

 **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 identify as white or caucasian, you may be compromising the sense of safety this town hall provides; we kindly ask that you exit this space.

**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.**



# 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



# Are you new to this?

## Objectives:

Bridging the gap between veterans and newcomers through shared experiences.

Provide clarity to the new class of BIPOC professionals.

Gain a clearer understanding of the current challenges that our newcomers are facing.

## Town Hall Guidelines:

- Focus on behaviors, not stations or individuals
- Speak freely and from personal experience
- Listen, reflect and reply with compassion
- Be courageous; say what needs to be said



## **Theme:** *Professional Development and Intentionality Are Essential*

“I had the least possible amount of training and had to rebuild the underwriting department on my own with little information from the one and only previous UD in the station’s history.”

“It has been difficult to get straightforward information on how PBS operates and most of what I've learned I've researched on my own”

“I attended PMDMC after being in my role for 3 months and this was a great introduction to public media and allowed me to make some great contacts in the industry.”

### **Guidance:**

- List the things you need in order to excel in your position and ensure you get them. Be your biggest cheerleader.
- Understand that some of fields in our industry are constantly evolving and that there are no formal training programs.
- Look locally within your community to network with people in similar roles, and learn from them. Find a mentor.
- Work with your manager or HR to ask for formal professional development opportunities.
- It’s budgeting season – make your request to attend industry conferences now.
- Be passionate about what you do and share your passion with others; the people you work with (or serve, such as small business owners) will feed off of that passion and want to work with you.



**Theme:** *Insider Culture and Misalignment Across the Industry*

“When I started, nothing was documented, ever, by anyone...”

“Culturally, public media to me seems to be so large as an industry, and unaligned in so many places, that it can feel very scattered and sporadic at times.”

“How can we push leadership in the industry to be more equitable and intentional in their decision making from inception to execution?”

**Guidance:**

- Public media needs to decide what it wants to be. We say we are transparent and inclusive, but the reality is sometimes the opposite.
- People hoard knowledge because knowledge is power. Pay attention to this and disrupt it strategically.
- Recommend developing a succession plan, and include documentation of duties and processes as part of the process.
- Find the people in the organization who will support the changes that need to happen, and who are focused on immediacy rather than navel gazing/examining the problem.
- Industry was founded on community, connection, and taking creative risks. Bring these ideas back into the fold. Challenge norms that go against these values.
- Building support systems; connect with one another at industry conferences.
- Department leaders should leverage their power to bring concerns to GMs; There has to be a level of trust and assurance that the leader will be action-oriented.





## **Theme:** *Working in a Culture of Contempt*

“Being accepted but not necessarily respected despite all of my accomplishments.”

“I am not convinced that the change I need to excel in my position will happen fast enough.”

“I often feel isolated...”

“How can we find and make space for wellness, mental health, community support, and guidance in a fast-paced, ever-changing media landscape, particularly for our BIPOC communities?”

### **Guidance:**

- Be confident in your abilities; Let your work speak for itself.
- Focus on what you can control.
- Stand up for yourself and call those things out. Ask them “Why am I here?” “Why did you hire me?”
- Make people aware of the inequities that exist. It may make other people uncomfortable, but we need to put *our* comfort first.
- Working to earn respect is a whole other job on top of the work you’re already doing. Acknowledge this; you do not need to set yourself on fire to keep other people warm.
- Know when it’s time to leave, and make an exit strategy.

**Theme:** *Addressing Lack of Representation and Persistent Microaggressions*

“Being fairly new to public media, it is astounding how few people of color are represented.”

“Given that I answer phones and interact so much with members, I often hear racist statements.”

“It gets tiresome witnessing the freedom and autonomy some people have that others do not.”

“It is exhausting dealing with the culture of the station.”

“I went to a Juneteenth event and was told we had no Juneteenth-related programming to promote. That is unacceptable.”

**Guidance:**

- Create an ecosystem. We can find ways to collaborate with one another on locally produced offerings that could be used in another market. Let's go outside of the usual channels.
- Mentor youth to create content that could make its way on our airwaves.
- Develop an anti-racist action plan that is embedded into the policies and practices of the organization, and made public to members/audience.
- Membership, Development and Audience Services departments should develop ways to address racist/bigoted members and severe the relationship.





# Additional Resources:

## History of Public Broadcasting

Throughline: [Getting to Sesame Street \(2022\)](#)

Throughline: [Who is NPR \(For\)? \(2021\)](#)

[American Archive of Public Broadcasting](#)

[Public Broadcasting Timeline](#)

[How a Public Broadcasting System Asleep at the Transmitter has Overlooked Latino Listeners](#)

[Audience '88: Time for a New Vision](#)

## Dealing with Discrimination, Harassment and Racism:

[Our Hour webinar with Cierra Gross, CEO of Caged Bird HR](#)

[“Speechless: How Saying Nothing Enables ‘-isms’ and Goes Against Our Mission”](#)

Please Take the [Our Hour Feedback Survey](#)... your feedback and ideas matter!

