “Mr. Soul!” from INDEPENDENT LENS and Black Public Media.

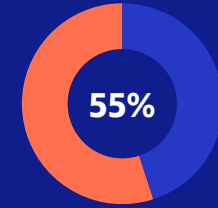


REACH

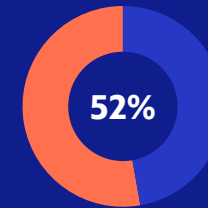
PBS General Audience content is watched by an audience that reflects the diversity of the nation, resembling the overall U.S. population with respect to race, ethnicity, income and geography. Over the course of the fiscal year, 63% of U.S. television homes tuned into PBS during primetime, representing over 140 million viewers¹. This includes:



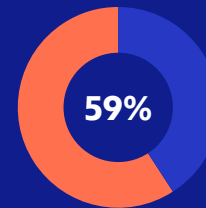
Black households
(18 million viewers²)



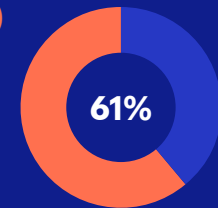
Hispanic households
(20 million viewers³)



Asian households
(8 million viewers⁴)



Rural households
(17 million viewers⁵)



Low-income households
(31 million viewers⁶)



LATINO VOTE: DISPATCHES FROM THE BATTLEGROUND



"MR. SOUL!"



THE BLACK CHURCH: THIS IS OUR STORY, THIS IS OUR SONG

SPOTLIGHT ON DIVERSE PROGRAMMING

Following are highlights of diverse programming that aired on PBS in FY 2021.

LATINO VOTE: DISPATCHES FROM THE BATTLEGROUND, which offered an inside look at the political diversity within the Latino community.

"Mr. Soul!," which explored the life and career of Ellis Haizlip, the groundbreaking producer and co-host of the first nationally broadcast all-Black variety show.

THE BLACK CHURCH: THIS IS OUR STORY, THIS IS OUR SONG, by Dr. Henry Louis Gates, Jr., which explored the 400-year history of the Black church in America.

TULSA: THE FIRE AND THE FORGOTTEN, which told the story of the 1921 Tulsa race massacre on the one hundredth anniversary of the crime.

"Amy Tan: Unintended Memoir," by AMERICAN MASTERS, which provided an intimate portrait of the groundbreaking author.

"Ballerina Boys," by AMERICAN MASTERS, which introduced audiences to the all-male ballet company and international dance sensation.



TULSA: THE FIRE AND THE FORGOTTEN



"AMY TAN: UNINTENDED MEMOIR"



"BALLERINA BOYS"

FUNDING INITIATIVES AND PARTNERSHIPS

Many underrepresented producers have historically faced barriers in the media industry, including lack of access to funding support for their projects. To address these and other barriers to entry, PBS secured significant funding from Margaret A. Cargill Philanthropies and provided increased funding to ensure diversity across its content, pool of producers and on-screen talent. To further elevate diverse and authentic stories, PBS worked even closer with public television partners like the National Multicultural Alliance, Independent Lens, POV and other producers.



In the summer of 2021, PBS and the Corporation for Public Broadcasting (CPB) engaged in conversations with many of these partners, including Firelight Media, the non-profit filmmaking company founded by Stanley Nelson and Marcia Smith. In partnership with CPB, PBS provided \$5.5 million to Firelight Media to support:

- **The Firelight Documentary Lab** Firelight Media's flagship 18-month mentoring program, which supports filmmakers from a project's conception through its completion. This funding will enable Firelight Documentary Labs to expand

the number of filmmakers in each cohort.

- **Groundwork Regional Labs**, which will serve 40 early career filmmakers in partnership with local stations.

In addition, digital short films produced by diverse makers will be commissioned by Documentary Lab and Groundwork fellows, as well as alumni and other regional BIPOC filmmakers for the PBS system.



Firelight Documentary Lab



PBS will continue to support Firelight Media through the William Greaves Fund to address inequities in access to funding that mid-career BIPOC filmmakers experience, and broaden the audience for diverse content and projects from historically underrepresented groups.

PBS also provided significant support to Latino Public Broadcasting (LPB), Black Public Media (BPM), Pacific Islanders in Communications (PIC) and the Center for Asian American Media (CAAM) for initiatives such as:

- The BPM 360 Incubator, BPM's professional development program
- PIC's Media Makers Program, a professional development program for early and mid-career makers
- CAAM Talent Development Programs: The Sauce for emerging Asian American makers
- The CAAM Fellowship for social issue documentary makers

PBS also provided support or funding for the following projects:

- Vision Maker Media's First Indigenous Online Film Festival
- The independent film "Free Chol Soo Lee!" from ITVS/CAAM
- ADAPTATION, a new digital series from PIC that premiered Fall 2021
- "A People's History of Asian America" and "Latinos Are Essential," a joint partnership between PBS Digital Studios, CAAM and Latino Public Broadcasting
- LATINOS ARE ESSENTIAL, a series of digital portraits, created by independent Latino media makers about Latino essential workers
- Two independent films funded by BPM/ITVS and slated for PBS national distribution

PBS continues to partner with World Channel to curate an encore lineup of timely and relevant programs for local station schedules and streaming playlists as well as to align digital and social engagement strategies. This programming, broadcast each Saturday in primetime on PBS and throughout the week on World, has a regular presence in 15 of the top 20 markets, and the playlists have been streamed over a million times.

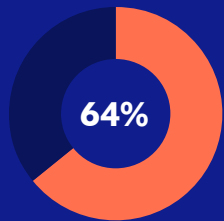
In the past year, PBS has also held two open calls for multiplatform content from producers of diverse backgrounds. The process yielded content for a new short fiction and nonfiction film anthology series, THE LATINO EXPERIENCE, highlighting the rich diversity of the Latino/a/x community across the United States and Puerto Rico.



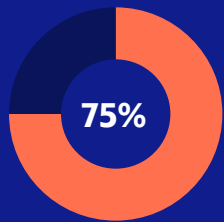
PBS Digital Studios Content

REPRESENTATION

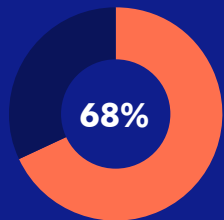
PBS Digital Studios released 30 series, 86% of which featured diverse stories, talent and/or covered a diversity-related topic.



64% of PBSDS series covered topics of a diverse nature



75% of PBSDS series featured BIPOC talent, and nearly two-thirds of PBS Digital Studios hosts identify as BIPOC



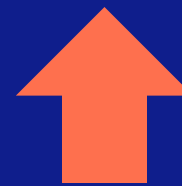
68% of PBSDS series were produced by BIPOC creators (defined as BIPOC team members in key creative roles, especially producer, lead writer or director)

REACH

PBS Digital Studios is an important way for PBS to reach new, younger and more diverse audiences.



Two-thirds of PBSDS audiences are between 18 and 34 years old and another 15% are ages 35-44⁷



Streams of PBSDS content grew by 10%, averaging 62 million streams per month, with content streamed over 739 million times⁸



AWARDS

PRIDELAND, a digital docuseries and broadcast special exploring LGBTQ+ communities in the South, was honored with a Daytime Emmy Award. PBS Digital Studios also won multiple Webby Awards for TPT's "Sound Field," whose second season focused on Black music in America.



