OUR HOUR

A Gathering for BIPOC in Public Media
This space is for us.
What is loaded language?

“Loaded language is rhetoric used to influence an audience by using words and phrases with strong connotations associated with them in order to invoke an emotional response and/or exploit stereotypes. Loaded words and phrases have significant emotional implications and involve strongly positive or negative reactions beyond their literal meaning.”

What words or phrases are loaded to you?

- Your people
- at-risk
- superwoman
- what are you mixed with?
- not really black
- resilient
- Urban
- foreign
- assertive
- independent
- marginalized
- feminist
- you speak so well
- degraded
- you don't speak Indian?
- whitest Indian girl
- disadvantaged
- you don't have an accent
- not really Asian
- disappointed
- educated
- are you half black?
- You don't act black.
- Exotic
- feisty
- gal
- ethnic
- Model Minority
- bootstraps
- what are you really from?
Coded language is loaded, too.

“Coded language is a subtle way members of the public, media, and politicians talk about race, gender, ethnicity, sexual orientation, and religion in the US. … Coded language describes phrases that are targeted so often at a specific group of people or idea that eventually the circumstances of a phrase's use are blended into the phrase's meaning.”

Source: The sneaky language today's politicians use to get away with racism and sexism, Vox
It’s never going to happen.

Sounds like a hand-out.

Rep-ar-a-tions
[ rep-uh-rey-shuhns ]

Aren’t Affirmative Action and the Obama’s enough?

Why should I pay for something I’m not responsible for?
Deficit thinking is the spoken and unspoken assumptions about a person’s lack of self-regulation, ability, or aptitude.

Its impact:

• Socio-cultural differences are perceived as inferior, dysfunctional, or deviant.
• Negative influence on a person’s confidence and self-efficacy.

Source: Reframing Deficit Thinking: How to Change Perceptions for the Better
“Deficit thinking is rooted in *a blame the victim* orientation that suggests that people are responsible for their predicament and fails to acknowledge that they live within coercive systems that cause harm with no accountability… Furthermore, deficit thinking is pervasive and implicit, and often emerging in language that treats people as problems.”

– Dr. Lori Patton Davis and Dr. Samuel D. Museus

**Deficit thinking leads to deficit language.**

*Source: Identifying and Disrupting Deficit Thinking, Medium*
Language creates imagery...

• Who is the author/speaker?
• Who/what is the subject
• What are the descriptors?
What do you do in the moment?
“What do you mean by that?”

Listen for understanding.

Give your position.

Mind your tone.

Know when to walk away.

“Not everything that is faced can be changed, but nothing can be changed until it is faced.”

- James Baldwin
Announcements:

• Special edition of Our Hour at PMDMC on Friday, July 16 at 1:30 pm ET / 10:30 am PT

• Have you experienced or witnessed racist, sexist or microaggressive interactions with a donor or audience member? Share your story [here](#).
Help decide a future Our Hour topic!

1. Go to slido.com on your mobile phone or browser

2. Type in code: #088411

3. Submit your responses under the “Polls” tab

– OR –

Scan this QR code and submit your responses under the “Polls” tab
Look for an email later today with resources and a feedback survey!

Next town hall:

Friday, June 18

10 a.m. PT
12 p.m. CT
1 p.m. ET