

 **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 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.



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're launching 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. The Directory link will be sent to participants in early September 2025.

The Term BIPOC

AUTHOR: Unknown

★ **ORIGIN:** Approx. 2013 via Twitter by social justice activists & scholars.

★ **USED:** Primarily the United States; not globally accepted.

★ **USAGE:** An umbrella term used to represent all “non-white” (Non-Anglo, Non-European) racialized ethnic groups with a goal of acknowledging the unique experiences of Black/African-American and Native American/Indigenous experiences and histories .

★ **RELATED TERMS:** Minorities, People of color/colour (POC); Black, Asian and Minority Ethnic (BAME-UK; formerly BME); People of the Global Majority; Racialized Communities and Visible Minority (Canada)

The Term BIPOC Discussion Highlights

When you hear the term BIPOC or related terms used, how does it make you feel? What immediately comes to mind:

- Uncomfortable
- Frustrated
- A lot of complicated feelings
- Lumped into one category or being non-white with negative vibes attached to the term
- It's a collective and inclusive term when used correctly; but we are not a monolith
- Unifying; empowering (when used correctly)
- It is a term that is thrown around ex: described as a BIPOC person instead of by their racial identity
- Has a degree of othering; subhuman
- Neutral; unrelatable
- We're always hyphenated instead of being called or considered just "American"

The Term BIPOC Discussion Highlights

When is the term typically used? In what situations? In what context? And what are the implications?

- It can signify a call to arms but there are positives and negatives in the approach. We all have a variety of experiences and beliefs. Erasure and lacks nuance of each groups' histories, experiences, and dynamics
- When the dominant culture lump us together they get away with not properly addressing the concerns and needs of each individual racial and ethnic group under the umbrella terms
- It's used to categorize and label – in business, media, academia, research, etc. to describe the demographics (white vs BIPOC)
- The implications of its usage can lead to misunderstandings about the unique challenges faced by different racial and ethnic groups, potentially fostering tokenism or superficial inclusivity.

Stronger Together

Safeguard from visible and invisible divisive forces:

All too often, narratives about non-white people in media – and especially in this day and age of unregulated social media and AI – can be divisive, especially when the truth of a news story is obscure, sound bites without context are utilized, and talking heads share opinions as facts while actual, concrete, validated facts are questioned.



Voltron: Lion Force – Defenders of the Universe. An analogy for BIPOC.

Share the spotlight equitably:

In traditional media, we still fall into the traps of taking a literal “black vs white” approach when talking about current and historic events, which ends up alienating and erasing the rich, complex history of all the identities that make up the moniker “POC”. This is another tactic to further divide and distract us.

Work toward a shared vision:

When we have a shared vision – something that we’re all working toward – it is easier achieved as a collective. There are tangible benefits to being lumped together, but it is important to understand that the experiences of our particular races or ethnic groups are vastly different, and those differences play a significant role in how we choose to show up for the collective.

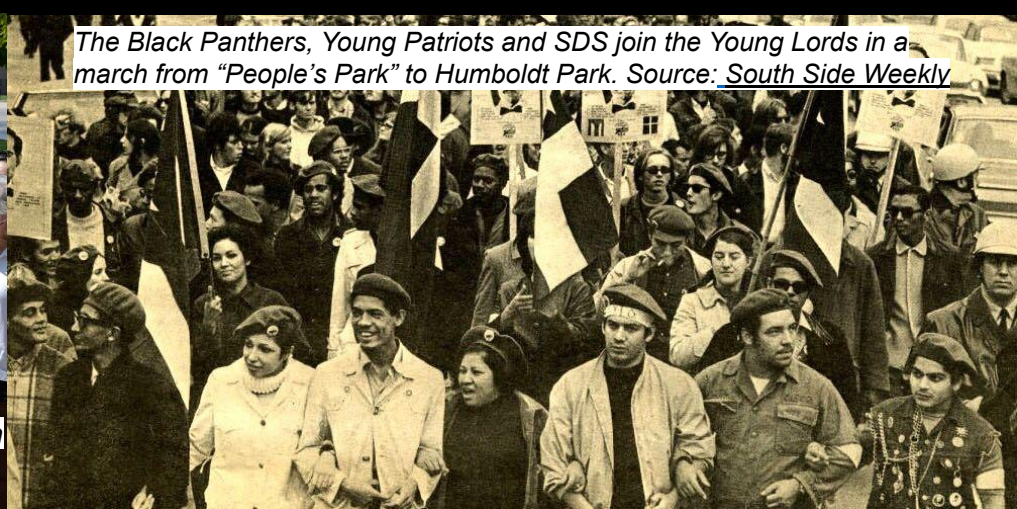
Working Toward a Shared Vision Discussion Highlights