FUNDING

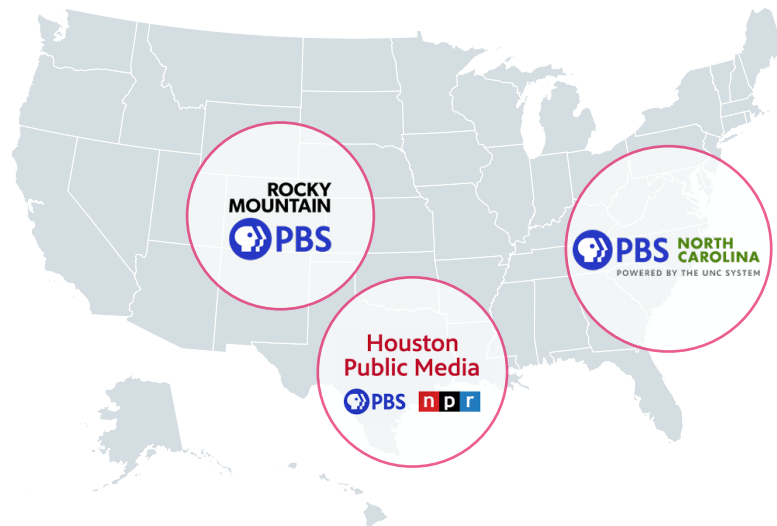
Regional Digital Centers of Innovation

PBS Digital Studios received a \$3 million grant from CPB to establish three Regional Digital Centers of Innovation that will partner with up to three PBS member stations located in geographically diverse markets across the country, to produce up to 15 new digital series over the next two years. The regional centers will focus exclusively on content that elevates the voices of diverse content creators, both in front of and behind the camera.

STEM-Related Video

The U.S. National Science Foundation granted \$2.5 million to PBS Digital Studios, which will support a two-pronged PBS initiative to create STEM-related short-form videos and conduct follow-up research to better understand how and why these videos attract underrepresented groups.

Currently, YouTube's most popular STEM creators are disproportionately white and male, and viewer data and PBS surveys suggest that Black and Hispanic viewers, as well as women overall, are underrepresented in audiences for STEM content online. With this grant, PBS Digital Studios will expand PBS TERRA to new, diverse audiences and examine its impact.



PBS KIDS Content

REPRESENTATION

A recent report from Common Sense Media found that “[s]tudies 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.”

Research also shows that when children see positive representations of themselves in media, it has a measurable impact on their self-esteem and their long-term success in school and life.

To that end, in FY 2021, PBS KIDS formalized its DEI values. PBS KIDS requests producers to provide a DEI plan detailing how their project(s) will support these values – within the content itself, and behind the scenes. This includes:

- Content that honors a diversity of cultural values, norms, and points of view.

- Authentic characters and developmentally appropriate stories, crafted and told by members of those communities represented in the content.
- Content that identifies purposeful ways to support children from historically marginalized groups (including but not limited to children with disabilities, children from racially and ethnically diverse groups, and children living in poverty) that helps them develop a positive sense of self.
- Productions that are led by, strive to hire and retain, and include diverse staff, including BIPOC, LGBTQ+ people, and people with disabilities, as contributors at all levels of production. PBS KIDS believes that diverse, inclusive productions – particularly those with diverse leadership and decision-makers – help guard against the perpetuation of harmful stereotypes and results in content that is richer, more authentic, and that better serves children and the public as a whole.



“Research shows that when children see positive representations of themselves in media, it has a measurable impact on their self-esteem and long-term success in school and life. At PBS KIDS, we are committed to educating, inspiring, and entertaining our youngest viewers with content that depicts the diverse tapestry of modern-day America.”

Sara DeWitt

Senior Vice President & General Manager,
PBS KIDS



ELINOR WONDERS WHY



MOLLY OF DENALI:
"AWESOME ALASKAN KIDS"



JELLY, BEN AND POGO

All PBS KIDS series feature characters of diverse backgrounds. In FY 2021, 20 out of the 29 PBS KIDS nationally distributed series featured predominately human characters, and every one of these series featured characters of diverse ethnic or racial backgrounds (the remaining nine series primarily feature non-human characters, such as animals). Examples include:

ELINOR WONDERS WHY, a science inquiry series for children ages 3-5 that was created by producers new to PBS: Daniel Whiteson, a physics professor at UC Irvine, and Jorge Cham, the cartoonist behind the popular "PhD Comics" series who holds a PhD in Robotics from Stanford.

MOLLY OF DENALI, in winter of 2020, PBS KIDS rolled out a series of shorts inspired by Molly's vlogging on MOLLY OF DENALI, called Awesome Alaskan Kids, which follows real Alaskan kids as they vlog and share stories on a wide variety of themes including dance, nature, art, dirt biking and more.

JELLY, BEN AND POGO, a short-form series for broadcast and digital platforms from Primal Screen and creator Jalysa Leva, which is about two siblings of Filipino heritage and their best friend, a sea monster.

ALMA'S WAY, follows a girl of Puerto Rican heritage growing up in the Bronx. The series was created by Sonia Manzano and is produced by Fred Rogers Productions in association with Pipeline Studios. Jorge Aguirre is the series' head writer. Newcomer Summer Rose Castillo voices Alma and, like her character, she is a young Puerto Rican girl growing up in the Bronx. The show, website, and activities are available in Spanish and English.

ROSIE'S RULES, a new series about the adventures of Rosie, a biracial Mexican American girl growing up in a blended family in Texas. The producers are employing diverse hiring practices for the production and writing staffs with a focus on elevating voices from within the Mexican American community. ROSIE'S RULES is slated to debut nationwide on PBS KIDS in Fall 2022.



ALMA'S WAY



ROSIE'S RULES

ADDRESSING RACE & RACISM

To help parents and families discuss race and racial justice, with funding from CPB, PBS KIDS created PBS KIDS TALK ABOUT: RACE AND RACISM, an Emmy Award-winning on-air special that extended the digital PBS KIDS TALK ABOUT series. Hosted by inaugural youth poet laureate Amanda Gorman, the special used pre-existing content from beloved series DANIEL TIGER'S NEIGHBORHOOD, XAVIER RIDDLE AND THE SECRET MUSEUM and ARTHUR to explore age-appropriate ways to talk about race and racism.

PBS KIDS also shared THE POWER OF WE: A SESAME STREET SPECIAL featuring Elmo and Abby Cadabby, who learn how to become “upstanders” to unfair treatment based on skin or fur color.



INCLUSION BEHIND THE SCENES

In FY 2021, PBS KIDS continued to implement its “New Voices, New Approaches” content and distribution strategy, which rests on two central themes:

1. Investing in content that is crafted by diverse creators and features characters who reflect a broad variety of lived experiences.
2. Meeting children on the platforms they prefer so that all children across America can access PBS KIDS content for free.

