

 **OUR HOUR**

**A Gathering for BIPOC
in Public Media**

This space is for **us**.

This space is for people who identify as BIPOC, biracial or multiracial.

If you identify as white or caucasian, you may be compromising the sense of safety this town hall provides; we kindly ask that you exit this space.

We ask that attendees keep cameras on when entering and for the first few minutes of this town hall as well as while in the breakout rooms.



Announcements



Share what's happening in your world.

See what was shared in our [Announcements Doc](#)



Spread joy and encouragement by sharing personal or professional achievements



Promote industry-wide job opportunities, networking events, and learning offerings



Show love for up-and-coming BIPOC creators and businesses

The logo for 'OUR HOUR' is enclosed in a black square. 'OUR' is in a bold, sans-serif font with a sunburst icon for the letter 'O'. 'HOUR' is in a larger, bold, sans-serif font with a solid black circle for the letter 'O'.
**OUR
HOUR**

A Gathering for BIPOC
in Public Media

Public Media Development

and Marketing Conference

August 12 - 15 | pmdmc.org

The logo for the Public Media Development and Marketing Conference (PMDMC) is displayed on a blue square background. The letters 'pm' are in orange, 'd' is in green, and 'm' and 'c' are in yellow.The logo for the San Diego 2024 conference is displayed on a yellow square background. The text 'San Diego' is in orange and '2024' is in light blue.

Interested in being a panelist or bringing your ideas to the industry?

DM Sway via the chat or email sway@greaterpublic.org

New this year: Rolling RFP Deadline. Submit using the link in the chat.

Today's Special Guest



Jordan J. Harrison (he/him)
Professional Speaker, Educator,
and Social Entrepreneur

www.jordanjharrison.com

“Our conditions are NOT our conclusions.”

Presenting with Purpose:

*Embrace Authenticity,
Ignite Engagement*

Jordan Jerome Harrison

Jordanjharrison.com

@jordanjharrison



Outline

1. Who is in the room (Chat discussion)
2. Elements of a speech: Confidence & Message
3. Elements of a speech: Authentic engagement
4. Discussion

**The easiest part of
a speech is...**

**I get most nervous
when...**



I feel the best when...



