

Media Pack



Leaders in Race, Education and Social Justice

OUR STORY



Prof Shirley Thompson



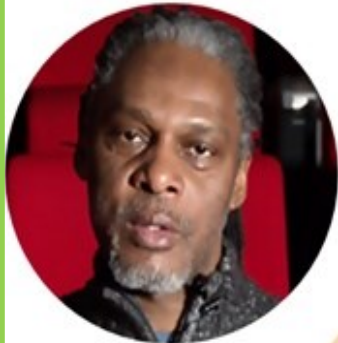
Prof Shirley Anne Tate



Dr Laura Guimarães Corrêa



Virginia Cumberbatch



Prof William Lez Henry



Prof Robbie Shilliam



Prof Kevin Hylton

Patrons

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 people of colour working in higher education.
- ◆ To highlight the contribution of people of colour to the knowledge economy.
- ◆ To transform the institutional culture in higher education.
- ◆ To shape policy and practice around educational equity in higher education.
- ◆ To build intellectual, social and cultural capital within our communities through collaborative projects.
- ◆ To contribute to racial equity and social transformation in society.



OUR WORK



- As a self-funded, independent community we bear the full operational costs of maintaining our website, social media channels, marketing, content creation, strategic communication, 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 often 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 of all ethnic backgrounds who aspire to be agents of change.

CONSULTANCY



- ◆ We are experts in delivering innovative strategies to enhance equity, inclusion and diversity in education and the workplace.
- ◆ Our services are beneficial both to public and private sector organisations, since our projects are transformational and developed around a social justice agenda.
- ◆ Our work within higher education includes expertise in developing projects designed to build equity; delivering our 3D Pedagogy workshops for staff and students, and engaging our community with career opportunities through our Jobs promotion Service.
- ◆ 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, where an honorarium is paid.

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.
- ◆ Where material is consistent with our Mission, we offer content promotion services through a process of co-creation.
- ◆ We specialise in developing creative solutions to enhance equity, diversity and inclusion in education and the workplace.
- ◆ Contact us for a free consultation to discuss your requirements.



OUR MONTHLY REACH



5000+ Page Views



1.4k Unique Users



Global Audience



Consistent Growth

OUR COMMUNITY



10,000+

CONTACT US TODAY!

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

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