Efforts to create more on-ramps for diverse creators in FY 2021 focused on recruitment, collaboration, and making the development process more accessible and transparent to talent from historically marginalized and excluded groups. With support from the Ready To Learn Grant and CPB, PBS KIDS conducted an

RFP process to create a new series focused on functional literacy. Each proposal was required to include a response to the PBS KIDS Commitment to Diversity, Equity, and Inclusion, outlining how the project would support the DEI values described in our commitment.

In order to reach a broader group of creators, PBS KIDS offered a series of webinars to make the process more open and accessible for people who have never pitched to PBS KIDS. The RFP and webinars were publicized across industry outlets and through outreach to affinity groups and student programs. Typically, PBS KIDS receives between 50-60 proposals through an RFP process. However, due to enhanced outreach efforts, the team received 280 proposals— 269 of which came from creators new to PBS.



Over the course of a year,
50% of all kids ages 2-8 watch PBS¹⁰.

PBS stations reach more
**Hispanic,
Black and
Asian American**
children ages 2-8 than any
of the children's
TV networks¹¹.



PBS stations reach
4.2 million children
ages 2-11 from
low-income homes
3.4 million
Black children (49%)
5.4 million
Hispanic children (47%)
4.1 million children
in rural counties (40%)
per year¹².

PBS stations reach more
children
and
**parents of
young children**
in low-income homes
than any children's
TV network¹³.



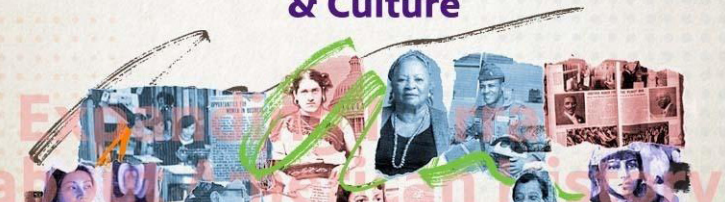
CLASSROOM REACH

PBS LearningMedia offers preK-12 teachers access to a wide range of content from PBS and public media partners. In FY 2021, PBS LearningMedia increased efforts to make the platform more accessible to Spanish-speaking educators.

In FY 2021, PBS continued its work helping educators facilitate meaningful conversations with students about race and racism with a series of webinars, curated resources, and innovative ways to integrate media into inclusive teaching practices. In response to teacher requests for more support and training, in June 2021, PBS launched a second series of webinars focused on the ways in which racism, mental health, history and education intersect.

An Educator's Guide to

Expanding Narratives about American History & Culture



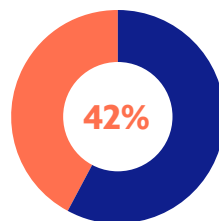
REACH

PBS KIDS works to ensure that all of its content is accessible for children with varying need. In FY 2021:

All episodes and series featured on television and the PBS KIDS Video app featured closed captioning.

100% 

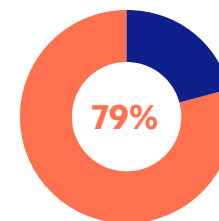
All 40 new games launched in FY 2021 include closed captions, multiple input and audio options, and multiple play options for children.



of episodes featured Spanish secondary audio or Spanish language captions.



In FY 2021, PBS KIDS shared the Cyberchase game “Echo Explorers”. As a born-accessible game, players can customize the game to their needs and abilities, including options to adjust backgrounds to reduce distractions, adjust the pacing, and tailor difficulty levels. The game also includes options to support understanding by adding audio description or captions.



of episodes featured described video (also known as audio description)

FUNDING INITIATIVES

The Ready To Learn 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 CPB, the Ready To Learn grant supports the development of PBS KIDS multi-platform content, including new series, digital games and podcasts, as well as resources to support family learning at home, in virtual spaces and in the community.

Ready To Learn Podcast Accelerator: For example, through a collaboration among PBS KIDS, CPB and PRX, the Ready To Learn Podcast Accelerator podcast training and development program selected six teams of audio creators. All six teams reflected diversity and included team members from historically marginalized or underrepresented groups. They participated in workshops and intensive sessions empowering them to develop a pilot and production plan, learn podcast processes and skills, and build community. One team will be selected this year to develop an original podcast series for PBS KIDS digital platforms

The CPB-PBS Ready To Learn Initiative also supports local PBS stations working with community partners as part of a national network devoted to supporting the early learning needs of children in low-income communities and reaching a wide and diverse audience. The first phase of local station work funded in FY 2021 took place in 12 communities (listed below), and will grow to 40 station communities during the 5-year grant.

- Anchorage, Alaska (Alaska Public Media)
- Austin, Texas (Austin PBS)
- Birmingham, Alabama (Alabama Public Television)
- Detroit, Michigan (Detroit Public TV)
- Las Vegas, Nevada (Vegas PBS)
- Lexington, Kentucky (Kentucky Educational Television)
- Los Angeles, California (PBS SoCal | KCET)
- Madison, Wisconsin (PBS Wisconsin)
- New York, New York (WNET)
- Owings Mills, Maryland (Maryland Public Television)
- Pittsburgh, Pennsylvania (WQED)
- Tallahassee, Florida (WFSU)

In response to COVID, CPB funded much of PBS's At-Home Learning Initiative, which supported families and educators. Teacher Planning Kits and special lessons targeting grades preK-12 were published on PBS LearningMedia.

Ready To Learn content does not necessarily represent the policy of the Department of Education, and you should not assume endorsement by the Federal Government. The project is funded by a Ready To Learn grant [PR/Award No. S295A200004, CFDA No. 84.295A] provided by the Department of Education to the Corporation for Public Broadcasting.



Digital & Marketing Initiatives

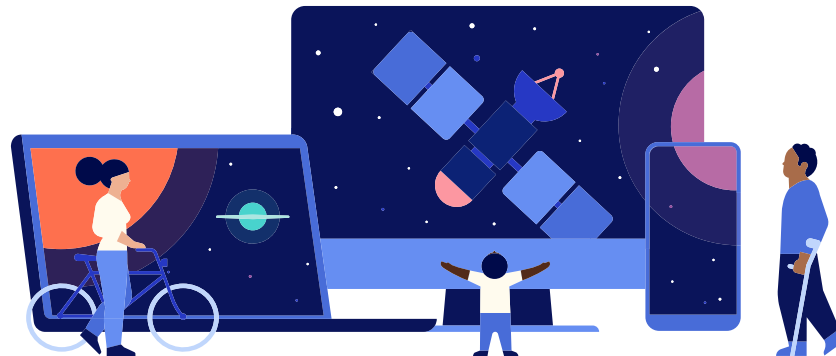
DIGITAL & MARKETING

In FY 2021, Marketing strategy prioritized the marketing of cross-platform content that offered opportunities to deeply engage with new, diverse audiences and reflect America's evolving demographics.

