

 **UR HOUR**

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**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.**



# Meet & Greets 🤝 🤝 🤝

Building connection with one another

- Groups of three. Keep cameras on.
- Share your name, organization and title.
- How can we get our communities more involved in telling their stories?

10 Minutes

# 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



# Submit Your Info to be a part of the Our Hour Community Directory!

With the help of [Public Media For All](#), we have launched this directory as a resource *solely* for the Our Hour Community as a means to strengthen the connection between BIPOC, Biracial, and multiracial individuals working in all areas of Public Media.

Individuals who submit their details will receive access to the directory.

Complete [this form](#) to submit your details. Questions can be directed to [sway@greaterpublic.org](mailto:sway@greaterpublic.org).

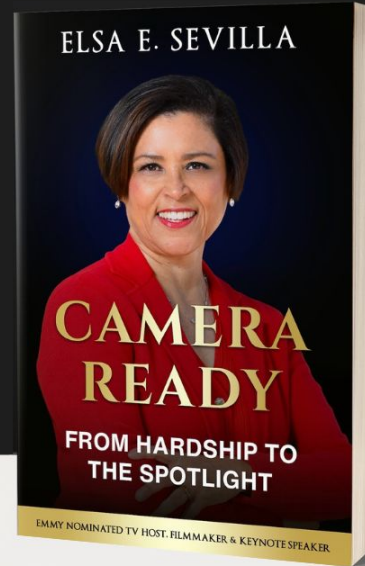


# THE POWER OF OUR STORIES

WED, OCT 1  
1PM EST/ 10AM PT  
90 - MINUTE TOWNHALL



GUEST SPEAKER:



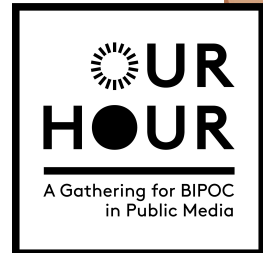
# Discussion Highlights

- Elsa shared her story of unexpectedly being uprooted from Tijuana, Mexico, to Southeast San Diego, CA at the age of 5 after her father suffered a near fatal accident. The transition, which involved navigating a new country, a new language and a new school environment at such a young age was difficult; books and stories that she gravitated to helped her connect with and adapt to her new surroundings.
- Her early interest in writing and storytelling led her to wanting to be on TV and to be known. She developed a plan to become a TV journalist, using her resilience and determination to land opportunities in reporting for her high school and college newspapers, and an internship in Washington, D.C.
- After college, she started her professional career at the local ABC affiliate, developing packages and features. A few years later she approached KPBS, San Diego's local PBS & NPR station, to freelance. She continued working in news for 20 years, but wanted to transition to a role that was more creative, and offered more positive and uplifting stories. She asked KPBS if she could do more pieces for the station. While they didn't have a role in their newsroom due to budget cuts, they did have funding to produce longer-form, documentary style programming. With her videographer husband and partner, they developed *Historic Places*.
- Over time, Elsa change the shows focus to uncover stories of indigenous people in San Diego with a goal of educating viewers and ensuring indigenous, Latino and Americans saw themselves in history dating back to the 1700s and 1800s.



# Discussion Highlights

- So much of what happened in the past still resonates today. We are resilient and our stories deserve to be told. How will you continue to connect with your roots, heritage, and history?
- We can use our history to empower us. The people who came before us did so much with so little. How can we be inspired by and pass on their legacy?
- There is power in numbers. We can use the community we have built to support one another and the projects that we know will bring more viewers and listeners like us to our stations. We can create a blueprint that can be shared and utilized to help bring our ideas to stations and get leaders' buy-in.
- When pitching ideas, use data to help complete the picture. Studies like the [RUN study](#) show that audiences of all demographics are drawn to stories that are factual (and not sensational), interesting and educational, uplifting, solutions-oriented, and help build and connect our community (think: localism). You can also look to other types of data to support your ideas; consider checking our [Pew Research](#) and [Census.gov](#).

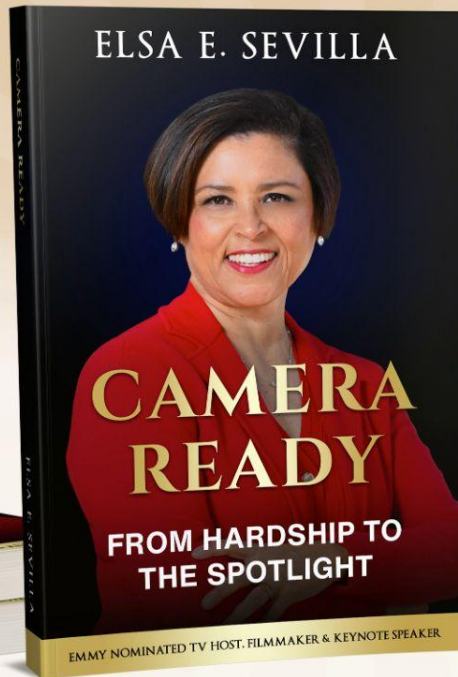
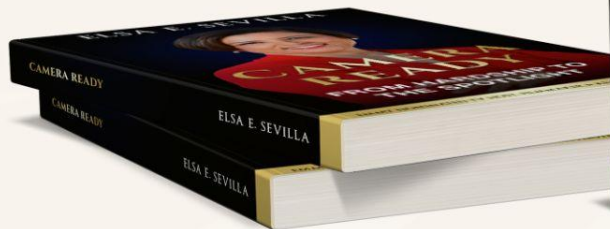




