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**A Gathering for BIPOC  
in Public Media**

This space is for **us.**



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# Earning Your Worth



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# Townhall Highlights

- Get in the habit of documenting everything you do, your accomplishments, and any kudos you receive from colleagues and supervisors.
- The employee-employer relationship is a mutual one. Overcome the fear of asking for advancement or an increase in pay; these are questions you have every right to ask. Be sure to come prepared for the conversation and know what you want. Do your research and know what the marketplace in your region and field are paying. Don't get caught up with your title. Focus more on the scope of work, your skills, and your responsibilities.
- Find ways to measure your work output. Set metrics to measure outcomes. There is always something you can measure - ratings, audience member growth, fundraising, money you save the station, innovations, etc. Think about what parts of your work you can measure and show your supervisor the metrics you use to show your value.
- Do not wait until evaluation time to ask for a review of your salary. Most evaluations take place toward the end of the fiscal year or in the middle of the fiscal year. By then, budget decisions have already been made. Know when your organization's fiscal year begins and start the process of self-evaluation several months before the budget is finalized.
- Be mindful of when you make the request; the best time to ask is when you are winning. If you exceed a major goal or helped save the station money, get your facts and figures straight and have them ready before you begin the negotiation process.



# Townhall Highlights

- Know your audience. Our industry is surrounded by creatives and people like visuals and "bite-sized" information. Create your own "sizzle reel" that highlights the quality of your work. Use tools like Canva, PPT, or iMovie; include photographs, quotes/testimonials, and graphs, tables, or charts to show off your metrics.
- Create a vision board and post your kudos in your workspace. This will help you concentrate on your successes or goals if you are not regularly celebrated for your accomplishments or feel valued at work. Develop mantras and repeat them often, or before your evaluation or negotiation to mentally prepare yourself.
- Do not approach salary negotiation or promotion conversations from a place of deficit. Know yourself. If you get flustered or emotional in these types of conversations write a script or talking points to help keep you guided and grounded throughout the discussion.
- Develop and revisit your professional career map to ensure your decisions will lead you to where you want to be in three, five, and ten years. Share it regularly with your supervisor and leaders so that when opportunities that align with your career path come up, they will consider you for a future role. This creates a win-win for both you and your station or organization.
- Find mentors and sponsors who can help you along the way. There are several leaders and long-time members of public media who want to help lift newer or younger colleagues. Check out [Public Media Women in Leadership](#) and [Public Media People of Color](#) on Facebook as places to find potential mentors.

# Townhall Highlights

- Find ways to let public media know what you are up to. Start humble bragging and share your achievements more publicly. Post your professional successes on LinkedIn and weave your recent wins into discussions with peers, leaders, and mentors. Do not forget to thank those who helped you along the way. If a national organization starts to recognize your accomplishments, your station will (should) also sing your praises.
- Do not forget that being a BIPOC in public media is an asset. Our cultural competency skills and experiences add value to our organizations; we can offer insight to reach untapped audiences. If your station is trying to reach members of your community, consider presenting yourself as an internal consultant to guide the organization, and negotiate on your terms if it is outside of the scope of your role.
- When you are preparing for your negotiation find a cheerleader who can coach you through the process. Look to your network of colleagues, family, and friends to find someone who has experience with negotiation and who knows you well enough to give honest yet encouraging feedback.
- Nonprofit organization's financial records are public. Information may be available on your organization's website, or on sites such as GuideStar and Charity Navigator. Pay attention to any increases in the top earner's salaries and keep this information in your back pocket if your organization claims it does not have a budget for raises.
- If you are gaslit in a salary negotiation meeting, be sure to maintain your positivity and professionalism throughout the interaction. Develop a script beforehand and keep it handy; this will help you anticipate any obstacles ahead of the conversation.

# Townhall Highlights

- Broaden your understanding of compensation and look at equity. Review access to professional development, work-life balance, affinity group memberships, vacation days, bonuses, etc. The benefits you are negotiating for should meet your monetary and/or personal needs. Take a close look at what you are spending out of pocket to do your job (these costs add up!) and ask that the expenses are factored into your department budget for reimbursement or into your annual wages.
- If you find you are making less than a workmate with the same role and years of experience, see if they are willing to be your ally in approaching HR. Be sure you have your colleague's permission and ask them questions about their experience and background before making any assumptions about differences in salary. Continue your own compensation research by checking out public salary information. [Here is a google doc of media salaries](#). Ask your colleagues across your network if they are aware of other resources they use to compare salaries.
- If you are moving from a smaller market to a larger one, do your research ahead of the negotiation to ensure the salary is in line with the market. When the time comes, start the negotiation at the highest level of the range; do not lowball yourself because you may be stuck with that pay. Also, make sure you always ask for reimbursement of moving expenses.

# Aishah's Hot Tips & Resources

- There are at least 100 organizations in the Public Media System --- You're working for them. And they are here to work for you. Put them to work. [CPB has a shortlist](#) but be sure to check out the following:
  - [National Educational Telecommunications Association \(NETA\)](#) – Tons of professional development resources.
  - [Greater Public PMDMC portal](#); [“State of The System”](#) -- This is hands-down, the most important PMDMC Session!
  - [Public Media Women in Leadership](#) – Led by Latinas
- For PBS Member Stations:
  - [PBS Hub New Employee Orientation](#)
- For NPR Member Stations:
  - [NPR Policies](#)
  - [Managers' Handbook](#)

## Tips for Newbies

- Find Mentor, Sponsors and Allies – at your station and nationally.
- Make a Calendar for checking in with your personal Advisory Group – around holidays / before major conferences.
- Ask your vendors to sponsor your training or comp it.
- Apply for Scholarships. There are several!
- Apply for ONE National Leadership Committee / Group (PBS Kids, Development, Programming, Affinity Groups, etc.)
- Go to free workshops and trainings (and keep a record of your attendance). This shows your initiative and do not forget to humblebrag that you attended!
- Keep an Accomplishments Folder and when you've hit a major milestone or accomplished a big project, share it broadly.



# Aishah's Hot Tips & Resources

## [Mid-Year Self-Evaluation Form](#)

Ask a trusted colleague to “interview you” using this document. They will be able to help you fill in any gaps about your successes. If you are a manager or supervisor, go over this document with each of your direct reports.

## [Talking Points for Salary Negotiation](#)

Use this as a template to help anticipate questions and stick to your facts and figures during the negotiation.

## [Example: Salary.com Personal Salary Report](#)

As part of your research, you can find free and paid tools to help you negotiate with confidence. [Salary.com](#), [Glassdoor](#), [PayScale](#), and [LinkedIn](#), [to name a few](#), all offer free tools. This [Personal Salary Report](#) costs approx. \$30 - \$80.

## **Article:** [How To Advance Pay Equity at your Nonprofit](#)

By Lisa Schohl, The Chronicle of Philanthropy, September 21, 2020