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*
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.”

*Source: Key Terminology Guiding Greater Public’s DEI Initiatives, Brighter Strategies*
“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
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 PDMDC.