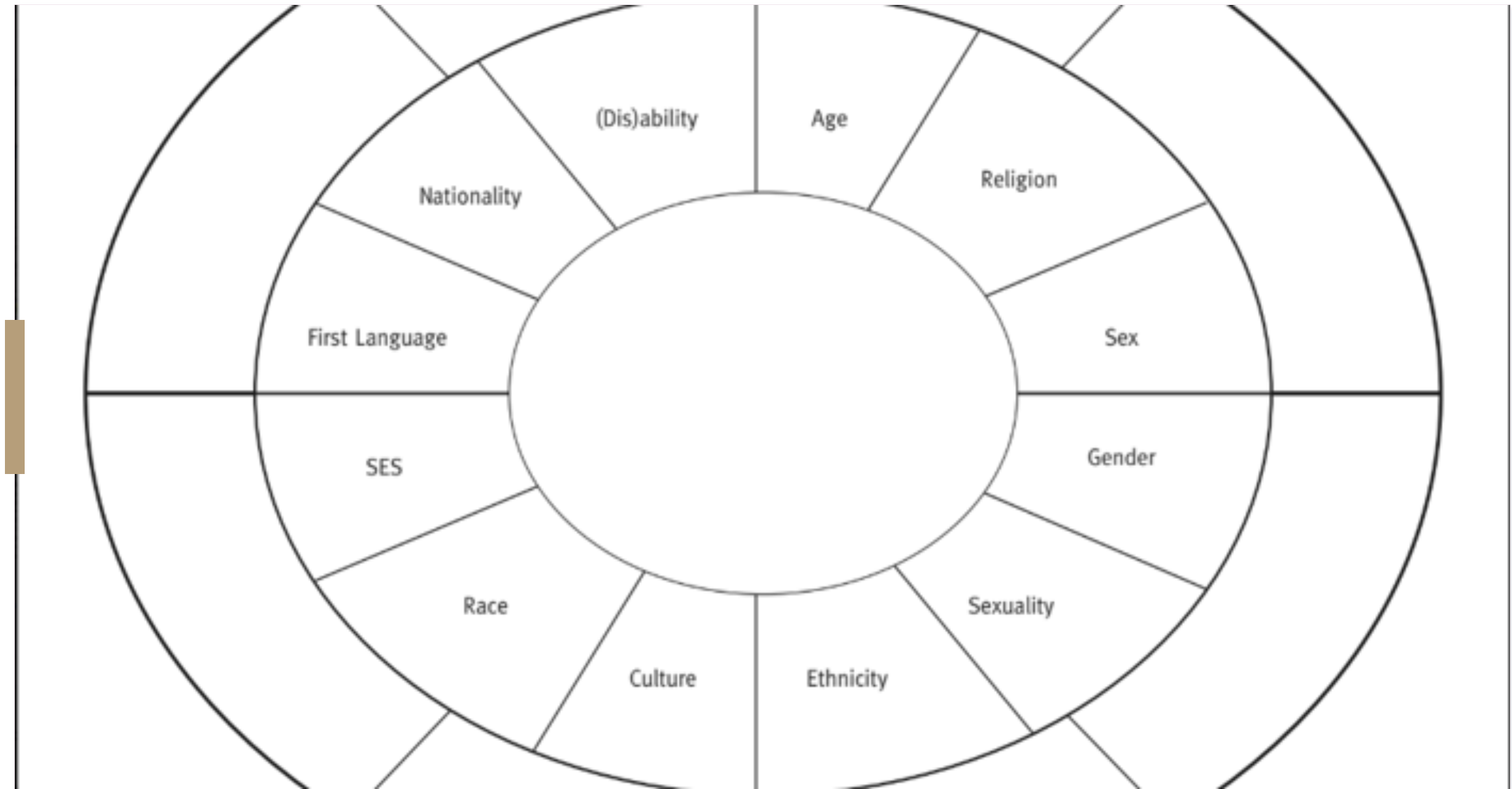
**As a BIPOC speaker
I think most about...**





TEDxSDSU





—

What is your speaking identity?



Three key elements of a speech

Driving question: What is their personal experience when they are attending my speech?



