PBS Content Represents the Diversity of America

PBS’s audience mirrors the United States with respect to race, ethnicity, income and geography—and it is core to our mission that PBS content reflects this diversity.

PBS provides a platform for BIPOC filmmakers and offers more diverse content across our linear primetime schedule than any other broadcast network.

During the 2021 season, over 50% of PBS’s 2021 primetime schedule includes diverse on-screen talent and/or addresses diverse subject matter.

In FY21:

- 35% of PBS documentaries covered topics of a diverse nature.
- 41% featured BIPOC talent.
- 54% featured diverse content and talent in-front of the camera.
- 56% featured BIPOC talent, production or covered a diversity-related topic.
- 35% were produced by BIPOC creators.

**Percentage of Diverse Documentary Content**

<table>
<thead>
<tr>
<th></th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
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</thead>
<tbody>
<tr>
<td>DEI Topic</td>
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<td></td>
<td></td>
<td></td>
<td>36</td>
</tr>
<tr>
<td>BIPOC Talent</td>
<td>31</td>
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<td>25</td>
<td>24</td>
<td>38</td>
<td>37</td>
<td>29</td>
</tr>
<tr>
<td>BIPOC Production</td>
<td>32</td>
<td>30</td>
<td>27</td>
<td>27</td>
<td>30</td>
<td>32</td>
<td>30</td>
</tr>
<tr>
<td>DEI Topic and/or BIPOC Talent</td>
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<td>47</td>
<td>35</td>
<td>34</td>
<td>43</td>
<td>42</td>
<td>32</td>
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<tr>
<td>1 or more of 3</td>
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<td>53</td>
<td>41</td>
<td>41</td>
<td>44</td>
<td>43</td>
<td>41</td>
</tr>
</tbody>
</table>

*BIPOC Production defined as: executive producers, producers and directors.

PBS Digital Studios provides a platform that features diverse content and makers. In FY21:

- 57% of current and forthcoming PBDS series feature BIPOC talent.
- 60% of current and forthcoming PBDS series are hosted by women.
- 54% of PBDS series are produced by BIPOC creators.
A Workplace that Reflects the Viewers We Serve

**Representation**

Through an ongoing and concerted effort, PBS has created a diverse workforce, leadership team and board of directors. Here is a current snapshot of our representation data as of April 15, 2021:

**Employees:**

- % of our team is comprised of women: 55
- % identify as Black, Indigenous, People of Color (BIPOC): 40

**Leadership:**

Senior Management Team is comprised of executives who manage the day-to-day operations of PBS. Of the 14 executives, 36% are women and 29% identify as BIPOC.

PBS has 157 managers, defined as an individual with one or more direct reports. Of this group:

- % are women: 50
- % identify as BIPOC: 28

**Inclusion & Belonging**

At PBS, we are committed to fostering a safe, inclusive and high-performing culture, so that every staff member can bring their best work forward. Here are just a few examples of our organization-wide efforts to ensure that every PBSer feels they belong:

**DEI Council:**

Recognizing that we needed to bring forward more diverse voices before the PBS leadership, our CEO created a cross-department Diversity Council representing staff from all levels.

**Building consciousness:**

As an organization, we implemented companywide Allyship & Inclusive Leadership Trainings to heighten awareness, develop common language and deepen understanding across PBS.

**Recruiting a diverse workforce:**

Currently in FY 2021 (July 1, 2020–June 30, 2021)

- % new hires are women: 68
- % new hires identify as BIPOC: 46

**PBS Board of Directors:**

of the 27 members of our board, 52% of the directors are women and 30% identify as BIPOC.