

 **UR 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 do not identify as BIPOC, you may be compromising the sense of safety this town hall provides; we kindly ask that you exit this space.

Our Hour is a Camera On Environment



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.



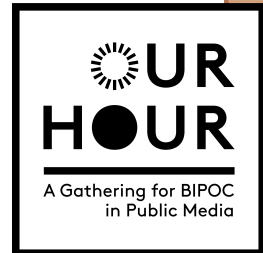
What Do You NEED From Our Hour in 2025?

Share with the community; completely anonymous



Scan QR Code or
Visit [Slido.com](https://slido.com) and
enter code: **3685365**

Open through
May 26, 2025



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



Joins us at PMDMC25!

Extended Early Bird Registration Ends This Friday, May 16

Reimagine. Retool. Reignite Growth.



Key Topics:

- Revenue Generation
- Audience Development
- Organizational Health
- Community Connections

Learn more at pmdmc.org



Upcoming In-Person Our Hour Gatherings



NFCB Our Hour Breakfast Gatherings on Tues. June 10 & Wed. June 11

Time: 7:00 - 8:45 a.m.

Day 1: Meet & Greet Fellow BIPOC Colleagues — Cultivating connection and building community as we prepare for the future.

Day 2: Coffee & Conversation with Vu Le — Bring your unfiltered questions about navigating the nonprofit media environment.

National Federation of Community Broadcasters 2025 Conference June 9 - 11 in Salt Lake City

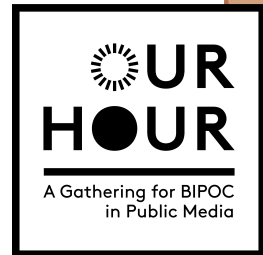
Learn more at <https://nfcbb.org/nfcbb-conference-2025>

Annual Our Hour Luncheon at PMDMC on Wed. July 9

Time: 12:15 - 1:45 p.m.

We will continue the tradition of cultivating connections while centering and celebrating our joy. Special thanks to PRX for their generous support.

Learn more at <https://pmdmc.org/our-hour-luncheon/>



Today's Special Guest



Minal Bopaiah

Founder & Principal Consultant

[Brevity & Wit](#)

Discussion Highlights

- Mantra at Brevity & Wit right now: Survive → Thrive → Help Others – in this order. Must care for *ourselves* first before we can help others.
- If you are questioning leaving, ask yourself: Is it economically feasible (to leave), emotionally feasible (to stay or leave), and do you find meaning in what you do in your role/at your org?
- It is important to give yourself an out – it is hard to be resilient if you feel trapped.
- Pay attention to policies, not political theatre – focus on what is happening under the radar, not the circus. What policies are changing – that have an impact on our daily lives – that we're not seeing?
- [Setting up Trip Wires and Safety Plans](#). Have a plan in place in order to be responsive instead of reactive. This plan is your own; your colleagues may need different things. Make a plan that plays to your personal strengths and helps buy you time.
- For organizations, leaders and orgs can play to strengths of diverse revenue streams when building their safety plans. Staying with our organizations through these challenging times will require our assistance – and a strategy.
- Strategic decisions require giving up something, which requires [grieving](#). There will be difficult decisions along the way as we navigate legal and social threats.
- Stations/Organizations rolling back Diversity, Equity and Inclusion is not the answer – we will lose our relevance (and audience). We must strategize to ensure we are not reacting out of fear.

Discussion Highlights - continued

- When strategizing, [Balance Commitment to Vision with Risk for Survival](#) – What is a Poor Vision Fit vs. a Good Vision Fit?
- When pitching inclusive practices – or anything – to leaders, focus on what can help improve the organization and make sure whatever you pitch is profitable or saves money.
- We are capable of creating solutions that meet this moment! There is no time to waste; what can we start building together? What do we need to do to rebuild/reinvent public media after we get through this difficult period, and make it truly inclusive and representative of the nation while meeting its intended mission to serve all?
- Our best resistance is to retain control over our own mind and carve out time for joy.

Q: How do we frame the need to protect ourselves to our allies?

- We do not need allies' support or empathy to create spaces for ourselves. Focus on our survival first.
- “Don’t go to the hardware store for oranges.” What do we need, and how can we fill it for ourselves?
- Who/where are the safe sources to get our needs met? Do not look to org leaders for healing or sympathy. The Our Hour community is a safe space – for us and by us.

Discussion Highlights - continued

Q: Stations that are crippled by Executive Orders, fear of being investigated or additional investigations, and have been advised by legal council to stop actively fundraising and messaging around threats to federal funding. What can we do?

- This is the time for public media orgs to collaborate and be more supportive of each other. Look to partners for indirect forms of messaging on behalf of stations. If you are not in a leadership position, ask leaders, “What is our strategy for survival?” Pay attention to their response.

Q: Apprehension around stations that are building relationships with communities of color but may be lacking in cultural competency. How to navigate build trusting with new audiences?

- What is the station’s commitment to Do No Harm? KTOO as an example on building bridges with tribal communities.
- People need instruction on how do to do this right and need models to behave appropriately(inclusion).
- Offer tours at your station as a means for unserved audiences to build a connection with the station.
- Hand the mic over – develop programs/initiatives that give communities full control and access.
- Remember: Communities owe us nothing. Always ask before starting community outreach programs: “What is it for them?” They should be benefiting from our interests and requests.