You can support Elsa by purchasing her book on [Barnes & Noble](#) or [Amazon](#)  
available at

**amazon**

**BARNES  
& NOBLE**



*New*  
**BOOK  
RELEASE**



**ELSA E. SEVILLA**

# 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”

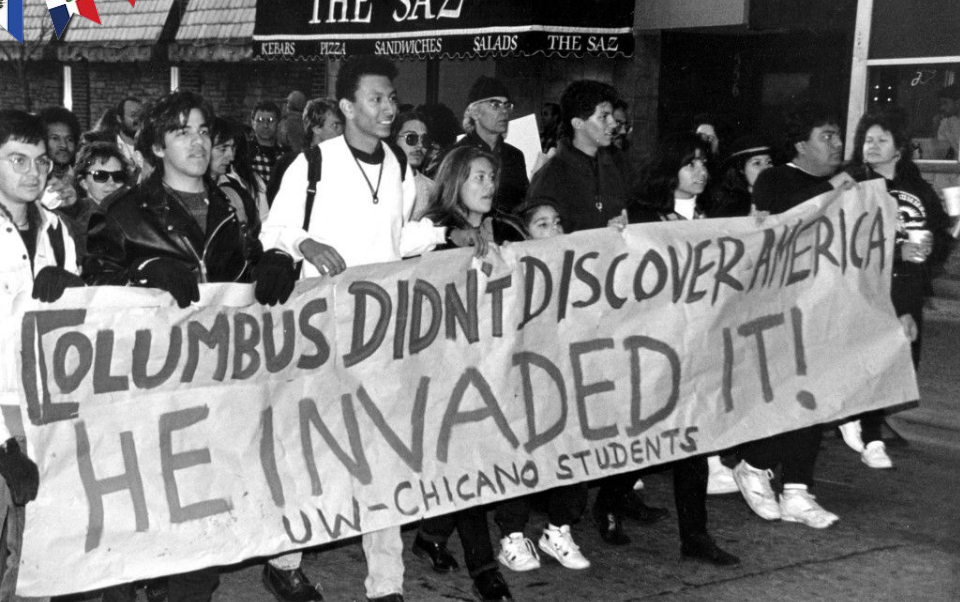
Sept./Oct - Latino/Hispanic Heritage History

November - Native American History

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







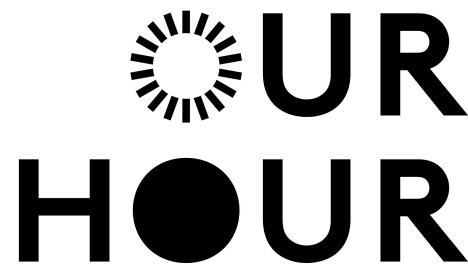


**Thank You for  
Connecting Today!**

Please complete our  
feedback survey.

Have ideas to share for  
a future discussion  
topic?

Send them my way:  
[sway@greaterpublic.org](mailto:sway@greaterpublic.org)



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# Resources

Learn more about Elsa Sevilla's work and book *Camera Ready: From Hardship to the Spotlight*

<https://www.sevillaproductions.com/> Connect with LinkedIn <https://www.linkedin.com/in/elsa-sevilla-616011ba/>

Historic Places with Elsa Sevilla | KPBS <https://video.kpbs.org/show/historic-places-elsa-sevilla-californias-history/>

## Hispanic Heritage Month Resources

Latino Civil Rights | National Museum of the American Latino

<https://latino.si.edu/learn/latino-history-and-culture/latino-history/latino-civil-rights>

UnidosUS and Civil Rights Groups Urge Congress to Exercise Constitutional Duty to Check Executive Overreach | UnidosUS

<https://unidosus.org/press-releases/unidosus-and-civil-rights-groups-urge-congress-to-exercise-constitutional-duty-to-check-executive-overreach/>

Mexican America | American History Museum | Smithsonian Institute

<https://www.si.edu/spotlight/mexican-america>

Cesar Chavez: A Hero Who Fought for the Rights of Latino Workers | Salud America

<https://salud-america.org/cesar-chavez-civil-rights-leader-who-fought-for-the-rights-of-latino-workers/>

Latinx Narratives on Police Brutality, Respectability Politics, and Historical Erasure | The Latinx Project

<https://www.latinxproject.nyu.edu/interventions/latinx-narratives-on-police-brutality-respectability-politics-and-historical-erasure>

Latino Workers are often segregated into bad jobs, but a strong U.S. labor movement can boost job quality and U.S. economic growth | Washington Center for Equitable Growth

<https://equitablegrowth.org/latino-workers-are-often-segregated-into-bad-jobs-but-a-strong-u-s-labor-movement-can-boost-job-quality-and-u-s-economic-growth/>

The Struggle For Civil Rights Living In The US For Latin-Americans | Elms Oscar Olmos

<https://www.linkedin.com/pulse/struggle-civil-rights-living-us-latin-americans-elms-oscar-olmos/>