MESSAGE



CONFIDENCE



CROWD
ENGAGEMENT

Confidence



Confidence



Know your material



Ask for feedback from respected peers



Know your Why

Practical tips

Materials

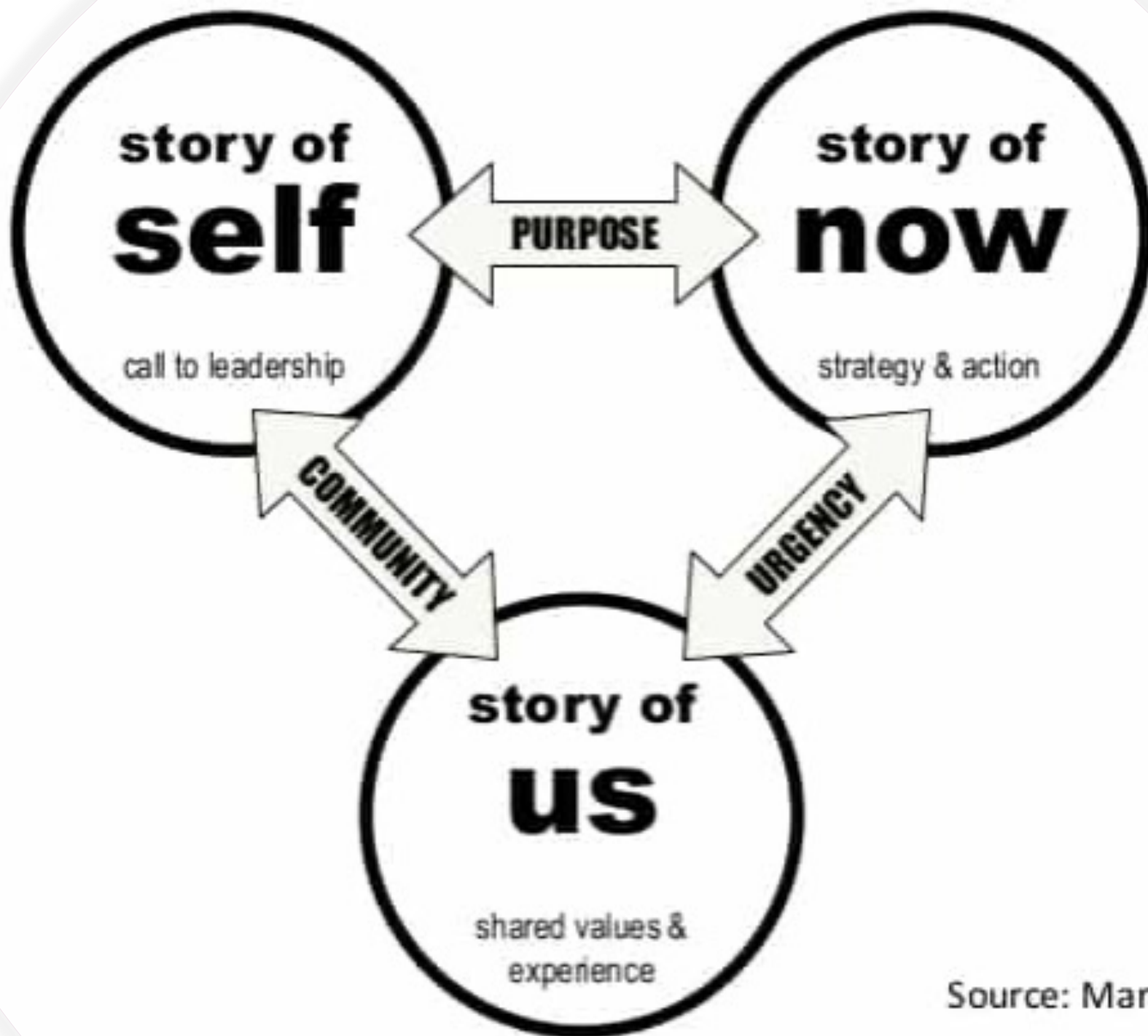
- Proper planning prevents poor performance
- Practice until you can not get it wrong
- Understand how you best deliver and learn

Peers

- Create a list of 2-3 respected peers who you can solicit feedback from who are experts in:
 - Delivery
 - Your subject matter
 - You

Why?

Message



Source: Marshall C

Create a 2 minute story self, us and now



Engagement

Tools to engage an audience



Attire



Visual Aides (Videos,
mentimeter, etc.)



Call and response

Practical tips

Attire

- Blue- signals professionalism and stability
- Red- signals energy and urgency
- Orange- grabs attention but not as loud as red

Visual Aides

- PPT should be used accentuate not explain
- Objects can be used to drive home a message
- Plant an object within the audience

Call and response

- Should resonate with your speech AND with your audience
- Used strategically and not sporadically

*This carries over into our online presentations as well

Define your "through" line



Questions to consider

- Does my title entice the audience?
 - Does my opening connect to the closing?
 - Am I clear on the 2-3 takeaways I would like folks to have?
 - Am I aware of the audiences expectations and backgrounds?
 - How is bias informing my speech?
 - Is there a place to add something memorable?
 - Have I checked with the Audio and visual team to understand the tech?
 - Does the nature of the room impact my presentation style?
-

Hybrid and Virtual Environments

Driving question: What is their personal environment experience when they are attending my talk?

Hybrid

- Tools to use:
 - Menti-meter
 - All camera on environment if possible

Virtual

- Tools to use:
 - Menti-meter
 - List of activities (email me)
 - Breakout rooms

Accessibility: closed captions, camera on environment if possible

**Free 1:1 30
minute session
to review, edit,
suggest for an
upcoming
speech**

Email me at
jordanjharrison@gmail.com



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Ignite Engagement*

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@jordanjharrison

