



Passport to your future

Your future, your hands

Linking with Black and minority ethnic communities.

There was not a national organization that represented the Black and Minority Ethnic community.

In this case we felt we needed to go out into the community to talk to people; building trust and enabling people to see the relevance of the heritage industry to them. It was about providing lots of reassurance and saying 'The NT is really interested in you'.

One way of meeting the community is to go down to the local mosque or Asian community centre and to meet the local community leaders. It is then about building up trust and communication. This may take several visits. The community leaders may then help you to advertise the roles within their community.

Other ways of reaching the BAME community include:

1. Create flyers (or small postcards) with the correct branding, showing relevant stories and photos.
2. Do canvassing and run events in the local community.
3. Surprise people a bit about where you are and your approach. Be seen in unusual places.
4. You need to go out to the communities rather than them coming to you. Think about where you may be able to meet people:
 - a. Careers events
 - b. Refreshers fair at university.
 - c. The town/ city centre on a Saturday.
 - d. Record shops.
 - e. Gigs.
 - f. Black and ethnic community days.
 - g. Voluntary sector groups.
5. When you meet people in the community give them a flyer telling them how they can contact you, but also collect their e mail address so that you can follow up and contact them.
6. Carry out a radio interview on local community radio stations or radio stations run by ethnic groups in the local area.
7. Send a press release to local BAME papers.
8. Use the national BAME newspapers.

The Asian Today

Informs, educates and enlightens the British South-Asian population, offering local, national and international news.

Visible Chinese

A guide to individuals at the forefront of the UK's Chinese Culture.

One Inch Punch

Information on East-Asian arts, culture, design and entertainment.

The Asian News

The Asian News network, with comment, sport, entertainment and more

Black Business Initiative

Recognizes and celebrates the economic contributions of Black and Minority Ethnic communities to the economic development of Britain.

Network News

The networking forum for BME (Black Minority Ethnic) graduates and young professionals in the UK.

Black History Month

Celebrating and highlighting Caribbean and African activities, with profiles, articles and news.

BlackPolitics

Black Politics is an independent blog encouraging new writing about politics, politicians, race, culture and world affairs.