

 **OUR HOUR**

**A Gathering for BIPOC
in Public Media**

This space is for **us**.



Defining Equity

“Equity is based on **access** and **opportunity**, with an understanding that **we each start with different advantages and disadvantages**, and thus have different needs in order to attain access and opportunity.”



Source: [The Harbor TV - Jostens Renaissance](#)

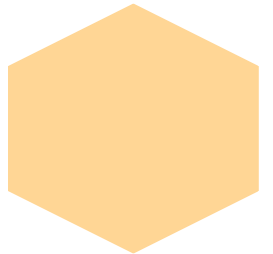


Equity VS Equality

An **equity** emphasis seeks to render **justice** by deeply considering **structural factors** that benefit some social groups/communities and harms other social groups/communities.

Equality focuses on **treating everyone the same** and giving everyone the exact same resources, overlooking the unique circumstances and needs of each individual.

“When you’re accustomed to privilege, equality feels like oppression.”



“Equity is a process...”

- Continuous
- Cannot change one thing to achieve equity
- Achieving equity requires Power, Resources & Social Responsibility



Source: [The Harbor TV - Jostens Renaissance](#)





braveen kumar
@braveenk

Companies: "We're committed to diversity."

The diversity:



If this is what a company's commitment to Diversity looks like, then we need to pay close attention to how EQUITY is defined and executed.



*Are we changing the way things look
or changing the way things work?*

*Equity requires changing the way
things work.*



Equity Takes Shifting Perspectives

I know what they need. I can decide for them.

VS

I should ask them what they need and give them what they ask for.

*I do not see the issues they presented as problems,
so there must not be a problem.*

VS

*I do not fully understand the problem presented.
I should listen, educate myself and realize my role in solving the problem.*

*They have gaps in their employment history. I am not going to consider
their application for this position.*

VS

*I shouldn't allow gaps in employment history to disqualify a candidate
that fulfills the requirements for the position. Instead, I should allow them
an opportunity to provide an explanation.*

Achieving Equity Requires Bold Inquisitiveness

- Does the racial make-up of our company reflect the demographics of our region? What is the percentage of non-white employees in positions of authority? What is the percentage of non-white members on our board of directors and/or community advisory board? Within those percentages, do they reflect the demographics of our region? (Perfect time to bring up new census data).
- What qualitative and quantitative data are we utilizing to make decisions about reporting, programming and community outreach initiatives? Does this data consider the demographics of the region?
- Which community events does our organization prioritize? Are we attempting to reach community members we have not served in the past?
- When was the last time our organization completed a comprehensive pay equity study? Does our HR department actively analyze salaries and compensation practices to identify racial bias or pay disparities?

Resource Links

Short Video on Equity vs Equality: <https://youtu.be/X0N22PMdF1U>

Public Media for All's Action Items: <https://www.publicmediaforall.com/organizations>

How to contact your regional Census Bureau representative for a workshop/training or presentation:
<https://www.census.gov/data/academy/request.html>

Please consider applying or nominating individuals for Public Media Women in Leadership's CEO/COO bootcamp. Men of color are also encouraged to apply. You can find more information at <https://publicmediawomeninleadership.org/bootcamp>

These organizations are making equity a top priority in media and nonprofit workplaces:

[Equity in the Center](#) is shifting attitudes, practices and systems in the nonprofit and philanthropic field by implementing and advancing race equity internally while advocating for and centering it externally.

[Media 2070](#) is a consortium of media-makers and activists focused on reparative policies for U.S. media. Its [research essay](#) details the history of the media's ongoing participation in anti-Black racism and harm.

[Nonprofit AF](#) offers a wide variety of experiences in building equity unique to the nonprofit industry, all in the form of conversational, bite-sized blog posts. ICYMI, founder Vu Le gave a no-nonsense, must-see talk at [last month's PMDMC](#).