Our Hour 2025:

Honoring Cultural Heritage/History Months

“Our Histories Are Intertwined”

February - Black/African American History

April - Arab American History

May - Asian American/Native Hawaiian/Pacific Islander History

*August - Interrupting “BIPOC”

September - Latino/Hispanic Heritage History

November - Native American History

Send Sway recommendations of topic ideas, unsung heroes, and guest speakers representing these identities for Our Hour town halls in 2025.





Protesters in NYC.
Credit: [Brookings.edu](https://www.brookings.edu)

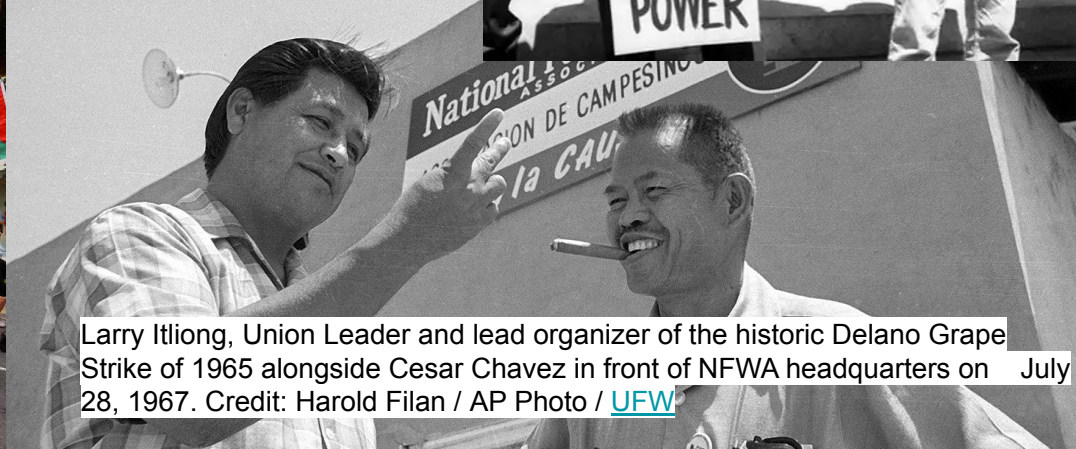


San Francisco Chinatown rally, May 16, 1984.
Credit: [Unity Archives](https://www.unityarchives.org)



"Yellow Peril" was a racist term used to depict East and Southeast Asians as an existential danger to the West. Credit: [AAPI History Hub](https://www.aapihistoryhub.org)

Young people with Hawai'i Peace and Justice during the Solidarity, Peace March for Palestine organized by Citizens for Peace Hawai'i in January 2024. Credit: Mariana Monasi / [The Nation](https://www.thenation.com)



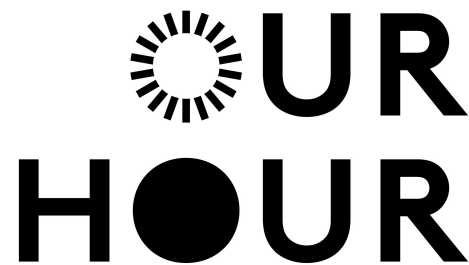
Larry Itliong, Union Leader and lead organizer of the historic Delano Grape Strike of 1965 alongside Cesar Chavez in front of NFWA headquarters on July 28, 1967. Credit: Harold Filan / AP Photo / [UFW](https://www.ufw.org)

**Thank You for
Connecting Today!**

Please complete our
feedback survey.

Have resources related
to today's topic?

Send them my way:
sway@greaterpublic.org



A Gathering for BIPOC
in Public Media

Resources

Connect with Minal: <https://www.linkedin.com/in/mbopaiah/>

Visit [Brevity & Wit](#) and Subscribe to their [Newsletter](#) – Examples of shared content listed below!

Remaining Anchored and Steadfast

[Survival Strategies in Difficult Times: Tripwires and Safety Planning for Individuals and Organizations - Brevity & Wit](#)

[Strategy Requires Grieving - Brevity & Wit](#)

[The Art of Prioritization - Radical Product](#)

[Why Going Offline Might Save Us](#) - (audio) Greater Good Magazine

[42 Inclusive Behaviors That We're 99% Sure Can't Be Outlawed or Get You Fired - Brevity & Wit](#)

[What Your Staff Wants Right Now is Hope — Here's How to Cultivate It - Brevity & Wit](#)

Asian American, Hawaiian Native, Pacific Islander Heritage Month – Our Histories are Intertwined

[The Virtue of Equity](#) – Excerpt from *Equity* by Minal Bopaiah. Aids in debunking the Model Minority Myth.

[The Mountain of Racial Triangulation](#) - Based on a framework by Claire Jean Kim

[Lessons from the Bamboo Ceiling](#) - Association for Psychological Science

['Model Minority' Myth Again Used As A Racial Wedge Between Asians And Blacks - NPR](#)

[How Anti-Filipino Hate Led to the Watsonville Riots - Anti-racism Daily](#)

[The Untold Story of AAPI and the Labour Movement - Reappropriate.co](#)

[Grapes Of Wrath: The Forgotten Filipinos Who Led A Farmworker Revolution - NPR](#)

[How Asian-American Exclusion Leads to a Civil Rights Backlash - WNYC](#)

[Fighting for Belonging - The Asian American Education Project](#)

[Perpetual Foreigner - Systemic Racism Against Asian Americans](#)

[Japanese Civil Rights Activist Yuri Kochiyama - National Park Service](#)

[Meet the native Hawaiians fighting U.S. occupation](#) - (video) AJ+

[Saving Paradise: The Fight to End Militarization in Hawai'i](#) - The Nation

[Battling Discrimination And The Bamboo Ceiling: The Bias Facing Asian American Managers - Forbes](#)