



**OUR HOUR**

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**A Gathering for BIPOC  
in Public Media**


This space is for **us.**



## *Meet Sameer – Public Media Newbie*

- ✓ Mission / Public Service
- ✓ Respected
- ✓ Professional Goals & Personal Values



A group of four people are gathered in a modern office setting. On the left, a man with short brown hair, wearing a light-colored sweater, is shaking hands with a man on the right. The man on the right has dark hair, a beard, and glasses, and is wearing a brown sweater. In the center, a woman with long dark hair and a light-colored button-down shirt is looking on. To the left of the woman, a woman with short curly brown hair and glasses, wearing a beige blazer over a grey turtleneck, is smiling. A speech bubble is positioned above the woman with curly hair, containing the text "Can we call you Sam?".

Can we  
call you  
Sam?



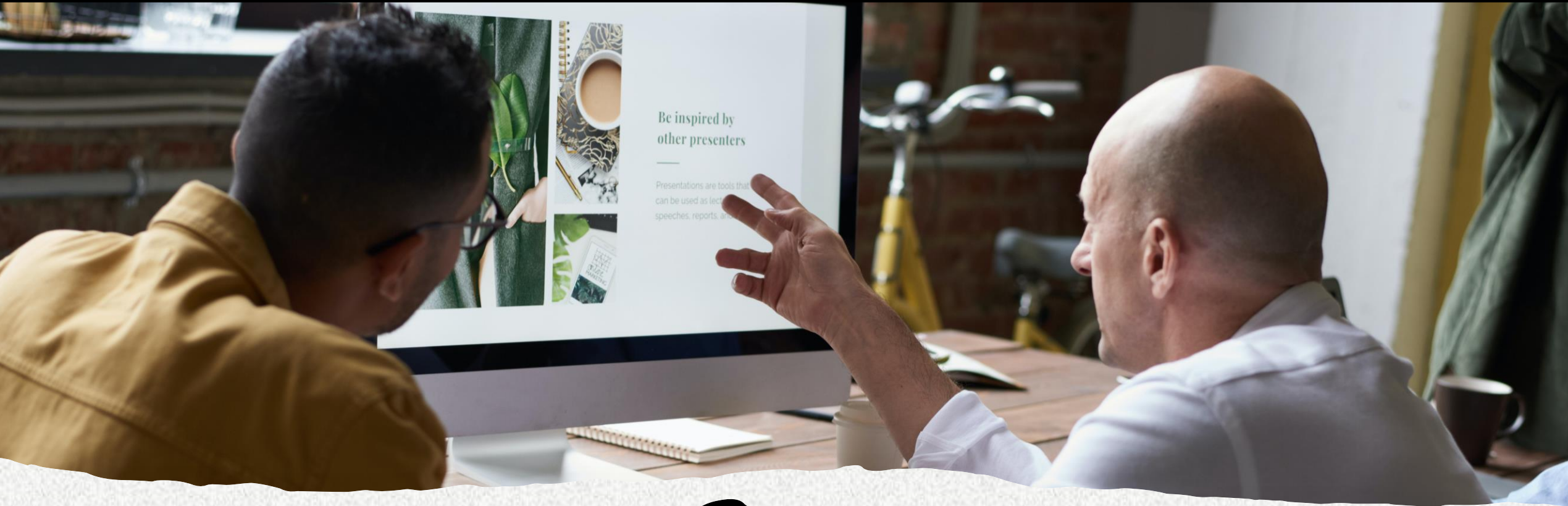
*6 Months Later...*



Sam shares an idea with his team  
and they love it!







*Sameer shows  
the boss...*

- 🗨️ Changes contradict with Sameer's vision
- 🗨️ Dismisses Sameer's initial compromises
- 🗨️ Will only support if his changes are made

# What should Sameer do?



Let's Talk About It:

In the next 8 minutes with your group please share:

- Your name, station/organization and role in public media
- What you would do if you were in Sameer's position
- Each group will report out afterward



# Buy-in:

Acceptance of and willingness to actively support and participate in something.

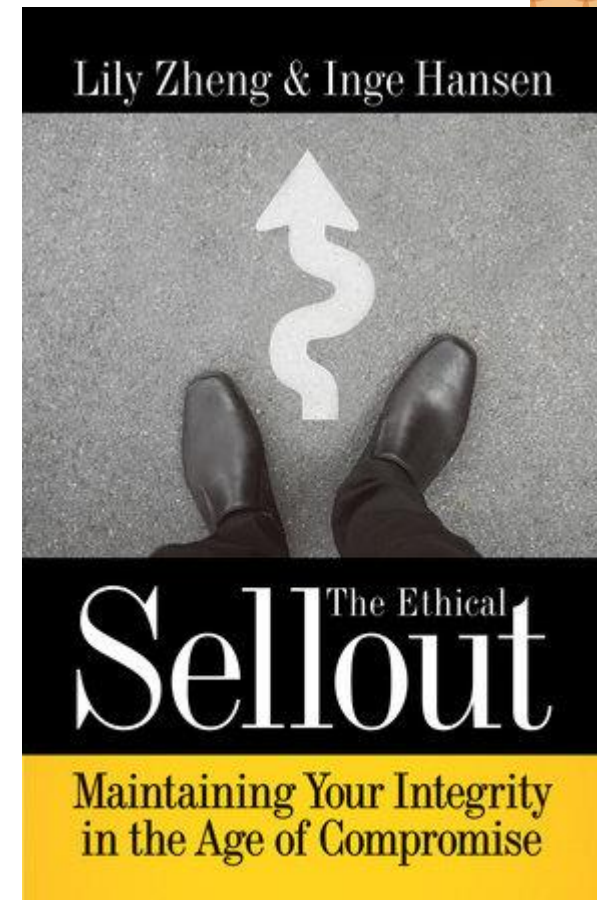


To some degree, we have all “sold out” or made a tough choice that challenges our integrity.

“...it does harm to view selling out simply as a failure of moral character, rather than nuanced decision making in the context of a seemingly impossible choice.”

[Selling Out: The Diversity Issue We're Not Talking About](#)

By Lily Zheng and Inge Hansen





# Two Assumptions:

We Need to Earn Money To Survive.



Image Sources:

[medium.com/@wendycockcroft](https://medium.com/@wendycockcroft)

& [liquidplanner.com](https://liquidplanner.com)



Society Values Certain  
Identities Over Others.

Source: [Selling Out: The Diversity Issue We're Not Talking About](#)



Identity



Values



Obligations

**Compromise or Confront?**

Source: [\*Selling Out: The Diversity Issue We're Not Talking About\*](#)



**N** FILM

# THE FORTY-YEAR-OLD VERSION



Image Source: *USA Today*





**Buy-in:**  
acceptance of  
and willingness  
to actively  
support and  
participate in  
something.

**Sellout:** to  
betray one's  
cause or  
associates  
especially for  
personal gain.

 **OUR**  
**HOUR**

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Compassion

Honesty

Accountability

Nuance

Growth

Exploration



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Source: [\*Selling Out: The Diversity Issue We're Not Talking About\*](#)

The image features two hands, one from the bottom left and one from the top right, reaching towards each other in a gesture of support or connection. The hands are silhouetted against a vibrant sunset sky filled with orange and yellow clouds. A dark, rocky ledge is visible at the bottom of the frame.

What is my why?

Lift others up.

Offer insight freely.

What do you do?