Marketed content focused on:

- Elevating new ideas and storytellers
- Providing unique perspectives
- Emphasizing cultural relevance
- Reinforcing and expanding the PBS brand's sphere of influence and gravitas
- Working with a diverse slate of advertisers, influencers and agencies across a wide spectrum of media

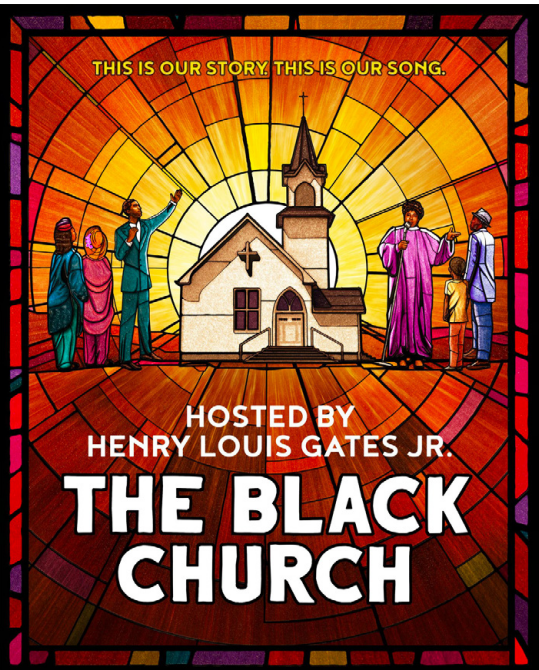
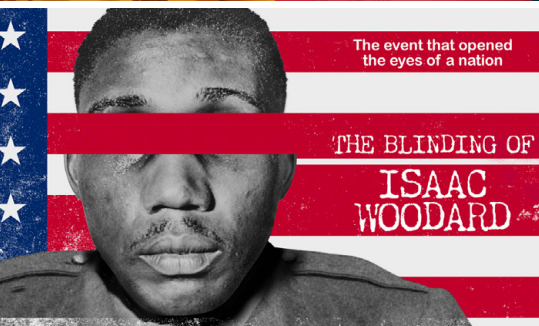
PBS General Audience marketing dedicated significant resources to drive audience growth and engagement around diverse and inclusive topics, talent and makers. This work came to life across multiplatform marketing campaigns; dedicated daily social media and digital content; playlists and articles; a milestone digital film festival; newsletters; and heritage month campaigns.



“As a member of the Digital & Marketing team, I am intentional about elevating a wide variety of voices across all of our platforms. I make it a point to select content, images and language that represent individuals and communities in their fullness, while also highlighting the beauty in our differences.”

Taryn J. Stewart

Director, Multiplatform Marketing & Content



Multiplatform Paid Media Campaigns

More than 20 multiplatform paid media campaigns ran across a mix of linear, digital, social and other partners and platforms, driving ratings, streams, conversation and awareness with new audiences. Campaigns included (but were not limited to) the PBS Short Film Festival; THE BLACK CHURCH: THIS IS OUR STORY, THIS IS OUR SONG; AMERICAN MASTERS “Ballerina Boys”; AMERICAN EXPERIENCE “The Blinding of Isaac Woodard”; ASIAN AMERICANS; LATINO VOTE; INDEPENDENT LENS “Coded Bias”; FINDING YOUR ROOTS; and others.

Throughout the year, PBS Multiplatform Marketing partnered with more than 25 individuals of BIPOC and LGBTQ+ identities to provide unique perspectives and engage their social media follower around PBS content.

PBS Short Film Festival

The 10th annual PBS Short Film Festival featured 25 short-form independent films and, for the first time, was presented in virtual reality and accessible on VR devices. The festival is part of a multiplatform initiative to increase the reach and visibility of independent filmmakers from across the country and amplify the voices of diverse content creators.

The 2021 festival carried the tagline “A Decade of Being Seen” as a reminder that the festival has always striven to amplify the often overlooked and untold stories of America. Films featured were selected and provided by POV, ITVS and the National Multicultural Alliance, as well as PBS local member stations Alabama Public Television (APT), Illinois Public Media, KLRU-TV Austin PBS, Louisiana Public Broadcasting (LPB), MPT Digital Studios and WSIU (Illinois).

CELEBRATE PRIDE

Find out more about
New York's LGBTQ+ history

SOUND FIELD

PBS Digital Studios



CELEBRATING HISPANIC HERITAGE

Find out more about
Mexican horror with

MONSTRUM

PBS Digital Studios

Cultural Flashpoints

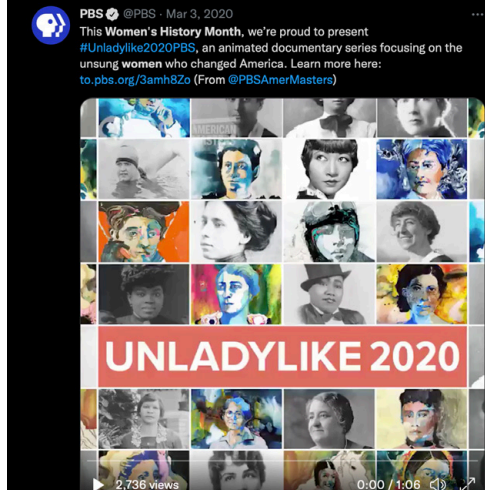
In order to foster ongoing conversations and provide context and resources to PBS audiences, digital articles and special newsletters were created around topics and events such as the murder of George Floyd, racism in America, anti-Asian violence and the observance of Juneteenth. These assets provided millions of PBS newsletter subscribers and site visitors with relevant and timely details on shows, specials and personal narratives.

Heritage Months

Heritage month marketing campaigns, part of our ongoing work with the National Multicultural Alliance, increased inclusivity at a national level and supported stations with community engagement on the local level. PBS leverages heritage months assets and social media to achieve broader representation and engagement outside of program viewing.

PBS Marketing supported stations by creating social and digital media assets and toolkits to more easily fulfill the mission of representing diverse communities while also giving context to ongoing national conversations around culture.

For example, in 2021, Women's History Month, Arab American Heritage Month and Pride Month were added to the list of months for which PBS Marketing created assets and outreach campaigns, which also included Black History Month, Asian American Pacific Islander Heritage Month, Hispanic Heritage Month and Native American Heritage Month.





Serving Our Member Stations

PBS Station Services

PBS continues to promote diversity, equity and inclusion across public media through station trainings, professional development opportunities and system-wide partnerships. While stations are responsible for leading diversity-related initiatives at the local level, PBS provided significant support in FY 2021.

Station Trainings

- During its 2021 Annual Meeting, PBS hosted breakout sessions that focused on advancing DEI:
 - Public Media’s Role Advancing Diversity and Inclusion Through Content and Engagement
 - Creating More Inclusive Digital Content
 - Discovering Diverse Rural Voices
 - Multi-Platform Media: Addressing Civil Rights & Race
 - Stations Leading the Way in DEI with Public Media For All
 - Hindsight: Centering Diverse Regional Voices, Creating New Pipelines
- PBS also offered Inclusive Leadership Training for stations to develop greater awareness, promote communication across differences and enable individuals to recognize behaviors that promote equity and collaboration.

Talent Retention & Professional Development

- PBS continues to support professional development across the system by offering services for skill set development, mentorship and talent retention. Examples include:



Digital Immersion: a professional development service that supports diverse groups with in-depth virtual trainings, immersive experiences, hands-on workshops and collaborative mentorship to improve overall expertise in digital strategies and tactics.



YoPro: a mentoring group that seeks to connect and develop young professionals in public media by empowering and supporting their individual career paths.