What is one problem directly affecting "BIPOC" people that We – the Our Hour Community – can solve together? We'll address these ideas in future Our Hour Town Halls

- Retention strategies (via camaraderie, support, connection - when people feel safe, it improves their experience)
- Lack of management and leadership training for POC to prepare us to be at the leadership level
- Underrepresentation of communities of color - in media, in leadership - as people in public media we can work to represent more voices (internally in the organizations, externally in media - socials, productions)
- The digital divide is widening and minority groups especially are getting left behind.
- Collective despair our communities feel and the underrepresentation of our communities in the media. What can we do to mobilize? Who can help us?
- Fair wages
- Continuing these meetings and conversations! Creating Our Hour environments within our organizations, and working with HR to support these efforts and get buy-in from leadership



Texas House Democratic Caucus Chair Gene Wu speaks during a press conference at the Dr. Martin Luther King Jr. Memorial in Marquette Park on August 13, 2025 in Chicago, Illinois. Source: [AP/Huffington Post](#)



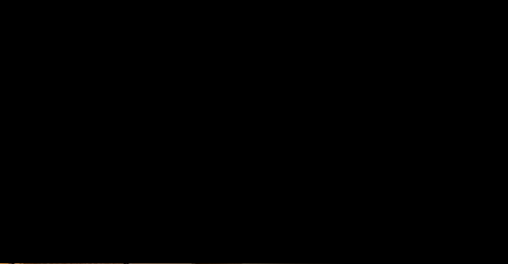
The Black Panthers, Young Patriots and SDS join the Young Lords in a march from "People's Park" to Humboldt Park. Source: [South Side Weekly](#)



Lin-Manuel Miranda with the cast and creative team during the Broadway opening night performance of 'Hamilton' at the Richard Rodgers Theatre on August 6, 2015 in New York City. Source: [ABC News](#)



Members of the inaugural BIPOC Board Leadership Training Initiative developed by the San Luis Obispo County Diversity Coalition. The initiative was launched in 2023 to equip BIPOC professionals with the skills and knowledge needed for effective board governance. Source: <https://www.diversityslo.org/training>



 **UR**



HOUR



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”

September - 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.

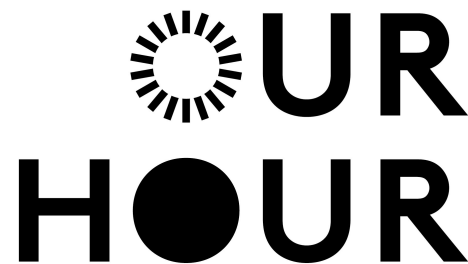


**Thank You for
Connecting Today!**

[Please complete our
feedback survey.](#)

Have ideas to share for
a future discussion
topic?

Send them my way:
sway@greaterpublic.org



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Resources

What Does AAPI Really Stand For | LAist <https://laist.com/podcasts/inheriting>

Is It Time To Say R.I.P. to P.O.C.? | Code Switch | NPR

YouTube Video: <https://youtu.be/vDvWdn2sc8k?si=F2ouxs9-UaScI4N3>

Article & Podcast: <https://www.npr.org/2020/09/29/918418825/is-it-time-to-say-r-i-p-to-p-o-c>

BIPOC: What does it mean and where does it come from? | CBS News

<https://www.cbsnews.com/news/bipoc-meaning-where-does-it-come-from-2020-04-02/>

BIPOC (Black, Indigenous, and People of Colour) – Definition and Explanation | Oxford Review

<https://oxford-review.com/the-oxford-review-dei-diversity-equity-and-inclusion-dictionary/bipoc-black-indigenous-and-people-of-colour-definition-and-explanation/#>

Where Did BIPOC Come From? | NYTimes

<https://www.nytimes.com/article/what-is-bipoc.html#:~:text=The%20acronym%20stands%20for%20%E2%80%9Cblack,media%20was%20a%202013%20tweet.>

Let's Talk About BIPOC - Full Video Clip | PLU

<https://youtu.be/F2p1HKPmCns?si=w4n8pKvkdmzcW7js>

[Words Mean Things Campaign](#) | PLU <https://www.plu.edu/wordsmeanthings/>

