

Media Pack



Enhancing Racial Equity in Higher Education and Society

OUR STORY



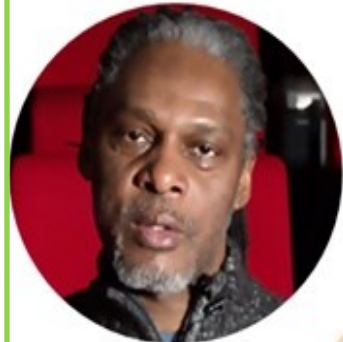
Prof Shirley Thompson



Prof Shirley Anne Tate



Dr Laura Guimarães Corrêa



Prof William Lez Henry

Patrons



Virginia Cumberbatch



Prof Robbie Shilliam



Prof Kevin Hylton

Black British Academics was created in 2013 by Dr Deborah Gabriel to tackle racial inequality in higher education. At the time a final-year PhD student, she felt an urgent need to address the structural and systemic processes that perpetuate disparities she experienced throughout her education. She drew on her expertise in media, culture and communication, becoming an advocate, highlighting issues around racial inequality in the news media. With a clear mission and values centred on enhancing racial equity, she began building a global community and networking with like-minded scholars to develop research-informed projects centred on change and empowerment.



OUR MISSION

- ◆ To enhance the voice and visibility of ¹Black academics in higher education.
- ◆ To build intellectual, social and cultural capital within our communities through collaborative research and collective practice.
- ◆ To highlight the contribution of ¹Black academics to the knowledge economy.
- ◆ To decolonise, democratise and diversify the institutional culture in higher education.
- ◆ To shape policy and practice around educational equity in higher education.
- ◆ To contribute to racial equity and social transformation in society.

¹Black' is used inclusively to refer to people of African descent, Indian, Pakistani, Bangladeshi, Chinese and multiracial backgrounds.



OUR WORK



- As a self-funded, independent community, we bear the full operational costs of maintaining our website and our social media channels, marketing, content creation, strategic communication and the time and effort involved in developing and harnessing social capital and community-building.
- As people of colour striving to transform higher education, our work is largely marginalised within mainstream structures that operate through policies, systems and processes that perpetuate the very inequalities we strive to eradicate.
- Democratic values like equity, are often subsumed by corporate objectives centred on profitability, within an increasingly marketized educational culture.
- We believe that working towards social justice is best achieved outside such oppressive environments that do not reflect the ethnic and cultural diversity in society.
- We operate as an independent, global community of academics and people who want to be agents of change, through co-creative partnerships on a not-for-profit basis.

CONSULTANCY



- ◆ We offer consultancy services, delivering innovative strategies to enhance educational equity, inclusion and diversity.
- ◆ Our services are beneficial both to public and private sector organisations and our projects are transformational and developed around a social justice agenda.
- ◆ Our work in higher education includes research to support educational equity, transforming education practice through the 3D Pedagogy Framework™.
- ◆ We also develop and deliver unique projects tailored to the specific needs of institutions and organisations and undertake public speaking as part of wider organisational/institutional initiatives to tackle racial inequality.

MEDIA COVERAGE



We aim to interact pro-actively with the media, offering analysis and perspectives that support our Mission. Journalists should contact individuals for their personal viewpoint on specific issues as we do not circulate names of persons for interview. Please provide as much information about the subject when making enquiries so that we can determine whether we wish to comment on a news story from a collective standpoint. Note that we prefer not to engage with the media in a reactive manner on sensationalised or trivialised stories about 'race' that do little to educate the wider public.

CONTENT PROMOTION

- ◆ Given our reach among ethnically diverse audiences both through our subscribers and across our social media channels, we are routinely asked to provide advertising services or to promote content by organisations seeking to increase diversity.
- ◆ We do not offer FREE distribution of jobs, openings or offers targeted at diverse audiences (including requests for speakers).
- ◆ Where proposed content is consistent with our Mission, we offer promotion of relevant, ethical content through a process of co-creation to produce an article of around 300 words with a link, which is published on our site, emailed to our newsletter subscribers and promoted across our social media channels (Facebook, Twitter and Instagram). The article remains on our website permanently.
- ◆ Contact us for further information on this service, including our fees.



OUR MONTHLY REACH



5000+ Page Views



1.4k Unique Users



Global Audience



Consistent Growth

OUR COMMUNITY



10000+

CONTACT US TODAY!

Consultancy, media relations and content promotion enquiries to : Dr Deborah Gabriel

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