Public Media Partnerships

To promote DEI initiatives across the larger public media system, PBS Station Services partnered with CPB and National Public Radio (NPR) to host a training session led by a renowned inclusion strategist. This session was offered to all NPR and PBS station General Managers and focused on approaches to better understanding, embracing and promoting DEI in the workplace.

PBS Station Services and CPB also formed a DEI advisory group comprised of 18 public media station leaders to help identify and prioritize national and local initiatives. The group, which first met in June 2021, identified three key areas as priorities: organizational culture, content and audience.

Two important initiatives resulted from this collaboration:

- CPB distributed a hiring managers' diversity toolkit to help stations increase diversity at all levels.
- CPB launched the Public Media Workforce Collaborative (PMWC) to focus on advancing DEI through specific workforce development initiatives. In its first phase, Buffalo Toronto Public Media, Detroit Public TV, Ideastream Public Media/Cleveland and WQED/Pittsburgh each secured a \$450,000 grant to pilot joint training and development opportunities.

PBS Station Services continues to partner with leaders from across the system to build on our strong foundation of DEI. This includes working with The Public Media Diversity Leaders Initiative (PMDLI)—comprised of 31 system leaders—which was created by SCETV and Furman University to explore public media's current DEI practices and identify new opportunities for advancement.



“By providing inclusive and extensive learning and development opportunities for PBS Member Stations, we have an opportunity to strengthen the connections that stations have to their local communities and audiences.”

Danielle Iannelli

Director, Immersive Learning Programs,
Station Services



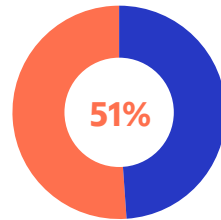
People & Culture

PEOPLE & CULTURE

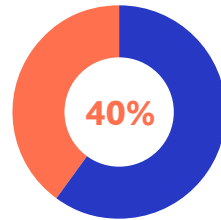
PBS is committed to fostering a safe, inclusive and high-performing culture so that every staff member can bring their best work forward.

In FY 2021, PBS's Human Resources department led several DEI initiatives. In the latter part of the year, PBS hired additional employees to establish a DEI office, which provided leadership on a mission statement, strategic plan and other DEI initiatives.

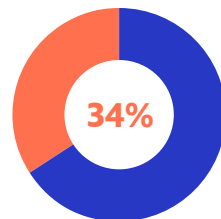
As in prior years, PBS reviewed its diversity profile¹⁴ to track the results of recruitment and retention efforts; analyzed its diversity profile against benchmark data from other organizations; and spearheaded talent development efforts and tactics to cultivate an inclusive workplace culture.



BIPOC employees comprised **over half** of new hires, an increase from the previous fiscal year.



40% of promotions were BIPOC employees, an increase from the prior fiscal year.



34% of exits were BIPOC employees, **less than the overall staff representation of 40%** for this group.



“In my role at PBS, I foster inclusion by making collaboration a part of our team culture. I work to ensure all team members are heard and valued. Every team member brings a unique perspective to the table and these contributions translate into stronger work performance and greater employee satisfaction.”

Tia Graham

Vice President of Individual Giving





“I feel my cultural background and beliefs are recognized and appreciated across all departments at PBS. As a Senior Director, I greatly value my team and the unique point of view each of my colleagues has to offer.”

Andrew Liu

Senior Director,
Enterprise Business Solutions

PBS'S DIVERSITY PROFILE & BENCHMARKING

At the end of each fiscal year, HR reviews and analyzes all employment actions, including hires, exits (both voluntary and involuntary) and promotions¹⁵ that took place over that year. Review of this data helps to identify themes and target areas for improvement.

PBS is committed to ensuring equity in hiring, termination and promotional decisions. The tables below summarize employment actions during FY 2021 compared to the previous four fiscal years.

PBS benchmarks its diversity profile with similar organizations to focus and refine its diversity efforts. The following tables compare FY 2021 employment diversity (by EEO job classification levels, race and gender) to the previous four fiscal years. Relevant benchmark data¹⁶ is listed when available.

Notable findings from this analysis include:

- PBS's overall BIPOC representation has steadily increased over the five-year period, while its representation of women has remained constant.
- Changes in PBS's Executive team during FY 2021 resulted in a proportional increase of representation of women and BIPOC (specifically Black) leaders.¹⁷
- In non-executive ranks, PBS either approached or exceeded benchmarks for representation of women and BIPOC employees in all job categories where benchmark data is available.

PBS'S DIVERSITY PROFILE & BENCHMARKING

The summary table below covers our workforce EEO-1 data as of June 30, 2021

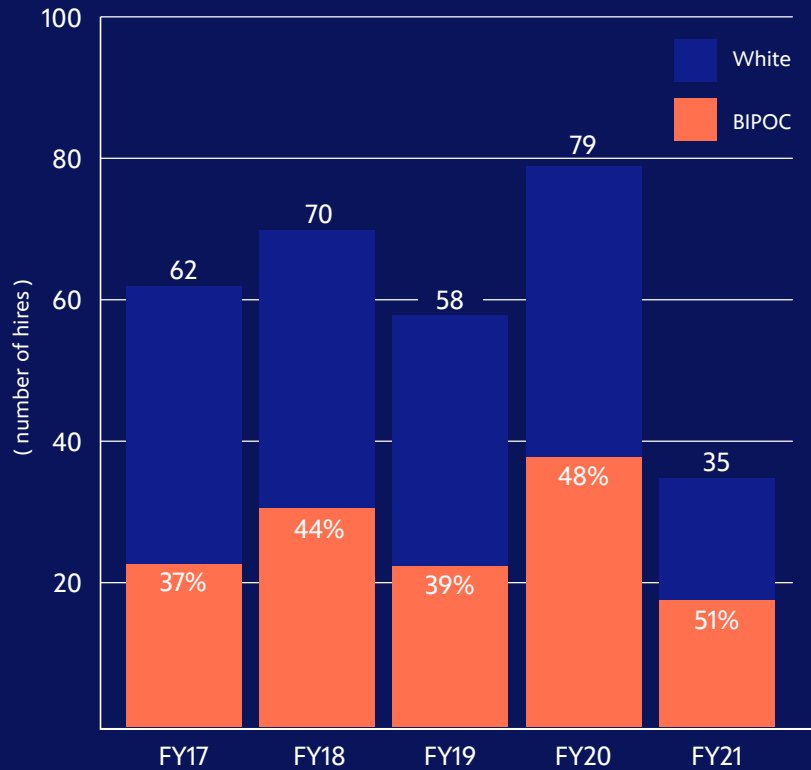
Metrics ¹⁸	PBS 6/30/17	PBS 6/30/18	PBS 6/30/19	PBS 6/30/20	PBS 6/30/21	Broadcast Industry	Survey Programmers
Total # of Staff	481	505	493	527	496		
All Staff % BIPOC	37%	37%	38%	39%	40%	42%	39%
American Indian or Alaskan Native	<1%	<1%	<1%	<1%	-		
Asian	9%	9%	10%	10%	11%		
Black or African American	16%	17%	17%	17%	18%		
Hispanic or Latino	9%	8%	8%	9%	9%		
Native Hawaiian or Other Pacific Islander	-	<1%	<1%	<1%	<1%		
Two or More Races	3%	3%	3%	3%	2%		
Executives¹⁹ % BIPOC	23%	18%	18%	23%	25%	24%	32%
American Indian or Alaskan Native	-	-	-	-	-		
Asian	-	-	-	-	-		
Black or African American	8%	9%	9%	15%	25%		
Hispanic or Latino	15%	9%	9%	7%	-		
Native Hawaiian or Other Pacific Islander	-	-	-	-	-		
Two or More Races	-	-	-	-	-		
First/Mid-Level Managers²⁰ % BIPOC	28%	31%	33%	30%	30%	32%	30%
American Indian or Alaskan Native	-	-	-	-	-		
Asian	9%	11%	10%	9%	11%		
Black or African American	11%	11%	12%	12%	10%		
Hispanic or Latino	5%	5%	8%	7%	8%		
Native Hawaiian or Other Pacific Islander	-	<1%	<1%	<1%	<1%		
Two or More Races	3%	2%	2%	<1%	-		

PBS'S DIVERSITY PROFILE & BENCHMARKING (con't)

Metrics	PBS 6/30/17	PBS 6/30/18	PBS 6/30/19	PBS 6/30/20	PBS 6/30/21	Broadcast Industry	Survey Programmers
Total # of Staff	481	505	493	527	496		
Professionals²¹ % BIPOC	37%	36%	37%	41%	42%	34%	43%
American Indian or Alaskan Native	<1%	<1%	<1%	<1%	-		
Asian	10%	9%	12%	12%	13%		
Black or African American	13%	14%	14%	14%	16%		
Hispanic or Latino	9%	8%	7%	9%	9%		
Native Hawaiian or Other Pacific Islander	-	-	-	-	-		
Two or More Races	4%	4%	5%	5%	4%		
Technicians²² % BIPOC	54%	55%	58%	61%	62%	-	-
American Indian or Alaskan Native	-	-	-	-	-		
Asian	5%	5%	5%	9%	9%		
Black or African American	40%	40%	44%	43%	42%		
Hispanic or Latino	9%	9%	9%	11%	11%		
Native Hawaiian or Other Pacific Islander	-	-	-	-	-		
Two or More Races	-	-	-	-	-		
Admin Support²³ % BIPOC	65%	69%	56%	50%	64%	-	-
American Indian or Alaskan Native	-	-	-	-	-		
Asian	4%	4%	-	-	5%		
Black or African American	38%	41%	37%	33%	36%		
Hispanic or Latino	19%	22%	15%	13%	18%		
Native Hawaiian or Other Pacific Islander	-	-	-	-	-		
Two or More Races	4%	4%	4%	4%	5%		
All Staff % Women	54%	54%	56%	56%	54%	41%	46%
Executives	46%	45%	36%	31%	33%	35%	39%
First/Mid-level Managers	49%	48%	47%	50%	49%	43%	49%
Professionals	60%	61%	66%	63%	62%	43%	45%
Technicians	19%	20%	21%	20%	20%	-	-
Administrative Support	88%	85%	85%	88%	82%	-	-

Notable FY 2021 highlights for BIPOC employees—increased hire and promotion rates, and lower exit rates.

Hires – BIPOC



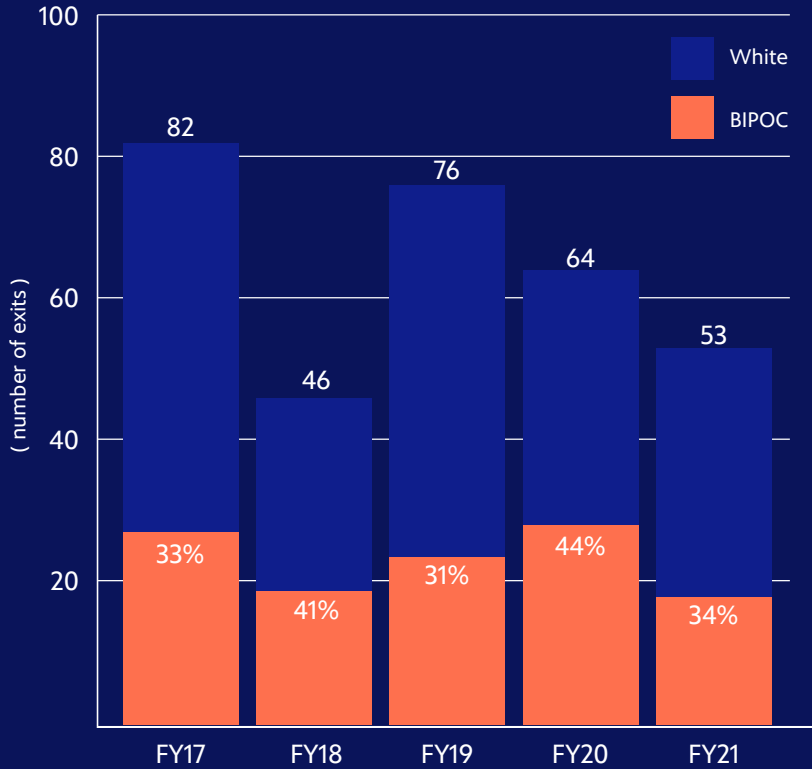
Hires – Ethnicity	FY17	FY18	FY19	FY20	FY21
American Indian or Alaskan Native	-	-	-	-	-
Asian	10%	11%	17%	15%	20%
Black or African American	16%	21%	12%	19%	17%
Hispanic or Latino	6%	9%	5%	11%	14%
Native Hawaiian or Other Pacific Islander	-	1%	-	-	-
Two or More Races	5%	1%	5%	3%	-

Notable FY 2021 highlights for female employees—women are consistently well represented in hiring and promotions over the five-year period.

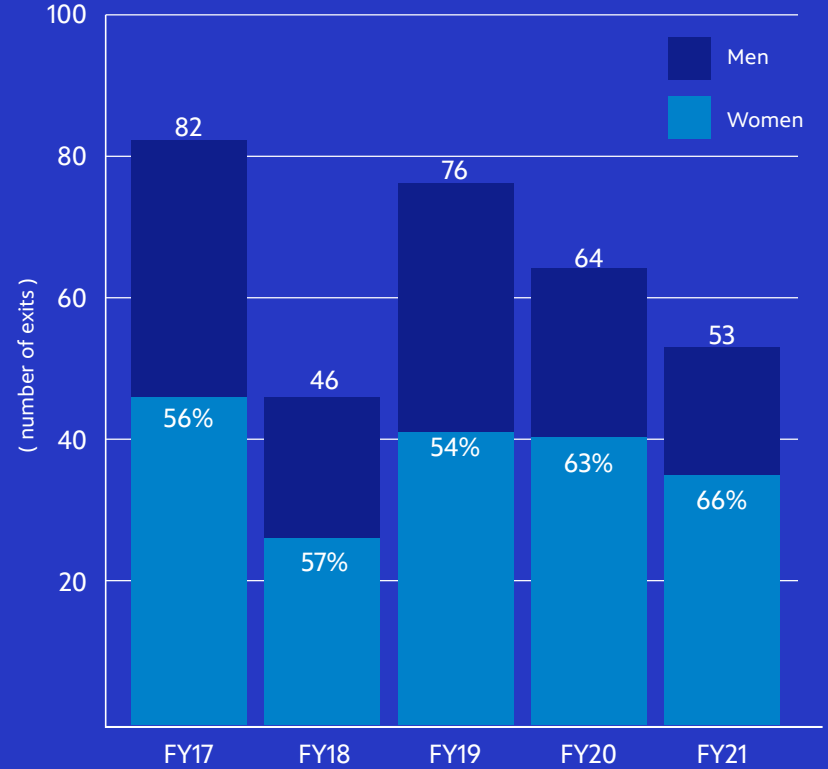
Hires – Women



Exits – BIPOC

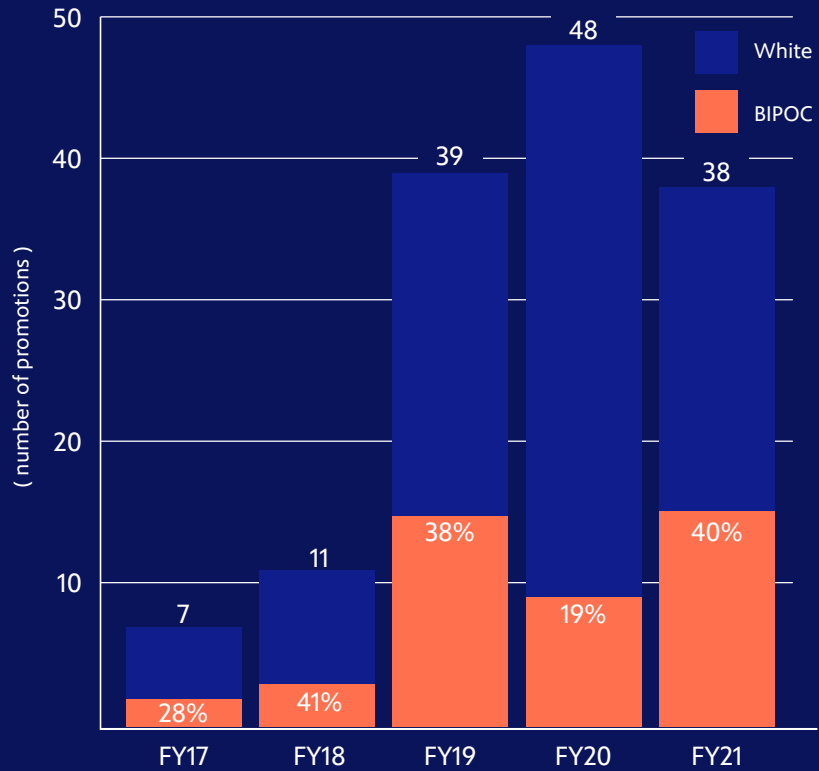


Exits – Women



Exits – Ethnicity	FY17	FY18	FY19	FY20	FY21
American Indian or Alaskan Native	-	-	-	-	2%
Asian	3%	11%	11%	16%	2%
Black or African American	19%	15%	10%	19%	15%
Hispanic or Latino	9%	13%	6%	3%	12%
Native Hawaiian or Other Pacific Islander	-	-	-	-	-
Two or More Races	2%	2%	4%	6%	4%

Promotions – BIPOC



Promotions – Women



Promotions – Ethnicity	FY17	FY18	FY19	FY20	FY21
American Indian or Alaskan Native	-	-	-	-	-
Asian	14%	9%	10%	10%	16%
Black or African American	14%	18%	8%	13%	16%
Hispanic or Latino	-	-	15%	6%	8%
Native Hawaiian or Other Pacific Islander	-	-	-	-	-
Two or More Races	-	-	5%	-	-

OTHER DIVERSITY, EQUITY & INCLUSION INITIATIVES

DEI Council

Throughout FY 2021, the newly formed DEI Council, led by CEO Paula Kerger, met monthly to discuss topics and issues concerning the organization's approach to DEI. The council's input supports strategic planning and decision making.

To aid in the development of an organization-wide diversity, equity and inclusion strategy, PBS conducted a workplace culture survey in December 2020. The results of this survey were reviewed and analyzed by the PBS HR team, and key findings were reported to senior leadership and the DEI Council.

With support from the DEI Council, HR also facilitated listening sessions designed to create a safe space for BIPOC PBS employees to share their perspectives, concerns and experiences with senior leadership. Planning for the listening sessions, which included training for senior leadership, took place throughout the latter half of FY 2021. The first listening sessions were held in August 2021.



“What resonated with me the most about the ‘From Allyship to Advocacy’ training was the idea of giving grace to myself and others. Even though we are all on different parts of the journey, we all deserve grace in order to move forward in the journey.”

Kourtney Lewis-Allen
Coordinator of Education



“The goal of the Talent Management team is to provide learning opportunities that foster an environment where PBS employees can network and share ideas and experiences. We understand the importance of learning from one another and leveraging the power of diversity to enhance professional growth and development. It’s what makes PBS so unique and contributes to the success of this amazing organization.”

Crystal Chavis

Senior Director, Learning and Development

DEI Training

In FY 2021, PBS implemented allyship and inclusive leadership trainings to heighten awareness, develop common language and deepen understanding among all PBS staff, managers and senior leaders. During the fall of 2020, managers attended two inclusive leadership training sessions. These were designed to help managers understand key concepts, create self-awareness and empower their teams. Subsequently, all employees participated in an allyship training focused on creating inclusive behaviors, cultivating equity and understanding bias and unconscious bias.

Hiring DEI Leadership

During FY 2021, PBS created a position for the Head of DEI, reporting directly to CEO Paula Kerger, to help lead PBS’s DEI strategy. Cecilia Loving was hired as Senior Vice President, Head of DEI, in August 2021.

PBS also hired Crystal Chavis as the new Senior Director of Learning and Development, who partners with DEI to help develop and execute various professional development opportunities designed to improve management and leadership skills, create talent pipelines and foster a safe and inclusive organizational culture.



Talent Acquisition

PBS led a robust DEI-focused recruitment campaign to attract diverse candidates, including women, people of color, veterans, individuals with disabilities and the LGBTQ+ community.

PBS continued to serve as a key contributor to Public Media Village, a unique coalition of over 50 public media organizations whose mission is to attract people of color and women to careers in public media. As part of Public Media Village, PBS strengthened relationships with organizations committed to DEI, participated in job fairs and took part in other outreach activities with multiple local and national organizations.

PBS's comprehensive paid internship program offers meaningful experiences to young people of diverse backgrounds and provides a pipeline of talented young professionals for potential future employment. After pausing the program in 2020 due to the COVID-19 pandemic, PBS offered a small number of remote internships in the summer of 2021.

In late FY 2021, PBS onboarded a new Director of Talent Acquisition, Gabe Ortiz. Under Gabe's leadership, DEI will continue to be a core focus of PBS's talent acquisition strategies and tactics.



“As the recruitment lead for PBS, I am focused on attracting a wide array of talent into our organization. We know that PBS is a stronger organization because of the diversity of perspectives and lived experiences across our team.”

Gabe Ortiz

Director,
Talent Acquisition

The background features a dark blue field with several overlapping shapes. In the top-left corner, there is a large orange circle. The rest of the page is filled with various shades of blue, including a medium blue and a darker blue, forming abstract, organic shapes that resemble stylized leaves or petals. The word "Governance" is centered in white, bold, sans-serif font.

Governance

GOVERNANCE

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

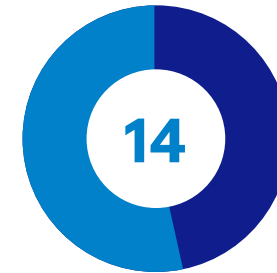
Board Membership and Development

The PBS Board has an ongoing commitment to ensuring diversity among its directors. Article 5.3 of the PBS By-laws provides 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.” Since 2018, PBS has engaged an executive search consultant to advise the NCGC and assist in identifying a pool of diverse candidates for the Board.

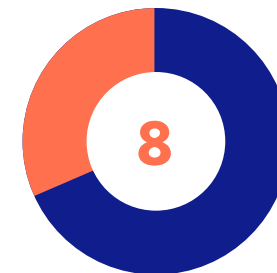
In addition, the entire PBS Board participated in an Inclusive Leadership training opportunity. The session was designed to develop greater awareness, promote communication across differences and enable individuals to recognize behaviors that promote equity and collaboration.

In FY 2021, PBS, in conjunction with NAB, began work on a Leadership Development initiative for the public media system to support the professional growth of emerging leaders. A primary goal of the program is to increase the diversity of the General Manager (“GM”) population in the system. PBS Board development will also benefit from the success of the program— the Professional Directors on the PBS Board are elected from among the system GMs, so greater diversity among the GM population means a more diverse pool of potential candidates for the PBS Board.

As of June 30, 2021, the 27-member PBS Board included:



women



people of color

Investments

Over the course of FY 2020 and FY 2021, the PBS Board, through its Investment Committee, added specific provisions to the investment philosophy for the Long-Term Portfolio and Endowment Fund to ensure diversity among fund managers and to ensure that environmental, social and governance (“ESG”) factors are considered in the evaluation of potential investments. In FY 2021, the Long-Term Portfolio and Endowment Fund had approximately 21% diverse investment managers and approximately 48% managers executing ESG strategies.



Diversity Advisory Committee

The PBS Board Diversity Advisory Committee (referred to as “DivAC”) is charged with reviewing and advising the Board and PBS Management, as appropriate, on PBS’s activities relating to DEI, including initiatives designed to build and advance diversity and inclusion in the areas of content, employment, vendor engagement and governance. DivAC members are appointed by the Board Chair, in consultation with the Board Vice Chairs and the PBS President. During FY 2021, DivAC’s activities included a review of PBS’s DEI initiatives for General Audience and KIDS content; a presentation by PBS Management on PBS staff training and education initiatives; updates on the activities of the PBS CEO’s DEI Council; and began planning a system leadership development initiative to support the BIPOC community.



“As PBS’s Corporate Secretary, I have seen first-hand the PBS Board’s commitment to fostering diversity at PBS and in the system, from cultivating a diverse board, to supporting programs designed to increase diversity among the system’s leadership. The Board’s Diversity Advisory Committee plays an active role in encouraging open dialogue about ways to make our system reflect the diversity of America.”

Katherine Lauderdale

Chief Legal Officer and Corporate Secretary

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

Footnotes

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1-6: Nielsen NPower Live+7 Reach & Frequency Report, Full Period July 2020-June 2021, 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.

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7-8. YouTube Analytics, July 2020-June2021.

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9. Common Sense Media: <https://www.common sense media.org/research/the-inclusion-imperative>

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10. Nielsen NPOWER, 9/21/2020 - 9/19/2021, L+7 M-Su 6A-6A TP reach, All PBS Stations, 50% unif., 1+min.

11. 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.

12. Nielsen NPOWER, 9/21/2020 - 9/19/2021, L+7 M-Su 6A-6A TP reach, 50% unif., 1+min., K2-11 in HH w/Inc <\$40K, Black, Hispanic, C&D, PBS stations, children's cable networks.

13. Nielsen NPOWER, 9/21/2020 - 9/19/2021,

L+7 M-Su 6A-6A TP reach, 50% unif., 1+min., K2-11 in HH w/Inc <\$25K, Adults 18-49 in HH w/ Inc<25K, PBS stations, children's cable networks.

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14. As of end of FY21; based on the US Employer Information Report (EEO-1).

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15. Promotions include promotions-in-place and promotions into new roles/positions.

16. Benchmark data comes from 2019 NAMIC and WICT PAR Cable and Communications Industry Workforce Diversity Survey. PBS used survey subsection of Broadcast Industry EEOC data localized for DC metro area, for closest match.

17. PBS Executive team is comprised of 12 employees.

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18. Some percentages do not sum due to rounding.

19. Senior Vice Presidents and above.

20. All others with management responsibility.

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21. Exempt employees without management responsibility.

22. Union employees.

23. Non-exempt administrative employees.

Image Credits

P.8: **The First Rainbow Coalition**, courtesy of Independent Lens. **Mr Soul!**, courtesy of Independent Lens.

P.9: **Latino Vote: Dispatches from the Battleground**, courtesy of Mateo Zapata. **Mr. Soul!**, Independent Lens, courtesy of Alex Harsley. **Henry Louis Gates, Jr., The Black Church**, courtesy of McGee Media. **Tulsa: The Fire and the Forgotten**, courtesy of Jonathan Silvers/Saybrook Productions Ltd. **Amy Tan: Unintended Memoir**, American Masters, courtesy of KPJR Films. **Ballerina Boys, American Masters**, courtesy of Merrywidow Films LLC, Laura Nespola.

P.10: **Firelight Documentary Lab**, courtesy of Firelight Media.

P.13: **Prideland** courtesy of PBS. **Sound Field**, courtesy of PBS Digital Studios.

P.15: **Elinor Wonders Why**, courtesy of Pipeline Studios, © SHOE Ink. **Molly of Denali: Awesome Asian Kids**, courtesy of © WGBH Educational Foundation. **Jelly, Ben and Pogo @2001**, Public Broadcasting Services. **Alma's Way**, courtesy of Fred Rogers Productions. **Rosie's Rules**, courtesy of © 2021-2023 Ruby Productions Inc. **Rosie and associated characters**, logos and designs are owned by 9 Story Media Group.

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P.18: **Expanding Narratives about American History & Culture**, courtesy of PBS Learning Media. **Echo Explorers, CYBERCHASE** is a production of THIRTEEN Productions LLC in association with WNET. © THIRTEEN Productions LLC. All rights reserved.

P.22: **Asian Americans**, courtesy WETA Washington, D.C. and the Center for Asian American Media (CAAM). **The Blinding of Issac Woodard**, © WGBH Educational Foundation (composite artwork); Library of Congress, Prints and Photographs Division, Visual Materials from the NAACP Records (photo of Woodard). **The Black Church**, key art courtesy of PBS. **Ballerina Boys**, courtesy of Merrywidow Films LLC, Laura Nespola. **PBS Short Film Festival**, key art courtesy of PBS.

P.23: **Heritage Month campaign**, social graphics courtesy of PBS.